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**SPOTLIGHT
WEBINAR**



**EDITOR'S
WORD**



**INDUSTRY
VIEW POINT**

WHAT'S IN IT

SPOTLIGHT

VISIONARY VIEW

EDITOR'S WORD

INDUSTRY VIEW POINT

WEBINAR

Yogesh Mudras

Reema Lokesh

Manish Kukreja

Kinjal Gala
Nilesh Gala

Dr. Vanshika Gupta Adukia

Payal Narang





SPOTLIGHT

CBME takes the lead to address Mental Health amidst children and teens with a recently concluded powerful webinar

We are all in it together, fighting with an enemy that is unseen, a midget that is making a mighty impact on mankind in general. We are all in it together facing life's uncertainties and by the end of it though as a society both nationally and globally we are getting a bit more cautious and careful but if you are feeling a bit confused and concerned. Keeping the global pandemic in mind, Informa Markets, champions in the exhibitions space and it's vertical **CBME** took up this highly critical topic on **Mental Health (Emotional Intelligence - The booster to fight any pandemic)** and give it the attention and respect it deserve by conducting a highly engaging and successful webinar speaking about vital issues of how to manage and communicate rightly and effectively with kids and teens during these trying times. The session which was scheduled for an hour went on for 20 minutes more than the scheduled time due to the tremendous audience response and the flow of interesting questions. The feedback was encouraging and the audience have requested for future webinars of such value in the future. It is truly a matter of pride that an organisation of such repute and magnitude stood by a topic of such vitality. It truly speaks highly of their vision and rightly defines the term 'Purpose before Profits.' The Yogesh Mudras, MD, Informa Markets in Indi addressed the audience and instilled faith that the organisation stands in support with its respective industries. The webinar had an august panel of professionals and

thought leaders, who gave some valuable food for thought to our valued audience and attendees. The webinar had 272 attendees who were engaged with the panelists, with some quality interactions via the session

Moderator, Reema Lokesh.

The panel members were,

- **Dr. Sandeep Kelkar**, MD Paediatrician and founder director Equipoise Learning
- **Dr. Swapna Patker**, clinical psychologist, counsellor, and wellness consultant associated with the Lilavati Hospital in Mumbai and also founder Dream and Happiness Wellness
- **Mr. Hemant Lawangare**, founder director, MasterMyLife EQ Education, which is also associated with the University of Mumbai.

Each speaker brought in his/her experience and knowledge of addressing issues that the society is facing due to the pandemic especially amidst the kids and teens as a vulnerable section of the society. The topics were diverse and pertinent ranging from anxiety issues, to communication skills between parent and child, from age appropriate communication addressed by **Dr. Patker**, to the DISC analysis of personalities, brought in by **Mr. Lawangare**, to the 6 set of emotional intelligence skills provided by **Dr. Kelkar**, were some truly engaging food for thought that were the session highlights and take home.



“ONE’S BET IS ON A HYBRID ENGAGEMENT”

YOGESH MUDRAS

Managing Director, Informa Markets in India



The virtual world can offer the perfect solution by combining the best of brand experience with the digital engagement people crave, but one’s bet is on a hybrid engagement, with physical expos supplemented by digital engagements, elucidates **Yogesh Mudras, Informa Markets in India.**

Even as it promotes physical interface, the exhibitions industry has always had an intrinsic rapport with digital platforms. There is consensus that digital is the way to go for the obvious advantages they have, and to cater to the ever-expanding business needs of our customers. Therefore, some turnkey organisations were turning into early adopters with significant investments in digital expertise including products ranging from full online marketplace project, lead generation campaigns and webinars - always, though, as supplements to the much-revered face-to-face trade expos.

The **COVID-19** crisis has put global professional sourcing in disarray. Worldwide, the industry has seen a string of event cancellations and postponements amid the existing pandemic. Considering these disruptions, businesses across the globe turn to digital solutions to sustain productivity and organizing virtual exhibitions where one can virtually participate in an event at their own time wherever they may be. It is also anticipated that even after the situation stabilizes, a certain caution may still be maintained among exhibitors about travelling for participating in international trade fairs and exhibitions which are key while hosting large scale exhibitions.

