

“COVID-19 Lockdown-Social and Business community’s approaches-A study with special reference to India”

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Abstract:

This article focused on COVID-19 pandemic outbreak lockdown impacts enabling communities to explore opportunities to lead new normal life. Entire world is facing Coronavirus crisis, which is communicable disease, no suitable therapy traced yet clinical trials are in progress around the world. Thus this disease put everyone’s life at risk. WHO and governments are working in solidarity to spread the awareness of disease and promoting preventive measures such as social distance, Isolation, wearing face mask and maintain the personal hygiene are extremely imperative. Indian communities are expressed full support to lockdown and developing new approaches to tackle the situation to live new normal lives. India is being second highest population in the world. Lots of initiatives taken from government to assist essential sectors such as health care system, Agriculture, Banks and utility. In spite of all the plans and Initiatives people movement restriction (apart from essential need) and employment threats (Non-essential sectors) emerged huge mental imbalance in the social community, most of the non-essential business communities affected badly, facing multiple financial & business challenges, since Indian government advised to reconsider employees lay off put additional pressure on companies.

Keywords: COVID-19, Pandemic, communicable disease, solidarity, contagion

Objective of the study

- To understand COVID-19 pandemic lockdown affect the people around the world.
- To assess the pandemic impact on social and business communities.
- To study how lockdown creating opportunities & changing social and business communities perspective.
- Also to understand Government role in tackling COVID-19 pandemic lockdown.

Scope of study:

This study reveals COVID-19 pandemic lockdown, stimulating Social and Business communities to converting crisis as opportunities to develop and improve skills sets, build strong relationship,construct flexible business models toutilizeexisting resource for conductingbusiness operations effectively.

Methodology:

This is a Descriptive research and information collected from various public domain to figure out “**Despite of devastating COVID-19 lockdown- study analysed the positive impact on Society and Business communities**”This research purely based on secondary sources of data.

Topic Introduction:

COVID-19 Pandemic:

Covid-19 is serious global infectious disease outbreak. It is part of family of viruses called coronaviruses that infect both animals and people. This particular one originated in China at the end of 2019, in the city of Wuhan. In the past two decade coronavirus outbreaks have caused global concern, including on in 2003 with the Severe Acute Respiratory Syndrome [SARS] and more recently in 2012 with Middle East Respiratory Syndrome [MERS]. COVID-19 symptoms very similar to the flu-fever, dry cough, shortness breath,loss of sense of smell or taste. Sever cases can lead to serious respiratory disease, and even pneumonia. Those most at risk are the elderly, or people with undergoing health issuessuch as heart problem, Kidney disease and diabetes.

Lockdown:

Lockdown is an emergency protocol imposed by the government that restricts social gathering, economic activities, and people movement in society. This scenario usually allow for essential supplies [Medical, Food, agriculture activities, utility services and banking operation]. All non-essential activities remain stopped for specified period.

Social Community:

Social community begin from families to friendship, we share experience and interactions with groups. In other words community is a social structure that shares personal value, cultural values, business goals, and attitude. With this connection and goals people regularly interact individually, group wise, mass gathering to share their views and intentions.

Business Community:

Business community is group of legal business entities, register in the local authority, having their own common economic objectives. In general sense business establishments which are registered with legal name, they operate as per the licence in the legal documents. These business establishments comply with applicable laws and regulations requirement. Business communities generally associated with various stakeholders such as Shareholders Employees, Creditors, Banks, Vendors, Suppliers, Customers, Regulators or law enforcement agencies, social communities to attain business goals.

COVID-19 worldwide:

COVID-19 pandemic created catastrophic situation around the world, entire world is facing unprecedented experience; WHO (World Health Organization) CDC (The Centre for Disease Control and Prevention) and Governments are playing key role on disseminating and promoting the awareness across the world. Every country is striving to save the lives from Corona virus contagion. COVID 19 spreading in a rapid pace and economic activities are completely shut down. Human lives becoming vary challenges for the basic needs, suitable therapy not yet explored, clinical trials are in progress in International collaborations, governments and private partnership labs. Governments also putting stringent effort to establish strong medical infrastructure, supporting for worst affected under privileged people and also placed rigid surveillance control system for maintaining social distance, social awareness about disease & hygiene aspects to break the communicable disease.

