

Doing its BIT

Control Print spearheads the mask spreading initiative



The 'Spread the Mask' initiative won kudos from all around

Frontline workers have been among the most vulnerable and adversely affected by the Corona virus pandemic in India – especially doctors, the police force and health aid workers. Also, India's workforce has been seriously affected by layoffs in both SMEs and large organisations across industries.

As an organisation, Control Print was cognisant of these issues and responded in the best possible way to the pandemic: not only did it assure its employees there would be no lay-offs, it also took upon itself to help frontline workers by donating medical-grade surgical masks and FFP2/N95 level masks.

Control Print, one of India's largest coding and marking solutions providers, has over 30 years of operational experience in the industry and boasts over 320 field staff and two state-of-the-art factories. The company is a prime example of global quality Indian manufacturing capabilities in the technology industry. It is also listed on the BSE and the NSE, and is one of India's top 1,000 companies by market capitalisation.

In June 2020, Control Print's venture, The Mask Lab, launched the 'Spread the Mask' initiative – an effort to donate

masks and spread awareness about safety measures during the pandemic.

Control Print tied up with NGOs and local bodies to make masks available to hospitals and NGOs nationally – they included Tata Memorial Hospital, KEM Hospital and JJ Hospital, through Project Mumbai. It was also one of the first companies to donate masks to the Mumbai Police force. "Maharashtra was one of the worst-hit states in India," says Shiva Kabra, MD, Control Print. "And the police had been working hard and staying on the streets to ensure that citizens complied with the rules of the lockdown. To learn that these men and women had been using mainly reusable cloth masks (which can pose a variety of threats) prompted us at The Mask Lab to reach out and see if we could donate our higher-grade, safety-certified masks to them. Within a week, we had donated 50,000 masks to the different police teams, including at Byculla, Thane and the police headquarters at Crawford Market."

To ensure that the masks reached those who did not have easy access to them, Control Print also tied up with

local NGOs and public bodies in the remotest parts of the country, including villages in even Telangana, Manipur and J&K. Control Print also ran awareness initiatives that centred around women championing mask-wearing – one such campaign in Chittorgarh, Rajasthan, garnered lots of interest and even featured on local and national news channels, including Doordarshan.

Masks for all

Control Print's 'Spread the Mask' initiative received appreciation by the people it impacted. "In a bid to aid the police, The Mask Lab distributed N95 masks, due to which the police force could fight the pandemic and make itself secure," says Pravin Pawar, additional commissioner of police,

Thane, Maharashtra. "The Mask Lab helped not only to spread awareness about the pandemic, but also to restore the faith and wellbeing of both frontal health workers striving hard to contain the widespread transmission of the Corona virus," says Sethu Das, partner, 'Spread the Mask' initiative & founder, Friends of Tibet. "The campaign helped us to reach out to the needy sections of Indian society in five states – Arunachal Pradesh, Karnataka, Kerala, Gujarat, and West Bengal – at the right time. Our volunteers and doctors of the Tibetan Medical and Astrological Institute focussed on providing doctors and health workers associated with health institutions and Regional Cancer Centres, policemen, sanitary workers, ambulance drivers and assistants.

Since the initiative began, Control Print has donated more than 700,000 masks to NGOs, healthcare bodies and public officials. "We were able to do our bit for the people who needed masks and to receive all their messages. At the Mask Lab, we are committed to creating products that meet the highest safety standards, are comfortable to wear, and can be used against a variety of airborne contaminants, including bacteria, viruses, dust and even pollution. With Control Print's advanced technological capabilities and our access to premium raw materials, our clients have been pleased with the quality and comfort of our breathable and safe masks," adds Kabra.

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Break-up of mask donation

State	Qty
Karnataka	58,900
Maharashtra	1,59,000
Rajasthan	295,000
Uttar Pradesh	2,000
Madhya Pradesh	5,000
West Bengal	6,000
Tamil Nadu	8,500
Delhi	24,500
Jammu & Kashmir	2,000
Telangana	59,900
Manipur	2,000
Bihar	8,000
Gujarat	7,500
Haryana	4,000
Arunachal Pradesh	1,000
Jharkhand	50,000
Kerala	20,000
Orissa	40,000

