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Weekly Updates

Webinar on Profit Leadership

15th May: IEEMA Northern Region organised a session on Profit Leadership. The purpose of the session was to anticipate post COVID-19 scenario and the emerging “**New Normal**” to exploit the “**New Opportunities**”. It also emphasised on how to evolve “**New Paradigms**” for “**Profit Leadership**” with short & long-term strategies.

More than 170 members joined and understood the high level Strategic direction for reviving the business for short term survival & long-term sustenance / growth as well as how to identify the Profit & Cost drivers at Strategic levels.

Webinar on “Experiences of First two weeks of resumption of Engineering Services – Impact of Guidelines”

16th May: A Webinar and panel discussion on “Experiences of First two weeks of resumption of Engineering Services – Impact of Guidelines” was held on 16th May, 2020.

In the panel discussion the representative of 6 societies participated mainly FSAI, ISHRAE, IEEMA, GACS, ASSOCHAM and Indian Plumbing Association. Mr. Vipul Ray, Vice President and Mr. Rohit Pathak, Vice President From IEEMA participated in the panel discussion and addressed the questions on behalf electrical industry. The session was attended by 750 attendees. The 2nd version of guidelines were released with some more additions on operating of manufacturing units during COVID– 19.



Interaction with DPDC

18th May: IEEMA organised an interaction with Dhaka Power Distribution Company (DPDC) on 18th May. Mr. RK Chugh, President-IEEMA welcomed Mr. Bikas Dewan, MD-DPDC & his team along with 179 IEEMA members. Mr. Harish Agarwal-Chairman IBD, thanked the MD of DPDC for agreeing to connect online.





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Mr. Bikas Dewan referred COVID-19 as a global pandemic which has affected global economy in a severe manner. This has also impacted electricity sector also. A sharp decline of 50% is noted, the lock down has impacted major cash flow & delayed payments. Revenue collection is also been impacted as most of the Industries are shut down. Presently, they are struggling with lower revenue collection & crunch in working capital, which might delay project execution. This was followed by a Q&A session. The meeting was closed with vote of thanks by Mr. Neeraj Yadav, VC-IBD.

Webinar on Branding during COVID and Post COVID Era

21st May: IEEMA organised a webinar on Branding during COVID and Post COVID with Mr. Tarun Singh Chauhan, an advertising professional. Mr. Tarun Singh Chauhan threw light on brands to consider their go-forward posture on marketing, messaging, customer engagement, to be helpful, relevant, informative and authentically compassionate.

More than 170 members joined and utilised this platform for making their brand more stabilised during this pandemic situation.



Virtual Workshop on Improving Cash Flow using TOC Methodology

23rd May: IEEMA organized Virtual Workshop on Improving Cash Flow using TOC Methodology.

Mr Ravi Gilani, Founder & Managing Consultant, Goldratt India, conducted the workshop for participants from the Industry. It was an Interactive session and participating companies could took back practical measures on improving their cash flow in current uncertain environment. It was a hands-on workshop with live examples from the participants, providing tangible take-away and actions that teams can take going forward. Mr Saif Qureshi, in his special remarks while sharing application and benefits of ToC, shared with the participants "ToC is a wonderful philosophy, for life not just business"

Restoration work post AMPHAN Cyclone

25th May: IEEMA had discussions with Mr. Nikunja Dhal, IAS, Principal Secretary Energy, Govt. of Odisha, Mr. P Tripathy, Addl. Secretary Energy, Govt. of Odisha, Mr. U.K Pati, Director O&M, OPTCL, Mr. Swarup Kumar Harichanchan, CGM, O&M cum Nodal Office OPTCL, Mr .Gagan Kumar Swain, Director Finance & Corporate Affairs, OPTCL with other officials of OPTCL, CESU, NESCO regarding the restoration work post AMPHAN Cyclone which has affected Odisha and West Bengal.

Health & Fitness Updates

Parenting tips during LOCKDOWN



- Exercise or meditate daily with them.
- Make them aware about Do's & Don'ts and rules of social distancing
- Create a flexible daily routine.
- Since schools are closed, ensure they have regular habit of studying.
- Ensure quality time is spent with them at home by playing, reading stories, involving them in activities.
- Involve them in your cooking activity. Kids enjoy learning new things.
- Make them eat healthy food. Be creative and cook/bake delicious food at home.

Yoga and Mental Health

Health is a state of complete harmony of body, mind, and spirit. When one is free of physical disabilities and mental distractions the soul opens.

Is yoga useful? Yes, very much! As the time has gone by, men and women have been opting for natural ways to stay fit and healthy.

It is an open secret; yoga merges the mental and physical disciplines to attain a peaceful body and mind. Here are some of the health benefits of doing yoga: Yoga's positive benefits on mental health have made it an important practice tool of psychotherapy. It has been shown to enhance social well-being through a sense of belonging to others, and improve the symptoms of depression, attention deficit and hyperactivity, and sleep disorders. Yoga also improves the mood, behaviour, and mindfulness. Yoga functions like other self-soothing techniques, such as meditation, relaxation, exercise, or even socialising with friends.

There's no better time than right now to take a stand for yoga. It combines three elements that include physical yoga poses called asanas, controlled breathing practised in conjunction with the asanas, and a short period of deep relaxation.

In our next article, we will take you through the process to meditate and share an easy asana, which can be performed at home.

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