

APRIL 2020

CONEXION

A CONEX365 NEWSLETTER



Expert Speaks

'A Comparison between United States Of America and State Govt. Of Kerala in Public Health care.'

Prof. Prashanth P John

CONEX365 COMPANY
NEWSLETTER

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C-365 in a Nutshell

CONEX-365 is basically a start-up education company focusing on Training and Development for the Edu-Corp Industry. Aptitude and personality training is always on demand for our aspiring entrepreneurs and millenials to enhance their K-S-A (Knowledge, Skill, Abilities) in this competitive scenario. We give standardised corporate services like talent acquisition, payroll management, strategy development and lots more.

Our Secret Sauce.

TRAINING/CONSULTINGS

- Start Up Training/Consulting
- Corporate Training/Consulting
- Employment Training
- Aptitude Training
- Orientation Sessions
- Corporate Fashion and Etiquette Training

CONEX+

We will be conducting a series of talk shows for our seekers, at colleges and B-Schools. Unlike normal talk show series, we basically aim for those people who have led all their way up to fruitful blooms from scratch, it can be Entrepreneurs, social and youth influencers who will be grabbing the floor space to pass on their vital energy and success stories to the budding professionals sitting in front of them. Conex+ will be conducted every 200 days and a CONEX+ Conference will be held once in a year to expand our community activities and creating awareness to a wider population.



CO-NET

We will also be creating a social community called Co-Net, which alone is a network exclusively for trainers and faculties. Conex-365, is incomplete without trainers. Co-Net, is an open platform for registered trainers in companies as well as for freelancers who wish to transfer their knowledge to the vibrant audience out there, by signing up at Co-Net. This network thus enables to provide projects on the basis of the area of expertise and subject knowledge of each trainer. This community platform is built so as to speed up and strengthen the connection between The Givers and The Seekers.



MS. CONEX

No matter how far our society says it believes in equality, beyond a limit, there exists, an invisible shield pushing back the women as they are still under a male dominated society. Conex-365, breaks the barriers for such people and make sure that our angels are also given their fair amount if chances. A 'Ms.Conex' Cell will be initiated in all B-Schools, putting women empowerment as primary focus. Exclusive programs and talk shows will be held for them, and for which they alone will coordinate the events. They will be put to situations, to make them get used to such scenarios and gain experience and build their decision making skills, test their emotional balance and stress management.



WEBINAR WEEK

Knowledge is all about sharing. We have a vibrant, reputed and eminent panel of speakers who breaks the barrier of distance and shows atmost willingness to share their knowledge to the student and corporate communities around the globe. It is a 4-day program where speakers from National and International levels would be sharing their knowledge and expertise.



CONEXION

FROM THE EXPERT



A COMPARISON BETWEEN UNITED STATES OF AMERICA AND STATE GOVT. OF KERALA IN PUBLIC HEALTH CARE.

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'EXPERT SAYS'

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As the old saying... When wealth is lost, nothing is lost; when health is lost, something is lost.

Why US has failed in fighting COVID-19 some of reasons are..

a) Lack of response to pandemic:

The response by the Trump Administration was very poor towards the check of covid spreading in USA, when compared to the Govt. Of Kerala (GoK)was very focused & was ready to retaliate ,as we had Nippa epidemic in recent past. GoK imposed stringent controls that required all passengers arriving from foreign countries to quarantine. Krishna Teja, an Indian Administrative Service (IAS) officer working with the Kerala COVID-19 response team, said: "The reason why we have successfully been able to flatten the curve is because of excellent inter-department coordination at all levels (state, district and village panchayats). Moreover, our chief minister addresses the citizens every evening for an hour which establishes people's faith in the system. Also, we are 100 per cent checking the quarantine period by deploying officers to go to every household." The National Institute of Virology, Pune, helped set up a facility in Alappuzha to speed up testing. The government also launched 12 testing labs for early identification of COVID-19 patients.

b) Lack of testing:

Trump Administration was not ready to use test kits in spite of the recommendations made by WHO, as they wanted conduct the test with kits made in USA. Whereas Kerala's extensive testing of symptomatic cases, followed by a painstaking contact-tracing process and then publishing the route map of an infected person, so that everyone with the potential to being infected could be put in self-isolation, which made the GoK successful in holding COVID-19.

