



THE RESHAPING OF THE INDIAN MIND

MASKS, PROTECTION & SOCIAL HYGIENE

An Update 9 weeks later, in mid-July 2020
Our first report was released on May 7th with the analysis done
in April, 2020.

Masks are estimated to become a category worth Rs. 3600-4200 cr in 2020-21.

Masks & Their Meanings: Important & Celebrated Values

MAINSTREAM – DOMINANT CONCEPTS

PRE-COVID

AUTHENTICITY
SINCERITY



COVER-UPS
FAKE SELF

PROTECTIVE
POWER



FIERCE
DIETIES

MASS
CULTURE



ANTI-POLLUTION

POST-COVID

SCIENTIFIC
RATIONALITY



MEDICAL
PROTECTION

COLLECTIVE
RESPONSIBILITY
INTERDEPENDENCE



CIVIC DUTY
BASIC
PROTECTION



EMERGENT – NEWER CONCEPTS

POST-COVID

STYLISHNESS
NOT JUST
PRACTICALITY



STYLISH
PROTECTION

FUN
NOT JUST
SERIOUSNESS



PLAYFUL
PROTECTION

CONTINUOUS
INNOVATION
NOT JUST ONE-TIME
DEVELOPMENT



HI-TECH
PROTECTION

CENTRALITY OF THE
INDIVIDUAL SELF,
AUTONOMY VS.
THE COLLECTIVE



SELF-
EXPRESSIVE
PROTECTION



The Semiotic View of products suggests that objects are not just functional things.

They are embodiments of values and carriers of meanings. That's what makes them appealing to individuals and enables them to become symbols in culture.

We identified a set of values that masks represent and captured them in this Meaning Map.

These are the values that we believed would drive the evolution of masks.

**estimates by various consultancies (2-3 million masks @ Rs. 32-38 per mask)*

Masks & Their Meanings: Embedding Into Culture

MAINSTREAM – DOMINANT CONCEPTS

PRE-COVID

HUMANISTIC
CULTURE



COVER-UPS
FAKE SELF

RELIGIOUS
CULTURE



FIERCE
DIETIES

MASS
CULTURE



ANTI-POLLUTION

POST-COVID

SAFETY
CULTURE



MEDICAL
PROTECTION

PATRIOTIC
CULTURE



CIVIC DUTY
BASIC
PROTECTION



EMERGENT – NEWER CONCEPTS

POST-COVID

FASHION
CULTURE



STYLISH
PROTECTION

YOUTH
CULTURE



PLAYFUL
PROTECTION

INNOVATION
CULTURE



HI-TECH
PROTECTION

HUMAN-
CENTRIC
CULTURE



SELF-
EXPRESSIVE
PROTECTION

Hence, product markets are created not just by the functionalities by which products solve the user's problems.

It is not just functional benefits and price-value equation that matter for purchases.

It is also the emotive-symbolic component of products that makes them appealing and contributes to their sale.



Tracking the Evolution of Masks as a product category, 9 weeks on...



MEN

WOMEN

KIDS

HOME & LIVING

ESSENTIALS



Search for products, brands and more



Profile



Wishlist



Bag

Mask - 1850 items

FILTERS

- ☐ Men
- ☐ Women
- ☐ Boys
- ☐ Girls

BRAND

- ☐ nestroots (210)
- ☐ Anekaant (174)
- ☐ VASTRAMAY (148)
- ☐ The Vanca (92)
- ☐ DENNISON (82)
- ☐ LUXURAZI (72)
- ☐ naughty ninos (60)
- ☐ Sera (51)

+ 83 more

Bundles ▾

Fastening ▾

Filtration ▾

Foldable ▾

Mask Type ▾

Material ▾

Multipack Set ▾

Sort by : **Recommended**



+ 5 more

TRENDING
PACK



4.1 ★ | 143

KASSUALY

Unisex 3 Pcs 3-Ply Masks

Rs. 319 ~~Rs. 399~~ (20% OFF)

TRENDING



4.4 ★ | 227

PureMe Air Masks

Valved Mask with 5-Ply Filters

Rs. 349



4 ★ | 70

VASTRAMAY

Set of 3 Outdoor Face Masks

Rs. 329 ~~Rs. 599~~ (45% OFF)

5
PACK



3.5 ★ | 381

Wildcraft

5 Pcs 6-Layer Reusable Masks

Rs. 800 ~~Rs. 1000~~ (20% OFF)

FLAT ₹400 OFF



MEN

WOMEN

KIDS

HOME & LIVING

ESSENTIALS

Search for products, brands and more

Profile

Wishlist

Bag

PRICE

- ☐ Rs. 149 to Rs. 1237 (1822)
- ☐ Rs. 1237 to Rs. 2325 (15)
- ☐ Rs. 2325 to Rs. 3413 (1)

COLOR



- ☐ Multi (285)
- ☐ Black (274)
- ☐ Blue (270)
- ☐ White (176)
- ☐ Navy Blue (98)
- ☐ Red (87)
- ☐ Pink (85)

+ 32 more

DISCOUNT RANGE

- ☐ 10% and above
- ☐ 20% and above
- ☐ 30% and above
- ☐ 40% and above



7
PACK



4 ★ | 53

Gear
2 Pcs 6-Layer Outdoor Masks
Rs. 254 ~~Rs. 299~~ (15% OFF)

1 ★ | 1

Diana Korr
7 Pcs 2 Ply Reusable Masks
Rs. 1052 ~~Rs. 1299~~ (19% OFF)
Only Few Left!



