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De-Risking Business Strategies– *Moving towards Positivism in the post Covid-19 scenario*

ABSTRACT

Often it becomes necessary to take into consideration one's behavior towards others, attitude towards people, perception towards people around us, things, environment, incidents and like this so many factors. Human nature is very typical and it changes quickly, in a very fast pace and most of the times any untoward seen or an incident or a calamity, our mind set works on the negative aspects rather than positive side of it. This is true. This is not only true, but, common among ourselves because, ours is a family set of society with lot of beliefs, of which some are self created and some are imposed on us to believe by our elders in the family and some are forced to accept.

*In this scenario of pandemic Covid-19, as soon as lockdown is announced by the government and passed instructions not to step out for a social life, we all believed and came to a conclusion that our existence has come to an end, and many questions posed by ourselves such as how to work, how to earn, how to get the provisions, how to travel, how to survive, like this many questions among many of us often came to discussion. If we don't step out for a month, "**can we survive**" was the biggest challenge for all of us.*

*Within no time we got the answer to all these questions posed above, among ourselves and we started living in a congenial and hygienic atmosphere in the midst of this pandemic. This pandemic has taught us many lessons taking it as a "**BOON**" which is being incorporated in this study.*

This study is based on primary data collected from the respondents of Hyderabad and analyzed their views on "Gleaming side of Covid-19".

Key words: Questioning ourselves, Pandemic, Gleaming

1.0 Introduction

The typical nature of human beings differ from person to person, but to analyze any incident or judge any situation, we often uniformly express our feelings. The nature is exposed to many hurdles, calamities or threats over the centuries. Hundred years back, 1920, we came across Spanish Flu. There was a great human loss, but, from that incident what have we learnt and what the nature has taught us, should be taken into consideration.

Panicking on any situation or to any natural calamities is not a new phenomenon for the human race as many among us take only the negative aspect of the circumstances, leaving behind the gleaming side of it.

As we all are aware that Covid-19 is spread all over the world and has created a pandemic, forcing the Government to Lockdown the countries to control the spread of virus. The business houses, educational institutions, Multinational Companies, Software Agencies, Public Departments, Transport have come to closure and the most important thing to be observed here is, the social life has been paused for a period of 55 days. It is a surprise or rather, we can quote as shocking situation, wherein the people all over the country came to a conclusion that the existence of human race has come to an end.

But, here is the situation where, we have to look the things from a positive perspective, which we call it s a ‘Gleaming side of Covid-19’. This paper analyzes the gleaming side of Covid-19 and how it has shown a positive impact on our lives, environment and our living styles, culture and on our economy (savings). The findings and conclusion is based on the primary data collected from the respondents.

2.0 Literature Review

S No	Author	Year	Concluding remarks on the research papers
1.	Harapan et al, Journal of Infection & Public Health	2021	The authors conclude that, the current Covid-19 is an international public health problem. Due to rapid transmission, countries around the world should divert their attention towards ease surveillance systems and scale up country readiness and response operations teams and improving the national laboratory system.
2.	Coulter N. Small, and Norman L. Beatty, MD. Journal of Clinical Outcomes Management	2021	It is concluded that, Covid-19 has been declared as a global pandemic by WHO, which may continue in the future years. This pandemic situation is to be faced by the people around the world and take necessary steps to fight and minimize its repercussions.
3.	Shruthi Agarwal et al, Effect of COVID-19 on the Indian Economy and Supply Chain	2020	The authors opined that, India is the developing country and Covid-19 has disrupted the supply chain of India. Global supply chains are also disrupted by the Covid-19. Many countries has banned on the import and export of many goods which affected the manufacturing firms across the globe. The barriers for the Indian supply chain caused by the Covid-19 are found out with the academia discussion and supply chain experts.
4.	Sunil Kumar et al, Agriculture & Food: e-news letter	2020	It is concluded that the trade impact of this pandemic for India is estimated to be around 348 million dollars and our country figures among the 15 economies most affected, as there is a slow down of manufacturing and service sectors.
5.	A Report from FICCI	2020	Tourism, Hospitality and Aviation are among the worst affected sectors that are facing the maximum brunt of the present crisis. Closing of cinema theatres and declining footfall in shopping complexes has affected the retail sector by impacting consumption of both essential and discretionary items. Consumption is also getting impacted due to job losses and decline in income levels of people particularly the daily wage earners due to slowing activity in several sectors including retail, construction, entertainment, etc. With widespread fear and panic now increasing among people, overall confidence level of consumers has dropped significantly, leading to postponement of their purchasing decisions. Travel restrictions have severely impacted the transport sector.

