

MAY 2021, VOL.1, QUARTERLY ISSUE

# THE CLIFFORD CHRONICLES

*The Official Newsletter of Clifford Facility Services Pvt. Ltd.*







Mr. Subhanshu Ghosh, AGM starting off the important Covid care facility at Uttirna, Alipore

# #BENGALFIGHTSBACK

by Richie Sharma, Sales Head

Seeing that the world over is going through a pandemic 2.0, it's only right to take a moment to salute the true warriors of our world - medical staff, field workers, safai karamcharis, drivers, security guards, housekeeping staff, and other front line workers or essential services, staff. Never have we ever felt the need for all the above-mentioned as much as we now feel the need.

In West Bengal also the situation is not very different from the rest of India. In the same breath, I would also like to mention that the Government has responded commendably and kept the situation somewhat under control. We have been working with the West Bengal Health and Family Welfare Department and also the Kolkata Municipal Corporation actively In combatting this pandemic. It's



Clifford Covid Warriors working at Covid Hospital at Shambhu Nath Pandit, H&FW, GoWB.

heartening to see that the state is taking measures round the clock in effectively taking care of this outbreak. Massive safe homes and quarantine centers have been set up apart from numerous dedicated COVID hospitals amongst which SN Pandit Hospital and Belle Vue are the most talked about. There are a combined 16,010 beds in West Bengal which are dedicated to Corona patients out of which roughly around 40-42% are occupied. This information has been pulled from the Government of West Bengal, Health and Family Welfare website.

There are 175 hospitals dedicated to treating COVID-19 out of which 140 hospitals are government hospitals. 200 safe homes have been designated by the government with a sum total of 11,507 beds in the safe homes. The Government has made dedicated helplines for patients to take telemedicine, tele-psychological counseling, and ambulance services. These are major feats considering that nearly 16,60,000 queries have been addressed till May 2021 and more than 6,20,000 telemedicine consultations have been given with more than 6000 West Bengal citizens availing of these facilities every day.



Reception and patient support at Covid care facility

Government cannot roll out these services without the help of private service providers. It is a great honor for me and my organization to be an active part by being the first responders at the time of this pandemic. It is our job as the first responders to fill the world with compassion and care so that everyone can sail through these tough times. We have rolled out our services to manage government Covid hospitals and safe homes. Our leadership team had made it very clear from the onset that Clifford needed to be at the front of this pandemic in serving the state and the Nation. I would like to specially mention the names of superheroes Archie Sharma (CEO), Subhanshu Ghosh (AGM), Gopal Roy (Sr. Mgr Ops), Snehasish Shaw (Ops Exec), Iqbal (Ops Exec), Niituu Jaiswal (Ops Coordinator), Mustafa Khan (Ops Exec) and others such as Pervez Alam (driver) and Sudhamoy Das (Office Boy), Digambar Maity (Office Boy) and Tapan Da (Office Boy). Without these people and the many that I couldn't mention we would not have been able to serve our clients. If I had to take one learning out of this whole event, it would be, at one point in time our profession was the last resort, but now we are the only resort. For more info regarding the various services we offer please contact me on [richie@cfspl.com](mailto:richie@cfspl.com) or call me at +91-9830853383

“Be kind, for everyone you meet is fighting a harder battle.”

- An internet source





Sanitization at an undisclosed VVIP Government residential complex

## RESTARTING OFFICE

*Some tips for all to restart office*

Lack of basic medical facilities and poor sanitation conditions in the government and private organizations across many states have added to the adversities of ailing people. No one was prepared for the pandemic and it took a toll on every system and process in place. Private and government organizations other than the hospitals and healthcare facilities were not taking enough care to properly sanitize and disinfect the surroundings and the workplace. In today's time to maintain business continuity and to ensure proper employee and customer health and well-being, it is imperative to get periodical sanitization done.

An incident occurred at Bombay High, where ONGC's offshore oilfield is located, about 160km off the coast. A Business Standard report said that 54 employees working at the oilfield tested positive. While the company claimed that

*"Help all who need help, there is not a better time than now. This virus doesn't take sides"*

it has been following the SoPs, employees alleged that the infection was spreading 'due to lack of proper guidelines,' added the report. These and many other such reports have created a sense of danger in the mind of the employees and customers alike. To instil confidence in the mind there needs to be certain protocols which need to be followed nowadays. These are proper periodical sanitisation, thermal scanning, hand sanitizer and hand wash stations. Apart from these many functional changes need to be taken such as downsizing meetings, downsizing office, enabling employees with work from home scenario, pick up and drop services, doctor on demand, fixed testing centre,



ULV Fogger being used at Khadyashree Bhavan, GoWB

vaccination drive, bio-medical waste handling, touch-free attendance, and social distancing. These are just some of the mandatory ones nowadays to maintain business continuity. Posters and signs need to be put everywhere so that everyone follows the Covid protocols.