FLAT ₹400 OFF

Designer/Fashion Accessory

As face masks become a norm amid the pandemic, designer looks make a statement.

THE wealthy may not care to join the masses in hiding their faces using home-made masks or indeed surgical masks. They don't wish to be ordinary or common place in any way. Celebrities may not wish to be recognized everywhere they go. The mask can take its place along with the large sized designer sunglasses (Gucci, Rayban anyone?) as THE fashion accessory that celebrities and the upper class cannot leave home without. Designers apply their creativity to make the mask into a stylish accessory for the upper crust. Brands that target such an audience, make it a part of their offering of menswear - ties, belts, gloves and now masks.



A REPORT BY LEAPFROG STRATEGY CONSULTING

Vietnamese designer adds style into COVID-19 face masks

Wearing a face mask in public is mandatory in Vietnam to protect against coronavirus.

Illustration: Quang Nguyen Dinh
Illustration: Quang Nguyen Dinh



Illustration: Quang Nguyen Dinh
Illustration: Quang Nguyen Dinh



live**mint**



Even designers have started creating signature cotton masks, using social media influencers to spread their popularity. (Photo: Reuters)

Brands create designer masks for style-conscious buyers

2 min read . Updated: 20 May 2020, 12:23 AM IST

Saumya Tewari

Costing ₹100-500, the masks are also sold in combo packs and come in a variety of prints and designs so customers can match them with their outfits

Further Development— June 12, 2020

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Illustration: Nhatly Tran/2020/2021
Illustration: Nhatly Tran, Digital Content Editor



Illustration: Nhatly Tran/2020/2021
Illustration: Nhatly Tran, Digital Content Editor



i

Now that masks are an integral part of our lives, they could well be turned into an accessory, suggests fashion designer Ritu Kumar, who told *indianexpress.com*, “I think now that we have to learn to live with the virus, the problem is that if we go out of our homes, we’d need to take protection, therefore, the mask becomes a necessity. Having said that, it doesn’t have to be a very simple looking accessory, therefore, we’re creating masks that complement our outfits, with printed fine fabrics which can be mixed and matched with garments in anyone’s closet.” Ritu’s fashion house is currently making not couture but “casual masks” with specialised fabrics.

Masks, like clothes, are becoming a way of self-expression. “It is time we accept mask as a part of normal life and wearing a solid colour plain mask gets monotonous. People are opting for designer masks as a way of self-expression. Breathability and functionality are paramount but printed and textured masks are a way to convey your feelings and comforting even for the people who see your mask,” remarked Payal.



Neha Dhupia and Shamita Shetty wearing face masks designed by Payal Singhal.

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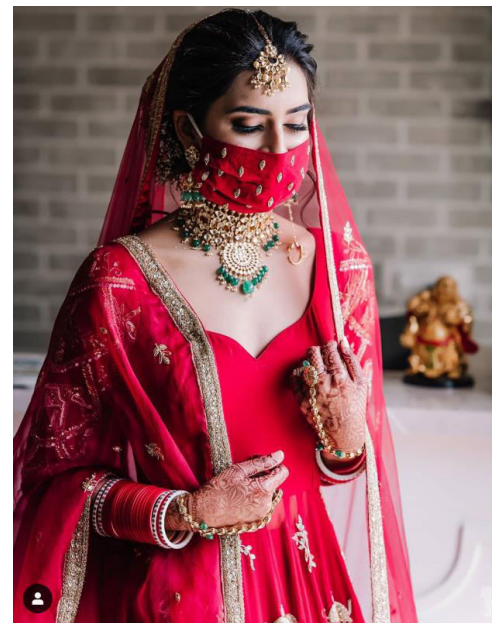
Wearing a face mask in public is mandatory in Vietnam to protect against coronavirus.

Overlooked: Sports Illustrated
Christopher Bechler, Digital Content Editor



Designer The Groom Mask (G) created a series of hand-embroidered face masks, used as a protective measure against the spread of the COVID-19 novel coronavirus, at his workshop in Hanoi.

May 27, 2020 – Assamese bride and groom match masks to wedding getup



paran_singh_photography • Follow ...
Ludhiana, Punjab, India

paran_singh_photography Hair-
check
Jhumka- check
Lehnga - check
Makeup- check
Protection mask- checked and like a
Springtime Goddess 🌸

Bride- @bhavdeep_kaur
Outfit- @youngberry_official
MUA- @inderkaumakeup
Jewellery - @lekhannajewellers
Shot by- @wandered_deep
shot on - Z6 @nikonpunjabofficial

#Paransinghphotography
#weddingdiaries
#weddingday
#mask
#fanrumack



1,332 likes

MAY 19

Add a comment...



Post

May 19, 2020 –
Facemask
coordinated
with
wedding dress

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Vietnamese designer adds style into COVID-19 face masks

Wearing a face mask in public is mandatory in Vietnam to protect against coronavirus.

