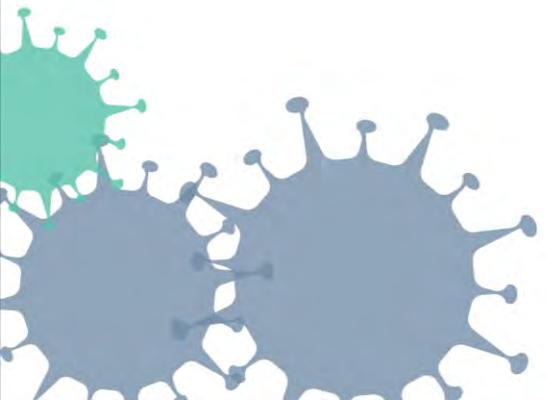


Quarantale

What did it do?

The world is surging through a deadly pandemic Covid-19 which has opened doors to an unprecedented humanitarian and economic crisis.

More about this, based on a secondary research conducted by students of NIFT Chennai - MFM (Batch 2019-21) as a part of their IDM subject 'Accessory Design' and under the guidance of Dr. Kaustav SenGupta (Associate Professor)

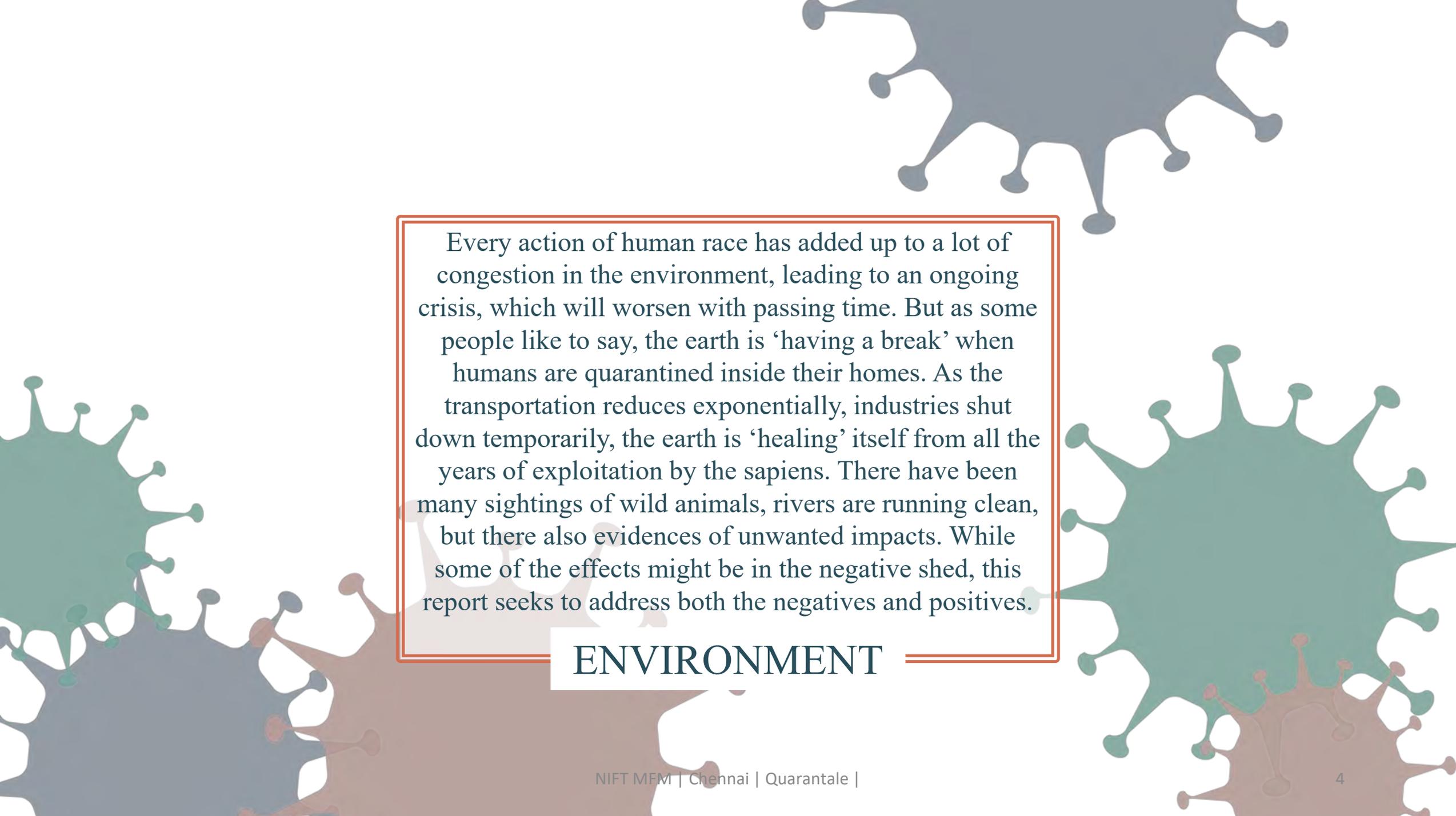


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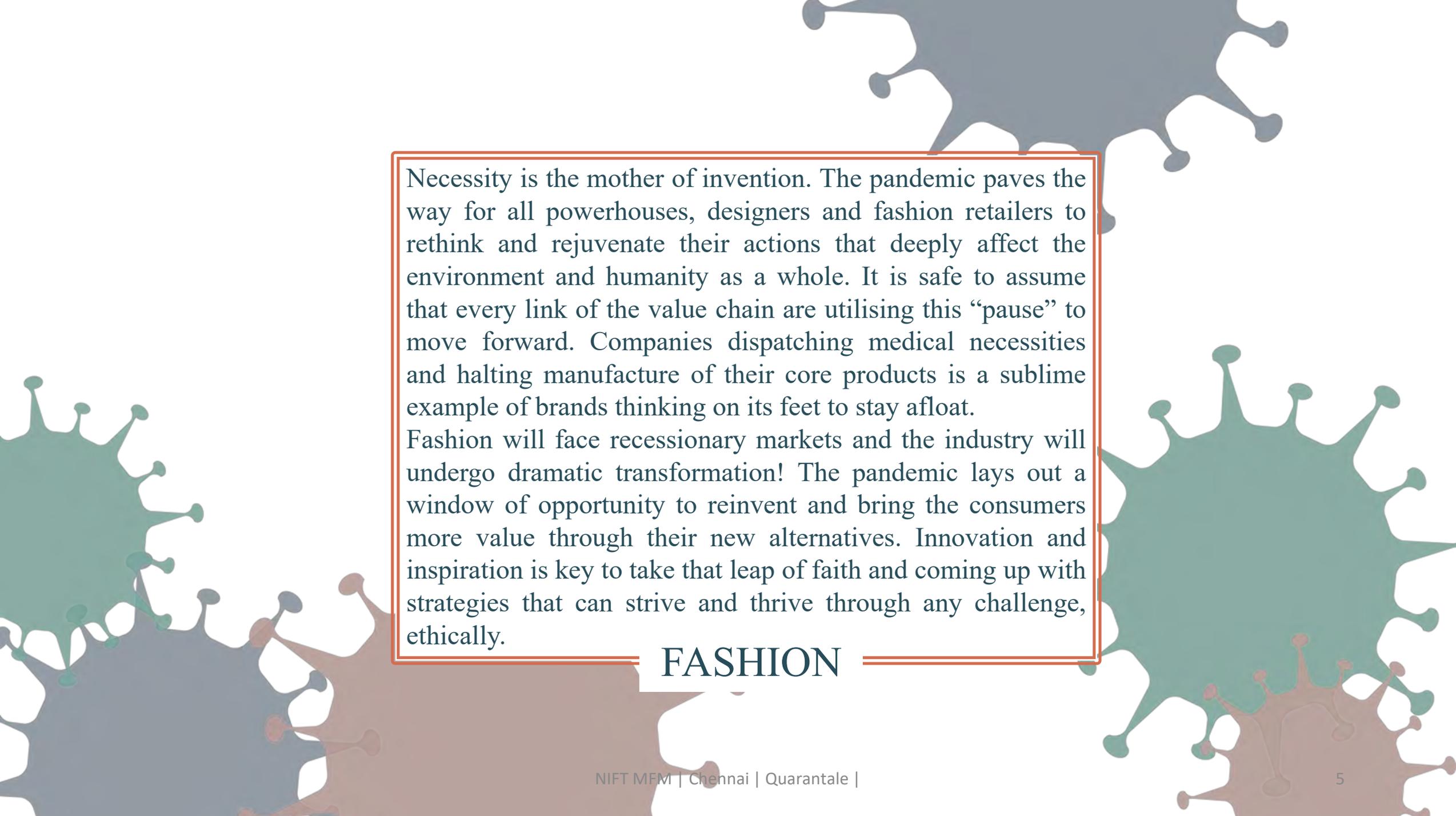


ANALYSIS



Every action of human race has added up to a lot of congestion in the environment, leading to an ongoing crisis, which will worsen with passing time. But as some people like to say, the earth is ‘having a break’ when humans are quarantined inside their homes. As the transportation reduces exponentially, industries shut down temporarily, the earth is ‘healing’ itself from all the years of exploitation by the sapiens. There have been many sightings of wild animals, rivers are running clean, but there also evidences of unwanted impacts. While some of the effects might be in the negative shed, this report seeks to address both the negatives and positives.

