

The Reshaping of the Indian Mind' Implies Mask as A Symbol of Social and Inter-personal Hygiene

Leapfrog Strategy Consulting Releases A Report on Semiotic Analysis of Wearing A Mask for Covid-19 Protection

LEAPFROG
Strategy Consulting

Gurgaon, May 27, 2020 (Issuewire.com) - Leapfrog Strategy Consulting Pvt Ltd, a brand and semiotic consultancy have released a report covering the semiotics of Covid-19 phenomena – Mask, and its implications for brands, communications and marketing. The report focusses on understanding how mask-wearing is a choice, compliance and a culture-driven behaviour in India. 'The Reshaping of

the Indian Mind' gives a new perspective to the brands that promote self and family protection and instills them to co-operate with Government efforts and develop strategies to focus on the shared responsibility to help one another. The brands have an opportunity to broaden their purpose and mission to connect with consumers, citizens and public concerns during the time of the pandemic.

Today, India's understanding of Personal Protective Equipment (PPE) – mask, helmet and seatbelt is changing rapidly. With Covid-19 as a crisis, we, the citizens of India are dependent upon each other for our safety and wellbeing. Hygiene and safety are no longer a personal and family responsibility, but a social and national responsibility. Many fashion designers across the globe have come together to combat the novel coronavirus, including some Indian designers - Anita Dongre, Manish Malhotra, Sabyasachi Mukherjee and Masaba Gupta. Masaba Gupta recently took to Instagram to share pictures of quirky masks being made by her workers with a caption "Changing gears for some time. In the wake of the current pandemic and lockdown across the country, all operations at the House of Masaba came to a halt." As the battle of Covid-19 is not yet won, inter-personal hygiene is a much more conscious way forward.

The Semiotic Analysis of Mask examines a new concept being introduced into Indian consciousness and understanding. A concept that will give the brands and the consumers a better understanding of how we used to perceive masks in the past and how we can make it a personal accessory in the future, to protect ourselves and the others.

Semiotics is the study of signs, symbols and their embedded meanings in the socio-cultural context. At [Leapfrog Strategy Consulting](#) Pvt Ltd., we understand the Indian market and Indian consumer with our in-depth knowledge to help brands and businesses stimulate growth and drive revenue.

Media Contact

Leapfrog Strategy Consulting

karankamal@rocketmail.com

9810307943

Innov8 Orchid Center 3rd Floor, Orchid Centre, IILM Institute, Sector 53

Source : Leapfrog Strategy Consulting Pvt Ltd

[See on IssueWire](#)