

Post Pandemic: The New Advanced Society

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Abstract

The World Health Organization (WHO) declared the COVID-19 outbreak as a global public health emergency of international concern. The pandemic has increased the suffering of humanity enormously. Loss of income and employment opportunities is the massive adverse effect of the pandemic. Due care needs to be taken by the top-level management of every sector to understand the adverse effect and causes or problems and to build the measures to overcome from the pandemic. The researcher had attempted and discussed the themes viz., areas of management, financial institutions cyber-crime, economic notion, human depression, school and colleges closures, returning of migrant laborers to identify the constraints and to come up with the remedial measures to overcome those constraints and how to build a new advanced society of Post COVID-19 era.

Keywords: Areas of management, financial institutions cyber-crime, economic notion, human depression, school and colleges closures, emotional intelligence, ikigai, migrant labor

1.1 Introduction

On December 31, 2019, the World Health Organization (WHO) contacted China about media reports of a cluster of viral pneumonia in Wuhan, later attributed to a coronavirus disease by the name, SARS-CoV-2 and now referred to as COVID-19 [1]. The WHO proclaimed the virus to be an international public health emergency (PHEIC), by January 30, 2020, a month later, the highest alert that the organization would sound. The pandemic

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was well underway in thirty more days and had spread to more than 70 countries and territories on six continents, and about 90,000 confirmed COVID-19 cases were registered worldwide [2].

The purpose of this analysis is to minimize this opportunity by understanding what went wrong with the coronavirus pandemic's early national and international responses, as long as a roadmap for improved preparedness and implementation by countries and the multilateral framework for potential surfs of the current pandemic, and when the subsequent pandemic menace will inexorably occur. Before it becomes a tragedy, this study aims to avoid the next global health challenge. The pandemic of COVID-19 by far could still develop in unpredictable ways. It is already clear to detect, contain and quickly respond to and prevent the blowout of possibly unsafe new infectious diseases, preparation and early execution are important. The capability to marshal early action rest on the preparation for the worst-case situation of a severe pandemic by nations and global organizations and the readiness to execute on that preparedness.

In order to counter the pandemic, the leadership areas considering the healthcare system and the police management system played a very important role. This research has explored the digital world that, including risk and crime, has transformed almost every aspect of our lives. Again, the focus of this research was on economic activities that have become vulnerable to society. Most importantly the feelings, emotions, and sentiments of the people are predominant. Thus, the study describes Emotional Intelligence (EI) to get rid of depression as one of the remedial measures to manage the situation more self-confidently, enjoy the work passionately and to carry out positive boldness. The study indicated a very challenging task faced by the government to tackle the unemployed migrant laborers and measures to provide employability in due course of time is discussed. Thereafter, the biggest challenging theme deliberated is the digital transformation of educational institutions that paves the way towards technology which is the enabler. Through technology the users' (students and teachers) experience has become intuitive and innovative. Human Development Index (HDI) has become the priority of every educational institutions. Lastly, 'ikigai' which means 'reasons for being' is discussed so that during the closure of schools and colleges, students and teachers will remain happy, will bring fulfilment, and live a longer life.

1.1.1 Themes

1.1.1.1 Theme: Areas of Management

Problems: Management is a theory which is very old and traditional. The theory of management always percolates to all subordinates working in a

particular organisation. Be it HR, Finance, Marketing, Operation, IT or Entrepreneurial Development, management has become a very serious topic in all these fields over the years. It is almost a year now and the world is fighting with COVID-19, a pandemic which has swept the entire world. This has brought the concept of Management in the forefront where every country is trying to prepare their health system and other support systems to counter the pandemic.

Overcome

- The main role in healthcare is played by the Doctors, Nurses, Ward Boy. The work of receptionists, ICCU, ICU support staff, water and electricity suppliers should not be ignored [3]. All these employees have managed to counter the pandemic and inflow of patients and are managing to do so. Recently, the world has faced a new COVID-19 strain, which has worsened the situation further. Once again, the common man is prone to a new strain. All of us need to adhere to more precautionary measures or the SOPs declared by the government. The Police Management System is another system which has also played a significant role in this pandemic.
- The police staff were keeping the people at home. People are advised not to wander here and there. The policemen are harsh in this process, which must be individually controlled through proper counseling. In this difficult situation, it has become very difficult to have strong mental acumen, but it is very important to look after well-being. The policemen were only catching the common man who are under severe stressful pandemic situation.