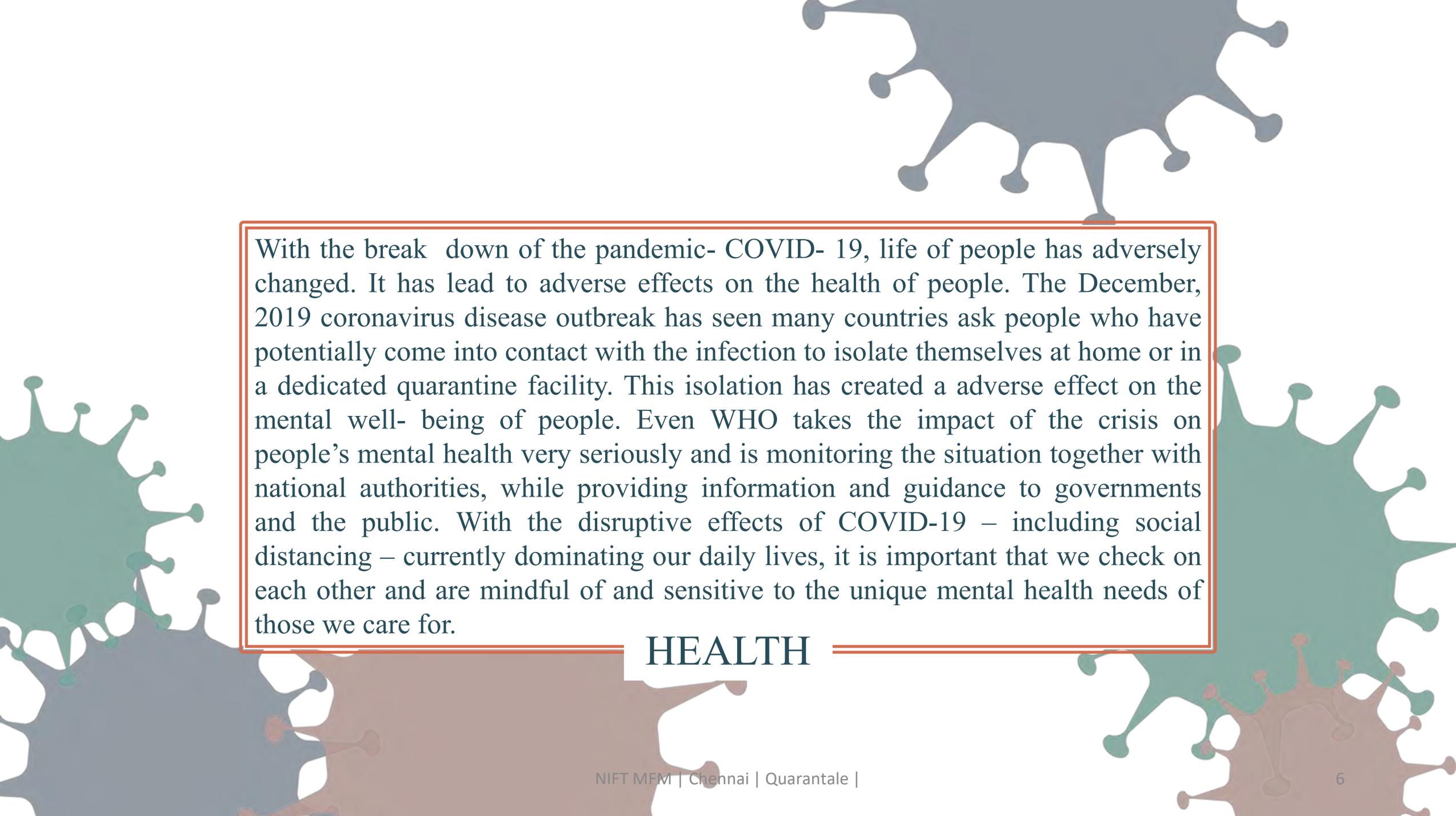
ENVIRONMENT



Necessity is the mother of invention. The pandemic paves the way for all powerhouses, designers and fashion retailers to rethink and rejuvenate their actions that deeply affect the environment and humanity as a whole. It is safe to assume that every link of the value chain are utilising this “pause” to move forward. Companies dispatching medical necessities and halting manufacture of their core products is a sublime example of brands thinking on its feet to stay afloat.

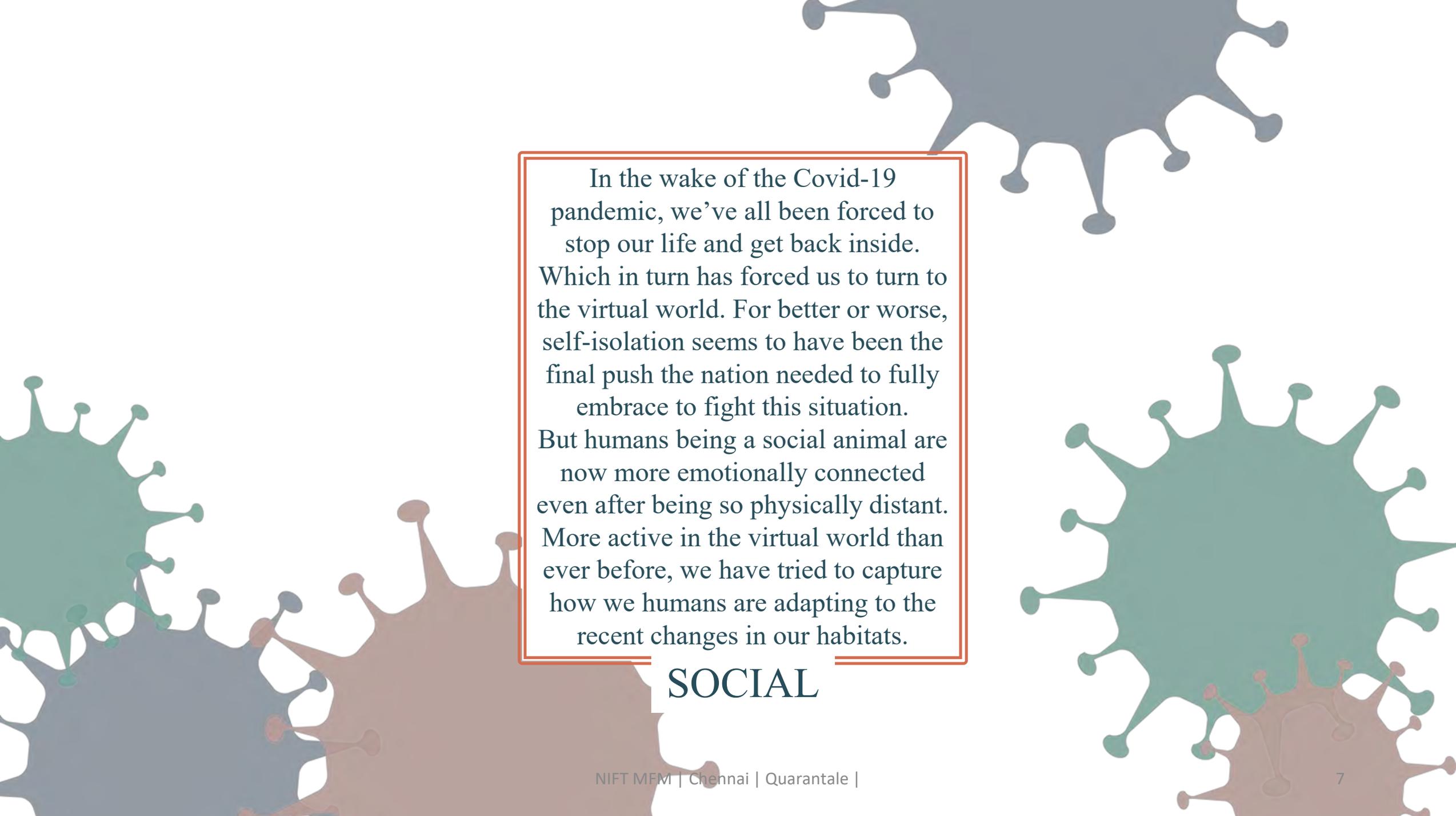
Fashion will face recessionary markets and the industry will undergo dramatic transformation! The pandemic lays out a window of opportunity to reinvent and bring the consumers more value through their new alternatives. Innovation and inspiration is key to take that leap of faith and coming up with strategies that can strive and thrive through any challenge, ethically.

FASHION



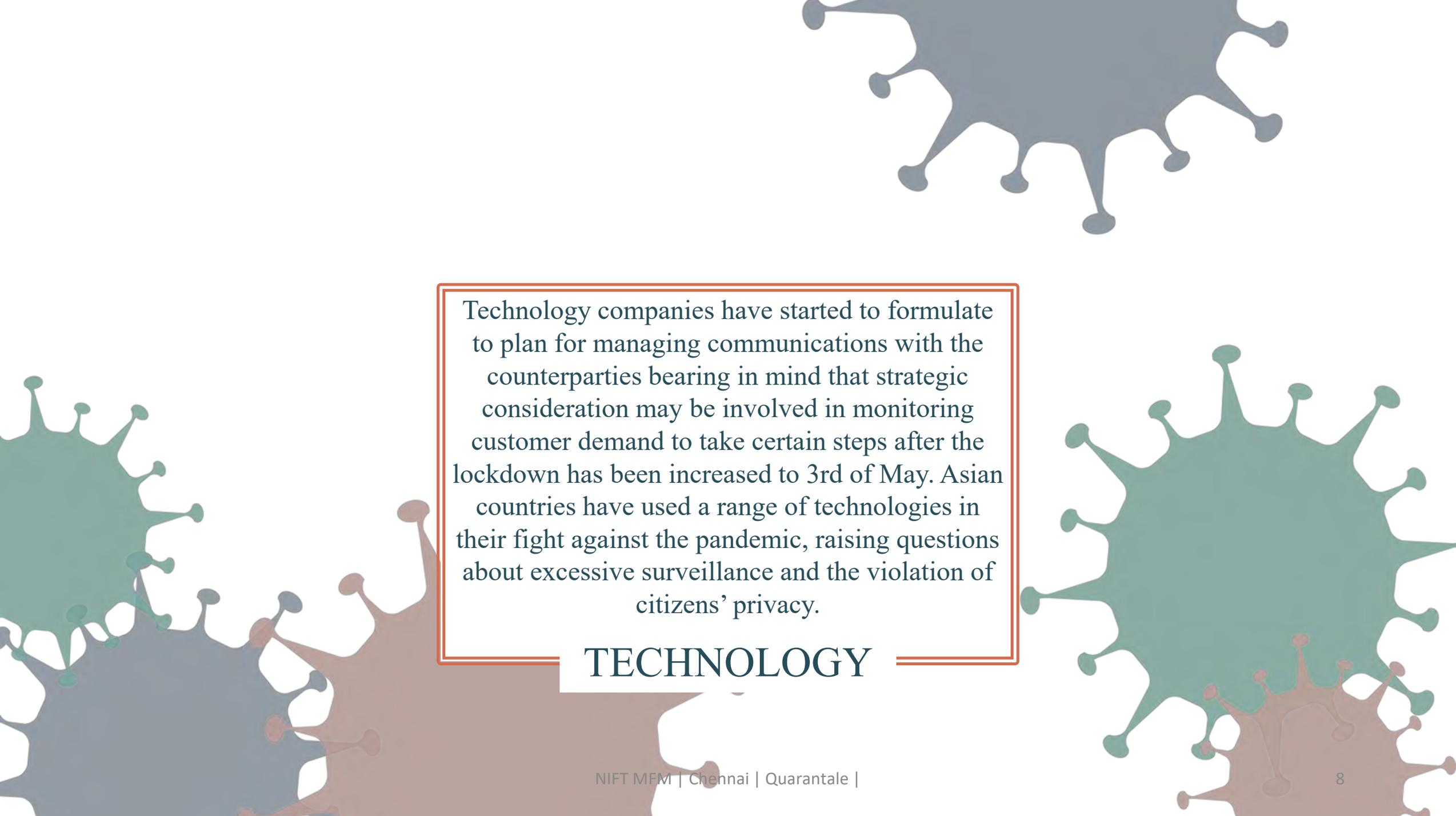
With the break down of the pandemic- COVID- 19, life of people has adversely changed. It has lead to adverse effects on the health of people. The December, 2019 coronavirus disease outbreak has seen many countries ask people who have potentially come into contact with the infection to isolate themselves at home or in a dedicated quarantine facility. This isolation has created a adverse effect on the mental well- being of people. Even WHO takes the impact of the crisis on people’s mental health very seriously and is monitoring the situation together with national authorities, while providing information and guidance to governments and the public. With the disruptive effects of COVID-19 – including social distancing – currently dominating our daily lives, it is important that we check on each other and are mindful of and sensitive to the unique mental health needs of those we care for.

