

THE BOOK OF CRE

CHAPTER FOUR

“THE WAR AGAINST COVID-19”

DR. SHUCHIN BAJAJ
FOUNDER OF
UJALA CYGNUS
HOSPITALS



YEAR 2020, COVID-19 LOCKDOWN ANNOUNCED BY THE PRIME MINISTER



UPKAR AND PRAVEEN SIT ANXIOUSLY, FEELING THE WEIGHT OF THE MOMENT



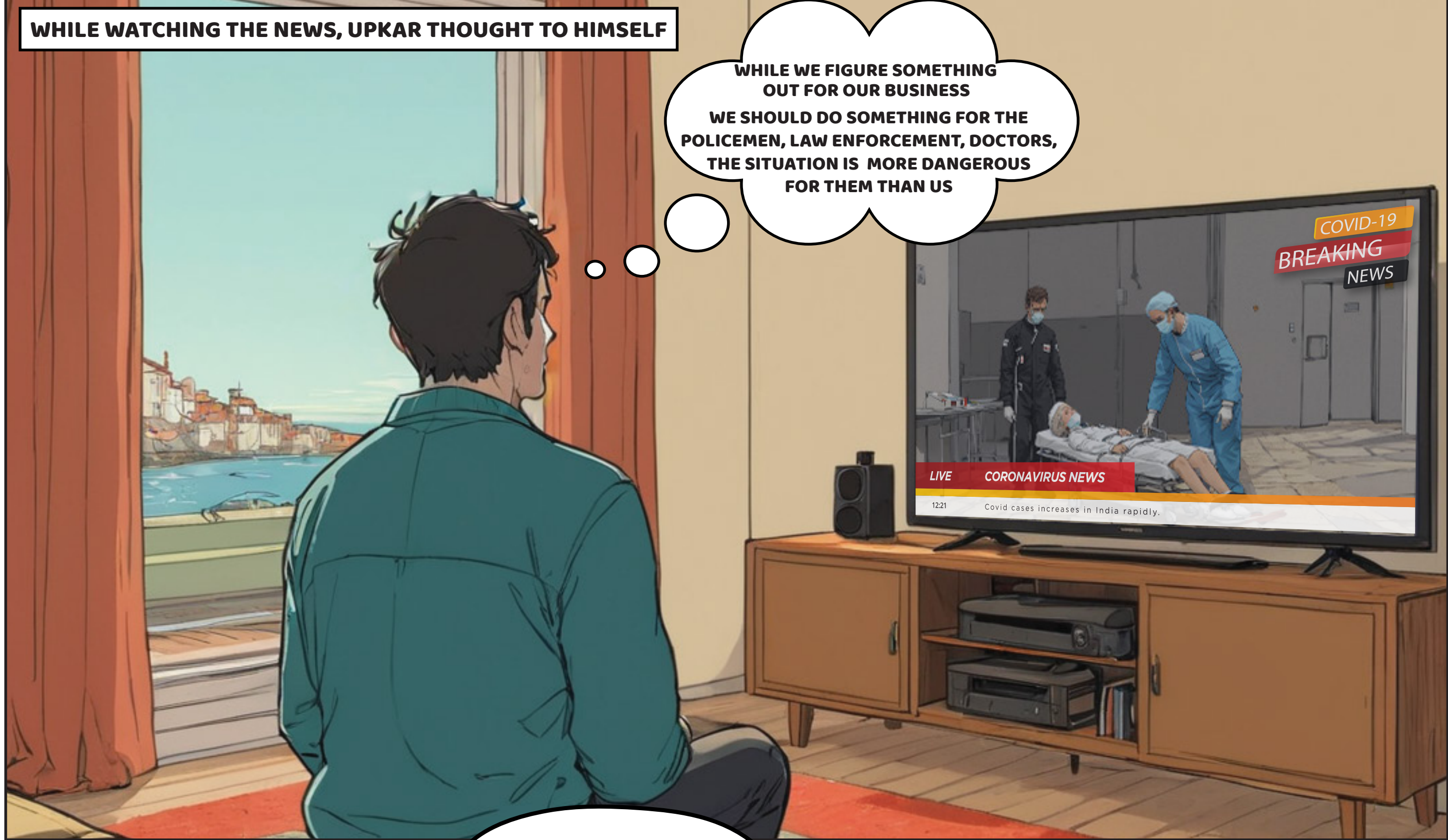
WHAT ARE WE GOING TO DO?
WE HAVE 200 ARTISANS,
HOW ARE WE GOING TO PAY THEM?