1.1.1.2 Theme: Financial Institutions Cyber Crime

Problems: Cyber-crime has become a major concern for financial institutions in the 21st century. Including risk and crime, the digital world has changed almost every part of our lives. An easy target for crime is financial institutions. In the current digital age, to improve trustworthiness, it is imperative that financial institutions increase investments in protection, fraud prevention, consumer education, and personal information privacy. Financial fraud has evolved rapidly since the pandemic. In India, financial cybercrime, identity theft, account acquisition, synthetic fraud, ransom ware and social engineering are rising [4]. Crypto jacking and botnets are

the main ways of cyberattacks. The booming adoption of mobile applications, digital payments, and the growing rate of financial fraud in India are significantly associated. While Indians have embraced digital transactions, as social engineering and phishing email are extensive, they have yet to learn the dos and don'ts to share personal data. To tackle the overall scale of these assaults, the value of consistent security hygiene remains vital. That is why financial institutions need to take a layered approach to cyber protection and fraud prevention, including banks, credit unions, brokerage and payment firms.

Overcome

- Organizations should regularly scan the internet for fraudulent application;
- An integrated security framework must be introduced by organizations, where each aspect is programmed to interact in real time with all the others;
- Identity and track all mobile and IoT devices;
- To combat things like Crypto jacking, one essential approach is to involve maintaining a comprehensive inventing of devices through third generation network access controls and then base lining their behavior; and
- Continue to inform clients about their legitimate banking applications, such as online "Validation of passwords" or "account validation" methods used by scammers and phishes. So, it is predominant to train the employees to avoid cybercrimes.

1.1.1.3 Theme: Economic Notion

Problems: COVID-19, a colossal and unpredictable pandemic, has already had and will continue to have an economic impact. Throughout the globe, the wheel of whole economic processes has been stopped and has now become vulnerable to society. Humans are unable to handle this issue and the situation is getting worse and worse every day. The pandemic's overall effects on economic activity and GDP depend on the severity and length of the pandemic. The influence of COVID-19 dominates throughout the world, experiencing and witnessing the parallel spread of stock market volatility, economic development stagnation, and growth, so it would certainly have a profound impact on the way people live [5]. Scientists, researchers, teachers, medical fraternity have been working round the clock for serving the society, work at home is gaining

momentum, and lockdown perplexed the people to a great extent. This meticulous and unusual pandemic occurrence affects individuals physically and mentally. Many individuals have encountered a mild to moderate spectrum of stress, anxiety and depression reactions. It is important to evaluate these types of economic reactions and to take the necessary corrective steps to pave the economy during post-pandemic period. The entire world is typically at the verge of recessions such as real recession, policy recession, and financial crisis [6]. The latest pandemic has struck the world's economy so hard. Few sectors will develop by leaps and bounds, although there will be no more conventional industries. It would be like placing old wine in a new bottle to establish the essence and pattern of new business. There will be a steady turnover in products and services, but there will certainly be a shift in their distribution model, Industry 4.0, telemedicine, robotics, deep learning, machine learning, and artificial tools. To do so, a coordinated collection of fiscal, monetary, and structural steps must be considered by nations and ways of returning from lockdown must be explored.

Overcome

- Under COVID-19, depending on a variety of factors, such as the degree to which demand will be delayed, there is a need for a recovery path back to growth, measure of industry 4.0 application and structural damage intensity.
- It is very much relevant to plan the three broad situations such as V-shaped which describes the classical real economy shock, a displacement of output, but growth rebounds eventually. Annual growth rates in this scenario could completely absorb the shock. We think it is plausible and seems to be optimistic amid today's gloom.
- The ugly sibling of V-shaped is U-shaped, the shock continues, while the initial growth direction is resumed, there is some continuous loss of output. But in order to make this the simple scenario, we had to see more evidence of the real harm of the virus.
- The other condition is L-shaped, which is a really ugly and weak V and U relationship. In order to materialize, we will have to believe in COVID-19's ability to do significant structural harm. i.e., to break anything on the supply side of the economy—the labor market, the break-down of the creation of capital, or the role of productivity. That's hard to imagine, even with assumptions that are negative [7].