HEALTH



In the wake of the Covid-19 pandemic, we've all been forced to stop our life and get back inside. Which in turn has forced us to turn to the virtual world. For better or worse, self-isolation seems to have been the final push the nation needed to fully embrace to fight this situation. But humans being a social animal are now more emotionally connected even after being so physically distant. More active in the virtual world than ever before, we have tried to capture how we humans are adapting to the recent changes in our habitats.

SOCIAL



Technology companies have started to formulate to plan for managing communications with the counterparties bearing in mind that strategic consideration may be involved in monitoring customer demand to take certain steps after the lockdown has been increased to 3rd of May. Asian countries have used a range of technologies in their fight against the pandemic, raising questions about excessive surveillance and the violation of citizens' privacy.

TECHNOLOGY



ACTION POINTS

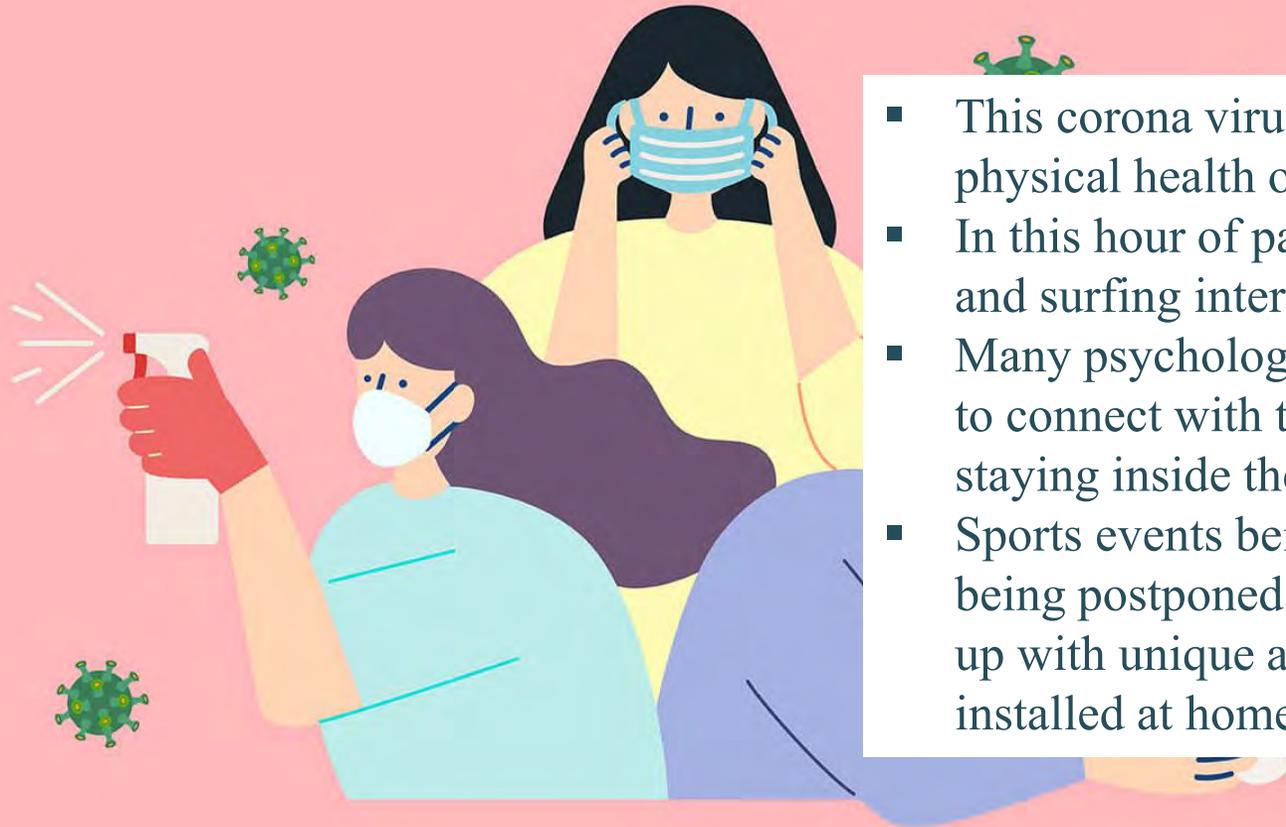
ENVIRONMENT



- Due to maximum population working from home, the pollution will see reduction in affected areas
- Since the commutation has stopped, there have been evidences of wildlife extending its boundaries in cities.
- The increase in use of disposables owing to the fear of infection, the disposal constructs a major problem.
- Working from home trend will also lead to decrease in retails, in turn reducing the consumption of man-made fibres



- Stabilising core business is vital and also look at other avenues to sustain their business in event of similar crisis in the future
- It is the right time to accelerate the capabilities of just how much the fashion industry can be digitised
- It is pre-emptive to be innovative, make radical decisions and scale up business when the crisis calms down



- This corona virus and quarantine is affecting the mental and physical health of the population in numerous ways.
- In this hour of panic, people are not really sure what to believe in and surfing internet like a wild hog in a forest.
- Many psychologists, nutritionists and trainers are using internet to connect with their clients, helping them to stay fit while staying inside their home.
- Sports events being a major source of motivation for fitness are being postponed and companies in the fitness field are coming up with unique and fun workout equipment which can be installed at home within a confined place.

SOCIAL



Reliving happy Scenarios- In this current scenario, where people are in lockdown, thinking and feeling good is one way of not feeling trapped. We see a huge trend on the social apps where people are discussing happy days with their colleagues or friends or family. This, in the midst of such chaos gives them the ability to hold on until they can do all of it again. Creativity is the key- So many people across the globe have joined new apps and making creative interesting videos to entertain others and themselves. Also a vast majority of people have shifted their attention towards art. This is a psychological survival technique as it is proven that art helps deal with anxiety, Stress, loneliness and boredom. Mindful Care- All across the television, Internet, mobile Applications etc. we see that people want to help others and themselves during this time of need. Brands are producing face masks. Companies are giving out free sanitizers. We see that everyone around cares deeply enough to help the ones in need keeping Cast, Gender, Race, etc. aside.

TECHNOLOGY



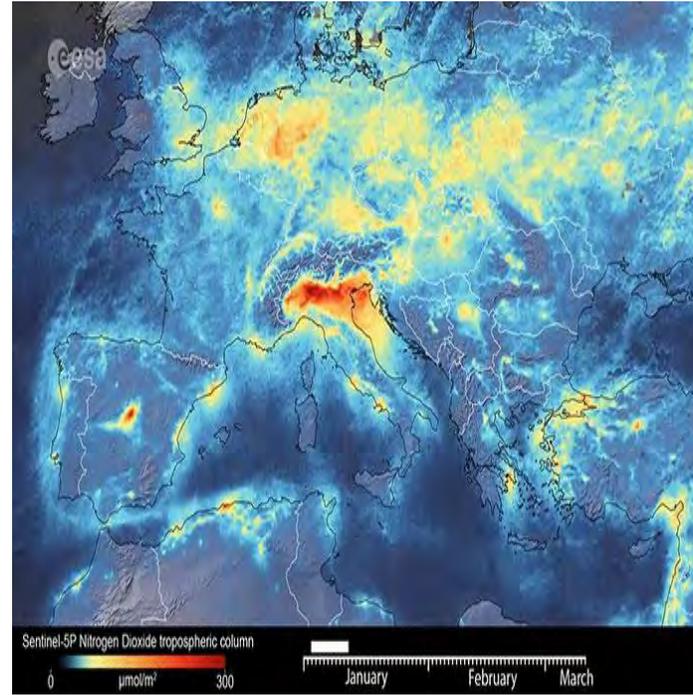
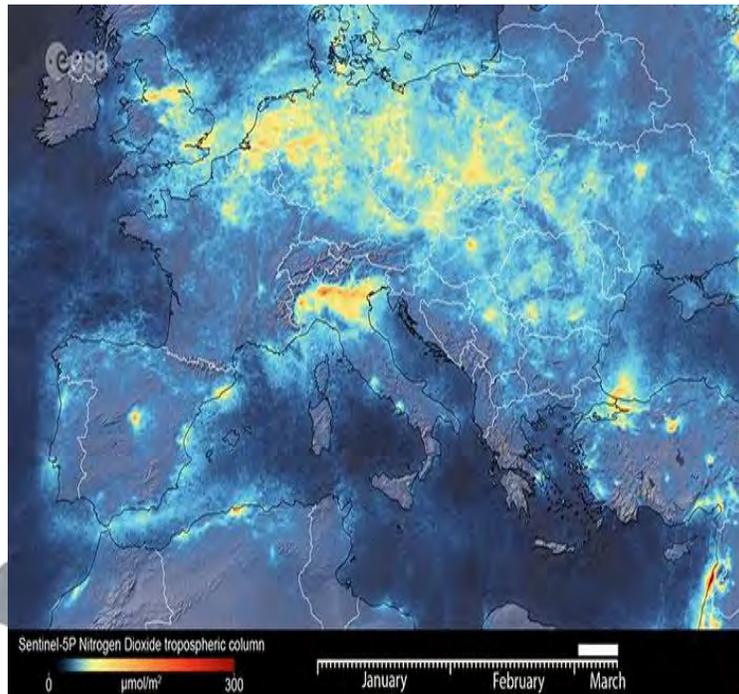
- China's 5G rollout could be affected due to the greater need for optical fiber cables in next-generation base stations.
- TrendForce expects smartwatches, laptop PCs, and smart speakers to see the biggest decline.
- Secure volunteer and pro-bono resources from global tech companies to design and execute response initiatives with WHO.
- Introduce WHO's Digital Health & Innovation efforts for COVID-19 and seek support from interested technology companies in the design and execution of those initiatives.