Sensitization meetings need to be done with all levels of staff so that proper adherence to the protocols can be maintained. The existing staff needs to be up-skilled and empowered to help contain the virus spread. One positive person can spread the virus in the whole premises. Proper PPE needs to be used for various works inside the premises. 3-ply mask, gloves, headgear is a must in all cases. When handling positive or suspected patients full PPE kit must be donned and contact should be limited. Clear instructions and SOPs should exist at the site to handle the situation without escalations and without any virus spread.

Since our industry caters to the public infrastructure to a large extent there is an ardent need for proper campaigns for increased awareness among all citizens in terms of handwashing hygiene, and sustained use of toilets, and cleanliness of public spaces. Knowledge and skilling regarding the concept of high contact surfaces and areas should be given to all staff. Regular and targeted cleaning is the need of the hour. Many organizations are amalgamating their housekeeping contracts to include the sanitization services also, for a push towards cost-cutting. Please be vary of this as an organization needs proper licensing from the Government to provide such services. Also since this is a critical service, proper know-how and technology must exist with the partner to provide such services.

Sanitization and other special hygiene services have been shown to contain and limit the spread of the deadly Corona Virus. It's imperative to do it diligently and with the right chemicals and technology. Choose the right partner and you might have just managed to escape from this deadly 2nd wave. For more info on restarting office contact Surojit at [mgr.bd@cfspl.com](mailto:mgr.bd@cfspl.com)

" We thank Clifford immensely for helping us restart operations and to maintain a carefree and safe environment for our team members. We are really happy with the relationship we share."

- **Rahul banerjee, HR Team, Sterling and Wilson Ltd.**



Retail and warehouse spaces need other chemicals which are not corrosive. We have solutions for all situations.



ULV Fogger being used at Bengal Chemicals Ltd.



# DIFFERENCE BETWEEN CLEANING & SANITIZING

SANITIZING	CLEANING
<p>Sanitizing and sterilisation is the next part which aims at deeper cleaning. It is a natural priogression to the cleaning process in the time of this pandemic</p>	<p>Cleaning is the first part of the process of getting dirt and germs totally away from the surface. It is in intself ineffiicent to provide complete safety in these pandemic times.</p>
<p>Sanitizing is a professional and specialised service that needs a pesticide operations license and trained executives.</p>	<p>Cleaning is a regular service which does not require the hightened specialisation of skills required for sanitization.</p>
<p>Sanitizing destroys or inactivates both the bacteria and viruses (like influenza and rhinovirus) on hard, nonporous and Porus surfaces.</p>	<p>Cleaning removes dust, debris and dirt from a surface by scrubbing, washing and rinsing</p>
<p>In the case of sanitization, the products are much more complex. The firm must have enough knowledge of using the right chemical in the right place so that the pathogens and the bacteria are killed and the surface top is not damaged in any way.</p>	<p>The chemicals, agents, and the equipment used for cleaning are very simple and basic. They can be easily arranged. Using them is also very simple and easy.</p>

# CLIFFORD NOW MANUFACTURES SANITIZERS

By Archie Sharma, CEO

Skin and surface disinfectants and sanitizers have gained a lot of importance due to the ongoing pandemic. Earlier these chemicals were mostly used in a medical environment and were not a part of our everyday life. Nowadays it is mandatory to have adequate hand sanitizer and other COVID prevention products to function in a business or public environment. The demand for disinfecting and sanitizing chemicals has seen a huge upsurge in the last 2 years and will keep seeing an increase in demand as time goes by. Personal hygiene is the next big industry as it has got a lot of traction given the conditions that we are facing today. Reacting to the demand we set up a sanitizer manufacturing Facility In May 2020. We now have a manufacturing capability of nearly 5000 Liters of finished product every day or nearly 10,000 Liters of non-bottled chemicals every day. We are supplying to various departments and organizations in the West Bengal Government and many other major corporate business houses.

We were ably supported by the MSME Department, Government of West Bengal. Without their help, we would not have been able to work on the tough delivery schedules which we had to maintain during this pandemic.