Overlook: Sports Illustrated
Christian Bechini, Digital Content Editor



Designer The Golden Mask (TG) created colorful hand-embroidered face masks, used as a preventive measure against the spread of the COVID-19 novel coronavirus, at his workshop in Hanoi.

A REPORT BY LEAPFROG STRATEGY CONSULTING



June 02, 2020 – Hyderabad Jewellers introduce pure gold facemasks



July 04, 2020
Pune man wears mask made of pure gold

May 23, 2020 – Trendy handloom brand launches reusable neem & tulsi infused masks

Stylish Aesthetic/Makeover

INDIAN designers are joining many of their counterparts in other parts of the world in raising the quality standard on home made masks. Just as there are affordable clothes in street markets and stylish clothes in malls, so can it be with masks. Masks can be made with superior quality fabrics, use different types of inner lining material and the ties can be made comfortable enough to wear for long periods of time, including a day spent outdoors or even indoors in an office.

They have started the trend not by selling such masks but by contributing to the cause of anti-covid protection by making and donating masks to those fighting the battles out in the streets.



House Of Anita Dongre And Karlee Join The Fight Against COVID-19 By Producing Masks

Designer brands House Of Anita Dongre and Karlee are doing their bit in the fight against Coronavirus



Masaba starts production of non-surgical masks for donation

Designer Masaba Gupta recently revealed that she has started the production of non-surgical masks for donation in the times of the most coronavirus outbreak.



©2020 LEAPFROG STRATEGY CONSULTING



Sobha Vishwanath of Weavers' Village in Thiruvananthapuram, has introduced Bodha Herbal Ayurvedic masks made from off-white cotton-polyester material, which is infused with neem and tulsi. Says Sobha: "We were keen that the masks we designed were comfortable. My team and I experimented with materials before locking in on this particular blend. They are eco-friendly, washable and reusable."

She is also doing dressy masks in kasavu.

Made by groups of women come from disadvantaged socio-economic backgrounds in rural areas of the capital city and Alappuzha, the face masks come in sets of three and for every pack bought, Weavers Village will gift one mask to one of the government schools in the city, once the schools reopen.

Email shobhaweaversvillage@gmail.com for queries.





Jute Masks
Rs. 75.00

Also in Thiruvananthapuram, Maithri Srikant Anand, of Vedhika Design House, has also launched kasavu masks.

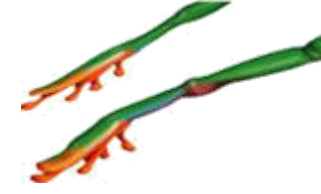
“The lockdown has affected the livelihood of weavers in Kerala and so we have introduced handmade cloth masks under the brand name ‘Samraksha’. We have masks made of Paravoor khadi, Payyannur khadi, Balaramapuram weaves... A hit amongst our customers, however, are the Kerala kasavu masks,” says Maithri, adding, “Apart from plain kasavu masks, we have brought out hand embroidered kasavu masks too.”

Proceeds from the sale will go to Samraksha, a fund started by Vedhika, to aid the weaving community.

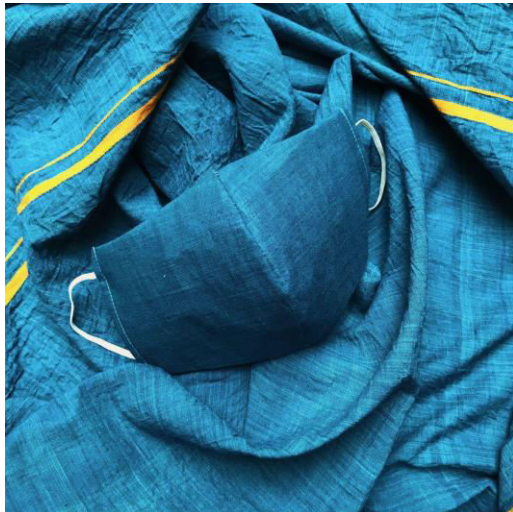
The masks are available at www.vedhika.in.



Kerala Masks
Rs. 45.00



May 23, 2020 – Kerala-based design house produces handmade cloth masks that help weavers remain employed





Reusable, breathable and sustainable masks that help you flaunt #Use

Kochi-based designer Sreejith Jeevan, of Rouka, puts the GI tagged made-in-Chendamangalam Kerala handloom to new use – as masks. Made of the cotton fabric, the washable and reusable masks come in an assortment of colours – black, white, ochre, blue and others. Sold as sets of five, each priced at ₹50, the masks are made of mundu (dhotis). Rather than go in for one size fits all, Rouka masks come in four sizes – for 2-5 year olds, 6-10, 11-15 and for adults.

Check out these masks online at www.rouka.in



May 23, 2020 – Kochi-based designer creates reusable cotton masks that come in different sizes

Fun Personality Badging

THERE are many types of masks that are not yet part of the mainstream, but could grow in relevance if mask wearing compulsions continue for many many months. One of these are 'fun' masks that enable users to express their personality. The interesting duality in these masks is the play between covering up one's face and yet, revealing oneself.

guessing game with respect to their personality is inherently all about fun and playfulness. The mask being an easy to make product, the varieties can be unlimited.

Youth culture values fun and playfulness, wearers can access and experience their youthful selves or even their inner child through the mask that they choose to wear.