The pandemic introduced various positive scenarios and trends among Environmental, Fashion, Health, Social and Technological sectors

Positive Impact



Here, satellite data shows nitrogen dioxide levels across Italy and the rest of Europe in early January →



And here, data shows distinctly decreased levels over the same areas in early ← March

Lowered green house gases emissions

NASA and European Space Agency satellites have detected big drops in greenhouse gases concentrations in China and Italy as millions went under lockdown or quarantine to slow the virus. Some environmentalists are optimistic that social distancing measures being adopted to slow the coronavirus, including a sudden shift to working from home and drastic reductions in air travel, could permanently change people's attitudes about the transformations needed to slow climate change. A study by specialist outlet Carbon Brief found that in China, carbon dioxide emissions have fallen by around 25 %



Emissions from coal combustions are falling

Coal combustion is a dirty process, releasing a range of pollutants including sulphur dioxide, nitrogen oxides, carbon dioxide, volatile organic compounds, ash and a range of heavy metals.

Yet another impact on the environment as a consequence of coronavirus is the marked drop in coal consumption. This has contributed, in no small part, to the drop in air pollutants in places like China. Not only is this improving air quality in the regions affected, but it is reducing the number of airborne pollutants like carbon dioxide, carbon monoxide, and nitrous oxides.

China's major coal-fired power stations saw a 36% drop in consumption between February and March this year, according to CREA analysis of WIND data.

Jama Masjid is seen in the backdrop of a clear-blue sky during a government-imposed nationwide lockdown in the wake of coronavirus outbreak, in New Delhi, Friday, April 3, 2020. →.



Clearer Skies



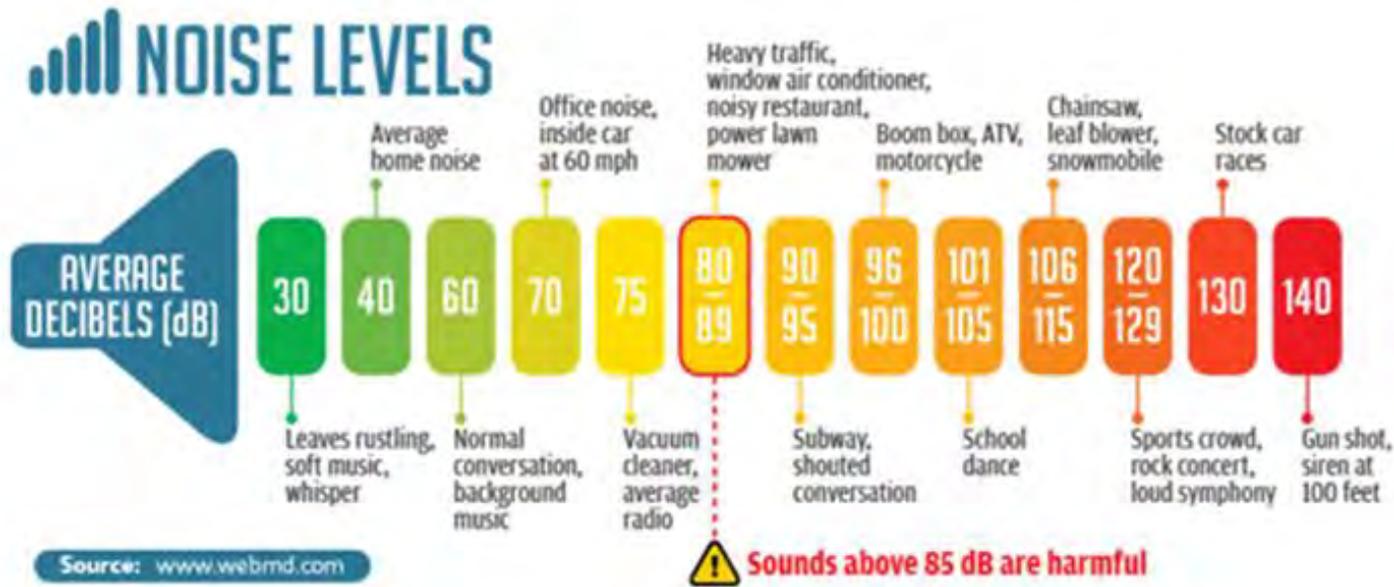
People in the northern Indian state of Punjab are reacting with awe at the sight of the Himalayan mountain range, which is now visible from more than 100 miles away due to the reduction in air pollution caused by the country's coronavirus lockdown. Indians in the city of Jalandhar and the surrounding area have posted photos online of the views from their homes, with some saying they haven't seen the peaks of the Himalayas for decades.



Sea turtles lay eggs

In India, along the coast of the eastern state Odisha, over 475,000 endangered Olive Ridley sea turtles have come ashore to a roughly 3.75-mile (6-km.) Rushikulya beach to dig their nests and lay eggs. However, restrictions in place due to the CoViD-19 threat has allowed for hundreds of thousands of endangered turtles to be protected from any human presence—especially the presence of tourists—resulting in what may be their most successful mass nesting in years. Crows and jackals would also attack the turtles, while local poachers would come afterward to rob turtle eggs and sell them at local village markets. However, the coronavirus lockdown has prevented any disturbance of this year's mass nesting.

City soundscapes are changing



With so many people staying home and public-transit agencies cutting service as a result there's significantly less noise from cars, buses, trains, and other transportation.

Before coronavirus pandemic, the acoustic environment in Kenmore square is usually 90 decibels and Erica Walker's recent study shows noise pollution reductions close to 30 decibels which is unbelievably a huge difference.

A pattern of Digital fashion is emerging



In a revised digital space, brands would shift focus from past conventional dress. During this time of ‘social distancing’, present and post, brands have an opportunity to review and reflect on design tools and their possibilities of use. Digital Fashion being elevated to a new level and will be acted upon at a fast pace.

Brands reinventing
their products to
adapt with the crisis



A company very famous for its hairstyling tools and vacuum cleaners, Dyson has been called upon by the UK government to invent a ventilator that is portable, easy to use, battery-operated and conserves oxygen. Sir James Dyson will also be donating 5,000 units of CoVent, the new medical tech to help countries tackle the Covid-19 pandemic

Companies helping health workers with medical equipments



Estee Lauder recently announced that its Meville, New York factory would reopen and produce hand sanitizer to combat the shortage faced by health care personnel. Also, it would be donating \$2 million to Doctors Without Borders, an international NGO that is currently helping countries with less resources fight coronavirus.

Fashion icons and influencers rallying together to raise funds



blakelively • Follow

Covid-19 has brutally impacted older adults and low income families. Ryan & I are donating \$1 million to be split between @feedingamerica and @foodbankscanada .If you can give, these orgs need our help.

Though we must be distancing ourselves to protect those who don't have the opportunity to self quarantine, we can stay connected. Remember the lonely and isolated. Facetime, Skype, make a video. Remember the love that can travel through all this. Communities are stepping up— shopping for the elderly, making lunches for children. We can all do something for one another, even if that's simply staying home. ❤️

Sending so much love. Now can someone please tell Ryan that "emotional distancing" from his mother in law is not a thing. Nothing can save him. 😞

Many influential figures and fashion designers are coming together to raise funds to combat COVID-19's global spread, many of whom are donating money or resources to Italian hospitals and institutions. Blake Lively and Ryan Reynolds were among the first couple to publicly announce their donation to food banks. Soon fashion power icons like Rihanna, Kylie Jenner, Lady Gaga, Miranda Kerr, etc. joined the bandwagon

Embracing the option of livestreaming fashion events



As several major events are being cancelled due to COVID-19, others are going virtual to go forward with their pre-planned summits and trade shows. Online fashion fest - a mixture of virtual fashion shows, e-commerce live streams and panel discussions is being encouraged during this pandemic

Coronavirus: Anti-viral foods to build immunity and keep diseases away

03-02-2020



With three confirmed cases of the **Coronavirus** (n-COV) in **India**, the focus remains on treatment as well as prevention of the deadly virus that is said to have its origin from a seafood market in China's **Wuhan**.



© Provided by The Indian Express

LIFESTYLE

Natural ways to boost immunity during lockdown

Updated: Apr 15, 2020, 12:30 IST

People are eating healthier food to increase immunity

Foods with anti viral properties and which can help boost the immune system are becoming popular. It includes food with certain micro-nutrients (vitamins).

In order to support individuals in eating healthy during self-quarantine and isolation, many dieticians and nutritionists and organizations like WHO/Europe has prepared a set of diet charts and meal plans



Centers for Disease
Control and Prevention



Coronavirus Disease 2019 (COVID-19)

Stress & Coping



[Español](#)

Need Help? Know
Someone Who Does?

Contact the [Disaster Distress
Helpline](#) 

Call 1-800-985-5990

Contact the [National Domestic](#)

Learning to fight
against stress
unitedly

Coping with stress will make you, the people you care about and your community stronger. Every person responds to outbreak differently. It is essential cope stress and anxiety together and many institutions are take initiative to fight it together by providing helpline numbers

Amid Lockdown Extension, Nutritionist Rujuta Diwekar's Quarantine Meal Plan 2.0 Relies On Ancient Indian Food Wisdom

Celebrity Nutritionist Rujuta Diwekar has come up with a new Quarantine Meal Plan 2.0. This new plan has a number of suggestions for all meals of the day, including snacks too.

By Aditi Ahuja

Updated: April 15, 2020 10:28 IST



Lockdown meal plan by dietician to increase health benefits

We see trend of online claims that to fight against pandemic we need to “boost” our immune system or consume food with high anti – viral properties. Many dieticians and bloggers have also started proposing quarantine period meal plan to stay healthy and safe



Public safety and postponing games

In light of growing concerns and evolving nature on COVID-19, which led to lockdown in most countries, many sport events like Football leagues, marathons, Olympics, Formula Ones races and others until further notice.