1.1.1.4 *Theme: Human Depression*

Problems: Employees have lost their jobs in this pandemic. Very pathetic and worse situations have aroused. Employees have become fruit and vegetables sellers on the roadside, in order to run their livelihood, have chosen this path to provide food and shelter to their family. These common people must be managed. During lockdown no individual is allowed to leave their place of living; keeping an individual in their home results in isolation leads to stress, anxiety, fear, and loneliness. Many people have committed suicide. Moreover, these days the families are mostly nuclear, dual-income-groups that prevail in our society where both the parents are working to meet the day-today expenses of their families. Their children feel very lonely and social life get hampered. They were more inclined towards watching television and playing indoor games, used to computers for their entertainment. Less interactions with relatives and friends have become prevalent. During this prevailing pandemic, the situation has gone downhill. Therefore, it is very important to hold promise and harness the emotions to lead a better life in future.

Overcome

To overcome the above situations, different theories have evolved with the concept Emotional Intelligence (EI) and it has become imperative to welcome this new and path-breaking concept into three different theories. Goleman's Competency model [8] and the trait theory by Bar-On [9] and the 'ability' model by Mayer and Salovey [10] are the most prominent approaches proposed in this study.

- Employees are very dynamic. Due to the dynamic nature (emotions, feelings and sentiments) of the employees, proper care and considerations should be taken by the employer. Employees need to be handled in a very tactful manner. The concept of Emotional Intelligence (EI) is aroused here. It is the most important driver of leadership and personal achievement and also the best success predictor. EI is a best practice of corporate management technique. Goleman also emphasizes on IQ which are the requisites for the new aspirants in the procurement process. In order to build congenial rapport with superiors, subordinates and colleagues, managerial skills are of utmost importance [11]. With good IQ, the new aspirant will be well placed and EI helps him for

the survival and makes him successful in the organization [12–14]. For better results, EI in a company is an important part of negotiating the dynamics and dilemmas of the relationship between employees and customers. Some causal factors are (a) The speedy growth and heavy emphasis on AI and ML have also echoed the importance of integrating digital transformation with human strengths such as empathy and emotional intelligence, (b) As more successful and innovative workers are happier, leaders with a higher EQ get better results. Emotionally intelligent leaders discover what works for each person instead of pushing a one-size-fits-all approach and adapt their strategy accordingly. Happier workers make higher profits from happier customers, and (c) Improves relationships where relationships with people are important; improves communication with people, improves empathy abilities, behaves with honesty, allows one to gain respect from others, enhances career projections, handles variation more confidently, enjoys the job enthusiastically, feels optimistic and positive in attitude, decreases levels of stress, increases creativity, and to learn from mistakes. Thus, organizations need to promote emotional intelligence at the work place.

- Bar-On emphasizes more on EQ. He stated that a person becomes more competent, faces difficulties and handles all the pressures of everyday life. Thus, EI significantly contributes to the happiness and well-being of a person's life [15, 16].
- Mayer and Salovey introduced EI as an 'ability' model. He stated broad three skills as (i) social skills where a person could able to perceive, respond, and express emotions accurately to others; (ii) emotions can be regulated effectively by a person who could be adaptive to the prevailing situation or influence others and lastly (iii) emotions are utilized in a constructive manner where people with EI solve complex problems and promote intellectual growth.

1.1.1.5 Theme: Migrant Labor

Problem: Migrant labor continuously returned to their native places in India due to unemployment and COVID-19 pandemic. It was a very

challenging task faced by the government to take a very large number of migrant laborers to their native places in this pandemic. The migrant labor came out of their native places because of unemployability. Again, they are facing the same difficulty of finding employment, once they come home. Industries cannot be shut down for an indefinite period as this move affects the nation's economy to a very large extent. In the Unlock-1 industries have started along with other establishments which are going to result into generation of employment and revenue for them. The labor which has gone back to their native places may not be interested in coming back again in this pandemic.