The wearer's personality or mood is on display for all others to interpret, based on the mask design he/ she chooses to wear on any given day. We can even imagine, people keeping a stock of different designs of masks for wearing to different places, occasions or days. The choice of mask is a statement that they make about themselves. In this way, they reveal a dimension of their personality, while part of their face, continues to be hidden. This



©2020 LEAFPROG STRATEGY CONSULTING

When mask wearing becomes an onerous and tedious exercise in civic duty, it is time to liven it up with fun designs.



< Suresh Muthukulam

28 Apr · 🌐

My daughter's creativity 🤔🤔🤔🤔🤔



👍❤️😂 306

58 comments

👍 Like

💬 Comment

➦ Share



Suresh Muthukulam is with Sonam Pedon.

...

24 Apr · 🌐

Quarantine.....I have to do my share of work 🧑💻



Fun Personality Badging

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©2020 LEAPFROG STRATEGY CONSULTING

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May 23, 2020 – Mother & designer Sonali Thakur comes up with expressive masks

Children's masks

Why should the mask be staid and serious? When 10-year-old Shourya Unnithan posed this question to his mother, designer Sonali Thakur, it set her thinking. At her four-year-old tailoring and designing unit in Kochi, Sonali began with fish-tail masks, then added birds, animal, and flowers to the range. The latest addition is popular superheroes and characters from sci-fi films. Of course, there are also Batman and Dracula masks, in addition to unicorns, hot cakes and flower appliqué work.

Sonali's masks and can be ordered through WhatsApp on 9400794007



Reusable, breathable and sustainable masks that help you flaunt #Use

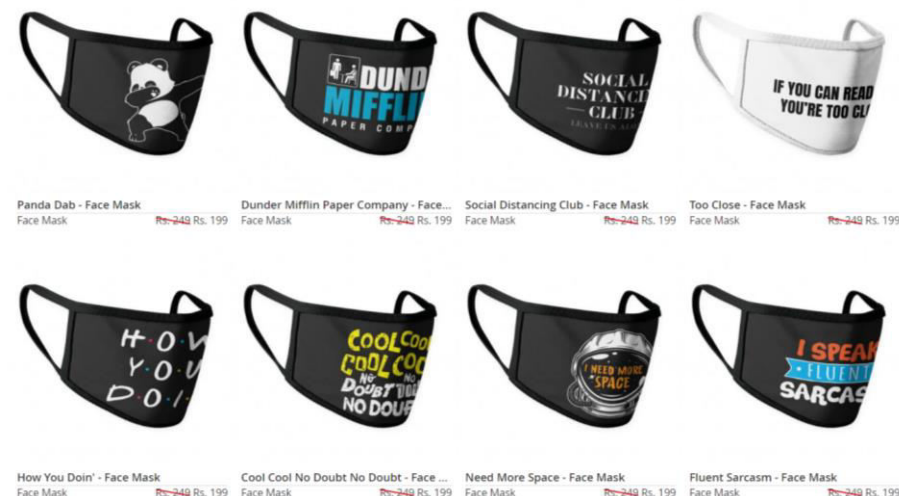
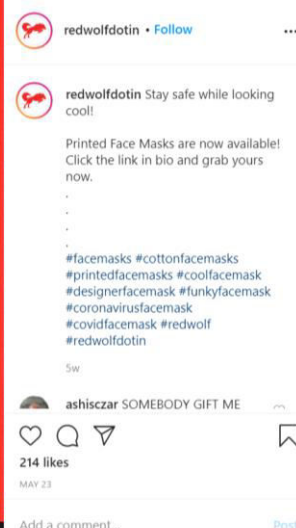
Special Arrangement

Merin Sara Philip, who runs an online baby clothing store called Zara: Handmade Baby Dresses, is upcycling left over fabric for masks. Her masks have two layers of fabric and come in two sizes – for ages one to five and six to 10. “They have elastic bands making them easy to wear. I make them in vibrant colours and the usual requests that I get are to add lace or to embroider cartoon characters like Dora or Pluto.”

Zara: Handmade Baby Dresses’ masks starts from ₹25. To place orders, call 9744209926



May 23, 2020 – Baby clothing store upcycles left over fabric to create fun masks



May 23, 2020 – Pop-culture t-shirt brand [Redwolf](#) launches a variety of fun face masks

Self Expression/Identity

BRANDING and badging, a marketing perspective on self-expression. Brands create a lot of merchandise for their supporters to wear and proclaim their brand love - the most well-known are T-Shirts and caps. Now, masks join the set of branded merchandise.

Through wearing branded masks, wearers express their love of the brand's identity and themselves as brand followers and loyalists. Employees of companies, in particular, may be happy to wear such company branded masks. Companies would be delighted if their users walked around wearing their brand logos or recognizable visual identities.

Masks join T-Shirts and caps as branded merchandise for users to proclaim their loyalty.



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Further Development— June 02, 2020



Rajesh Ramakrishnan • 2nd
Managing Director at Perfetti Van Melle India
1d • 🌐



Masks are an integral part of our lives now...we need to wear them whenever we are stepping out! It gets a little uncomfortable though when you wear it for a long time. To beat that, I choose to [#StayFreshBehindTheMask](#)
[#perfettivanmelle](#) [#masks](#)
[#centerfresh](#) [#newnormal](#) [#iampvm](#) [#perfettitude](#)



Self-Expression/Authenticity

A mask that enables You to continue to be You, while still supporting and protecting others around You.