Screenshot from a pre-recorded online class of Keep app. /Courtesy of Keep



People wearing heart rate belt while doing sports in Keepland. /Courtesy of Keep

Online health and fitness programs are available

Coronavirus outbreak can be frustrating for sports and fitness industry, home regimes are still the best way to keep the related areas alive. Through pre recorded exercise modules, online experts help the viewers to maintain a healthy lifestyle even through quarantine

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Let's raise ₹100 crores to fight COVID-19

Donate now and Amazon will add an additional 10%. Once per donor

As #IndiaFightsCorona, each contribution matters

Donate to PM CARES Fund

The Prime Minister's Citizen Assistance and Relief in Emergency Situations fund has been constituted to enable people of India to donate for India's war against COVID-19

Latest updates on COVID – 19

Tap for more information

Help India Fight Coronavirus

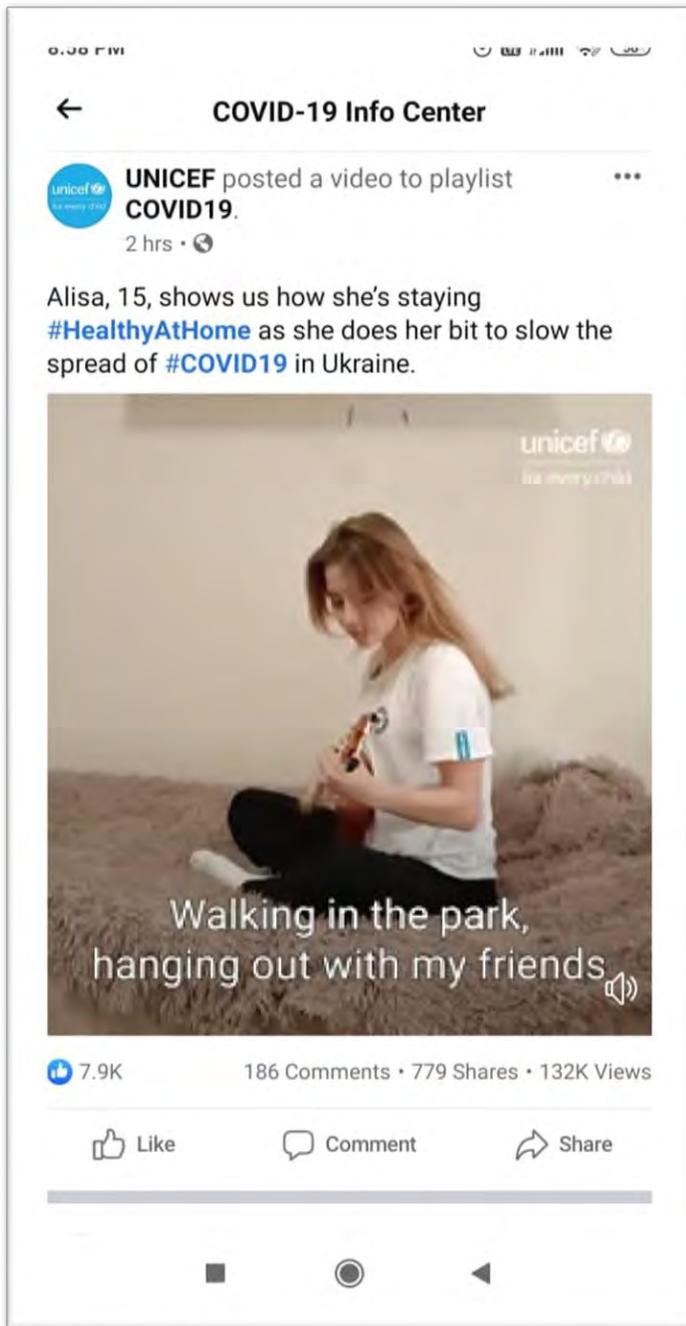
Donate now

Save ₹1200

Free Credit Report

Online fund raising to fight the pandemic

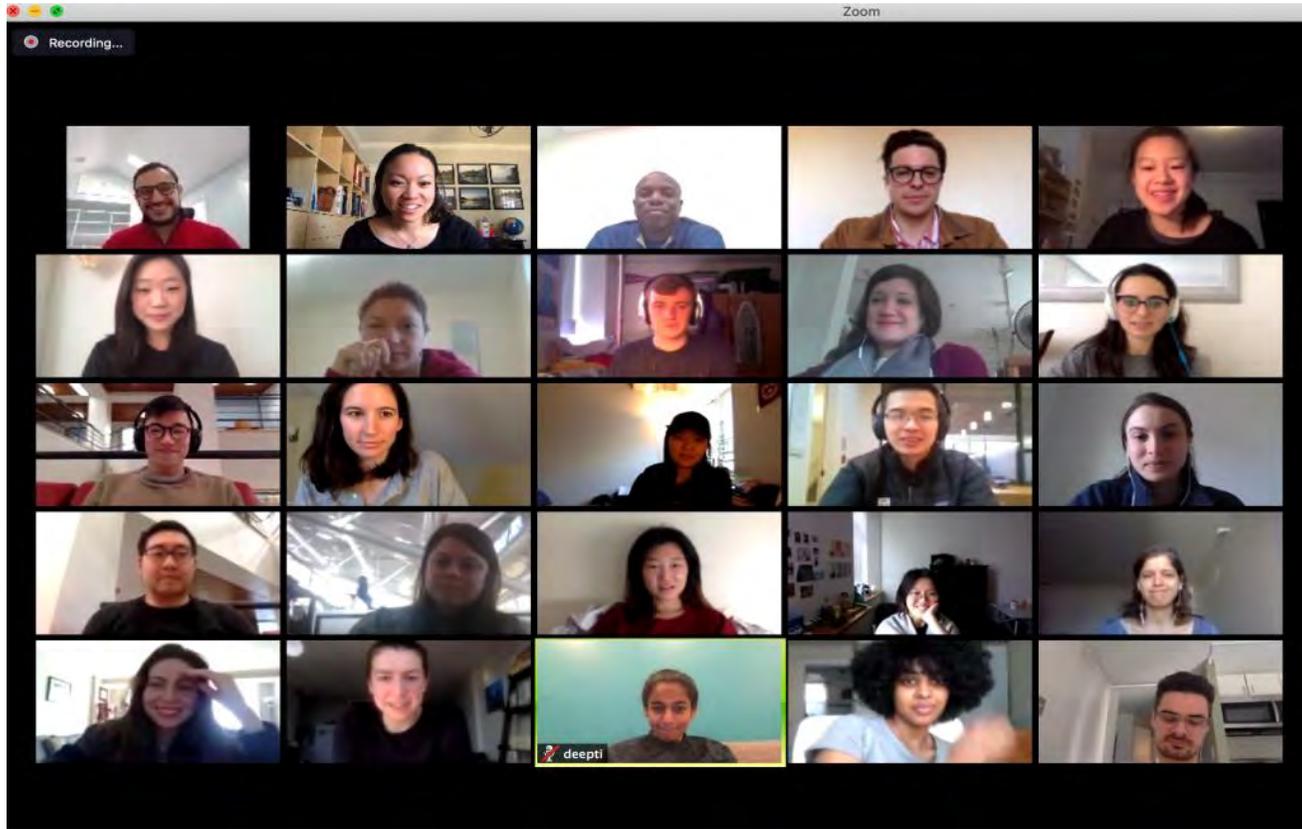
All of the major applications are showing a selfless inclusivity and promoting customers to donate for the needy and poor along with fundraising for street animals as well.



Using social media to share art by independent artists

It is seen that during this lockdown people have shifted their attention towards art. Tags like #Quarantineartchallenge are really engaging people to take a break from stress and channel their inner Artist. The social media is being used as a platform by independent artists to create and spread their art forms. Also connected by internet people are engaging in group performances but staying inside home.

Making work and study available online



Online sales of retailers saw a good jump. The revenue of online business increased by 90% and the conversion rate jumped up to 8.8% in the first three months of 2020 compared to the numbers of the same months in 2019. As quarantine orders were implemented strictly, a big impact on online retailers was experienced in the form of terrific growth.

NEW DELHI | MUMBAI | BENGALURU: Companies across sectors are scrambling to follow 'work from home' practices, as the government "strongly advised" India Inc to implement this and limit spread of Covid-19, while trying to ensure their operations are disrupted to a minimum.

Increase in home DIY activities

Parents create 'Club Quarantine' in garage to celebrate son's 21st birthday

He was expecting his 21st birthday to be pretty dull, being quarantined at home with his parents. They had other ideas.



Parents create adorable restaurant for kids during coronavirus lockdown



Brooke Rolfe
News Reporter

Yahoo News Australia 6 April 2020

Amidst the pandemic lockdown around the world, people are indulging in various do it yourself activities that help them cope with quarantine stress and boredom and also bring the outside world inside.

‘Salute to all people who are fighting for us’ – Indian cricketers appreciate doctors, nurses and others for serving the nation amid Coronavirus pandemic

Coronavirus: People bang pots and pans on balconies across India to ‘salute’ doctors and emergency workers

What it lacked in spontaneity of similar displays across Europe, it made up for in enthusiastic observance



Accepting medical workers as the heroes we need



TO ALL OUR HEALTHCARE WORKERS
Thank you for your bravery, courage, selflessness and patience in serving our people. We greatly appreciate your sacrifices for being at the frontline in this battle against the COVID-19 virus.

WE SALUTE YOU!





Maintaining social distance yet staying connected

Be it me too challenge or any awareness celebrities have come up every time to let people know the importance of situation and need of the hour. Many celebrities took the hand wash challenge to let people know about the importance of hand wash during COVID-19

Various apps and media platform also been actively used to ensure connectivity along with maintaining physical distance

Surge in online and live streaming on OTT channels



Self-isolation and quarantine are resulting in increased media consumption in the home in the form of entertainment services such as video-on-demand and gaming. HBO and Disney have decided to address the current content gap by revisiting old shows such as Sopranos. But Netflix has built a reputation for itself by churning out new content on almost weekly basis.



Encouraging contactless mode of payment

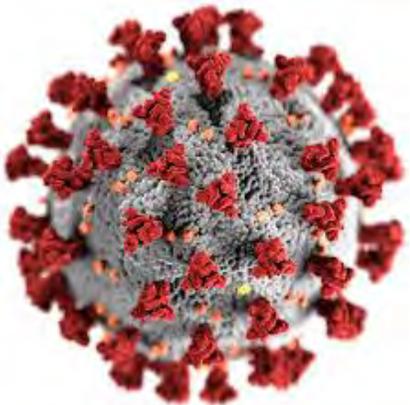


Since the COVID-19 precautions have been released, it's been said that not to touch any unnecessary matter. So, paying online has again come up once again profusely. Not exchanging currency and having most of the transactions online became a major trend as became during demonetization.



Virology research centre's in full swing

Due to the COVID-19 outbreak, undoubtedly the biotechnological research department came to active actions as well as on research to bring up the antidote for the deadly coronavirus. Also, Healthcare systems are being put under significant pressure, at a time when many are already over-stretched, medical congresses are being cancelled and bans on non-essential travel and enforced home working are emerging.





Innovative medical machinery to adapt to the situation

The Indian medical devices industry is heavily dependent on China for raw materials and electronic components. However, as the number of coronavirus (Covid-19) cases continues to rise, it is likely to affect India's heavily import-dependent medical product supply chain and may result in the shortage of critical medical devices, says GlobalData, a leading data and analytics company.

Currently, medical device manufacturers across India are struggling to get important raw materials and electronic components from Chinese factories, which were shut for weeks to contain the coronavirus outbreak.