Companies are working towards using all the technology available at disposal to ensure business stability and build the expertise to mitigate these challenges. Virtual conference platforms can analyze a lot about conference-goers, including Data on which sessions were attended the most and for how long, which booths had maximum interaction, and more. This kind of insight is invaluable for developing targeted content & for making your next virtual conference even more successful. The virtual world can offer the perfect solution by combining the best of brand experience with the digital engagement people crave.

Then again, it aids in attracting and tracking diverse exhibitors and attendees, creating massive online audiences for companies to share their innovations along with access to various forms of media to enhance the sales experience. Its ability to track leads, quantitatively measure event performance and gauge event ROI down to the most basic statistics is also extremely useful.

With most exhibitions organisers having joined in the inevitable transformation towards the virtual platform, the impactfulness of these platforms will really depend on the stage of preparedness & experience the organisations have had, from before **Covid-19**. Most significantly, the success also will be about how well we understand our customers’ requirements, pain points, their work from home dynamics and provide relevant solutions for their issues, based on how well engaged and connected we have been with them. Our being able to pin-point on their future short term and long-term requirements and their brand loyalty and trust for us have also been honed by deep professional relationships and human-to-human interactions, that got promoted by the face-to-face trade expos and engagements.

With almost half the world’s population under lock down, virtual platforms are helping us in a big way to stay connected and run businesses. The virtual trade shows are also likely to be leveraged even better to offer efficient, impressive, and state-of-the art digital solutions for a prosperous future of the market. Yet, one’s bet is on a hybrid engagement, with physical expos supplemented by digital engagements. This is a feedback we have also got from our customers, especially newly launched start-ups or SMEs, who might feel unnoticed in a virtual platform but use other means of brand advocacy in a ‘brick and mortar’ trade expo.

Besides, at the end of the day, all of us prefer face to face meeting, want to shake hands (better still, a namaste), exchange thoughts, and of course party together. It provides an environment of friendliness which, in turn, boosts the success of our relationships, whether they are personal or professional.



STANDING UNITED IN CRISIS – NEED OF THE HOUR

REEMA LOKESH

Consulting Editor, Connect@CBME



In our hustle and bustle of life, it was a small virus that made a silent but big entry into our lives and shook it up forever. When we thought we were victorious, it showed us how vulnerable we are. When we thought we were conquerors of both time and space, it showed us how confused we are. When we thought we had discovered the world of Artificial Intelligence, it showed us what truly matters is Emotional Intelligence.

I wonder what this life changing phenomenon means to you. But for me, it shows me the mirror that brought in remarkable reflections. It showed me once again that all that matters in life is looking back at every moment and memory with deep gratitude and gratefulness. The world is in a fragile state and so are most of our relationships. Our freedom to meet, greet, walk and talk has been replaced by fear, fear of the unknown and a future that's unclear. The MSME sector has its own set of challenges and like any other industry 2020 is predicted to be washout year for business. The interview of the president of TAITMA in this issue, will provide you with some insights on the current scenario and the best practices that can applied to tide over these troubled times. The issue also has some interesting perspective from a medical professional on the maternity sector and also from a phonics expert on how online learning may get to be the future learning tool in the child learning space.

Most businessmen have expressed similar sentiments on the say forward and the appeal is for retails and suppliers to work as a team to fight the business repercussions that the pandemic has brought in.

The message is clear, hang in there, stay strong, brace yourself against any upheaval and the need of the hour is to work as a team and support each other, for by the end of the day, we are all a fragment in this fragmented world.



Interview of the Fortnight

“PAYMENTS DO NOT COME ON TIME,
RETAILERS DO NOT PROMOTE
INDIAN TOYS”

MANISH KUKREJA

President TAITMA,
(The All India Toy Manufacturers Association)

Tells Reema Lokesh, about industry challenges and suggestions that one needs to activate to overcome these challenges.

Q The world has witnessed a sudden change & businesses across industries are witnessing and will continue to witness unprecedented change from now on. How would you describe the change that is felt in your industry?

