# Interview of Bishan Jain
## Coverage: **Express Computer**

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### Goldmedal Electricals to rewire digital transformation for the 'new normal'

In an interaction with Express Computer, Bishan Jain, Director, Goldmedal Electricals shares how implementation of digital practices before the pandemic outbreak, has ensured seamless operations during the crisis, and what's in the pipeline for digital transformation at Goldmedal Electricals

By Mohit Rathod — On Aug 4, 2020

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Bishan Jain, Director, Goldmedal Electricals

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**What's your assessment of the Covid-19 crisis, in terms of the challenges and opportunities for the manufacturing sector?**
The Covid-19 pandemic took us all by surprise. The Indian electrical segment has faced a serious impact due to the ongoing crisis. With the restriction arising due to the lockdown and due to the need to maintain social distancing, manufacturing facilities had to be suspended. But as the industry embraces the new normal, there are newer