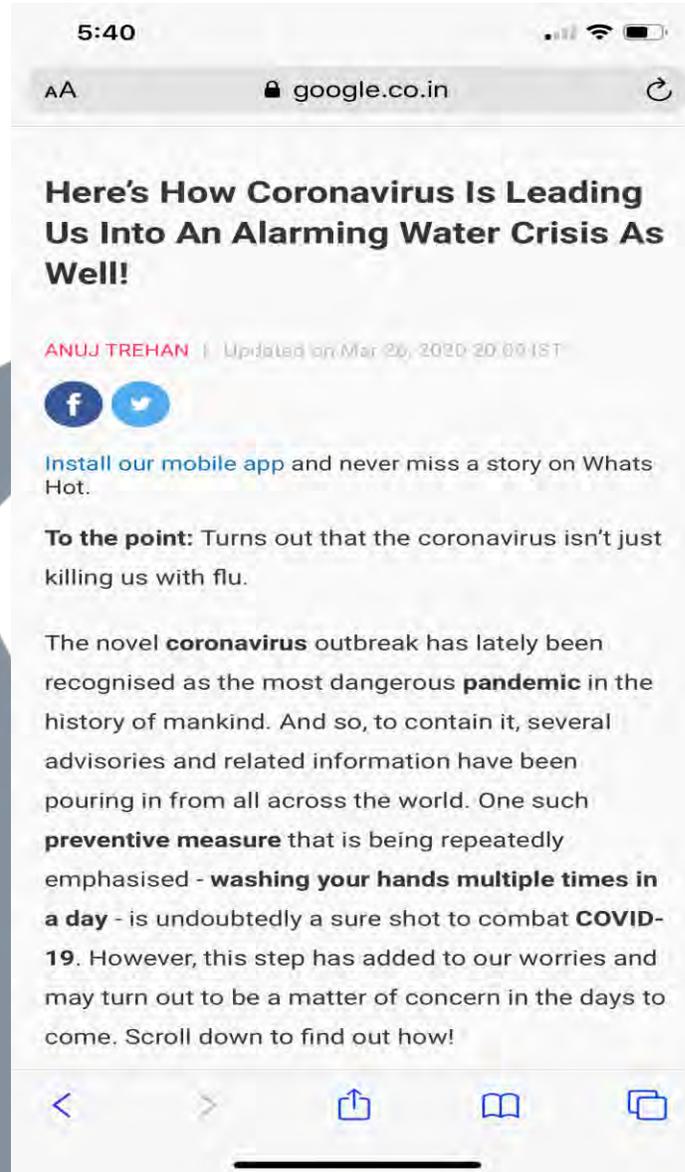
The pandemic introduced various negative scenarios and trends among Environmental, Fashion, Health, Social and Technological sectors

Negative Impact



Hovering water crisis

If we already were not facing one prior to the corona pandemic, we sure are facing one now. Everyone is creating awareness to wash hands for 20 seconds and this is further increasing water consumption.



“The water crisis is a health crisis. Take the coronavirus. The 20-second hand wash, advised to kill the virus, would mean roughly 1.5-2 litres per wash; washing hands frequently would mean we need between 15-20 litres of water per person; a household of five would need 100 litres only for hand washing,” she hypothesises.

Well, this is a case of just one family. There are about 7.7 billion (and counting!) people on Earth, so imagine the volume of water that is being used!



Pic Credits: Shutterstock

Disposal of medical waste

The challenge goes far beyond testing, quarantining and treating people in a medical system unused to an epidemic on such a scale; there are also mountains of clinical waste that has to be disposed off properly.



Editorial by SCMP Editorial

The disposal of face masks and medical waste is a crisis in the making

- There are dangers that the coronavirus will be spread to garbage collectors and others if waste that may carry the infection is not handled properly



Sanitizer and disinfectant pose a major threat

Hand sanitizers and disinfectants have become a lot more evident in the household since the Covid-19 outbreak and a concern has been raised about how this could impact on the river streams and oceans. Since earlier used in small quantities, even with hazardous chemicals, these disinfectants did not pose a major threat but the demand has seen a major surge in last couple months, which is a big concern for water pollution.

The majority of the sanitizers contain triclosan, triclocarban and acrylate copolymers. When triclosan is released into clear water and exposed to sunlight, it turns into a dioxin. Dioxins are a group of very toxic chemical compounds that are harmful to the health of people and the natural world.



Increase in use of hand sanitisers and disinfectants since the Covid-19 outbreak has sparked concerns over its ecological impact on rivers, oceans. Picture: Armand Hough/African News Agency(ANA)

Plastic takes a backseat

The war on plastics is being put on hold as the battle to contain coronavirus ramps up. Single-use plastic products, in the crosshairs over environmental concerns in recent years, are now getting a boost amid efforts to stop the spread of the virus. Personal drinking cups and reusable shopping bags are being shunned, while sales of bottled water, mask and wipes- made from plastic- have soared. At the same time, some recycling programs are also being suspended because of the concerns about the virus spreading.



Food wastage because of food insecurity

Amidst the corona outbreak, people fear that they won't have access to food. The panic buying has resulted in stocking food in bulk as much as possible. The anxious consumers who have been hoarding food may discover there's no way they can eat everything they've bought.

There has been an increase in the New York City's curbside collection of food scraps over the past two weeks. This will ultimately lead to shortage of basic food amenities



Companies announcing financial aid may not have ethical intentions

Many luxury brands and fashion power houses are coming together to support medical works and laid off employees, however their intentions may not be ethical. It could be considered as a marketing/branding tool to sustain the business



High risk of hike in mindless shopping once lockdown is lifted

There will be a significant rise in mindless shopping post pandemic. Retailers will be torn between letting go of their stocked up inventory and providing discounts to the customers who are already cash-strapped



Export hubs have
closed down;
marginalized bearing
the brunt

The worst hit chain under the apparel industry
are the Export houses. Many employees and
workers have been laid off. The consequence
of it will be hunger and poverty among
marginalized community of developing
countries like India, Bangladesh and others



Fashion stock market is plummeting

A two to three month lockdown is likely to cause more than 70% financial distress, facing its hardest hit compared to the 2008 recession. This will also depend on how the country has been affected and how well that country's economy acts to contain and flatten the pandemic curve



Major fashion weeks cancelled; retail outlets shut down temporarily

COVID-19 hit Italy in the midst of Milan Fashion Week in late February, causing a number of designs — including Giorgio Armani, who barred a public audience to view his fall 2020 runway show — to rethink their show formats. The restaging of Chanel's Métiers d'Art show, Ralph Lauren's fall 2020 show, Burberry's fall 2020 show and many high profile events are also being postponed due to the virus.

In the last few days, a number of major retailers and brands announced their temporary closures. Even malls and shopping hubs have shut down, the aftermath of which will be evident on the balance sheets



Affect on mental health due to isolation

The psychological impact of self isolation can be challenging and trying times to be in, often resulting in mental breakdown, anxiety, depression and PTSD in certain cases. Many online health coaches are emerging to aid the cause



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Actions of people in stress and fear

At least 3,000 migrant workers from different locations of the Mumbai city gathered at Bandra (West) railway station demanding authorities to arrange transport means to send them back to their hometowns.

The agitated migrant workers said that they are not ready for lockdown extension till May 4 as they do not have food and money to survive.



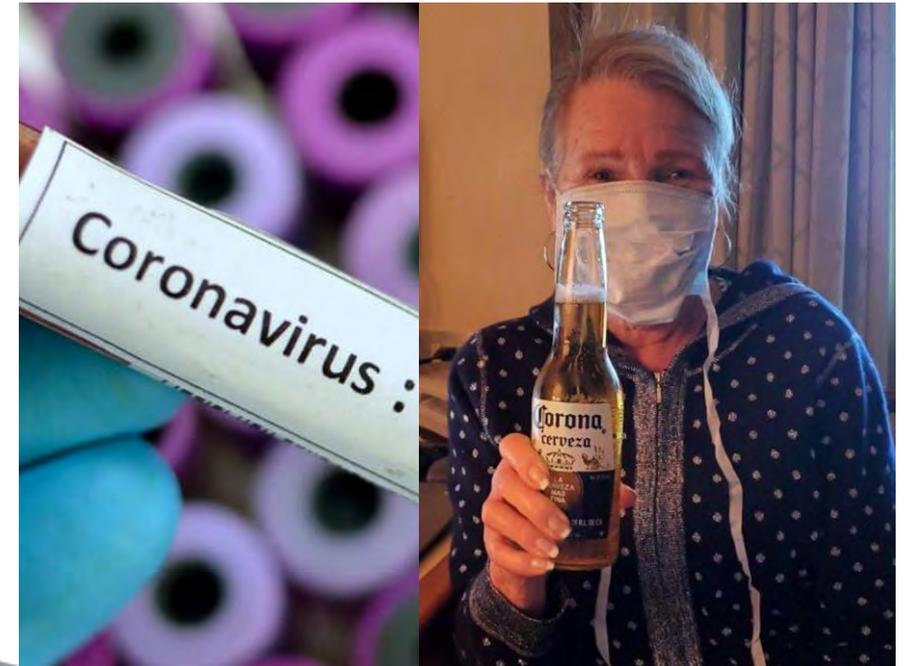
Spread of various myths as possible prevention from the virus

Fake or fact

Busting myths, misconceptions and misinformation about the deadly coronavirus, the WHO said: "No. Spraying alcohol or chlorine all over your body will not kill viruses that have already entered your body."

The side effects

According to the global health agency, spraying such substances can be harmful to clothes or eyes and mouth. "Be aware that both alcohol and chlorine can be useful to disinfect surfaces, but they need to be used under recommendations," the WHO said.