3.0 Research Gap

Based on the review of literature, it is observed that the research on Covid-19 is more focused on the loss incurred by the economy of our country and the sectors affected. There is a research gap with regard to positive aspects, which can be taken into consideration out of the negative repercussions of Covid-19. Hence, this study emphasized on the gleaming side of Covid-19.

4.0 Objectives of the study

The following are the objectives of the research paper.

1. To study the affect of Lockdown on social life.
2. To analyze the gleaming side of Covid-19 on the human race, nature and environment.

5.0 Scope of the study

The scope of the study is confined to the positive aspects of lockdown and the views drawn from the respondents belonging to Hyderabad only.

6.0 Research Methodology

1. **Data Collection:** (a) **Primary Data:** The data for the purpose of the study has been collected by giving questionnaire to the respondents.

2. **Sampling:**

(a) **Sample Size:** The sample size is taken as 150 out of which, 147 respondents gave their views on the study.

(b) **Sampling Method:** The sample collection is based on the convenience sampling method.

7.0 The affect of Lockdown on the social life

Since Lockdown is announced on March 22nd,2020 the social life of the entire country is in dilemma, taking this situation as a great pandemic of 21st century. The first and foremost affect is on the educational institutions..Government declared to close the schools and colleges since March 16th March,2020. Within a week, by the end of March 21st, all the States of our country declared lockdown, following the instructions of central government. Closure of educational institutions is followed by closure of both public and private offices, shops and establishments, all the organized and un-organized business houses and transportation (of all modes).

This lockdown is a new phenomenon to the human race of 21st century and people started referring to the previous pandemics and are under the fear of further movement of social life.. People started staying at home thinking that the lockdown will end by 1st April,2020, which was extended till 19th April, 2020 and this extension of lockdown went on till 12th May, 2020. The typical human thinking always takes us to the negative side of an issue, not permitting us to take the positive side of it. The fear of spreading virus has been increased among the people on war foot, due to which many have not stepped out of their house. Slowly this situation paved for a new era in and around and also changed the life styles of many people.

Data Analysis & Interpretation

Slowly people started analyzing that, this pandemic is showing a positive affect on their lives. To know the views of people about the positive aspects of Covid-19, a sample survey has been made and received 147 views from various categories of respondents.

Data analysis and interpretation has been made by using graphical representations and pie diagrams. Findings from the study is made based on data analysis and interpretation.

8.0 Findings of the Study

The findings are based on the primary data collected from 147 respondents. The inferences drawn from the findings are as under:

1. The male respondents are of 55.3% and female respondents are 44.7% of 147 respondents.
2. 10.6% of the respondents are of the age between 20-30 years, 40.4% of the respondents are of the age between 30-40, 34.1% of the respondents are of the age between 40-50 years and 14.9% are of the age 50 and above of 147 respondents.
3. 64% of the respondents are employees, 3.5% are business people, 30.5% are from profession and home makers are 2.5 of 147 respondents.
4. It is observed that, 68% of the respondents opined that, Covid-19 is a threat to human race, while 13% are of the impression that there is nothing to be panic about Covid-19 and the remaining 12% are neutral on this statement.
5. It is opined that 81% of the respondents are under the Impression that, this lockdown is going to affect our social life, 10% did not agree to this and the remaining 9% are neutral on this.
6. It is emphasized that, 78.7% of the respondents opined that this lockdown culture brought in togetherness and belongingness among many families, and only 21.3% are neutral on this statement and there is no disagreement with this statement, which is to be observed, as a sign of positive affect of Covid-19.
7. It is observed that, 94% of the respondents opined that Lockdown has give us ample time to concentrate on us i.e., on our health, family members, hygienic conditions, bringing cordial relation among people and creating a congenial atmosphere to live in, while 6% are neutral on this and there is no disagreement with this statement.
8. It is emphasized that 95% of the respondents agreed that this pandemic scenario and lockdown, totally banned the junk food and many youngsters are blessed to have homemade food after a long time, while only 5% are neutral on this statement and there was no disagreement.
9. It is observed that, 75% of the respondents are of the opinion that many of our notions such as "going out is inevitable to earn" and "education cannot be done at home" "food

can be cooked in" "staying for a long time at home is difficult' proved wrong, while 8% did not agree with the statement and remaining 17% are neutral about this phenomenon.