Lockdown in India:

India reported the first confirmed case of the coronavirus infection on 30 January 2020 in the state of Kerala. The affected had a travel history from Wuhan city, China. Most of the positive

cases raised from first stage global pandemic i.e. people who have had travel history to already affected country. Indian government as sign of preparedness to tackle Corona disease crisis took very aggressive move to curb the spread of fatal virus in the country and government was constantly touch base with WHO for various health initiatives and prepared for “Test, Track and Isolate strategies”. Raised the bar for interstate travelling, project visas are suspended, Cinema halls, Metro trains, roadways, buses, city buses, educational institutions, public clubs, sports clubs, indoor and open stadiums, coaching centres completely fully interrupted. Air travel completely banned, Indian nationals are strongly advised who return from abroad subjected to quarantine for a minimum of 14 days.

Honourable Prime Minister Narendra Modi announced Janatha Curfew on 22nd march 2020, Sunday from morning 7 am to 9 pm, this was the first initiative to give feel of lockdown, purpose of this initiative was refraining from social gathering, movement and promote self-quarantine are part of measures to curb the contagion virus. Of late Indian Council for Medical Research (ICMR) revealed numbers of positive cases have increased to 536 confirmed cases across India and 10 reported deaths. In the view of ICMR dashboard Prime Minister soon announced 21 days nationwide lockdown from March 25th [12 AM] till April 14th PM in the country. Entire nation supported 21 days lockdown from Social communities, business organizations, Education institutes, Government agencies, Political parties. Charitable institutes so on. In spite of various stringent measures (i.e. self-quarantine, isolation, people movement restriction-allowed only essential markets and medicals reasons in the first phase of three weeks lockdown), India stood at 9000 positive cases and 339 deaths, Maharashtra, Gujarat, Delhi Madhya Pradesh Rajasthan, Tamil Nadu, Uttar Pradesh were worst effected states. Based on this condition Prime Minister again announced extension of country's lockdown for 1.3 billion people until May 3rd 2020 with consensus of all the states. Second phase of lockdown eased certain restrictions in the people's movement to help the poor daily wages earners and working in agriculture sectors.

Communities Opportunities:

Impact of COVID-19 lockdown has been immense, cost numerous and huge dent on Indian economy, it shut majority of the factories and businesses, suspended flights, stopped trains and restricted movement of vehicles and people. Only essential goods and services allowed to operate. Indian economy is expected to lose over \$4.5 billion every day of the lockdown and around \$100 billion during the 21 days nationwide lockdown period, according to Acuite Rating. Although Indians are facing tough circumstance, compromising with many, still situation is paving the way for opportunities. Communities are exploring multiple ways to deal the situation to normalising their lives & benefiting out of it. Let's understand how social community and business communities dealing with situation.

Positive impact on Social community:

COVID-19 lockdown is a critical situation for civil society; it creates mental imbalance, behavioural issues, anxiety, and frustrations. Various social media's acknowledging these scenarios, most of the people realised that lockdown bringing positives changes in their lives. People have ample time to spend quality time with families within quarantine. Leveraging unique gift of adopting, changing people habits & exploring new hobbies. Spending pattern completely changed, many have drastically countdown alcohol, cigarettes and other intoxication stuffs consumption inevitably. Social communities have realised magnitude of Coronavirus pandemic impact seriously, health conscious has been topmost priority. Most people expressed, they utilizing sufficient time to do what they love to do such as cooking, meditation, reading habit, enhance learning skills. Young people have express Coronavirus lockdown has been opportunity for them to develop important skill and accelerate carrier growth (Learning speed, improving speaking skill and writing skill). Meditation is a powerful mental tool, many have expressed regardless of age group (Students, housewives, corporate citizens, senior and super senior citizens) meditation has been weapon reduce mental imbalance, keep us calm, improve focus, efficiency in tasks and enhance quality of decisions.