Everyone in our company pitched in and supported the company in manufacturing huge quantities of hand sanitizers to mitigate the harm caused due to the COVID-19 virus. The licensing was facilitated by the department and amazing support was provided by the DM office, Howrah. We get every batch of our sanitizer tested by a NABL accredited laboratory and have also gotten the efficacy test done for the sanitizer. Our sanitizer has been down to work against a variety of bacteria, viruses, and spores. We have been supplying sanitizer to various medical facilities including COVID-19 dedicated facilities, public transport, elections, large retail stores, banks, corporate offices, and manufacturing facilities.

We are now looking towards manufacturing cleaning and disinfection chemicals also. For more info, I can be contacted on [archie@cfspl.com](mailto:archie@cfspl.com) and [+91-9830354006](tel:+91-9830354006)

"We are happy and satisfied with the product supplied by Clifford and the logistics for the same. We will keep working with them in future."

**-Shri Abhijeet Sengupta,  
Mgr Procurement, WBSIDCL,  
Govt. West Bengal.**

"Clifford is providing us all our sanitizer needs and it is a great product which has received good acceptance throughout our units. Their product has all the necessary tests and checks.

**- Procurement Head  
Max Retail Ltd.**





Sanitization Team briefing before the start of project in Khidderpore Port area

## #ELECTIONSWITHCLIFFORD

*Taking care of the biggest spectacle by the GoWB*

These were some of the most eventful elections held in any state for the longest time. The results are known by everyone with TMC winning 213 seats and BJP winning 77 seats and TMC forming the government. With so much political movement happening at the time of such a pandemic, it was a tough time for all the service providers. Many government departments coordinated within themselves to produce the grand scale of success that was witnessed during these elections.

The elections were held in 8 parts. South 24 Parganas was also divided into 3 parts with elections on different days. This complicated the already tough task of having elections during the state of pandemic. In the security industry for us, election means restricted movement and seizure of gun/weapon licenses. Firstly, this adds to the office work

*"Clifford is an end-to-end business support services provider. We are proud to be Made In India and headquartered in Kolkata. We wish our Honorable Chief Minister, Smt. Mamata Bandopadhyay the best of luck."  
- Colonel Ashok Sharma (Retd.), Chairman, Clifford*

and also seriously effects the security and safety of the site. Having being used to this activity for many years we took it in your stride and completed all these routine works in good time so as not to affect affect the working of the clients.

This time around Clifford was given the task of sanitising and disinfecting 2400 polling stations and nearly 12000 polling booths coming under the jurisdiction of Kolkata Municipal Corporation (KMC) and New Kolkata Development Authority (NKDA). This was a daunting task given the sheer number of locations and also the expansive procedure. Each polling station had to be sanitised 3 times, once before the actual polling date, once in



Corona Warrior putting the completion sticker at one of the the 2400 Polling Premises



the early morning of the polling date (before 5 AM) and once after the polling finishes and the bio-medical waste (BMW) is removed from the premises. is work Due to the procedure and the huge numbers of premises to be serviced we acquired around 300 backpack spray and Ultra Low Volume(ULV) fogging machines. Also, 3000 litres of Sodium Hypochlorite (recommended by WHO) was used for the project. We had 210 teams of 2 personnel each with a bike/ 2-wheeler and machine going around their locations for nearly 15 days as the whole deployment and process was spread over 12 days. There was a 24/7 control center which was set up at the office, with multiple lines and screens to monitor the whole progress. This was

*"I would like to personally congratulate Col Ashok Sharma (Retd.) and team for the excellent and prompt service provided to us for conducting this very important event of the Government of West Bengal. The fast thinking and implementation of the company are praiseworthy. I wish them the best of success in their endeavors"*

**- Shri Krishnendu Basak, Collector Kolkata**

also, put to good use for routine operations after the project finished. Besides the Clifford leadership nearly 24 officers and AGM Operations, DGM Operations, and Sr. Mgr. Operations were involved in the operations on a ground level. We had dedicated callers stationed within the control center to monitor the project and also to troubleshoot whenever needed.

The overall project was carried out in a professional way and catered to the diverse demands of such an election process. The support of Shri. Krishnendu Basak, Shri Sanka Santra, Shri Chirantan Pramanik, Shri Dipanjan Bhattacharya, Shri Pritam Saha, and Shri Supriyo was paramount in the success of the project. It was an excellent learning opportunity for us as an organization. We consider ourselves very lucky to be involved in this most important of democratic processes. Learning how to manage the press, the officials and the various duties as a citizen is invaluable and will serve us well in the coming times.