c) More profit oriented private hospitals than public hospital:

USA don't have Govt. hospital as we do, they have more of profit oriented private hospitals & there is not Govt. mechanism to control these private hospitals

d) Primary Health care system :

USA has a very disorganized, fragmented, inefficient and under-resourced primary care system, mainly because they lack general physicians; they have more of specialist doctors .In Kerala, a patient first goes for a general physician diagnosis and then to a specialist. In US because of the huge cost of medical expenses & Insurance cost, Tele-medicine is so rampant. Hence the General Physician at the primary level is unaware of medical condition of patients, as they don't see the patient directly nor they get information from the specialist; so the doctors in US are unaware of the medical history of the patient.

e) No central system to coordinate public health system:

There is no coordination for public health in USA where as the GoK has a better coordination at the District administration level ;it has a superior control on the Public health through a three tier system : the Panchayath primary health center Taluk Hospital & District General hospitals.

f) US hospitals Lacks sufficient beds :

US hospital believe in quality than quantity, hence the capacity for in-patient services is very less. They have more specialist hospitals than General hospitals ,here we have the reverse . Kerala has 100,000 beds for a population of 35 million, around 2.9 beds for every 1,000, and the United States has 2.2 beds per thousand. To maximize income, both profit and nonprofits hospitals have consistently pushed for greater privatization and the elimination of competitors , this lead to closure of private hospitals there by the number of beds are reduced. The US health-care model relies on a direct-fee system and private health insurance. This model has been criticized for contributing to high health-care costs, high rates of uninsured individuals.

g) Health Insurance Coverage:

We claim US to be the best in GDP, but that's not the case of per capita income ,consequently people fail to take insurance. 10 per cent of US citizen are uninsured & 50 per cent of US citizen are under insured. In US 25 per cent doesn't go to doctors if they are sick, another 23 per cent give-up the follow-up treatments ,but in Kerala public health service at Govt. Hospitals are free , hence facilities are available for rich as well as poor. In Kerala people go to hospitals on the first instinct of feeling sickness & they continue treatment .This is a social security aspect of a welfare state that even without insurance cover ,the citizens can be provided health cover .

'GoK imposed stringent controls that required all passengers arriving from foreign countries to quarantine.'



h) Funding on public health:

Pay out by the US government on public health is channeled through private delivery system .US spends US\$3.5 trillion annually on healthcare, a meager 2.5 per cent goes to public health.

i) Social Engineering :

GoK raised a 2,50,000 strong volunteering force on March 26,2020 . Over three days, these volunteers (22-40 age) were trained to work with Local Government Bodies. They include ambulance drivers, nurses and paramedical staff to assist the 3,000-strong health workforce. Others are deployed to deliver food or surveilling those under home quarantine. Over 300,000 people from other states are being hosted in the camps and provided free food and medical care. Moreover, Free ration kits of rice and essential items were given to 3.69 million families in the state. This kind of welfare measures cannot be administered in US by Trump administration .

j) Media Campaign :

The 'Break the Chain' campaign was launched on March 15,2020 to check the spread of infections and to promote social distancing and encourage good hygiene. Social media played a pivotal role in the success of these campaigns.

In Health care sector this US model is a failure ,if we adopt such models it will lead to failures in our health care in our country .Privatization can be used only in business environments were competition is required so that the quality of the service or product becomes the benchmark, this will help the customer as well as the business organizations to grow . Free market economy concepts in critical survival factors like health care & defense will fail, that's what the American scenario is showing us in the today's COVID situation. Kerala has always practiced the "Kerala Model of Development" developed by Dr.K.N. Raj & colleagues in 1976,which is a best example of welfare economics model.