WE WILL HAVE TO FIGURE SOEMTHING OUT



WHILE WATCHING THE NEWS, UPKAR THOUGHT TO HIMSELF

WHILE WE FIGURE SOMETHING OUT FOR OUR BUSINESS WE SHOULD DO SOMETHING FOR THE POLICEMEN, LAW ENFORCEMENT, DOCTORS, THE SITUATION IS MORE DANGEROUS FOR THEM THAN US



WE HAVE PRETTY GOOD SORUCES, WE SHOULD MAKE PPE KITS FOR THE FRONTIER WORKES IN THE FIGHT AGAINST COVID 19 AND BE OF VALUE IN THIS CALAMITY

YES DEFINITELY WE SHOULD DO SOMETHING



THEY STARTED DEVELOPING THE SAMPLE PPE KITS

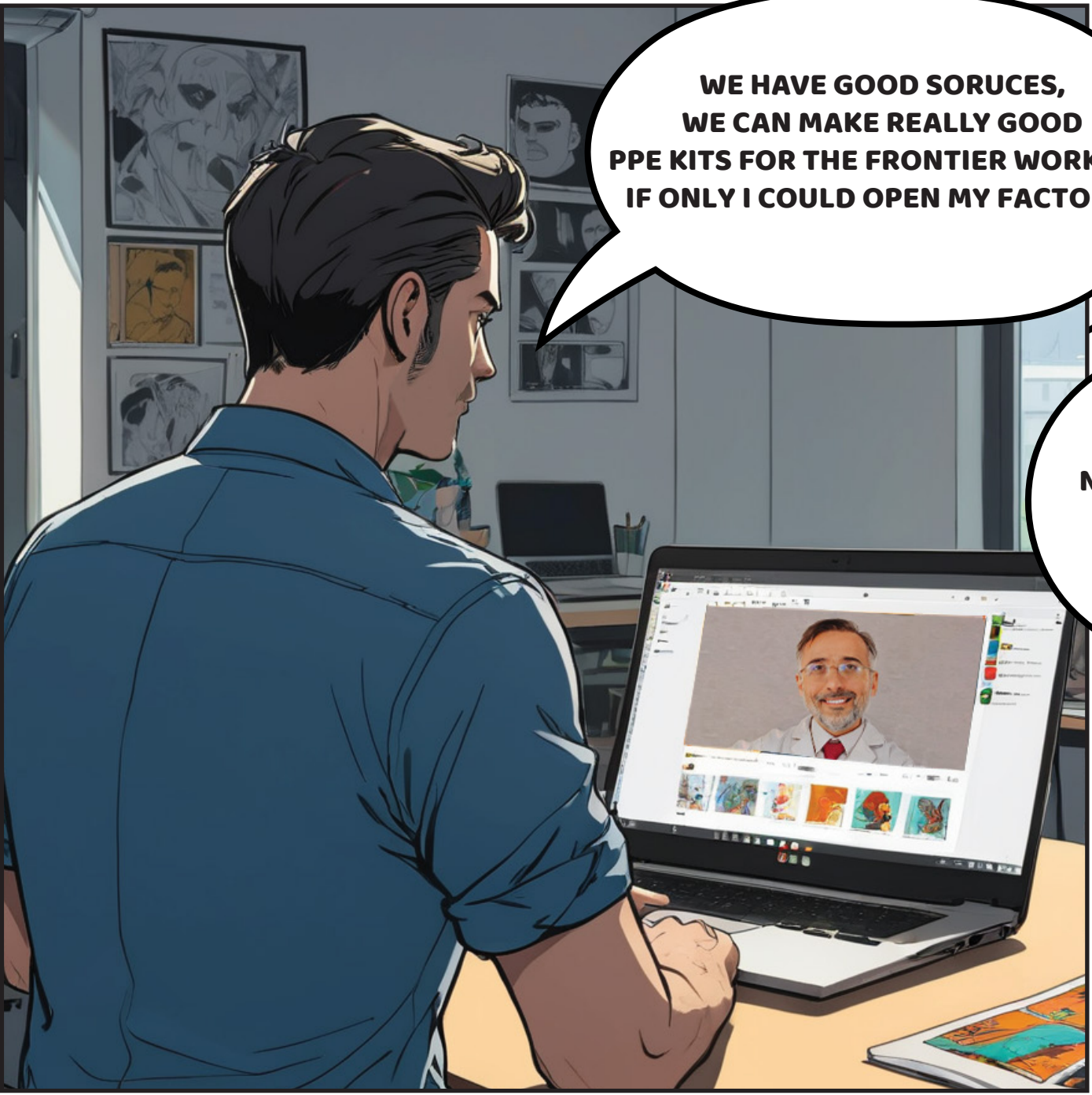


AS UPKAR DESPERATELY DIALED NUMEROUS NUMBERS FOR HELP, HE MET WITH SILENCE/REJECTION EACH TIME, HE SUDDENLY REMEMBERED HIS FRIEND, DR. SHUCHIN BAJAJ, INVOLVED IN COVID RELIEF EFFORTS.



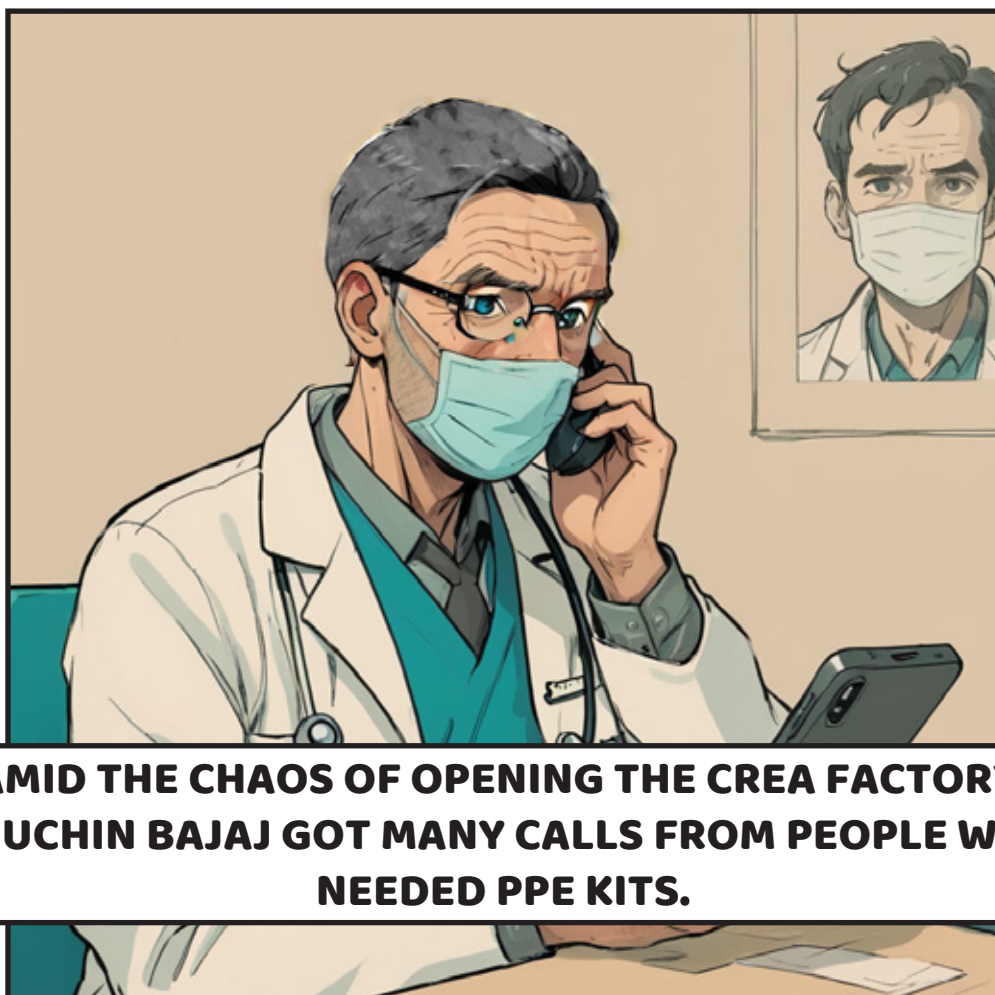
WE HAVE GOOD SOURCES, WE CAN MAKE REALLY GOOD PPE KITS FOR THE FRONTIER WORKERS IF ONLY I COULD OPEN MY FACTORY