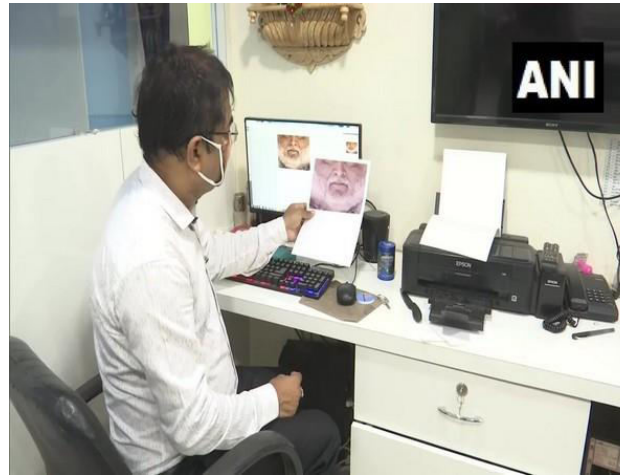
THERE are many individuals as well as sub-cultures and cultures who place a lot of premium on authenticity. Authenticity as a value set comprises humility, transparency, integrity and sincerity. What you see is what you get. An authentic person does not dissimulate, pretend, have hidden agendas. The Mukhaata or even the New Mask essentially hide people's faces and thus negate authenticity.

People and cultures who place a high premium on authenticity of self-expression, would have an inherent resistance to wearing masks as it impedes their own authentic self-expression. And they would view mask wearers with suspicion.

Even authenticity seekers, have solutions made for them - masks made with 3-D printing and carrying an image of themselves. So, while they are masked, they still look un-masked, like themselves, as they are. Covered, yet transparent, a technology solution to a conceptual contradiction.



A REPORT BY LEAPFROG STRATEGY CONSULTING



May 28, 2020 – Gujarat-based photographer offers customised masks with faces printed on them



June 20, 2020 – Tamil Nadu-based photographer employs face printing on masks to keep business afloat



May 27, 2020

NEWS • LIVE TV INDIA TODAY APP MAGAZINE

News / Trending News /

Kerala photographer makes masks with your face printed on it. Price? Just Rs 60

A photographer in Kottayam can make a mask for you that will feature your face and everyone can recognise you.

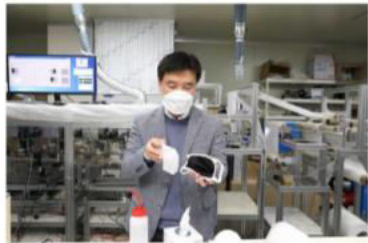
Creative Possibilities & Techn

Masks are no longer basic products, they have also become symbols of advanced technology, using innovations in materials and composition.

THE medical mask is not just a basic product, it can be innovated upon to make it much more effective as a protection against infection. For those who view the mask primarily as a facial armour, protecting against covid infection, the basic mask has already been innovated upon. Technologists have begun to make masks using more advanced materials as well as use principles of physics and material sciences to find ways of making the mask much more effective as a virus repellent.

Inceptivemind

South Korea developed washable and reusable nano-fiber filtered mask



A REPORT BY LEAPFROG STRATEGY CONSULTING

dezeen



Guardian Q-Volt masks would use graphene and electrical charge to repel viruses and bacteria

India Block | 6 March 2020 | 8 comments



[Startup Bharat] This entrepreneur from Halol, Gujarat, has developed an innovative face mask to fight COVID-19

Developed by Hetika Shah, the 4S SHIELD mask covers all the four sensory organs - eyes, nose, ears, and mouth, and aims to help frontline workers treating COVID-19 patients.



June 25, 2020

Home / Cities / Kolkata / Bengal girl's 'game-changer mask' for Covid-19 patients makes central agency's shortlist

Bengal girl's 'game-changer mask' for Covid-19 patients makes central agency's shortlist

Digantika Bose, a class XI student, has come up with a 'Air Providing and Virus Destroying Mask' that has been shortlisted in a competition held by the National Innovation Foundation.



April 27, 2020



Boson Machines will be in a position to produce 5,000 units of protective face mask per day within a couple of days. (Reuters)

How 3D printing startups are helping the fight against covid-19

2 min read . Updated: 03 Apr 2020, 05:56 PM IST

Abhijit Ahaskar

- Boson Machines has designed a face shield which can be put on over N95 mask

KAWACH MASK

Kawach mask, a product of IIT Delhi startup ETEX, training and boosting employment for society, making people 'Aatm Nirbhar'

Within only 6 weeks after launching the highly protective and affordable "Make in India" mask 'KAWACH', the IIT Delhi startup ETEX has scaled up its production to ensure that the mask reaches the masses to protect them against COVID-19.