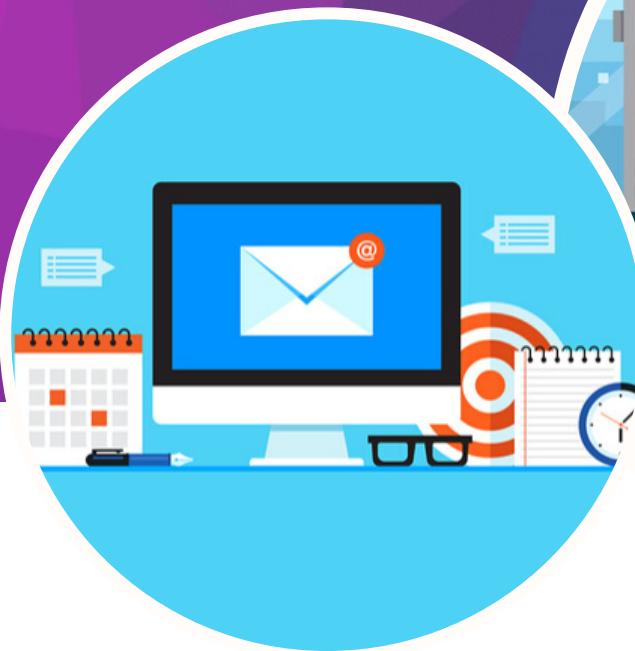
'Privatization can be used only in business environments were competition is required so that the quality of the service or product becomes the benchmark, this will help the customer as well as the business organizations to grow .'

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CONEXION STUDENTS



**WHEN DIGITALIZATION IS NO MORE
A FANTASY.**

Written by Emil Michael



STUDENT ARTICLE

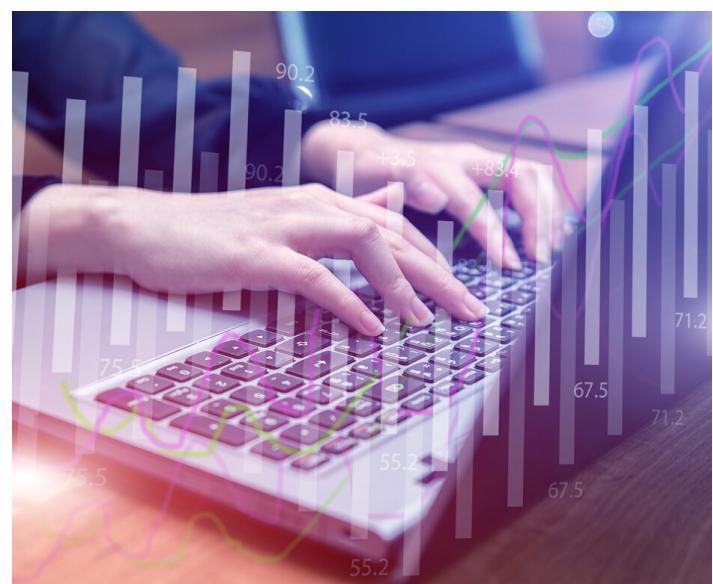
WRITTEN BY
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100 years back, the term 'Digitalization' was a fantasy for us. Even distant communication was almost a myth. One of the best reasons of being a human being, is the ability to adapt to challenging environments. Technology has made this adaptation process easier. Our hardships in various areas like communication, education, business, transportation, healthcare, etc. Have been trimmed down drastically by the introduction of technology.

Today, technology has become an inevitable part of our lives. The term 'Digitalization' is orated even by a toddler. As a matter of fact, none of us saw this coming. None of us imagined that one day a pandemic will strike us and we will use technology as a weapon against it. It will be immodest for me to point out the bright side of a disastrous pandemic. Then let me point out the truth, a pandemic has flourished the digital side of India. As I said, this is us human beings adapting to a challenging environment. Almost all the essential and non essential services are now digitalized. For instance, let us look at education. It is one of the most important and unavoidable sectors of any economy. After the pandemic, we were successfully able to take learning online and maintain this vital sector. This virtualization was possible only because of the advancement of technology. It has now set a milestone for leaning and acquiring new skills. We have just revolutionized the online learning and this will be adopted by the future generations. As present Prime Minister of India, Mr. Narendra Modi rightly quoted, "Digital India" is not an elite concept anymore. We have to use this idea to revolutionize health and education in India."

"Digital India" is not an elite concept anymore.

Let us take a look at banking. Considered as the financial backbone of a country, the services that banks offer us are unmatched. If digital banking was never a reality, how hard would it be for us to manage our funds during the pandemic. In the 13th edition of Annual Banking Conclave, the present RBI Governor Mr. Shaktikanta Das gave us a broader perspective on the relevance of digital banking, "The movement towards digital payments has also been facilitated by introduction of fast payment systems, such as Immediate Payment Service (IMPS) and Unified Payment Interface (UPI), which provide immediate credit to beneficiaries and are available round the clock. Today, digital payments account for around 97 per cent of daily payment system transactions in terms of volume. This has been made possible with an accelerated growth of over 50 per cent in the volume of digital payment transactions in the last five years", he said. Education and banking was just the tip of an iceberg. Digitalization was the key for us to maintain the quality of our lives even during one of the dreadful downfalls that humanity has ever faced. It has helped us to withstand huge blows on the employment opportunities. It helped to sustain the business activities, by allowing employees to work from their homes. Imagining about such kind of a value addition years back, was off the charts.