NO PROBLEM BROTHER I WILL SURELY TRY MY BEST, LET ME MAKE SOME CALLS



SHUCHIN BAJAJ CONVENED MEETINGS WITH AUTHORITIES, MINISTERS AND MEDICAL FRATERNITY

THEY CAN DEFINITELY COME UP WITH SOMETHING WE SHOULD HELP THEM OPEN THEIR FACTORY

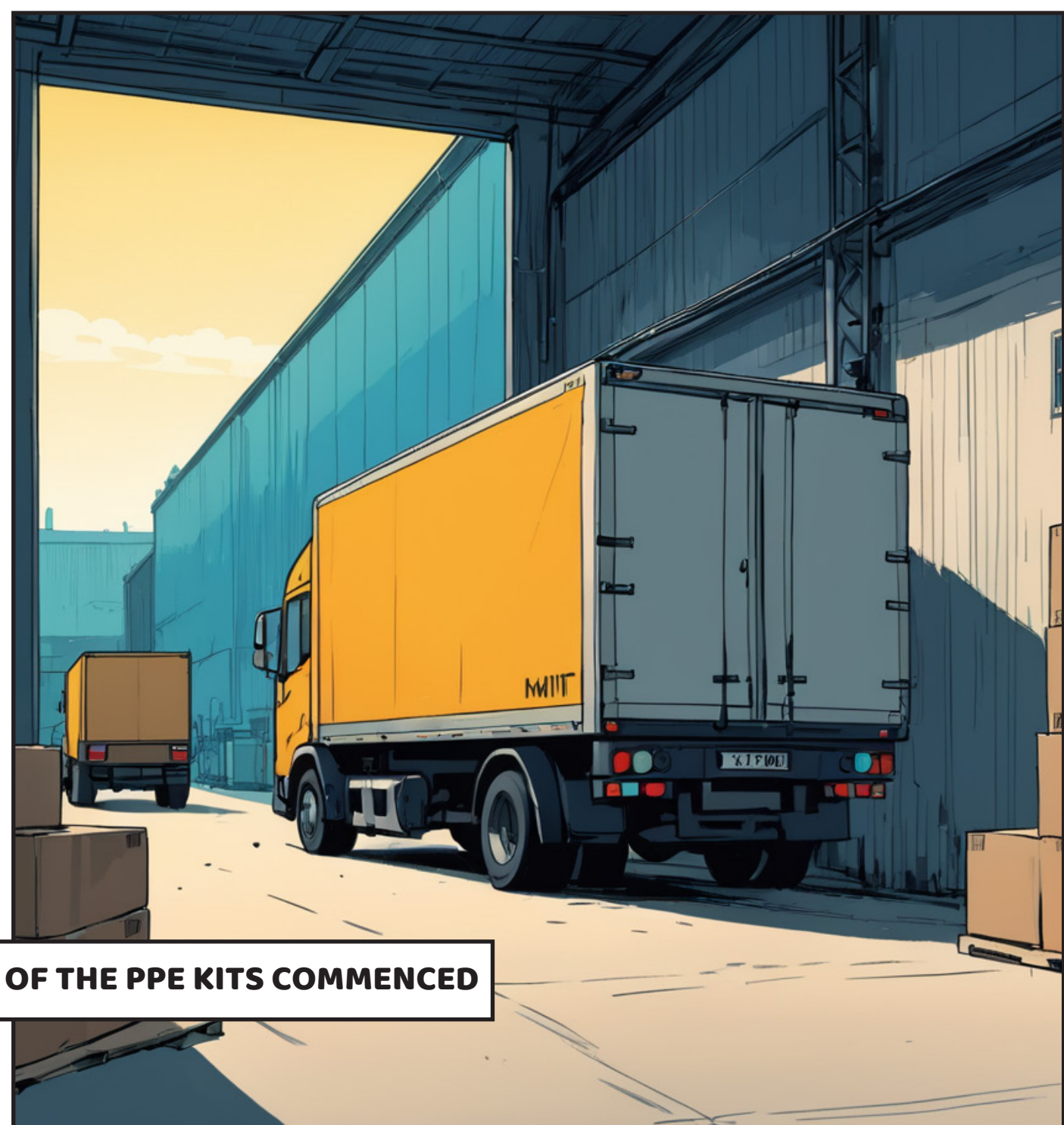
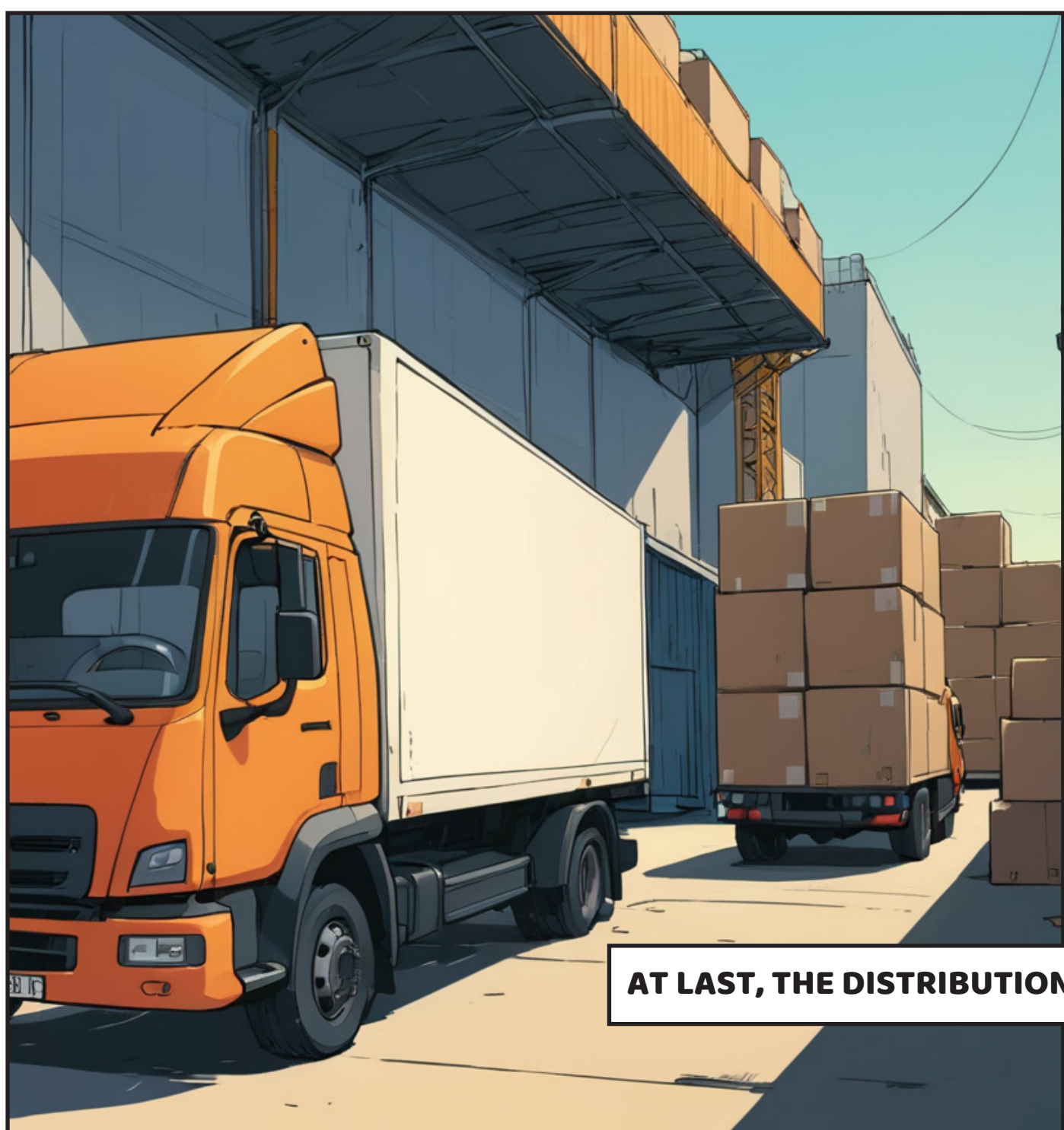


AMID THE CHAOS OF OPENING THE CREA FACTORY, SHUCHIN BAJAJ GOT MANY CALLS FROM PEOPLE WHO NEEDED PPE KITS.

WITH HIS CALLS AND MEETINGS, SHUCHIN BAJAJ ENSURED THE FACTORY OPENED, MAKING IT POSSIBLE



FOLLOWING STRICT COVID GUIDELINES, PPE KIT PRODUCTION AT CREA FINALLY STARTED



AT LAST, THE DISTRIBUTION OF THE PPE KITS COMMENCED

AS THE PPE KITS GOT DISTRIBUTED, GREAT REVIEWS FOLLOWED, UPKAR STRATED GETTING INVITED TO TV PANELS, ON PROGRAMS FOR PPE KITS EFFORTS



EVENTUALLY CREA WON MANY AWARDS, GOT COVERED BY VARIOUS MAGAZINES GLOBALLY



AND WE ALL LIVED TO FIGHT ANOTHER DAY