The effect of **Covid-19** on the Indian Toy Industry is highly negative, which has lost its major season of April. With a tough year that's gone by, 2020 was being looked at with great hope. About 95 percent plus industry is in MSME sector, and this industry is a high labour-intensive one. Complete shutdown, with fixed expenses in place and no relief, most of them will be badly hit.

The industry is looking at the government for a major relief package, else many small manufacturers will face closure, resulting in unemployment.

Q What are the present challenges that the industry is facing?

With the sales down to zero, fixed expenses on and the government asking manufacturers to pay full salary, the already cash strapped industry is struggling to stay alive. No clarity on PF payments as well as officials uncertain on the same. Most of the Indian manufacturers are weak due to past conditions, hence unable to sustain a major blow like what this pandemic will give. The government expects the industry to come out and support their requests as above, but there are no concrete support measures declared by the government. This hurts the morale of the MSME.

REASONS FOR THE WEAKNESS:

Payments do not come on time, retailers do not promote Indian toys, in spite of being in MSME major retail outlets do not keep Indian Brands, etc. Those who do, have such restrictive practices that the MSME feels it not worth the trouble. From a 90% market share in the early '90s to 15 percent in 2019, manufacturers in India have lost major ground. A simple survey of any retail out-let will give an extremely clear picture.

Q Is there a message you wish to convey both the supplier and the buyer's market?

Suppliers (majority) usually support the Toy Manufacturers with credit, but the downstream (majority) does not, hence delayed payments. **If the wholesale, retail segment makes payment on time, like they do for imports, the manufacturer will have a better liquidity flow and can make their payments on time,** make better quality and bring out more variety. It is important that all (major) retailers learn a valuable lesson: Don't put all eggs in one basket. **If all retailers can dedicate one section, about 25 percent of their space, to Indian brands and boldly display the same as "Indian Manufactured Toys", they will help Indian brands grow,** hedge their investments and also have a better variety, as many Indian manufacturers make wonderful products and export as well.



Q What are the suggestions the organisation has put forth to fight the current situations?

TAITMA, being the nodal association for the Toy Manufacturers, has sent in various suggestions to help the industry tide over the situation. Some of them are:

- Better liquidity through lower loan rates (Khadi gram gets loan at 4% through MSME scheme, same be provided to the Indian Toy Manufacturer).
- Discount on electricity charges by up to 50 percent for 1 year, and total waiver of any fixed charges.
- 50 percent Income Tax rebate on the income declared in 2019-20, to be credited to their IT account and not refunded.
- 25-30 percent Income tax rebate to all salaried class, on the income declared in 2019-20, to be credited to their IT account and not refunded. This will provide liquidity in the hands of the consumer & should help sales at retail to pick up. Government will get an increase in GST as well.
- ESIC not be made mandatory if Insurance for staff is taken through Ayushman Bharath scheme of the government, any other insurance firm.
- Rebate on GST for 3 months.
- Since the lockdown, children are at home. Toys and games are important learning tool's, hence the toy industry should have been kept in the semi-essential commodity and be allowed to operate in phases (say 2-3 days a week, with all precautions).
- BIS standards being formulated should be industry friendly & done in a phased manner, over 18-24 months post lockdown opening.
- Toy retailers be allowed to open, but no customers allowed inside. Delivery at home to be encouraged with proper care, social distancing.
- Laws be made to encourage industries to grow, not hamper their growth. Like the one for re-opening. If a Covid-19 case, during partial reopening, is found in a workplace, the owner will be held responsible and FIR to be logged against him. Should an owner of an MSME be made a criminal for helping the economy by trying to re-open. This is ridiculous. This looks like conditions are being prepared for blame game, fine collection or to take advantage of the situation.



The MSME owner should not be held responsible if the guidelines are followed. How can the owner vouch for the movement of his/her staff out-side their premises. The virus takes about 6-7 days before showing symptoms, so no way can the same be detected on day one. It's this wrong attitude that discourages the MSME, as they are looking for a helping hand from the government, not being made a scapegoat.

Q What are the future measures being suggested as future shock absorbers to face market upheavals and challenges?

It is suggested to the government that MSME's be given priority in many government projects like defence, aanganwadi's, govt. procurements, etc. Use the MSME spare capacity to help bridge the gap.