Overcome

- Major employment can be related with agriculture for the migrant labors. The government should make trained societies and teams, who can train villagers to encourage organic farming, food processing, etc. Plants producing organic manure can be setup in rural areas. This organic manure can be easily made available to the local farmers at a lower cost and can be a good source of income for rural people. For large scale requirements of food processing industries, contract farming of vegetables, fruits, food grains can be introduced in rural area.
- The state which are endowed with a wide variety of medicinal plants and herbs are very good market potential. A tie or Memorandum of Understanding (MoU) can be done with the pharmaceutical companies for these medicinal plants and herbs.
- Floriculture activities can be taken up in rural areas to employ migrant labor as this activity is a highly labor intensive one. Floriculture is having a good market potential both in domestic market as well as in the export market [17].
- Dairying industry can be developed in rural areas as per the climatic condition that suits to the area [18].
- Migrant labor can also be employed in sericulture, pisciculture and piggery which can be undertaken in rural areas. Some other allied agroforestry activities like social forestry where trees like Eucalyptus and poplar trees can be grown in rural areas which can both bring revenue and employment generation. The rest of the migrant labor can be absorbed in cottage industry and small-scale industry.

- Instant employment generation has been possible only in construction sector like road construction, building construction, etc. The government can tie up with other states and organizations where there is a requirement of skilled and unskilled labor.

1.1.1.6 *Theme: Digital Transformation (DT) of Educational Institutions*

Problem: DT should have a wider emphasis on the university education system which should include the redesign of the management of corporate IT architecture, which could make an important contribution to structuring innovation efforts in education [19]. Tremendous pain and insecurity have prevailed in the minds of our students and their parents and teachers as well. All were passing through uncertainty keeping future at stake. As there is scope of everything in India, the young generation is keen to learn new technologies such as Internet of Things (IoT), Artificial Intelligence (AI) and Machine Learning (ML) that are the value propositions to the society [20]. Adoption issue of technology is the biggest challenge. But user experience was most intuitive and innovative. Thus, it became a student centric education where joy of learning took place in multidisciplinary activities. Technology is an enabler. The most important thing is to build the workforce. Hopefully, conventional system of education is going to be a matter of the past. Challenges faced are properly understood and accepted for better educational facilities. Institutions are now looking ahead for Human Development Index thereby adding value to the lives of students and trying to make them more educated in this pandemic. Software adopted by the institutions should be flexible and agile to bring down the cost to observe that operational excellence can happen. Costs are becoming exorbitant. Teachers these days have to be more scientific in online classes, students' assessments and inclined towards learning processes.

Overcome

These are some of the relevant topics and discussions to the current scenario in India's education sector. They are discussed in a brief manner.

- Many live webinars and conferences have been conducted internationally and nationally. There are sponsored workshops been conducted by TEQIP III, Indian Academicians and Researchers Association (IARA), AICTE, IQAC Cell, National Project Implementation Unit (NPIU), ASMA, and

Institutions of Indian Council (IIC). The projects are sponsored by the HRD Ministry, Government of India.