10. It is emphasized that, 74% of the respondents opined that academicians had a good time with webinars and e-conferences, updating their knowledge and increasing their domain in the subject and research, while 8% did not agree with this and remaining 18% are neutral on this.
11. It is observed that, 87% of the respondents are of the opinion that this lockdown taught us to spend wisely on only necessities and save money for future commitments, while 13% are neutral on this and there is no disagreement with this statement from the respondents.
12. It is opined that, 83% of the respondents are under the impression that, we are back to our ancestral practices of food habits, natural medicines, and homemade remedies, while 17% are neutral on this and there is no disagreement with this statement from the respondents.
13. It is observed that, 75% of the respondents are of the opinion that finally, Covid-19 is a Boon for us and taking us towards a new era, 21% are neutral on this and only 4% of the respondents did not agree with the statement.

9.0 Conclusion

The conclusion of the study is based on the findings drawn from the sample survey.

From the findings it is inevitable to do **SWOT analysis** of the affect of Covid-19 on the views human beings.

<p style="text-align: center;">Strength</p> <p>From this pandemic we can begin a new era, taking it as a lesson and trying to build a new world free from artificial life and going closure to the nature.</p>	<p style="text-align: center;">Weakness</p> <p>Many among us are of the fear that this Covid-19 spreads virus on a war foot and ends the human race in a short time in future.</p>
<p style="text-align: center;">Opportunity</p> <p>Taking this as a challenge, we should form new reforms to protect our environment, encouraging small businesses with little investments and supporting the usage of commodities made of raw material provided by the nature, so that it becomes easy to dissolve with nature in return.</p>	<p style="text-align: center;">Threats</p> <p>Most of us are under the impression that the spread of virus will not permit us to carry out our day to day duties and an obstacle to the social life. We have the fear of conducting business, conducting exams, opening the schools and colleges, running the operations in the offices and so on.</p>

From the SWOT analysis it is observed that, we should take this pandemic as a challenge and over the weakness and fear and fight against Covid-19 as many of the respondents are of the opinion that this situation has given them an opportunity to realize the importance of family bondage, togetherness, belongingness, homemade food, yoga, spending time with our elders and grand parents.

The stoppage of transportation and movement of people on vehicles, which has shown a great impact on the environment making it free from all sorts of pollution. People started realizing that homemade food is more healthier than junk food available all these days.

This pandemic has developed a culture of offering to others (needy and poor people) in the form of donations (whether cash or kind) which helped many people who are saved from starving due to hunger. Many NGOs, Government, Individuals, Institutions came forward to help needy and poor people. Government gave 12 kgs of rice per head in the family with

other provisions and also credited Rs.1,500/- (in Telangana State) to the downtrodden section of our society.

Finally, this pandemic, Covid-19 has given an opportunity to start a new era for all of us, taking into consideration this a great boon, reforming our life styles to go closure to the nature, respecting it and giving space to all other living organisms on this earth, thinking that human beings are also a part on this earth, along with other living beings, not thinking that we are only the living beings on this earth. If this truth is practiced by every one of us, we can reduce pollution, use nature gifted things as raw material for all our daily consumption and leaving the die-hard bad habits which is reducing our life span on this earth.

From the study, it is concluded that there is change in the views of people towards the pandemic, as they are slowly learning to overcome the situation and fighting against the spread of virus, tuning their lives to the establishment of new era which takes them closure to the nature and free from pollution and past artificial life which they led in the past.

“Protect and Respect the nature, it will in turn protect us, a mother protects its child”.

10.0 Suggestions

The following are some of the suggestions made, based on the study on the gleaming side of Covid-19;

1. This pandemic has to be taken as an opportunity to reform and remodel our life styles suitable to meet the future challenges with regard to natural calamities and other unforeseen circumstances.
2. It is always advisable to take positive aspects even from a negative situation to overcome the problems related to health, business, education, food etc.,
3. Online education system has to be slowly practiced to make use of the academic year, which has been non-operative since six months. Universities and Educational Boards should take some initiative to make up this year atleast some part of education is given to students all over the country.
4. Small entrepreneurs should come forward giving prominence to natural/organic products and should aim at “Making In India” products and services to go a further step.

5. Heavy investments should not be entertained for at least two to three years in the near future. Foreign collaborations are not to be entertained as there is a threat of movement of people from one country to another and spread of virus and loss of investments, if business is discontinued in between.
6. Over and all, positive repercussions are to be developed from this negative situation and get on the lives by protecting ourselves from such pandemics.

11.0 Scope for further Research

Though the economy has been shattered and affected our country from un-organized peasants to organized sector, the domain has been paved way for research. The Covid-19 has given an ample opportunities to the research scholars of all disciplines to pursue a study on its impact and this will continue for a decade or more as its repercussions are not going to end in near future. Wide range of topics can be selected for research with regard to Covid-19 and its related areas.

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