It should be made mandatory that all major retail chains keep about 25 percent Indian Brands. Help from TAITMA to source them will be given.

All industry people should ensure that the credit period is slowly reduced to 45-50 days (maximum). This will ensure liquidity & help economy recover faster.

All retail stores dedicate one section, about 25 percent of their space, to Indian brands & boldly display the same as "Indian Manufactured Toys", they will help Indian brands grow.

Manufacturers look at exports as well as establishing their network in India through industry promotional activities. This will help grow the industry.

Manufacturers be open for JV's, as now the world will be looking at sourcing from other countries as well, and India can be a major destination for them.

Change is Growth, Change is Life. That's the universal truth. If we do not change, we will wither away. Hence, it's important to accept change instead of resisting it. That will be the fuel for growth.

The Covid-19 effect will last for years, but there are lessons learnt during this pandemic (in an era where humans are proud of their technological advancement), which should not be forgotten.

We will have to change. Remember, Change is Growth, Change is Life.

Easy Feed - changes their website rules for customer safety during the pandemic BUT KEEPS THE FAITH AND LOOKS AT 2021 WITH POSITIVITY.



KINJAL GALA AND NILESH GALA

We are all going through trying times as a small virus made a big impact in your lives a changed it forever. The socio-economic fabric of the society went through unprecedented change and the new term that has been coined is the 'new normal.' Businesses have taken a beating across most sectors and the children and maternity sector is no exception. Easy Feed, the maternity gown and fashion dressing specialists who belong to this vibrant sector, are realistic and grounded with their future plans and projections. Nilesh Gala and Kinjal Gala, founders, Easy Feed are certain that for complete apparel sector, this development of Covid-19 is a nightmare. Says Nilesh Gala, "We see a 70% down in sale, for the coming period because people still have a mentality that maternity dressing and gowns both pre and post is still a luxury product. In coming days people will spend on only necessity and even if even if they buy, the consumption will be such that instead of buying 4 products they will buy 2 products, hence a clear cut 50% demand drop. **This situation has led us to change our policy and hence our website clearly states that we will not allow any exchange or return. The rule has been implemented because in apparel business people try and buy cloths, which is not safe during this corona spread, so we discourage online buyers to purchase online.**" He further adds that, "It is tough times ahead as most of the staff wish to go back to their village for their own safety and precautions. **In manufacturing sector you can't operate without skilled labour. So we have demand issue and labour issues.** There are products in pipeline, which cannot be completed without skilled labour, so all that goods are zero value for us. In current market everyone has a strategy to keep cash in hand for emergency and for necessities. So we don't get any payment till minimum

3 to 4 months. Having said that we are positive for 2021.



Kinjal Gala along with her husband Nilesh feels positive and hopeful and feels this shall also pass. She takes pride in her research and her products that was a result of watching and carefully analysing the needs of pregnant womanly closely and carefully. The designs and manufacturing is the result of working towards giving the users a superior quality and easy to use product. Their mission is to make women feel comfortable during their journey of motherhood. Vision is to provide comfortable and fashionable clothing for their pre and post pregnancy. Amidst the crisis, Kinjal and Nilesh still feels it's important to be focused on the business and keep doing their research to continuously improve their products for their buyers. Says Kinjal Gala, "Easy Feed is making maternity dresses that help mothers feed their baby comfortably. Most of our designs can be used in pre and post pregnancy, which gives value for money to customer. We use high quality imported invisible zippers. Before making this product we did survey of 113 pregnant women and designed our products as per their need. Most of the designs have pockets. All our dresses are easy to alter. We are the only brand who started big sizes in nursing wear up to 4XL, we make total 7 sizes, small to 4XL. We use a very high grade fabric which will suit pregnant lady."



MATERNITY MATTERS AND MORE... THE COVID-19 IMPACT



DR. VANSHIKA GUPTA ADUKIA

Founder of Therhappy

She is a Pregnancy, Childbirth and Lactation Specialist and a Pelvic Floor Physiotherapist.

