



“FOCUSSING ON EXPANDED SCOPE OF OFFERINGS”

PUSHKARGOKHALE,

Vice President – Head B2B , Godrej Security Solutions



As the unexpected calamity of COVID has hit all the politics and markets of the world, we would like to know your expert views on the current market status and the way you are planning to combat the current pandemic scenario?

As you know, Business activities have almost come to a standstill owing to the global pandemic. We see a change in sentiment of consumer behavior where they will become extremely cautious of their future purchases. However, when it comes to the B2B side of businesses, we foresee that there will be a rise in requirements for public surveillance and screening products to protect their premises from spread of the pandemic.

As people start stepping out, they will be entering a new normal where health security will be a prime concern. Keeping in line with this, we have recently launched our “COVID-Defence” series of products and Solutions which will empower our customers to counter and control the spread of the virus.

One such state-of-the-art product which we launched recently is our VigiGuard Specialized Tripod turnstile, integrated with a sanitizer dispenser, assuring optimal disinfection of hands.

The product offers a “Touch free” system for secure entry, restricting persons who have not disinfected their hands. This system thus makes hand sanitization mandatory, before entering the premises.

We have also launched a Dual sensor (Normal Video

Image and Thermal Image) “WALK THROUGH SYSTEM” which detects high temperature and generates real time alarm, giving a high accuracy of 98% with a maximum 0.05°C variation. This enhances effectiveness, throughput and makes it much more easy, non-intrusive and comfortable for both, meaning -those who are screening and those entering the premises.

Post the pandemic, once lockdown regulations are relaxed, we will have to practice social distancing and maintain health protocols to control and prevent the spread. The only way to achieve this is by having a robust Screening and Controlling mechanism in place, not only averting a health crisis, but also improving the overall security of large spaces.

Going forward, we have chalked out a clear road map to develop technologies and products on the Health Security platform, thus helping our customers to enhance their capability to prevent the spread of the pandemic.

Is there any new plan or strategy which you are planning for remaining competitive in the coming months and how do you forecast your business dealings after the market emerges to again run on the track of moving on and gaining some momentum?

Since its inception, 123 years ago Godrej has always been contributing to Building our nation through the Make in India initiative. The recent call by our Honourable Prime Minister has only boosted our morale and conviction. It will be our endeavour to reinforce this mission and actively participate in the Self-reliant India movement. We are actively pursuing development of technology

and hardware that can be sourced from within India. This will not only ensure self-reliance but insulate us if and when global supply chains collapse. Moreover, Health security shall become a primary focus for our R&D, product development and innovation.

What are your current or forthcoming projects which you are working on and how are you managing the execution of them in a positive and practical manner?

Godrej Security has always had a MGPP (Multi-generation Product Plan) in place. That said, COVID -19 has had an impact on our MGPP to an extent where we have had to re-imagine our offerings and thus make quick changes to the Value Proposition and thus our forthcoming offerings are certainly undergoing changes as we have been quick to respond.

Our forthcoming projects include but are not restricted to "Touch free" Access Control Systems involving integration with Face detection and temperature sensors, Sanitisation systems for Luggage, Parcels and even Envelopes.

Ours is still an economy driven by cash where majority of transactions are done through cash. As one can imagine, since Cash changes hands very frequently, there is a very high probability of the spread of pandemic when this Cash exchange happens. One critical area for us is to quickly roll out our Cash sanitization systems. This will help Banks, Retail stores, and other entities with high cash transactions sanitize the cash in circulation.

When it comes to our internal advanced systems and processes, we strictly follow the TOC (Theory of Constraints) methodology, where principles like Critical Chain Project Management (CCPM) are deployed along with daily flow meetings, ensuring tight checks and controls, flags being raised in time and tightening up lose-ends by taking quick actions, thus ensuring on or before time roll out.

COVID-19 scenario has made it all the more critical that we ensure before schedule deployment of our solutions.



When it comes to being one of the market leaders, how are you researching on management's organization and keeping yourself motivated during the COVID phase?

At Godrej, we have devised new systems for smooth management of work and keeping the spirits high.

With employees operating from their Homes, it gives them some amount of flexibility to address the challenges at home and at the same time manage work efficiently.

To make most of the lockdown period, our corporate team has proactively helped us with an exhaustive list of e-learning courses which can be taken up to upskill ourselves. These include interesting and thought provoking master classes of well-known industry stalwarts, and a wide spectrum of short term courses to work efficiently. These courses have offered wide learning opportunities for all.

During the lockdown phase, suddenly the importance and use of Digital platforms has grown exponentially. We have launched a programme called "Leading Transformation- Leveraging Digital" which is a series of interesting training modules, for our Team members as well as our

CORONA VIRUS PREVENTION



WASH YOUR HANDS AT LEAST 20 SECONDS



USE SOAP



WEAR MASK



AVOID CROWDS



AVOID HANDSHAKES



DISINFECT ON TOUCHPOINTS



Channel Partners. The objective is to empower them to unleash and exploit the full potential of the power of Digital. Both, our team as well as our Channel partners have been actively participating in this initiative, making it a highly interactive and interesting engagement platform.

What expectations do you have from the government's plans and reforms to uplift and improve the overall condition of the Indian infrastructure and construction market?

Although COVID -19 has left a lasting impact on the Global as well as Indian economy, we strongly believe that if anyone can trigger the revival, it will be our Government machinery.

Besides allotting additional Budgets for Healthcare and announcing the stimulus package, we expect the Government to increase the quantum as well as pace of various Projects which were under deployment or were in the pipeline.

Infrastructure spending will have to be ramped up and this will have to be done fast.

Smart Cities, Metro Rail projects, Expanding the Highways network, Modernisation of Ports, Airports, and UDAN Regional airport development and many more such projects, will have to go on, in full steam to fuel growth. Additionally, initiatives such as Housing for all and the flagship scheme PMAY which aims to build 20 million urban homes and 30 million rural houses by 2022 has to go continue with the same momentum.

Is there something you would like to share with your audience at large, as in discussing your trade principals and motives?

Providing Peace of Mind, has been one of our key driving principles and mission at large.

While earlier, the words "Peace of mind" were more to do about Protection from Burglary attacks, or from Fire or Unauthorised access and so on, last 3 months have changed our perception about the word, Peace, as each and every person today is more than anything, concerned about an attack by the CORONA Virus.

We understand that Life Post Covid-19, will be very different where Health security shall be an important aspect to be addressed if one has to offer Peace of Mind.

I believe that we have read the situation well and have moved with agility, made a beginning but we have to go a long way. Keeping in mind our Values of Empathy and Respect for our Customers, it will be our endeavour to ensure that we Walk the Talk.

As Guardians of Nations wealth (being leaders in Vault Equipment) and also well-being, it is our responsibility to do whatever it takes to develop products and solutions that will enable our customers and the society at large, to emerge stronger from the recent crisis and also be able to face anything of this sort in the future.

We believe in providing a secure setting and in the coming times, we will continue to deliver what our customers need, continue to extend our capabilities and expertise in such times of national crisis.

Keeping this aspect in mind, we have expanded our scope offerings to Health security space and we shall now move ahead to work towards setting industry standards in this space which will be a critical aspect for all stakeholders.

The Godrej Group has recently completed 123 years.

Making India has always been at the core and a part of our DNA. And as we march towards the next milestone of 125 years, we have our mantra further reinforced as in the words of our Honourable Prime Minister - Self Reliant India (Aatma-Nirbhar Bharat). ■