Jun 09, 2020

live**mint**



Research has shown that face coverings are one of the most effective ways to contain the spread of the novel coronavirus. (Photo: Reuters)

Now, local masks that claim to kill the covid-19 virus

5 min read . Updated: 05 Jul 2020, 08:01 PM IST

Sumit Chakraberty

- Scientists and entrepreneurs in Bengaluru have made a six-layer mask coated with a chemical to destroy coronavirus
- Govts are interested in I Shield masks as the tech, materials are developed in India with certificates from labs here and abroad

Home-Made Masks

The home-made mask is a basic protection against the spread of Covid 19 virus. It is an expression of using something simple and reasonably effective to acquire new habits of civic duty and social responsibility.

THE second type of mask is the Do-it-Yourself, Home-Made Mask. The Home-Made Mask has been promoted by the Government of India and enthusiastically picked upon by the public, including You-Tubers. These masks are made from cloth lying at home, are washable and re-usable. As such, they represent qualities such as practicality, low cost, thrift, smart recycling, eco-friendliness and

universal access. And values such as simplicity, accessibility and practical ingenuity. Each and every Indian, irrespective of status and wealth, can now afford a mask. These masks are not really a metric of protective efficacy as much as symbols of other values. Being home-made, they evoke a sense of comfort and familiarity in their form and design as well.

These masks are not a sign of seeking out "high-performance". Rather they are an expression of using something simple and reasonably effective to acquire new habits of civic duty and social responsibility, to stop the spread of the virus.



A REPORT BY LEAPFROG STRATEGY CONSULTING

Social Responsibility

WITH the launch of mask wearing by the Prime Minister of India, as one of the weapons in the front line of the battle against the spread of the Covid-19 disease, the mask changes its meaning from being a medical product to a civic and nationalistic product. The Mask is now a symbol or representation of civic duty and social responsibility as a citizen of India, being a law abiding citizen of India, follower of the Prime Minister. It is also intended to signal care and concern for one's fellow citizens, to contain and reduce the spread of the corona virus, by protecting one another.

The wearing of a mask can be interpreted in two ways. The most obvious, is as self-protective face cover, a barrier for the individual from the illnesses of others. This interpretation gives rise to suspicion and doubt against one's

It is now a citizen's civic duty to wear a mask to prevent the spread of the Covid-19 to protect fellow citizens and keep India safe.

fellow citizens, wondering who are ill and who are carriers of the virus, the ones who can transmit it.

A somewhat deeper reflection on the function of masks as protective gear and how they function leads to the realization that masks are effective in controlling the spread of the disease, when everyone wears masks. Just a few wearing masks out of personal choice is not sufficient to control the spread of the disease. Each one wearing a mask, protects everyone. Thus, the mask now symbolizes a civic and social responsibility of every citizen in order to protect one another and to win the battle for India, for the nation.



▲ Fisherman in a protective mask.
Arambol, Goa

1. Production of masks as a viable source of livelihood

Making face masks help women earn livelihood during lockdown

PTI New Delhi | Updated on April 12, 2020 | Published on April 12, 2020



A woman stitches face masks with traditional Assamese Gamocha in the wake of coronavirus pandemic, in Guwahati - PTI


Mala in Alleppey, Rashmi in Sitamarhi and Sarita in Damoh are busy making masks to protect thousands from coronavirus and at the same time are supporting their family financially during the lockdown period.

[April 12, 2020](#)

Bengaluru-based National Institute of Design graduate Rashmi Singh, views the mask as having the power to become the narrative of our times and our identity. “It is going to be a big part of our new normal, just like our everyday clothes,” says Rashmi, and goes on to say that “It is a need that can be defined locally and vocally, simultaneously supporting the creative dignity of the artisans, worst hit during this COVID-19 crisis.”

[May 23, 2020](#)

2. Production of masks as a means of inmate rehabilitation

 Reusable, breathable and sustainable masks that help you flaunt #UseLocal

Inmates of Telangana's Cherlapalli jail started stitching masks with the cloth that is produced in another unit by the inmates. It started with the tailoring unit of the inmates stitching masks for themselves and the jail authorities. Then the jailor realised it was a good time to promote 'use local' concept.

“We created a safety kit, with all products created in the jail by the inmates. The kit priced at ₹900 consisted of 3 hand sanitisers, 3 liquid soaps, 2 floor cleaner, 4 soaps and 6 reusable cloth masks. We sold them at various colonies within 10 kilometer radius. It was heart-warming to see people readily buying our products even though they can afford expensive fancy masks that are available online. Our masks are simple and come in three different colours – green, blue and white,” says M Sampath, jailor Cherlapalli jail.

[May 23, 2020](#)



In Andhra Pradesh, Visakhapatnam's Central Jail tailoring unit is abuzz with inmates running their sewing machines at full steam. Over 35 inmates who previously made cotton and jute bags at this unit, are now spending their days making these masks. Sensing the likely spurt in the demand for the masks, the jail authorities started making masks a week before the lockdown was imposed. “We are making over 1500 masks every day. The inmates wash the cloth and stitch the three-layered reusable masks.”

[May 23, 2020](#)

Masks are estimated to become a category worth Rs. 3600-4200 cr in 2020-21. In May 2020, they were already Rs. 1250 cr, from a tiny market in March 2020*.



Tracking Mask Wearing Behaviour, 8 Weeks On...

The practices & concerns w.r.t wearing masks



8 Weeks On, Governments are enforcing compliance through fines. Societies, RWAs, Offices are also making mask wearing mandatory for entry.

