

March 26, 2020

Sub: COVID 19

To: IHPCIA members and Affiliated Industry Associations

This message is addressed to all IHPCIA members and Affiliate Industry Associations on the COVID-19 pandemic and should be shared with all connected with the Home and Personal care Industry.

This is a time when our consumers of cleaning products, sanitizers and disinfectants are significantly challenged in everyday life, This also extends to users who live in juggies, bastis and slums where sanitation is poor and density of people per square foot of land area is high. They are all depending on our member to extend help to them. We all need to address this challenge together coupled with our Prime Minister's objective of isolation and social distancing for the next 21 days

The Health and Safety of our people as well as our members and those from the affiliate Industry Associations are top priorities. The products and materials our members make help consumers maintain proper hygiene, personal health and healthy home environments - all key to fighting the spread of disease and infections, and because of that, it is also a priority to make, pack, and ship those products on timely basis. This should also be the focus of the business partners are key contributors to the supply chain

We have addressed an appeal to our Prime Minister and Union Ministers of Health and Civil supplies and the Cabinet Secretary on March 23, 2020 to include all cleaners, sanitizers and disinfectants in the list of essential goods and to permit their manufacture and distribution to the consumers . We will also be making appeals to all Chief Ministers of states and Administrators of Union Territories and the state health and civil supply ministers and principal secretaries to facilitate our members in this endeavor.

The MSME ministry has also listed out that Detergents, Soaps & sanitizers are part of essential goods and can be supplied by MSME units, Details can be downloaded from <http://jan-sampark.nic.in/campaigns/2020/26/March/MSME/index.html>.

We request all members to

1. Comply with government instructions and directives
2. Follow all health advisory issued in your area.
3. Increase communication within your organization and with your consumers.
4. Maintain social distancing
5. Set up cleaning and disinfection guidelines at your workplace
6. Provide soap and water and alcohol-based hand rubs in the workplace
7. Work remotely for General Offices.
8. Build confidence in employees; Do not instill panic
9. Get updates on COVID 19 from [www.covid19india.org](http://www.covid19india.org).

We plan to provide periodic updates to our members and affiliated Industry associations and share the actions taken by other members of the International Network of Cleaning product Association as we collectively battle this global pandemic

Sanjay Trivedi

Director

Indian Home and Personal Care Industry Association