

'I will continue to send migrants until the last migrant reaches his home': Sonu Sood

Bollywood actor Sonu Sood has been moved immensely by the miseries of millions of poor migrants especially the migrant workers who go to metro cities in search of livelihoods have now started to unfold in the world's largest coronavirus lockdown. It is turning out to be one of the "greatest manmade tragedies" in India as per a few experts. Some business and psychological consequences for the rest of the country are also possible. Some of them believe that the government should have given people some time before imposing lockdown.

The lockdown measures included stopping train, bus and air services to stem the spread of the corona. The lockdown was extended three times but some relaxations have been permitted since late April.

Despite such gloomy plight of migrants, those experts didn't come forward to help the migrant labourers. However, one man took note of their plight, rose to the occasion and instantly became a worldwide hit.

As the number of cases and death toll due to corona keep rising in the country, well known Bollywood actor, model and producer Sonu Sood, 46, has emerged as a 'messiah' for the migrants during the covid-19 lockdown. He did not hesitate in running several extra miles to support the needy people at

times of corona induced crisis. After helping the labourers reach their homes, he is helping the migrants. He is constantly transporting people to his home through buses. Sood, along with his friend Neeti Goyal, is presently running a 'send home' campaign for the benefit of helpless migrant labourers. He has so far helped in the transportation of over 12,000 migrants to their destinations.

In early April, when corona phenomena had just started to show its effects in India, Sonu Sood had offered his hotel at Juhu, which has many hospitals nearby, as stay facility for health workers – doctors, nurses and other support staff so that they remain close to their workplaces. He then tied up with Brihanmumbai Municipal Corporation (BMC) to feed the needy affected by the corona outbreak and lockdown. Sood had been providing meals to over 45,000 people in Mumbai's Jogeshwari, Andheri, Juhu and Bandra areas every day. He began a special drive for food and ration to the needy people, Shakti Annadanam, named after his father.



Sonu Sood generally plays the roles of a bad guy or villain in

films. He has also won many awards for it. But his moves aimed at helping people during corona has won millions of hearts. It has made him the real hero. He has now become one of the most trending topics on social media. People are giving him a bigger title than Hollywood superheroes. With his help, people who came home gave him the title of 'Reel Villain and Real Hero'. At the same time, some people have become so emotional with this help in this difficult situation that they have given Sonu the status of God. Not only the common people but Union Minister Smriti Irani has also praised Sonu's efforts.

For Sonu Sood , the lockdown has been an eye-opener for everyone. He has requested the governments to let the migrant workers go back to their homes without any unnecessary hardships.

Sonu's activism in business can be gauged from the fact that whoever is contacting him on social media, Sonu Sood himself is giving the answer and assuring him of help. These days Sonu's Twitter account is full of similar messages. Sonu himself has also stated that he is receiving messages for help in thousands.

Sood is flooded these days with messages like :

'Sonu Sood Sir Please Help. Send Sir anywhere in East UP. From there, we will go to our village on foot.'

Sood responds by saying, 'Why would you go on foot? Send me your number...'



Full of energy, Sonu Sood on field in corona battle gear

For the past several days, Sood has been helping such workers in whatever way he could. To send the trapped labourers to their native places, team Sood has been working relentlessly and are arranging for them everything from buses to food and drink.

Sood is trying to help more and more number of people. He can be found on the field for 20-20 hours a day helping the migrant workers. Talking about his initiative in media, Sonu Sood has said, 'It has been a very emotional journey for me because I was very sad to see these migrants roaming the streets away from their homes.'

Sonu Sood said, 'I will continue to send migrants home until the last migrant meets his house and the loved ones. It is really close to my heart and I will give it my all. '

Sood maintains that this is not enough for him and he is inexhaustible. Whatever he has achieved at a relatively young age might be a fantasy of today's younger generation. From being a celebrity, it is through his visionary and compelling initiatives that the Team Sonu Sood has now emerged as an aspiring "Role Model" for all such migrants .

Virgin Atlantic And United Airlines Are For Sale

It's been some time since bankrupt airlines were on the top of the media's bestseller list. However, we are now seeing a lot of these niche companies come back to life and become financially viable again.

Virgin Atlantic is one of those companies that has seen its share of struggles. Not only did it go bankrupt during the economic recession, but it also went through a power struggle between two of its most vocal promoters. When the airline merged with British Airways, it was the first time Virgin Atlantic was in a situation where it had to work with both British Airways and Air France.

Virgin and United Air Lines are probably the two best known airline bankruptcies on the market today. These two companies have had similar styles of promotion as the other. Neither of them was cheap to operate. Most of the losses came from the lower fare tiers because of the low amount of demand for those

flights.

Virgin Australia had trouble because of a decision by a major American carrier to drop the Virgin brand name from their ticket prices. This decision to cut into the profits on all Virgin Australia flights but the top end of the business. Since this is the least profitable segment of the airline Virgin Australia went under.

Even when airlines merge they don't always work out well. Virgin and United airlines made a deal that cut their losses by combining their profit margins. The combined profit from Virgin and UAL is now enough to support the costs of operating both airlines.

Fortunately for Virgin Atlantic and United Airlines, they have also been able to work with a strong investor group who saw the opportunity in a profitable and stable company with a good track record. British Airways and Air France made a deal with the investment group to sell a small portion of the company. As a result, Virgin Atlantic and UAL are now free of the large financial liabilities of the first merger.

A merger shows that one of the strongest media to invest in a new airline is an international group that can step in and provide funds to keep the business alive. The partnership will likely remain in the short term. The two companies must see some kind of return on their investment before they would consider merging with their competitors.

The takeover of Virgin Atlantic and Air France by an international investor could bring a couple of benefits to

those two airlines. They would likely receive money from the buyer to help them fund some of the increased fuel costs. They also would probably get a favourable credit rating from a major credit agency that would help them finance their further expansion into the new markets and continue to attract more passengers to their flights.