The invisible **COVID-19** virus has left the medical fraternity grappling to combat it. The maternity sector too has been faced with its own set of challenges- from assisted conception procedures being stalled to ongoing IVF cycles being put on hold, antenatal care visits being rescheduled last minute to ultrasonography scans being indefinitely postponed, uncertainty over the chosen hospital being 'safe' for delivery to hospital staff being exposed and hence quarantined for everyone's safety; the pandemic has left years of organized, structured and protocol filled duties to its mercy. The world as we know is changing drastically owing to the **COVID-19** pandemic. Many believe that the collateral damage caused by the pandemic is much higher than the damage caused by the pandemic itself.

COULD ITS EFFECTS BE EVERLASTING?

Only time will tell, but as of today what remains certain is: Change, Adaptation and Evolution. **In light of the current global outbreak, like many others I have also adapted to telemedicine and virtual patient consults (TVC). Being the need of the hour, it will not be surprising to see this practice become an eventual norm in the coming days. Especially for the relatively 'low risk' cases and conditions.**

Maternity care too should be heading in that direction for the long run. With the waiting time during prenatal visits and ultrasound scans running in hours, having several pregnant women and their accompaniment huddled together in a

room to seek their consult, no longer seems to be the best viable option.

In fact, keeping each individual's best interest in mind, especially of the expecting mothers-focus should be shifted on going old school once again. In case of those who have comparatively no/lesser complications during their pregnancy: it would be a good idea to routinely plan on reducing clinic/hospital visits during pregnancy to a lower number. The possibility of having the pregnant patient run all necessary tests and consequently visiting the OBGYNs (Obstetricians and gynaecologists) during a well within limits time bound appointment, done in the same visit and under one roof, should be explored.

With modern medicine evolving, the number of pre-natal check-ups and tests has also increased manifolds. In no way does this imply that necessary testing and examination must be avoided, but there might be a need to look at eliminating the otherwise not required procedures that women sometimes go through during pregnancy (especially in low risk category women).

Doctor visits and health profiling had off-late become routine for the smallest thought in mind or situation at hand, leaving several patients excessively dependent on medical professionals. This began a vicious cycle of the patient needing more time with the healthcare provider but the healthcare provider unfortunately needing to tend to the next patient in cue- the same holds for



maternity care too. Expecting mothers and their families have innumerable questions and concerns that they would want addressed during their medical visit, but only so much can be managed in the given stipulated time of the appointment.

As a pregnancy specialist and having actively worked in this sphere, prior to and during the pandemic, I recommend that, to ensure patient satisfaction and unburden the maternity healthcare system- allied maternal care specialists must be brought on board during pregnancies as a team in addition to the OBGYNs. (Obstetricians and Gynaecologists). These would include: childbirth educators, lactation support specialists, labour doulas (who could also fill in to an extent till the doctor is available during labour), postpartum specialists etc. who can work with the expecting family and educate them during pregnancy to prepare for birth and life with the baby postpartum.

The pandemic has also resulted in several expecting families not being comfortable with their initial choice of a multispecialty hospital as the centre for their delivery. The idea of having to birth in the middle of a pandemic, that too in a place which can probably be the biggest hotspot for the virus, leaving them and their new born exposed, has left most feeling vulnerable and looking for an alternative.

For those cities and regions that lack maternity homes and birthing centres, this must be taken as a wake-up call. This could indicate a likelihood and shift in families, now wanting to opt for a birthing centre that is safe of all other medical conditions or situations and focuses solely on birth and new born care.

Exclusive birthing centre, maternity homes, neo-natal care centre were once looked upon as an international trend or an option for those in the 'interiors' of our country, but soon the same are likely to become the safest haven for birth and infant care.

To fellow maternity healthcare specialists; **COVID-19** has made each one of us race against time for the safety and wellbeing of our expecting mothers and babies. If we could look at adapting, sharing and increasing our horizon, it would ensure and help to prepare for an even safer pregnancy and delivery journey of our wonderful to be mothers, their families and their little ones.

ABOUT THE AUTHOR

Dr. Vanshika, researched extensively on pregnancy and noticed a gap in pregnancy education, fitness and nutrition. In order to bridge the gap, she further studied in the field of pregnancy & childbirth, going on to achieve international certifications as a Pre and Post Natal Fitness Instructor, a CAPPa certified Childbirth and Lactation Educator, a Pregnancy Nutritionist & Pelvic Floor Rehabilitation Specialist).