Prime Minister Narendra Modi addressed the lockdown magnitude on 1.3 billion Indians, specially stressed on vulnerable population around 50 million Indians are living in extreme poverty, PM urged support from Industrialist, Celebrities, and Politicians for providing live saving fundment needs. Indeed many celebrities and business owners extended their trusteeship & belongingness towards poor population by funds contribution through PM CARE Funds, Chief Minster relief funds and CSR funds. Indian government remarkably supporting economically weak section, formers, widows and disable through various schemes such as Indian relief package, PM KISAN, PM Jan Dhan Yojan, Ujjwala so on...

Positive impact on Business community:

COVID-19 Lockdown created a dreadful situation across the world, entire world economy in depression and also threat to nations due to business shut (non-essential), temporary travel ban, employment threat. Business leaders start think strategically to safeguard and stabilizing operations, liquidity, people and supply chain, how will have to adopt as the market evolve and prepare for further volatility and risk. High degree of flexibility is essential part new business model, technology transformation playing significant role in creating new opportunities for instance Tech power companies leveraging cloud computing in this pandemic global uncertainty (cloud based service). Indian manufacturer were not much keen for adoptions of automation due cheap labour cost, and high capital cost associated in automation. COVID-19 crisis witnessed learning experience that based on the scenario planning and long term perspective automation would be the right choice, this is again depending on the sectors. India has been hub for IT and ITES services, this sector implemented business continuity plan through remote work strategies (cloud infrastructure), and this sectors utilizing 90% of total workforce by allowing working

from home option. Many business leaders consider these strategies as new business opportunity which they never explored with massive chunk.

Business owners highlighted multiple benefit of remote work strategies both employee and employer standpoint:

For Employees:

- Working remotely allows for better work life balance.
- Remote employee experience more freedom.
- Remote working promotes employees well-being.
- Remote work authorizes additional autonomy that helps increase in productivity and efficiency.
- Remote working protects health and welfare of the employee.

For Employers:

- Remote working platform significantly reduces office infrastructure, transportation costs and Digital infrastructure cost.
- Remote work option enhances company productivity due to absence of employee travel time.
- Offering remote work make business more competitive.
- Remote work is considered as one of employee welfare plan.

UGC has published fresh guidance after lockdown; in the education space new shifts are happening in digital learning, faculties training, e-materials and use of ICT (Information & Communication Technology) going to be the core area. UGC recommended way further faculties will have to teach 25% of the syllabus through online or virtual platform by using ICT environment and rest through face to face classrooms training.

Nationwide lock down enabled very few sector to survive and manage the operations for certain extent. Many sectors i.e. E-commerce, retail outlet, fashion, apparel, consumer electronic, automobile, airline, cinema halls inevitably suffering massive business costs (fixed and variable costs). Clothing manufactory association of India said 8% of the member have the one funds to pay salary remaining no, Association requested government reopen the economy and urged for government financial aid, similar urges from many sectors.

Now it is utmost important business owner, no matter how they established to re-revisit their business strategies. Once the pandemic settles, business scenario absolutely unimaginable, there will be large dip revenue, cost reduction is major challenge. Business should conduct proper assessment and understand the gravity of situation in terms for their business cost, renegotiate business deals, focus on crucial essential for survival by reconfiguring the business model and

strategies. At same time government play crucial role post lockdown, Indian corporates especially small and medium look for suitable stimulus package that will boost the economy.

Conclusion:

COVID-19 lockdown is a global phenomenon, communities should embrace the challenges. Stay aware of pandemic, follow the health guidelines, maintaining social distance is imperative, adopting good hygiene; wearing mask will part of our life until pandemic settle. Society must realise the magnitude of COVID-19 lockdown, utilized the time productively which would yield fruit result in family relationships, developing essential skills sets for carrier growth, work on passion are best tips. Business communities must give topmost priority on employee's health and safety by following health guidelines, reorganizing the business operations based on the careful assessments in terms of business costs and resources, technology based operations and business collaboration are the new avenues.

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