



The campaign created and visualized by RR's communication agency, Growthjack Agency, is aimed at sensitizing individuals and the collective to take action as one to turn the table on COVID19. The campaign has gained over a million impressions online.

From the experience of serving international corporations, big business houses and corporates, such as The Apollo Spectra, Bose, Titan, CPA Global, YKK, Bausch & Lomb, we asked the man behind the gifting enterprise Shri Mukul Mehta what it means to run a business in these times.

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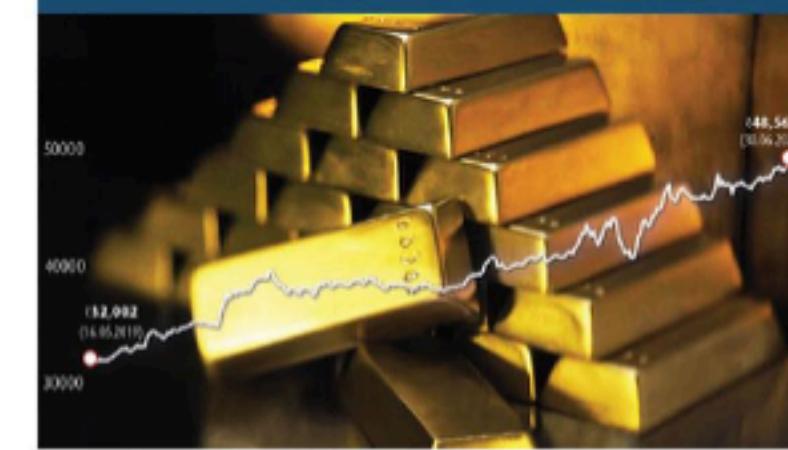
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## Business India



### COVER FEATURE



### Golden era

Gold re-establishes itself as a critical barometer for uncertainty in the global

# WEB CONTENT/ CONTENT STRATEGY/ SYNDICATION and more.

### Integrated Advertising Services

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Instead of getting bogged down by budgets, formats and platforms, focus on the results and the image you want to ci

It's easy to confuse popular opinion with real advice. In the : sustainability, Growthjack's Fluid Marketing Techniques will your brand grow fast and stay there for the times to come. C ripples, make waves or flood your competition, track your m and stay ahead. To take the hassle away in building brands ground up or from any stage of its growth, get past the four block and meet us for a candid conversation.

**policy-making** noun [U] (also **policymaking**)

the activity of deciding on new policies, especially pertaining to a government or political party

**Policy Monks** is a public policy research and advocacy organisation working at the intersection of technology, policy and development.

Our aim is to bring people, technologies and processes together for a brighter and smarter tomorrow. Our team comprises of domain experts, researchers and professionals with huge experience of working with governments, multilaterals and research organisations. We know what makes policymakers tick and how to enhance policy coherence with different stakeholders to influence and shape public policy in India.

## Banner Ideas and campaign strategy



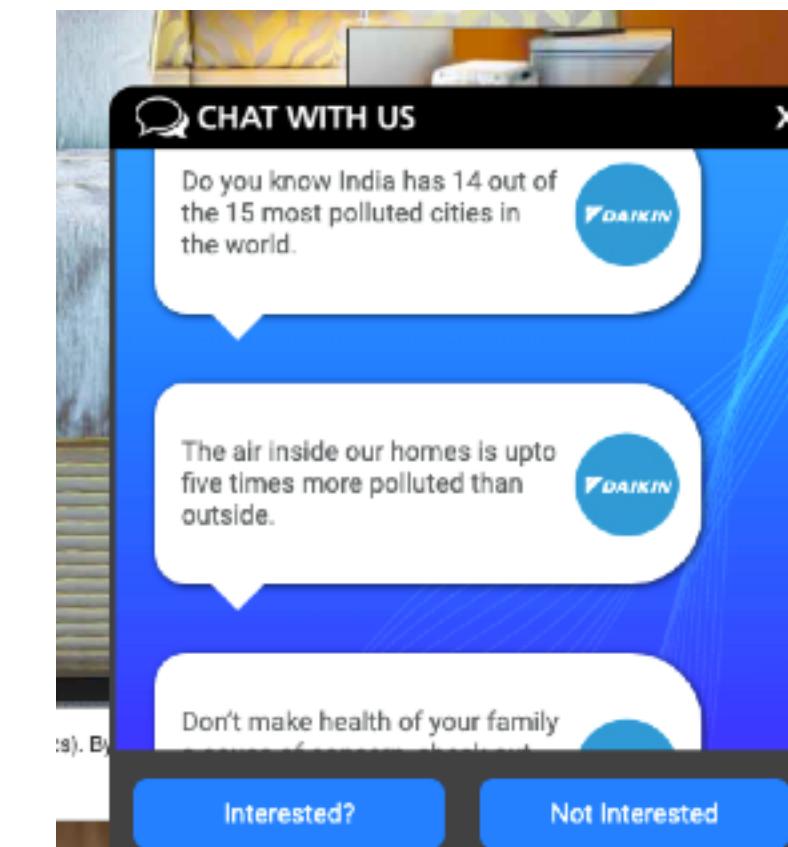
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**BAD CAT**  
Caught in the  
server room

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Do a test run

A glimpse of SAIL's increasing role as a responsible corporate citizen :-

- Environment - Energy consumption optimised, water conservation, effluent treatment and waste recycle/reuse intensified. 71 projects have been identified to secure carbon credit through Clean Development Mechanism (CDM), thereby helping to reduce global warming. Greening efforts continue — over twenty million trees planted so far.
- Education - 138 company-run schools with 90% student retention and 1:1 ratio of girls and boys.
- Health - Running 18 hospitals & 6 speciality hospitals in SAIL townships and healthcare programmes in other parts of the country also, efforts have lowered Infant Mortality Rate and Maternal Mortality Rate below national average.



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