

## STRATEGIC COMMUNICATIONS

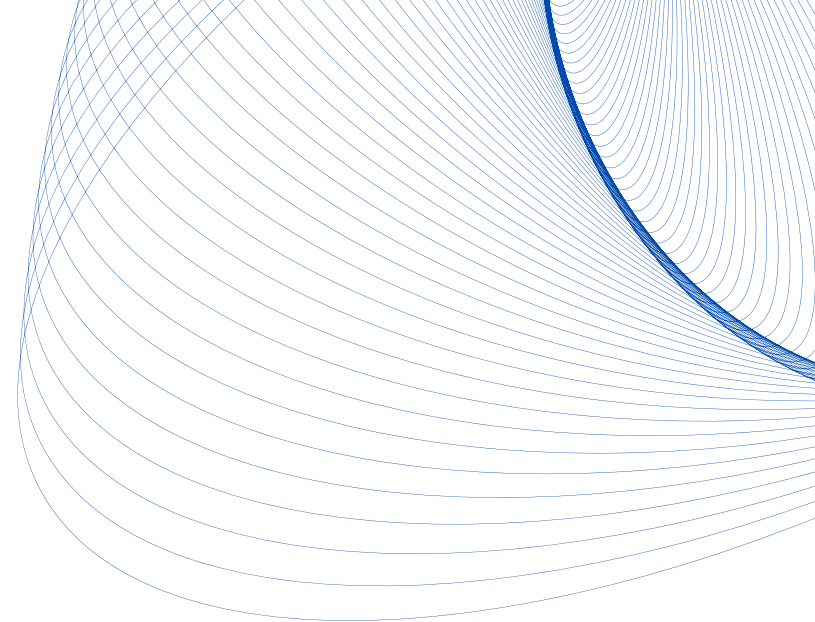
# Strategic Communication Management During COVID-19 at Trident Group

## BACKGROUND

When the COVID-19 pandemic hit, the world faced an unprecedented crisis, forcing businesses to adapt quickly to ensure the safety and well-being of their employees while maintaining operational continuity. At Trident Group, a leading textiles and paper manufacturing company, the situation demanded immediate and strategic action to safeguard the workforce, support the community, and maintain business stability.

## CHALLENGE

The pandemic presented a dual challenge: ensuring the health and safety of Trident's 25,000-member workforce across India, the UK, and the USA, while also addressing concerns from external stakeholders about the company's operations and financial health. Managing communication effectively was crucial to prevent misinformation, reduce anxiety, and maintain trust among both internal and external audiences.



## Trident Group Stands Strong Against COVID-19

### FUTURE TEXTILE MACHINES

Ludhiana, India – Since the onset of the Covid-19 pandemic, major textiles manufacturer **Trident Group** has undertaken a series of measures to support the community.

Its initiative includes the distribution of hygiene kits, medical support and provisions for Covid-19 patients, vaccination for the general populace across its offices and manufacturing locations including at the multispecialty Madhuban Hospital in Madhya Pradesh, India. Recently, the group donated 100 oxygen concentrators to the Punjab Government.



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"The events of the last eighteen months and the sudden outbreak of Covid-19 have dramatically changed a light... cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking... you consent to the use of ALL the cookies.

## Trident continues to aid in fight against Covid-19

### Home Textiles Today

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## STRATEGIC COMMUNICATION APPROACH:

I spearheaded the communication strategy during this challenging time. My approach focused on transparency, timely information, and fostering a sense of unity and purpose within the organization and the broader community.



## Business Standard

### Internal Communication Initiatives:

- **Townhalls:** I organized and managed virtual townhalls to keep the lines of communication open between the C-Suite, factory workers, and office staff. These sessions ensured that everyone, regardless of their role, was informed about the company's ongoing efforts, safety protocols, and the resources available to them.
- **Campaign Management:** To alleviate fears and dispel rumors, I launched internal campaigns that provided clear, consistent, and accurate information. These campaigns highlighted the amenities and support being provided, including advance salary releases, essential services at ground zero, and technological support for a smooth work-from-home transition.

### External Communication Initiatives:

- **Press Releases & Media Engagement:** I managed queries from the media and crafted press releases to communicate Trident's efforts in combating the pandemic. These included the distribution of hygiene kits, production of personal protective equipment (PPE), and the launch of the Jiva wellness range. This proactive engagement ensured that Trident's narrative remained positive and focused on community support.
- **Crisis Communication:** During times of crisis, I maintained an open and responsive communication channel with the media to address concerns about plant operations, business performance, and employee safety.



## KEY ACHIEVEMENTS

- **Recognition and Awards:** The strategic communication efforts, combined with the company's initiatives, led to Trident Group receiving the Platinum Award from the HR Association of India for the Most Innovative COVID Response. This award was a testament to the effective management of communication and the successful implementation of safety measures.
- **Community Impact:** Trident's proactive stance during the pandemic, including the donation of oxygen concentrators, the establishment of a COVID Treatment Centre, and the production of disinfectant masks and medical suits, was widely recognized. The communication strategy played a crucial role in highlighting these efforts and positioning Trident as a responsible and caring organization.

## CONCLUSION

The COVID-19 pandemic was a test of resilience, adaptability, and leadership for businesses worldwide. At Trident Group, the strategic management of communication was pivotal in navigating the crisis, ensuring the well-being of employees, and maintaining trust with external stakeholders. The recognition received, including the Platinum Award, underscores the importance of a well-coordinated communication strategy in crisis management and showcases the critical role of communication professionals in steering organizations through challenging times.