Sportsman's career threatened

World over sports events are put on hold and postponed

New dates announced for Tokyo 2020 Olympics postponed over coronavirus concerns

BCCI suspends IPL till April 15 due to coronavirus



CRICKET TOI

INDIA-SOUTH AFRICA
2nd ODI in Lucknow & 3rd ODI in Kolkata
Cancelled

IPL
From March 29 to April 15 for now
Postponed

AUSTRALIA-NEW ZEALAND
2nd ODI in Sydney & 3rd ODI in Hobart
Cancelled

PSL
Suspended

ARCHERY
World Cup Shanghai
Cancelled

BADMINTON

CHINA MASTERS
Postponed

ASIAN TEAM C'SHIPS
China and Hong Kong withdrew
Cancelled

GERMAN OPEN
Cancelled

ASIA CHAMPIONSHIPS
moved from China to Manila
Suspended

INDIA OPEN
Suspended

SWISS OPEN
Suspended

MALAYSIA OPEN
Suspended

SINGAPORE OPEN
Suspended

TENNIS

ALL AITA TOURNAMENTS
Cancelled

BNP PARIBAS OPEN
Cancelled

MIAMI OPEN
Cancelled

MONTA CARLO MASTERS
Cancelled

FRENCH OPEN
Postponed to Sep 20 - Oct 4

WORLD INDOOR CHAMPIONSHIPS
Nanjing
Postponed to March 2021

ATHLETICS

WORLD INDOOR CHAMPIONSHIPS
Nanjing
Postponed to March 2021

SHOOTING

NEW DELHI WORLD CUP
Postponed to May 5-12 & June 2-9

OLYMPIC TEST EVENT
Tokyo
Cancelled

FIELD HOCKEY

INDIA'S TOUR OF JAPAN
(Jr Women's Asia Cup)
Postponed

ALL FIH PRO LEAGUE MATCHES
put on hold till May 17

BASKETBALL

NBA
from March 11
Suspended

FORMULA ONE

AUSTRALIAN GP
Cancelled

BAHRAIN GP
Postponed

VIETNAMESE GP
Postponed

CHINESE GP
Postponed

MONACO GP
Cancelled

BOXING

ASIA-OCEANIA OLYMPIC QUALIFIER
moved from China to Jordan
Postponed

WORLD CUP
Germany
Cancelled

FOOTBALL

CHAMPIONS LEAGUE & EUROPA LEAGUE
This week matches Postponed

EPL & FA CUP
Postponed till April 30

EURO 2020
Postponed to 2021

COPA AMERICA
Postponed to 2021

UPDATED ON MARCH 20, 2020



MEDIA ADVISORY

March 13, 2020

The Board of Control for Cricket in India (BCCI) has decided to suspend IPL 2020 till 15th April 2020, as a precautionary measure against the ongoing Novel Corona Virus (COVID-19) situation.

The BCCI is concerned and sensitive about all its stakeholders, and public health in general, and it is taking all necessary steps to ensure that, all people related to IPL including fans have a safe cricketing experience.

The BCCI will work closely with the Government of India along with the Ministry of Youth Affairs and Sports, Ministry of Health and Family Welfare and all other relevant Central and State Government departments in this regard.

JAY SHAH
Honorary Secretary
BCCI

Emergence of religious disparity and racial discrimination

Increase in Anti-Asian Racism

With China being the epicenter of the global pandemic, there is a world wide increase in crime against not only people with East Asian ethnicity but also with the people with similar physical features.

 **Rachakonda Police** 
@RachakondaCop

Manipuri students not allowed to star super market case. Accused arrested, #CP_Rachakonda Shri Mahesh M Bhagwat has personally interacted with students & handed over Rice and pulse as a gesture. @TelanganaDGP @KTRTRS @jtrichao @hydcitypolice @cyberabadpolice @TelanganaCOPs

Cr No. 344/2020, U/s. 341, 153-A, 188IPC, Complainants:
Sri Angam Weapon, S/o. D Benjamin, age: 24 years, Occ: Student and Thangkai Haokip, S/o. Sonkholal Haokip, age 22 years, both are R/o. H No. B-221, Hills Colony, Vanasthalipuram.

Facts of the complaint are that both are pursuing B.Tech 2nd year in St. Mary's Group of institutions and residing in. B-221, Hills Colony, Vanasthalipuram. On 08-04-2020 at about 1515 hours both of them went to Star Super Market situated near Panama Godown, Vanasthalipuram, where denied entry into said Super Market, because of their facial appearance. Hence the complainants requested for necessary action against the Security and Management of Star Super Market. Vanasthalipuram Inspector: Accused in custody

- 1) Kuchamalla shankaraiah s/o veeraiah, age: 48yrs, occ: security guard, r/o: new mettuguda, Tarnaka, Hyderabad 9949236817 N/o: velvarthi village, valigonda mandal, yadadri dist
- 2) Dileepkumar Occ: security guard
- 3) derangula venkat Ramana s/o venkatesh, age: 29yrs, occ: store manager, r/o: prashanthnagar, vanasthalipuram

Today on 10th April, 2020 CP Rachakonda has personally interacted with both the victim students about their well being and handed over Rice bags & pulse packets to them. CP has started his career in IPS in 1997 at Manipur state so having knowledge of Manipuri language, society & culture. Police have reassured them to reach in case of any emergency and emergency contact shared with them. CP Rachakonda has warned super market management that any discrimination on basis of caste, religion, race, language etc at public places will not be tolerated.



Anti-Asian hate continues to spread online amid COVID-19 pandemic

Racist abuse of Asians continues on social media despite pledges by Facebook, Twitter and TikTok to tackle issue.

by Eoghan Macguire



Increased Toxicity

The world is witnessing an increase in mental health issues, domestic abuse and child abuse during the time of quarantine. Which in turn is being related to the imposed restricted movement during the lockdown.

THE INTERPRETER

A New Covid-19 Crisis: Domestic Abuse Rises Worldwide

Movement restrictions aimed to stop the spread of the coronavirus may be making violence in homes more frequent, more severe and more dangerous.

WORLD

Coronavirus Pandemic Takes Toll on Mental Health

Interrupted treatments, heightened anxiety and enforced isolation could cause lasting damage, especially to those with existing conditions

Coronavirus lockdown | Govt. helpline receives 92,000 calls on child abuse and violence in 11 days



PTI

NEW DELHI, APRIL 08, 2020 14

UPDATED: APRIL 08, 2020 14

Roll out of fake information

With increase in the use of social media, fake news is a daily affair. But , Covid-19 being the first pandemic in the age of social media has increased the number of fake news relating to it.

Social Media Is Full of Bots Spreading COVID-19 Anxiety. Don't Fall For It

RYAN KO, THE CONVERSATION 2 APRIL 2020

Recently Facebook, Reddit, Google, LinkedIn, Microsoft, Twitter and YouTube [committed to removing](#) coronavirus-related misinformation from their platforms.

COVID-19 is being described as [the first major pandemic of the social media age](#). In troubling times, social media helps distribute vital knowledge to the masses. Unfortunately, this comes with myriad misinformation, much of which is spread through social media bots.

FAKE NEWS IN THE AGE OF COVID-19

Over the last four years, fake news has become an everyday expression, and a major part of any discourse around the media. But what is the impact of fake news in this strange new age of COVID-19?

By Dr Greg Nyilasy, University of Melbourne

In 2020, the COVID-19 pandemic has come to dominate the media, both domestically and abroad. Alongside increased attention on the pandemic, has come the viral spread of [COVID-19 fake news online](#).

Immense losses incurred by transport industry

The transportation department went into very big loss after the lockdown commencement and on the contrary what could be seen was the empty roads which gave a sigh of relief to the pollution standards.



Various tech production units halted

In the tech industry, companies with direct exposure to China were the earliest to feel the effects. Apple, for instance, warned investors that the supply of iPhones the company's marquee product, which accounts for the bulk of its revenue every quarter would be hampered by the spread of the coronavirus. Apple relies heavily on factories in Shenzhen, China, and Chinese consumers are an enormous segment of the company's customer base. 12% decline in smartphone and gadgets has been recorded.



Depletion in new subscribers for telecom companies

Telecom operators are bracing for a sharp drop in subscriber additions as the new coronavirus outbreak forces potential customers to spend more time indoors. Operators said net subscriber additions may fall by at least 2 million in March alone, and may dip further if the social isolation advisories are kept in place for a long duration.

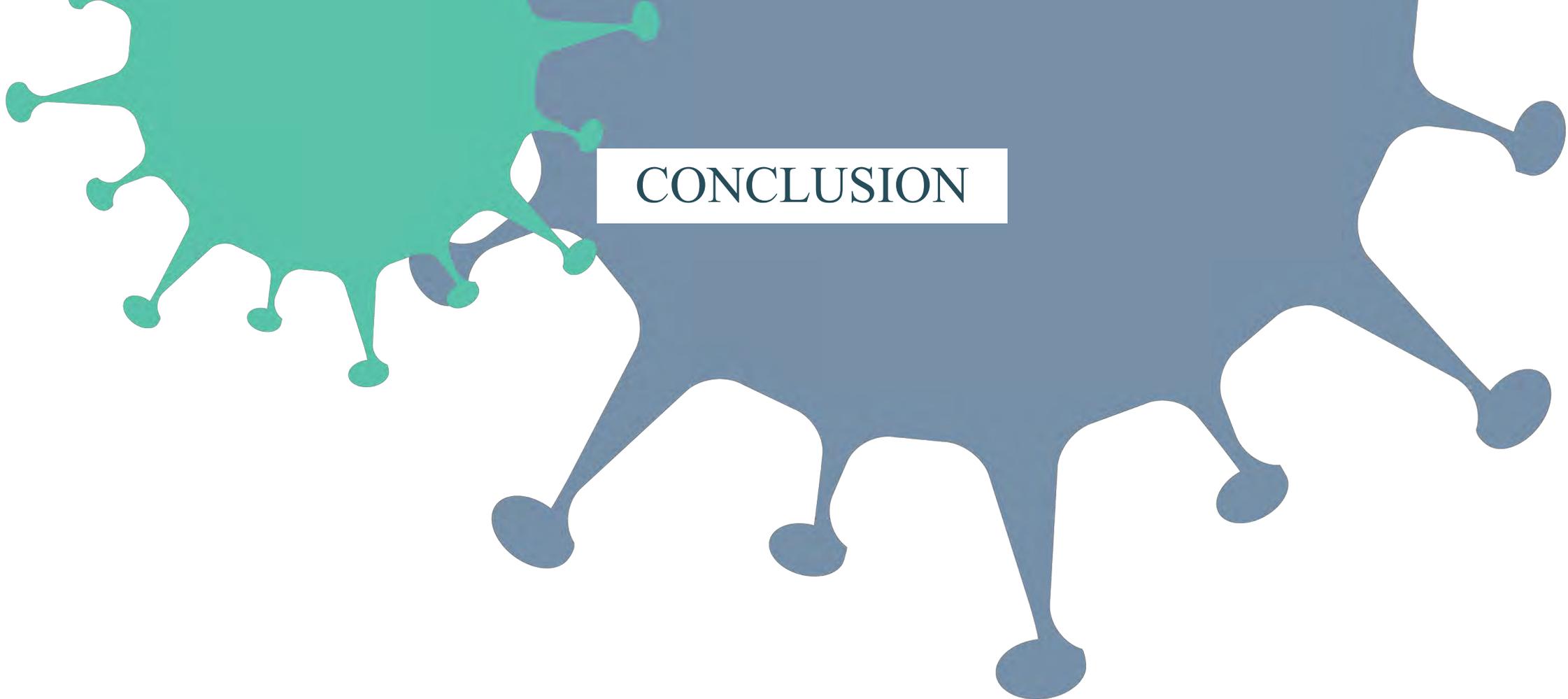


Television production temporarily comes to a standstill

Most TV production was shut down this week for at least the next two weeks because of the health risk.

