



**Vikram S. Kirloskar**  
President



**Confederation of Indian Industry**  
*Business and Beyond*  
**125 Years: 1895-2020**  
The Mantosh Sondhi Centre  
23, Institutional Area, Lodi Road  
New Delhi - 110 003, India  
T : +91-11-2462 1874 / 2462 9994-7  
F : +91-11-2463 3168  
E : [president@cii.in](mailto:president@cii.in)  
W : [www.cii.in](http://www.cii.in)

19 March 2020

Dear Member,

I am writing to you in continuation of my letter dated 17 March 2020 on industry response to the growing Coronavirus pandemic. At this time, when India currently appears to be going through phase 2 of the Coronavirus impact, the main imperative for us all is to ensure social distancing. I would urge Members to implement measures to promote social distancing among our employees and communities.

Social distancing is critical to preventing spread of the Coronavirus. It would help in 'flattening the curve' of its progress so that its impact is minimized and the pressure on hospitals and medical staff is manageable. As seen in the countries that are further ahead on the trajectory of the Coronavirus spread, the practice contributes to lowering the infections and thus, lowers the fatality rate. It is a socially responsible practice and as Indian industry, we can set the example in our own workplaces to encourage its use.

There are several ways that we can incorporate social distancing in our companies. All meetings that do not require physical presence may be carried out through video conferencing. Employees can be asked to stagger their presence in the office or the factory floor and the requisite distance between employees may be maintained. We must also work with our vendors and service providers on this issue.

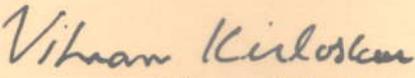
In addition, companies can raise awareness on the need for social distancing in surrounding communities. As socially responsible and aware CII Members, it is incumbent upon us to take the lead and engage with the community in these difficult times. Various ways may be considered for disseminating the information and best practices regarding social distancing.

Such practices could reduce the incidence of Coronavirus in the country and enable us to meet these exigencies with better preparedness.

I look forward to your implementation of this important way to tackle the crisis.

Warm regards,

Yours sincerely,

  
Vikram Kirloskar