

NEWSLETTER

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COVID-19: EXPERIENCES, LESSONS LEARNT AND HOW THE BUSINESSES WILL FUNCTION IN FUTURE

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New Year 2020 started with lot of positivity with astrologers predicting so many good things for the world. The whole world welcomed the New Year with firework shows from Sydney, Seoul, Manila, Hong Kong, Singapore, Bangkok, Bangalore, Dubai, Johannesburg, London, New York up to Las Vegas. However, from mid-January 2020 onwards, new panic gripped the world. In early February, panic spread to Bangkok city followed by Europe, USA and all over the world.

All of a sudden, countries started imposing lockdown which many citizens experienced for the first time in their lives. Flights were grounded. Public transportations were stopped. Restaurants were closed down. Entertainment places like movie theatres, concert halls and parks were closed. People were forced to stay within their homes. Even they were not allowed to mix with the neighbours. At that time, television was their only hope and source of entertainment.

Even television media were in panic mode. Repeated video clips showing the spread of COVID-19 created a new fear in people's mind. People who did not have enough savings were severely hit. Many lost their jobs. Several governments came up with mega recovery package to help their citizens.

Adequate information on COVID-19 was not available. The entire world struggled to combat the new emergency situation. As businesses were closed and transportations were stopped, the pollution levels were historically at low levels increasing the visibility. After a while, a new normal came to the world.

Covid-19 raises several questions about the future. Will there be any Covid-21, -22, -25, -30, -35, etc.? This is a question the whole world cannot answer now. At the same time, we all have learnt to live with that. We are ready to face it with positive note and move on. We are capable of facing any such future events boldly. Life has to move on and everyone knows that. The whole world will speed up the efforts to handle any such future events.

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Thanks to the work-from-home concept, one of the consequences of Covid-19, lot of positive changes happened at homes. Partners learnt to help each other. Children understood the issues of mothers and started helping them. Family members started sharing the household works. Men started learning cooking.

While adults easily coped up with Covid-19, it took some time for the children to cope up with that. They cannot go out and play with their neighbours. They cannot go to school. They were constrained within home. But, surprisingly, they started understanding Covid-19 with the positive spirit. Thanks to the colourful masks produced by mask suppliers, they started considering as fun to wear such colourful masks. In fact, many children learnt the safety protocols of Covid-19 from their parents first and started advising even their parents when they themselves violated the safety protocols. It shows that the children's brains are very powerful.

Companies asked their staff to work from home. They immediately arranged all necessary supports such as desktops, laptops, Wi-Fi to their employees. Schools and colleges were closed. Video meeting platforms such as Zoom, Microsoft Teams, Cisco WebEx, StarLeaf, Citrix GoToMeeting, Uolo App, Google Meet, Skype, Google Duo, Adobe Connect Learning, eVoice and Yugma came to rescue the world to a level of reasonable functioning. People started getting adjusted to these options for non-contact online meetings.



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Mobile and laptop sales picked up. Wi-fi connection business shoot up. After initial hiccups, almost everyone from little children to company employees, top management, etc., started enjoying these online meetings. These social media platforms helped the whole world to function to a reasonable normal level without affecting essential supplies.

The whole world redefined the way the businesses were run. Earlier, business deals were made face to face in offices, restaurants, buffets, etc. Now, those deal makings are happening online. Slowly, businesses understood that they saved lot of time out of travel, traffic delay, etc. That increased the efficiency of employees and companies. Companies realised that a happy employee staying at home can deliver much more than the employee getting stressed from everyday commutation, traffic jams, driving stress, etc.

Companies also realised, that they do not need to spend on big headquarter offices, mega electric bills, overheads, etc. In fact, several companies slashed their overheads by reducing their headquarters/office space.



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While the whole world started vaccination programmes for the frontline staff, employees, elders and people with co-morbidities, it will take a sometime for the normal people to get access to this vaccination.

However, the business sector is upbeat about facing such similar incident in the future. They have learnt lessons out of it. They know how to cut their costs and increase their efficiencies. This work from home concept and online meeting platforms will last for ever. This cannot be undermined or uprooted as their benefits are huge for the employees, businesses and economy.

