Unlocking Growth: How Tufropes managed the COVID-19 induced lockdown to deliver better results.

Tufropes is fully operational with nil lay offs and zero infections.



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- Tufropes used crisis opportunity planning, a dedicated task force and sensitizing staff and channel about coronavirus in early March to manage the loss of demand during the lockdown time and have reported better than projected numbers post lockdown.
- Now all its plants are fully operational and is following all International (WHO) and state protocol of business, with zero cases of infection in any of their facility.

Scientific Planning, Sensitization, and Support

Along with the global health crisis, Coronavirus has brought massive pressure on the economic structure of the world. With lockdowns, movement restrictions, new regulations on import and export and the labor crisis, almost all businesses of the world felt the heat of this economic slowdown. Tufropes, an India based company that specializes in industrial solutions of ropes and nets, however, was able to manage the lockdown to build better processes that have resulted in delivering better than projected results.

This was not by default, but design, which was because of an early arrester method and crisis opportunity planning adopted by the management and team, in response to the developing crisis in China and other parts of the world in as early as February end and the start of March. Since Tufropes is

present in 87 countries of the world, this access allowed the company to think tank to respond to the crisis in a more scientific way. A new task force was commissioned internally in mid-February that assessed the possible upcoming challenges, delays and losses that can happen due to lockdown and restrictions, & started building resource and knowledge centers that provided real-time alternate solutions to trade & customers, while also started sensitizing the staff about Coronavirus lead business process changes and its effective implementation.

When the Indian lockdown was enforced, the company was ready with resources equipped to a level that they could predict and correct delays/issues beforehand. This ensured that the demand and supply kick coming from the lockdown was cushioned and absorbed well. Due to this, there have been nil lay-offs.

Protocols and Educating Employees

Tufropes used the lockdown time to sanitize the existing stock of materials. Before lockdown was lifted, the entire facility was sanitized and deep cleaned. Protocols were set up for sanitizing all common areas every few hours and the support staff was trained about the importance of following these protocols.

Assembly and processes were realigned to ensure physical distancing. The packaging was changed to be done by semi-automatic machines with minimal human contact. Logistics team was trained & equipped with sanitizing protocols to ensure all outgoing and materials are infection-free.

Staff is screened daily and wearing masks has been made mandatory. There are sanitizing stations at every few feet. To ensure that the fear of contracting COVID 19 does not stress the staff, advisories are issued as well as the staff is insured with a health insurance cover.

Tufropes is also issuing regular newsletters to educate the staff, channel, and vendors about precautions to avoid infection, building immunity and better health. As a result of this, none of Tufropes staff has contracted the infection.

Speaking about this challenge, **Saurabh Goel**, director of Tufropes said, “How many times do you get a chance to restructure things? Though it is an unprecedented time for the world we took it as a challenge and an opportunity to build something better. We banked on science, market knowledge, our goodwill and our mitigation planning to help us sail us through and we are glad that we emerged stronger from this lockdown.”

Today, Tufropes is 100% functional with its production facility working in full capacity. They are following all guidelines and protocols as directed by WHO and the Government of India. They are delivering across the country and around the world.

About Tufropes:

Tufropes Pvt. Ltd., an Indian company with a presence in 87 countries, is the global leader in industrial ropes and nets solution. Delivering leading-edge solutions for past 27 years in sectors like fishing and aquaculture, marine and shipping, agriculture and horticulture, sports and recreation, and industrial and safety, Tufropes is a one of the world’s largest manufacturer of ropes & nets.



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