Individuals are turning a matter of compliance into a matter of Choice based on personal freedom.

The media is educating users on the 'right' way to wear masks.

Mask We

Studies show that mask wearing as an individual choice happens only due to the perceived 'presence' of infections.

We see improper or intermittent wearing as well as contextual compliance – different ways to assert individual choice in the face of governmental rules and orders for compliance.

PERCEIVED SUSCEPTIBILITY

- Demographics
- Knowledge and awareness of local outbreaks

PERCEIVED SEVERITY

- Personal history of infection
- Contact history
- Media Reports
- Knowledge of fatality rate of disease
- High degree of concern for family

PERCEIVED BARRIERS

- Discomfort
- Forgetfulness
- Inconvenience
- Difficulty with respiration

PERCEIVED BENEFITS

- Strong belief in the effectiveness of facemasks

SOURCE: **Research Paper:** The use of facemasks to prevent respiratory infection: a literature review in the context of the Health Belief Model
Shin Wei Sim, Kim Seng, Peter Moey, MMed, MCFP, Ngiam Chuan Tan, MMed, FCFPS



Wear your mask properly. It's how you protect others, and yourself

Snehil Sinha | TNN | Updated: Jun 3, 2020, 16:48 IST

✉️ 🖨️ A- A+

Ad

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moha:



NEW DELHI: The importance of wearing a [mask](#) is now widely understood. Look around you, and almost everyone has a mask strapped on. But how many are wearing the mask properly? How many have

▶ CHOICE
DON'T
I WANT TO ▶ C



INTERMITTENT OR IMPROPER WEARING



Delhi doesn't mask its indifference in faceoff with coronavirus

Jasjeev Gandhiok | TNN | Updated: Jun 13, 2020, 07:37 IST

✉️ 🖨️ A- A+

←

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NEW DELHI: I was sweating and my [mask](#) slipped down; I just took it off to drink water; I can't breathe if I have it on for long periods. These were reasons given to TOI on Friday by people across the city who were wearing a face mask improperly or, in cases, not wearing one at all. The mask has been the subject of an

May 15, 2020



NEWS18



Men are Less Likely to Wear Face Masks Because They Think It's a 'Sign of Weakness'

Imagine trying to be 'tough' to an invisible disease which doesn't have a cure.

UPDATED ON: MAY 15, 2020, 1:29 PM IST

News18.com



Image for representation. Credits: PTI.

▶ CHOICE ▶ C

DON'T
I WANT TO



NOT WEARING



Nisha Sampath • Following

Brand strategy consultant with 20+ years of consumer insights experience

2w • 🌐

Compliance with mask wearing in Mumbai, observed during 3 successive mornings.
(Sample size : around 60 people)

40% are NOT wearing masks.

80% of those not wearing masks appear to be young people (under 30)

90% of those not wearing masks are men.

Men who are not wearing masks are less likely to be maintaining social distancing (talking in groups, walking or jogging too close to other people) and hence increase the risk for others.

Statistics for Maharashtra updated daily, show that 62% of positive cases and 64% of deaths are among men.

Thoughts?

[June 19, 2020](#)

[#behaviourchange](#) [#Covid19](#) [#Communication](#)



Nisha Sampath **Author**

Brand strategy consultant with 20+ years of consumer insights e...

2w ...

Hamsini, while I did not speak to them I observed a few things which I did not put in the main post, for sake of brevity. Young adolescent boys (especially in groups) seem to eschew masks. I asked a young guy about this and he said his friends make fun of him. So there is clearly some masochismo in being without a mask. Maybe an appeal from a young celebrity can make mask wearing cool. Another thing i noticed is that romancing couples are back on the streets. Romancing and masks do not go hand in hand :) Need to do something about that. And finally. People jogging and walking seem to believe that masks are harmful during exercise. Here, we need an official health expert to chip in.

▶ CHOICE ▶

DON'T
I WANT TO

NOT WEARING



In the immediate term, smaller towns will do better solely because large urban areas are affected much more by covid-19. (HT)

ORDINARY POST

Opinion | Of small towns, big cities and hopes of an economic revival

3 min read . Updated: 09 Jul 2020, 08:16 AM IST

The panic and fear induced by covid in metros seems to be missing in smaller cities

Patna are state capitals.

Lalit Agarwal, chairman and managing director, V-Mart Retail Ltd, which operates value retail chain V-Mart, admits that people in smaller towns are behaving differently from those in big cities. He should know as 50% of his 268 V-Mart outlets are in tier-3 and 4 towns. "Fear of covid-19 is less, especially in tier-3 and 4 towns," he said, adding that his stores in places, such as Bagaha, Gorakhpur and Darbhanga, are doing much better than those in bigger cities. Of course, that is not to say that it is business as usual, but there's more buzz.

COMPLIANCE

I MUST DO



ICE. PRESSURE IS PUT upon individuals to wear masks when they step out by all the Authorities who can IMPOSE RULES. These include government, offices, hospitals, civic authorities as well as other people.