But depending on how long the pandemic lasts, fall network lineups risk substantial change, as work on pilot episodes for new series has also been stopped and this has resulted in their loss.





CONCLUSION

ENVIRONMENT RE-LIVES

It's really hollow inside the nutshell, the aftermaths of the pandemic. The COVID-19 is both detrimental and beneficial for our environment. The media attests to the earth healing and getting better but there is so much more to the earth than just the waters getting cleaner. A lot of waste is generated and disinfectants are being used not so judiciously, which will add up to the already polluted environment. This truly might be the present day scenario but when the lockdown comes to an end and humans are out and about, countries will use the natural resources to their fullest to atone their economy and that would bring about a drastic change one and all to witness.



The climate change is still real, as a couple months cannot undo the damage being done from ages. Humans will have to level up on their part as the COVID-19 is still hovering above, next up waiting is the economic crisis and the climate change. The need is to do more to extend the stay on earth, to survive through the crisis(es).

FASHION REVIVAL

It has been a bittersweet ride! Experts state that the fashion industry is bound to lag behind the rest of the economy due to its subtle nature. Competent brands are skimming through the unfortunate times whereas it's a rocky bumpy road for start-ups who are just in their infancy. With major powerhouses unable to pave the path for future trendsetting, designers and couturiers foresee a struggle in the coming months. It is a known fact that the pandemic is urging companies to make existential decisions.



The meaning of 'minimalism' and 'limited' will be redefined. Since consumers are cutting back on spending, it is evident that there exists a consumption shift. There is a possible indication of decline in materialism, over consumption and irresponsible business practices. Although it is speculated, there will be a spike in euphoric shopping when the crisis rests. On the bright side, consumers are currently embracing digitalised solutions by brands, denoting acceptance of brands that are turning out to be digital frontrunners.

HEALTH

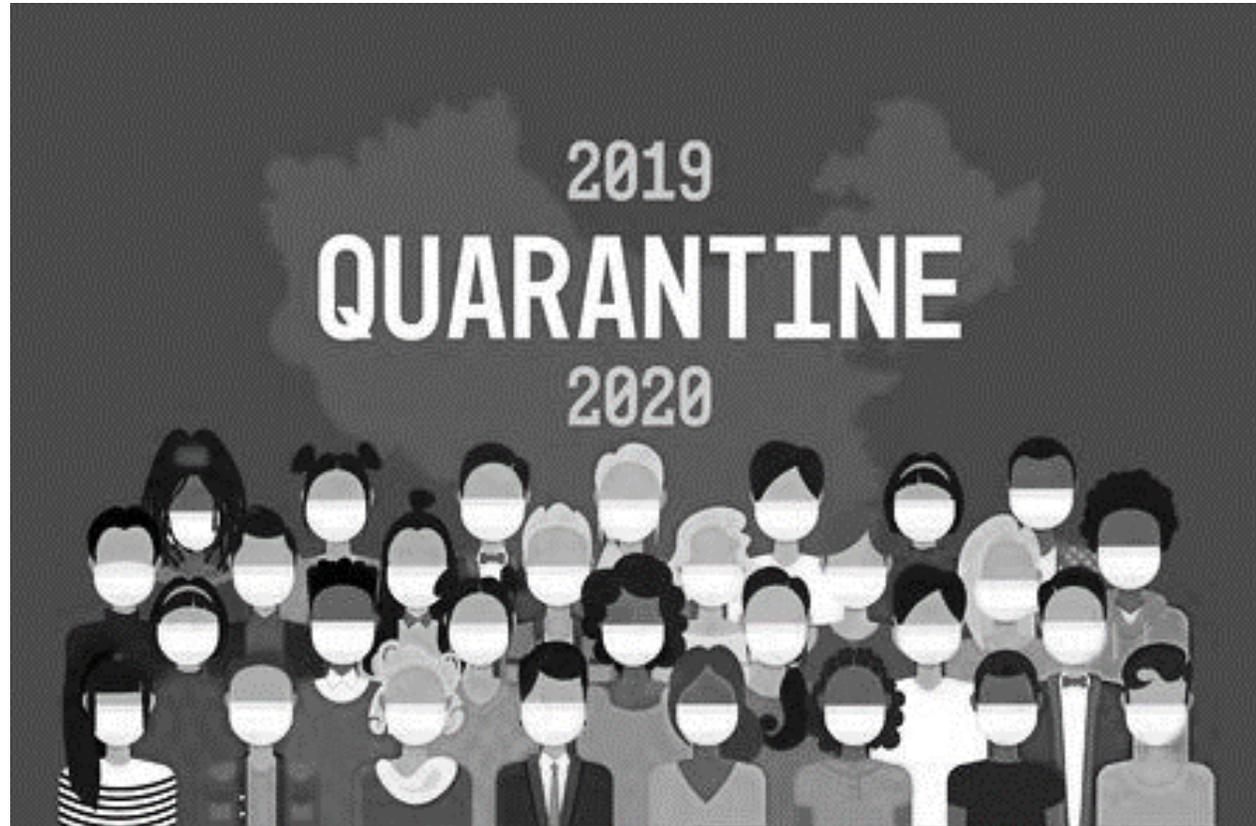
Most reviewed studies reported negative psychological effects including post-traumatic stress symptoms, confusion, and anger. Stressors included longer quarantine duration, infection fears, frustration, boredom, inadequate supplies, inadequate information, financial loss, and stigma. Some researchers have suggested long-lasting effects.



Policies and public health efforts have addressed the impacts of disease outbreaks. The increasing demand on health facilities and workers threatens to leave some health systems overstretched and unable to operate effectively.

SOCIAL YET CONTACTLESS

We are more aware of what we have done to our habitat and how we need to learn to co-exist. But will all the difficulties we still haven't lost hope. We are making use of what we have around us to help ourselves go through this tough time. And that's where the entire theme of our existence finds its meaning.



The world has finally slowed down. People are forced to stay inside homes. And this has brought some realizations amongst us. We are learning the importance of staying connected to our closed ones. We are learning that the true pleasures of life do not lie in materials and it is possible to live a holistic life in a minimalist way.

TECHNOLOGY REDEFINED

India's giant IT services companies will see a significant slowdown in growth during this financial year as they grapple with the upheaval wrought by the Covid-19 pandemic. However, the streaming industry gained popularity as well as profit during the pandemic. Also, India's software and services exports grew 8.1% to \$147 billion in fiscal year 2020, according to the National Association of Software and Services Companies.



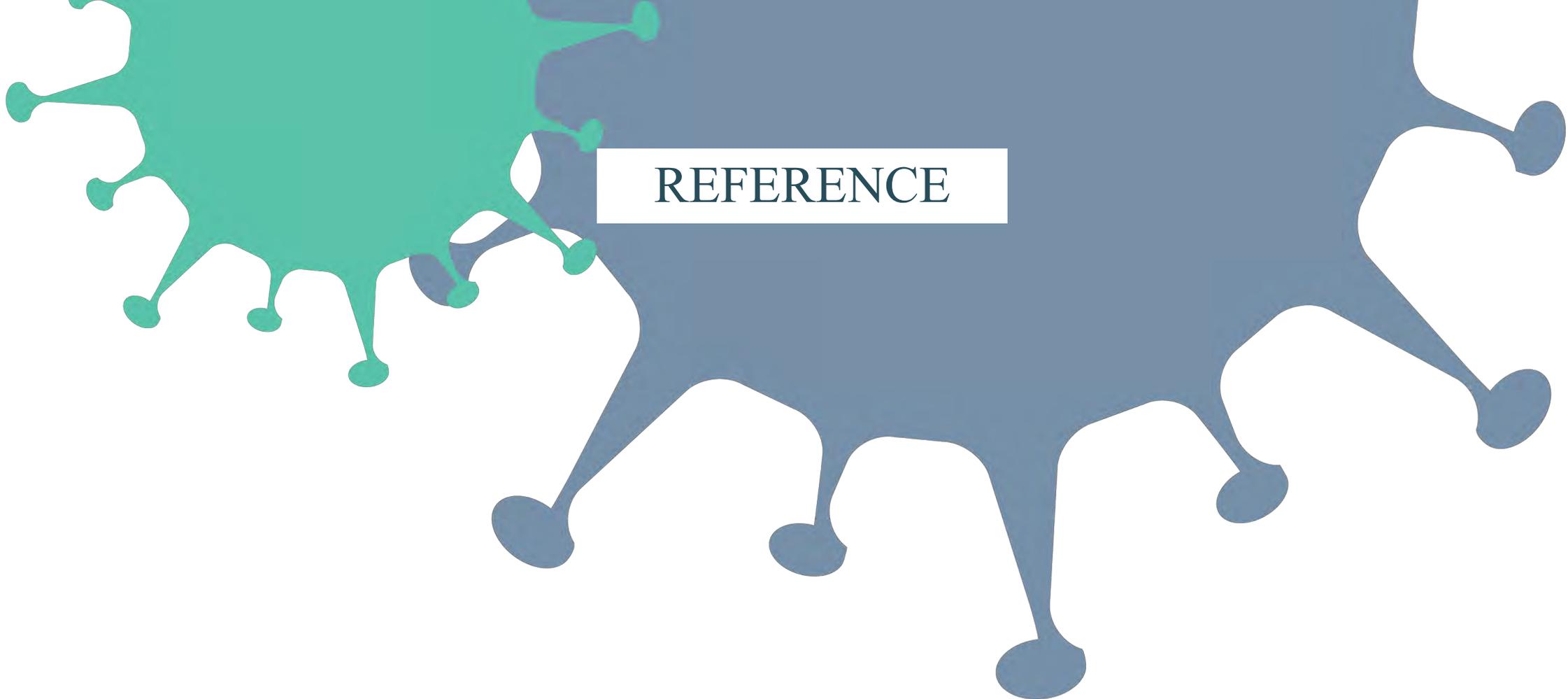
In the near future, IT companies could feel the heat of pricing pressure, revenue loss due to lockdown (in India and many countries globally), client bankruptcy and slower client decision making led by lower discretionary spends.

CONTRIBUTERS LIST

This secondary research was undertaken by students of NIFT Chennai – MFM (Batch of 2019-21) as a part of their IDM subject ‘Accessory Design’ and under the guidance of Dr Kaustav SenGupta – Associate Professor at NIFT Chennai

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A stylized graphic of a virus particle, composed of a teal-colored spherical head with several spike-like protrusions and a larger, blue-colored tail-like structure with several rounded, bulbous protrusions. The word "REFERENCE" is centered within a white rectangular box that overlaps the teal head of the virus.

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