# INSPIRATIONAL STORY OF CLIFFORD SUPER WOMAN - DEEPSHIKHA SARKHEL

I wanna share my life-changing experience of going through covid 19 infection. I never thought that it can be so worst and can take me to the edge when I can realize the value of life in such a manner.

I was completely symptoms less when my report came positive and thought I will be fine after just being quarantined for 14 days as usual. But it was not that easy. My perception has changed when I got my first breathing attack...I can't/couldn't breathe and it was so scary to feel like losing hold of my breathe next very moment.

I was so helpless and was begging for oxygen...

Thanks to God that they have sent angels to me as my MD Sir and Madam who literally hold me and drag me to life again. I was lucky enough to have someone like them who makes me feel to have my family around every time and has provided me the best support I could ever get. I would also like to thanks all my seniors and colleagues who prayed and motivate me.

Thanks to all the frontline warriors like doctors and nurses who have taken care of patients like me with tireless effort. Also massive thanks and respect to our government and CM, Smt. Mamata Banerjee, who has provided the best medical facilities to ease the entire treatment process. Without all this care and love, I could have lost the battle of life. I would like to request all to please wake up as we all are standing in an alarming zone and our enemy ( Novel Corona Virus) is even more powerful than our imagination.

No one should face the nightmare that I have gone through.

Please help all to fight against covid 19 by just following the normal rules like using a mask, washing hands frequently, maintain social distance, avoiding crowds, etc.

Love yourself, love your family and stay safe.



# POINTS TO CONSIDER WHILE GETTING A MASK



Points for consideration	Surgical mask	N95 respirator
Testing and approval	Cleared by SITRA and DRDO	Evaluated, tested and approved by NIOSH as per the requirements of US Food and Drug Administration (FDA)
Intended use and purpose	Fluid resistance and provides the weather protection against large droplets, splashes, or sprays of bodily or other hazardous fluids. Protects the patient from the word respiratory emissions.	Reduces bearers exposure to particles including small particle aerosols and large droplets.
Face seal fit	Lose – fitting	Tight – fitting
Face testing requirement	No	Yes
User seal check requirement	No	Yes
Filtration	Does not provide the wearer with a reliable level of protection from inhaling small airborne particles and is not considered respiratory protection in a medical environment.	Filters out at least 95% of airborne particles including large and small particles.
Leakage	Leakage occurs around the edge of the mask when user inhales.	When properly fitted and donned, minimal leakage occurs around edges of the respirator when user in his
Use limitations	Disposable. Discard after each patient encounter or after a visit outside or after a days work at the office.	Ideally should be discarded after each patient encounter and after aerosol generating procedures. On every day basis it can be used multiple number of times if not working in medical facilities.

Clifford provides all Covid care and prevention products at very low rates. For information and for placing your order get in touch with Mr. Surojit Saha on +91-6289904029 and mgr.bd@cfspl.com

# WHAT CLIFFORD DOES?

Clifford offers Integrated Facility Management Solutions (IFMS) across industries and business verticals. With offices in 8 states and operational offices in many others, we are able to provide the right solution for our clients at many geographical locations across India. Our clients include organizations such as Aditya Birla Group, Shapoorji Pallonji, IFB Industries Ltd., Everest Industries Ltd, CMS, HCC Ltd., World Bank, Biswa Bangla, Allahabad bank, bank of Baroda, West Bengal Health and Family Welfare Department, Japanese International Cooperation Agency, CSIR, and others. Our services encompass all offerings of an integrated service provider. Providing a well-functioning and safe, work and public environment is what our prime Focus lies in. We are increasingly using IoT, QR codes, and geo-fencing to provide superior services to clients. We have recently implemented ERP across the full back end of the company to manage our data and turn around time better. Clifford presently has 6000 employees across various verticals. The group has further diversified into education, road, bridge and building construction, skill development, and manufacturing.

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# WHAT IS CLIFFORD CHRONICLES?

Clifford Chronicles is an endeavor towards documenting the journey of the Clifford group and also the integrated facility management industry as a whole. We feel being in the market position that we are in, we should contribute to the knowledge sharing and ease of access in the industry. This is also an open opportunity and an invitation call to other industry partner organizations and individuals to participate and to submit write-ups to make this more interesting. If you find any mistakes please do write to me at [rich@cfspl.com](mailto:rich@cfspl.com) or call me at +91-98308-53384. Hope you and your family members are safe and sound. Do reach out to me if you feel there is anything I can contribute to.