“It is a matter of self-regulation and people need to understand they have to wear masks for their own protection as well. However, we have also asked shops to not sell goods to those without masks, and many shopkeepers are doing this now. We also held a video-conference with all RWAs and asked them to ensure this within common areas of societies,” said Suhas LY, Noida’s district magistrate. Likewise, Haryana too has a provision to fine those not wearing a mask. “If anyone is not wearing a face mask, a penalty of Rs 500 can be imposed. If the fine is not paid, it will attract proceedings under Section 188 of the IPC,” said Dr Suraj Bhan Kamboj, director of Haryana health services.

RWAs have also pledged support to ensure people wear masks. Some markets and societies have started keeping masks at their gates and not allowing people inside without it. “It is difficult for everyone to get into the habit but constant reminders and penalties may help,” said Rajiva Singh of the RWA umbrella body in Noida, NOFAA. “We are keeping a close watch to ensure people wear masks all the time when they are outside,” said Chaitali Mandhotra, RWA member of Ardee City in Gurgaon.

Coronavirus: Jail For 6 Months, Fine Of Rs 5,000 For Not Wearing A Mask In Uttarakhand

The strict decision was taken after a number of people in the state were found roaming the streets and markets without masks, violating lockdown rules.

✍ All India 👤 Edited by Stela Dey

🕒 Updated : June 13, 2020 09:48 pm IST



[June 13, 2020](#)

On Saturday, the LG approved regulations called the Delhi Epidemic Diseases, (Management of [Covid-19](#)) Regulations, 2020, and empowered the officials to collect penal fines. It will help them enforce the observation of quarantine rules and maintaining of social distancing, among other norms.

“The objective is to make sure that guidelines for containing the spread of Covid are followed strictly in letter and spirit. A fine will be levied for non-observance of quarantine rules, non-maintenance of social distancing, not wearing face mask in public or workplaces, spitting in public places and consumption of paan, gutka, tobacco, etc., in public places,” the LG’s Office stated in a press release.

June 14, 2020 – [TOI] [“Delhi: Giving mask a miss? You may be fined”](#)

June 03, 2020 – [TOI] [“Wear your mask properly. It’s how you protect others, and yourself”](#)

[Home](#) / [India News](#) / Covid-19 safety guidelines mandatory for a year in Kerala; Rs10K fine for not wearing masks

Covid-19 safety guidelines mandatory for a year in Kerala; Rs10K fine for not wearing masks

The state government has amended the state Epidemic Disease Ordinance which will be effective till July 2021.

INDIA Updated: Jul 06, 2020 00:00 IST

Beauty Brands: The Mask

The duality of the mask, to reveal and conceal at the same time, can help women deal with the social pressures regarding appearances, in the public arena.

BEAUTY brands would find it useful to track the growth of fashion masks and their usage. Prolonged and continued usage of fashion masks could change consumer habits around the usage of skin creams, colour cosmetics and hair care products. What do I use, when half my face shows? What would I like masks to give to my skin when I wear them for several hours? These are areas where consumer consciousness could shift to.

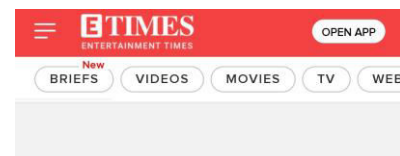
Beauty is a self-expressive and social recognition based need. We want other people to notice and appreciate our beauty. Yet not everyone is born beautiful. Masks could provide those who are not on the top rung of the beauty ladder, with the means, to hide themselves when they are feeling under-confident about their looks in public. At the same time, the mask can also express their personality and individuality.



A REPORT BY LEAPFROG STRATEGY CONSULTING

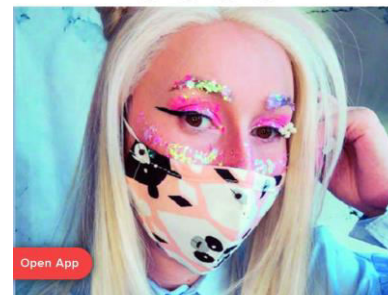


May 18, 2020 –
[Cosmopolitan India]
[“Experts Tell You How to Make Your Makeup Routine Mask-Friendly”](#)



#LockdownBeauty: Make your makeup routine mask-friendly

By - Kashika Bindrani@timesgroup.com | TNN | May 13, 2020, 01:00 IST



Fashion and beauty industries have undergone major changes since the corona crisis began. Masks have become almost essential to our wardrobes, and

May 13, 2020 – [Practical advice on smudge-proof makeup, skincare & eye makeup](#)

COSMOPOLITAN BEAUTY CELEBRITY FASHION LIFE RELATIONSHIPS HOROS



Home / Lifestyle / Fashion

Will we still apply makeup with our face masks on?

As the restrictions uplift, our ‘new normal’ consists of wearing masks every time we step out, with half our faces covered. But will that deter makeup aficionados?

Written By [Shambhavi Dutta](#) | New Delhi |

Updated: June 23, 2020 10:39:14 am



Getty/indianexpress.com

While to the world, it might seem another red lipstick but for those who love makeup that lipstick makes their world go round. (Photo: Getty)

READ IN APP

June 23, 2020 – [Makeup as a confidence booster, mode of self-expression & a way to kickstart the work day](#)



**The next update would be available 8 weeks later,
in mid-September, 2020**

For queries or more insights on the impact of Covid 19 on culture,

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