POST COVID-19, ONLINE SCHOOLS MAY TAKE PRECEDENCE IN THE WORLD OF PHONICS



PAYAL NARANG

Jolly Phonics Trainer and founder, Learning Kingdom

The World of Phonics as an education tool for kids post Covid-19 is predicted to undergo some visible changes and the products and the demand for the same from the industry is also projected to witness change. Literacy is arguably one of the most important life skills that one can acquire. In today's world, when we talk about literacy, the conversation mostly leads us directly to the world of phonics. **A vast number of schools now adopt this method, the synthetic phonics method, to teach children how to read, write and spell.** Studies have found that using a synthetic phonics programme not only allows kids to read and write early on, but also shows an improvement in their general ability to read and spell.

There are multiple programs that teach synthetic phonics, however as an accredited Jolly Phonics Trainer I shall be talking specifically about the Jolly Phonics programme. Jolly Phonics is a fun and child centered approach to teaching literacy through a multi-sensory approach. The program identifies 42 letter sounds that are taught to children through stories, songs and actions. This multi-sensory approach allows children to remember the sounds in a fun way, and makes it more memorable for them too. There are many research studies that document the achievements of teachers using the Jolly Phonics method, hence it has been widely adopted in school across the world. Like many teachers, I personally have seen a vast difference in my students' literacy skills. I am a Child Psychologist by education; however teaching children is my passion. **With the current situation in mind, and even post this pandemic, I feel like there will be a shift in the education market with more parents opting to home school their children, or opting for additional classes online.**

What do I think we need during and post Covid-19? I feel like teaching phonics is an interactive process, we need good videos and apps that can teach the letter sound to the child. It can't only be limited to learning the a-z sounds, but also the blends, digraphs,



diphthongs and sight words, and needs to be a complete package. We need more toys and apps that focus on the more complex sounds too, not just the basic a-z letter sounds. Similarly, we need a good app or toy to help children blend and segment words as most parents have not learnt how to teach this and struggle with this that can be completed on the same app. In a nutshell, **I see the need to have wholesome home education kits, where parents can teach their kids at home in an easy step-by-step manner using videos, apps and toys to support their learning.**

Now focusing at just India, most schools in the larger cities have adopted Jolly Phonics or a similar phonics program. However, schools in smaller cities are yet to adopt this methodology. Since the Covid Lockdown in India, I have been able to offer online phonics classes for kids and I also offer online Jolly Phonics training for parents and teachers alike. I also share detailed posts and videos on how to teach phonics to your child at home, on both my Instagram platforms @learning_kingdom and @playfulparenthood. This led to lots of inquiries from people living outside Mumbai and even from Europe, from smaller cities where phonics isn't taught at schools. With this in mind, I feel like **there is a new demand that has emerged for home education via home schooling kits, online classes and apps that can teach literacy in a simple and effective manner.** I am in the process of creating a Home Education Kit that focuses solely on teaching children the 42 letter sounds, blending and spelling. The kit will include all the supplies and worksheets needed for the class, and a booklet with simple instructions for the parent to follow.



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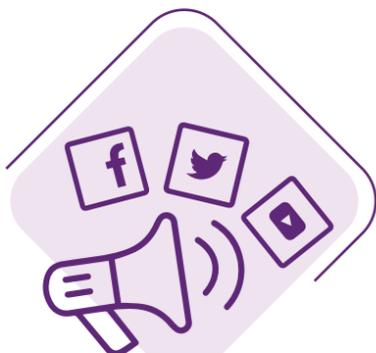
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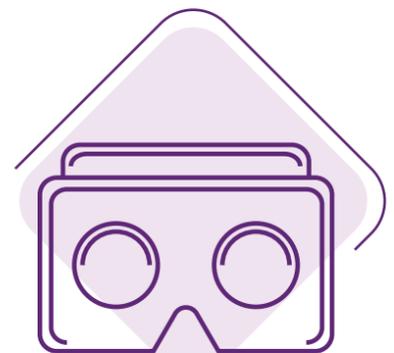
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