"Digitalization is no more a fantasy. In fact, it is an accepted necessity of the modern world."

Communication is an other area which has improved the quality of our social life. Today we have opened various possibilities for communicating with one another through the use of technology. Not even a single day in our lives pass by without communicating to others digitally. Digitalization simply shortened the length of communication channels. Communication plays a vital role in disaster management and today's technology has made it work even better. Even a lockdown couldn't stop people from communicating and staying up to date with current facts. One of the latest and notable trends in communication is the addition of WebRTC. Web-based communication in real time (WebRTC) is a truly breakthrough concept that allows to run a video conference and to collaborate with people in the internet browser without installing any other program, special plugins, modules or accompanying programs. Thus, users acquire an incredibly simple tool to support all types of remote communication: chat, screen sharing, content sharing, audio and video communication.

Now let us talk business. The online presence of business is made possible because of digitalization. Various advantages such as, new contact channels with customers, better decision making, improved productivity and efficiency, easier communication and teamwork, better innovation, improved working conditions and much more is achieved because of digitalization in the business over the past few years. Today trade costs are cut down by the use of digital technologies. The World Trade Report published by the World Trade Organization (WTO) finds that, one of the most significant impacts of digital technologies is the extent to which they have reduced trade costs. In addition, digital technologies has affected the composition of trade by increasing the services component, fostering trade in certain goods such as time-sensitive products, changing patterns of comparative advantage and affecting the complexity and length of global value chains.

Every coin has two sides, likewise, every single good thing in this world when put under careful observation will disclose a bad side. Going digital has its own negatives. One of the highest risks involved is associated with the security. As digitalization has helped us overcome different difficulties, we should take necessary precautions to stay safe and ensure the purest use of this technological marvel. The above mentioned facts lead us to one conclusion, that digitalization is no more a fantasy. In fact, it is an accepted necessity of the modern world. It has deepened its roots into the daily lives of people. Things we once thought were impossible are now achieved and put into practice on a broader scale. Digitalization was always the right step towards a brighter future. Understanding its relevance and using it wisely, can guarantee a much more modernized and civilized world.



Conex365 this month...

It was time when everything was supposed to go digital and we took education digital. And launched a webinar week. Which discusses different concepts of Management. We had over 300 registrations across the globe containing 13+ international attendees from New Zealand, Singapore, Australia, Manchester. Our speakers hailed from the top notch institutions of the country as it goes like this Dr. P.K Shajahan, Dean Academics, Tata Institute of Social Sciences,Mumbai ; Mr. Edwin James, Corporate Enabler and Former Head HR,VKC Group ; Mr. Dennis Thomas, AVP- Learning & Development, ESAF Small Fincance Bank and we also incorporated an International Webinar which was handled by Mr. Robert George, Director, Centacare Bathurst, Australia. The webinar was a combination of vibrant attendees and eminent speakers. The main point of concern was the post covid transitions that is going to happen in India especially in Business . Which was more leaned towards HR and employment.

Not only that the conex webinar week platform was even utilized by many corporate staffs also. And it became a huge knowledge sharing platform during the lock-down period. Webinar was a lock-down trend but for us this was an opportunity to break the barriers of limits in the education industry. Even though there were discussions in numerous topics regarding the industry, repeated concerns were made about the future of India but the experts say that, the crisis is temporary and a lot of companies will be withdrawing their operations in India and starting off ther hubs in India which can generate a lot more employment opportunities in India and

And that was a really comforting news for the attendees. India was never afraid of the set backs and never will be and continues to fight the deadly pandemic with courage and this shall also pass by.



Webinar Week insights



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WEBINAR PANEL



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MR. ROBERT GEORGE
DIRECTOR
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And the results are...



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WE THANK YOU FOR THE FANTABULOUS RESPONSE!!





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