- Technology has played a crucial role in managing new admissions cycle over the course of the pandemic. Students are engaged through virtual means including webinars and video lectures. Starting from student admission to placements, virtual mode of communication has been conducted. Technology, thus, has enhanced the learning process.
- Every higher education institution introspects during pandemic. Technology resistance, adaptation and penetration have become major issues but still every institution has adopted the best method of learning management system and online plus face-to-face learning to remain competitive. On the way digital has been used to create a unified digital experience for students throughout the education process.
- Admission of any institution is driven by Alumni. Alumni are the right mitigator for the admission process. Then Parents are the major stakeholders for admission and lastly media and association with professional bodies help in the admission process. Blended learning is the matter of this period, pandemic. MOOCs, Coursera and Swayam have been developed. YouTube Channel, e-PG Pathshala, Shodhganga, e-Shodh Sindhu and Vidwan are the means of using the contents by the students for knowledge enrichment. Application of data science in Admission is the talk of the situation. Many integrated courses have been introduced to attract the talented students towards the universities for admission. Therefore, digital marketing has played a significant role in almost all the universities in India [21].
- In India, many institutes have used Google classroom, Google hangout, Zoom Meeting, Cisco-Webex Meeting, You Tube streaming, and Microsoft Team for synchronous classes very successfully [22].
- Eminent personalities such as Vice-Chancellors, and Dean Admission and Placements opined about robust digital marketing to be implemented in higher educational institutions such as both teachers and students' testimonials should float in the web and 360-degree virtual digitization in the campus should be implemented. Another aspect is health which is of major concern. Hence, cleanliness of the institute and

proper health center maintenance information need to be provided to parents virtually.

1.1.1.7 School and College Closures

Problems: School and college closures not only impact students and teachers but also have far-reaching economic and social implications [23]. Homelessness, food security, housing, childcare, internet, disability services, digital learning and student debt are various economic and social issues in response to the pandemic. Pandemic impacted more on disadvantaged children and their families causing childcare problems, intermittent learning, compromised nourishment and economic cost consequences to families who could not work. Students from poor households remained engaged in generating income for their survival from formal education. Pandemic is now evolving into a human tragedy [24]. Again, modern culture is gradually strangling us from our true existence, making it very convenient for us to live lives that lack meaning. On a daily basis, powerful forces and rewards (money, power, attention, achievement) distract us; do not let them take over one's life.

Overcome

- Preventive measures such as social distancing has to be undertaken is an official message from the Health Ministry;
- Postponement of devotees to visit temples;
- Under home quarantine;
- Placing and using of hand sanitizers in maximum places in the city by the people is mandated;
- Keeping yourself in isolation after detected COVID-19 positive; and
- Face mask is under compulsion for one and all.

Another way of remaining happy is the Japanese concept “IKIGAI”—a justification to get out of bed every morning. *The intersection of what you are good at and what you love to do is ikigai, says Hector Garcia. Find where it is, and don't be scared to pursue it [25]. Ikigai is seen as the confluence of four major components, (i) what you're in love with; (ii) what the world wants; (iii) what you are excellent at; and (iv) what you should get remunerated for. It is said that finding one's own ikigai brings fulfilment, pleasure and helps to live longer.*

Want to find an Ikigai of yours? Four questions need to be asked are:

- (a) What am I going to love?
- (b) What good am I at?
- (c) What am I going to pay for now, or something that might turn into my future hustle?
- (d) What is it that the world needs?

Ikigai's ten rules are: (i) remain active; don't retire; (ii) take it slowly; (iii) don't fill your stomach; (iv) surround yourself with good friends; (v) get in form for your next birthday; (vi) smile; (vii) re-join with nature; (viii) give appreciations; (ix) live instant; and (x) follow your ikigai.

1.2 Conclusions

Our society must preserve both lives and livelihoods. Nature and trend of new business would be emerging such as Industry 4.0, telemedicine, automation, deep learning, machine learning, and Artificial based instruments. To do so, India needs to consider a concerted set of fiscal, monetary, and structural measures and explore ways to return from the COVID-19 outbreak. Training is imperative for employees to avoid cybercrimes in order to safeguard their assets, customer data and reputation. The theories of emotional intelligence emphasize on the evaluation and assessment of the emotional skills and thereby believes to be properly understood, analyzed and managed by the people themselves to enhance the quality of life at work. Government is taking initiatives for such a large number of migrant labors to generate employment. A Harvard study stated that survival of the quickest is the one who is going to survive. Peer to peer learning is very important. India is going to play a very crucial role in the process of virtual reality and augmented reality in near future. Steps has been initiated to make technology enabled environment in the policy NEP 2020. Vaccination finally has arrived in many countries. Front line warriors have started availing the vaccine. Now, the entire pandemic will be under control in this year 2021. Notably, we being the citizens should take precautionary measures to be less prone to any kind of flu in the future.

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