



RESEARCH ARTICLE

PANDEMIC COVID-19: ITS IMPACTS, RECOVERY AND MANAGEMENT

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Abstract

Every time when any pandemic took place world civilization faces survival threat. At this time COVID - 19 become pandemic for human being. Most of the country now facing difficulties to protect their people from this disease. The rapid growth of infection become threat for human being. This paper focused on impact of pandemic and its consequences. Through this paper one can able to understand how to tackle such un preferable situation. The objective of this paper is to identify possible future impact of any pandemic like COVID – 19 on various segment of business area. At the same time the paper also suggest business continuity plan which will help to run business during this tough time. Through this paper one can able to understand pandemic emergency management framework (P2R2) to tackle such situation at present and also in future situation.

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Introduction:-

World is now facing a threat for COVID – 19 which is known as corona virus. There are 552598 cases and 25042 death related to COVID – 19 as of now at the time of this writing all over the world. Though 128705 people are recovered from this disease but it is continuously spreading. (WHO, Coronavirus disease (COVID-19) Pandemic, 2020) World Health Organization(WHO) already declared COVID – 19 a pandemic. But as of now no country prepared to deal with this large scale outbreak. Due to this a significant impact of COVID – 19 has been seen all over the world. Every time we see when WHO declare any pandemic , large number of world population become affected by it. It shows the unpreparedness and failure of country to control any pandemic. The impact of global pandemic COVID – 19 is drastic . Most of the countries govt. imposed quarantines, restriction which includes shortage of commodities which are imported and exported. Thus it is very important to deal with those consequences as soon as possible. The purpose of this paper is to identify the impacts of pandemic COVID-19 in various aspects and provide a business continuity plan in this tough time along with develop a pandemic risk management framework .

Objectives:-

The objectives of the paper are:

To find the impact of the pandemic COVID-19.

To identify business continuity plan during and after any pandemic like COVID-19.

To identify emergency risk management practices during any pandemic.

To develop emergency pandemic management framework.

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Impact of pandemic COVID – 19:

COVID-19 will have a domino effect throughout the world. It will create a complex set of impact on community, business, government and health support system. General thinking about pandemic like COVID- 19 related with illness but it has long range societal effect at large.¹ For any kind of pandemic society were not prepared any time and we know that :

1. Governments , Societies are unprepared.
2. Government and Private sector enterprise are unprepared
3. Economic sector , medical institution and support system will be impacted worldwide
4. There are degradation in Community behavior

Following are the various impacts of pandemic COVID – 19 in various discipline :

Impact on Business:

1. There are significant reduction in workforce which leads logistics capacity problems.
2. Due to lock down and restriction in movement a significant reduction in consumption leads to a low demand.
3. Reduction in govt. revenue due to less business practices.
4. Due to lack of demand in the market unemployment increase.
5. Due to reduction in disposable income consumption focused on basic necessities.
6. Spending of people focus on essential commodities.
7. Export and import practices get affected due to restriction and lockdown.
8. More layoff due to closing of border and attempt to isolate themselves.
9. Small and medium business enterprise affected due to limited cash sources.
10. Large enterprise which are dependent on small business units and supplier get affected.
11. Due to lack of investing unemployment grows
12. There is a decline in national disposable income
13. Increase in demand for government services
14. Fall of supply chain management
15. It may not be possible to maintain production level

Impact on Medical Support Systems:

1. Increase in demand for doctors and support staffs for diagnosis and services.
2. Increase in demand for separate specialized COVID-19 hospitals
3. Increase in scarcity for isolation facilities for patients.
4. Medical Hospitals overwhelmed with patients
5. Requirement of isolation for Infected patients from traditional patient care unit
6. Problems related to Isolation supplies facilities arises.
7. Medical authorities will decide who gets respirator support & who does not
8. Limited supplies of medication (no vaccine for 6-9 mos.)
9. Increase in demand for PPP model medical supports.

Impact on Investments:

1. Reduction in investment
2. Investors prefer safe situation and avoid under develop and developing countries
3. Less investment due to reduction in production
4. Reduction in foreign investment and decline curve in stock market.
5. In companies Private equity investments fall due to above cause

Impact on Commodity Markets:

1. Due to less trading Demand reduced
2. In consideration of physical concern open pit operation are limited.
3. Delivery of essential commodity affected.

Impact on Government:

1. Reduction in revenue collection.
2. Increase demand for services from citizen.
3. Limited ability to provide of traditional support services

Segment wise Impact on Time Interval basis:

Any pandemic like COVID-19 also have some short term and long term consequences on various sectors in business. Some of them have direct impact through which they may face difficulties to continue their business operation. The impact may have sometime after shock category which required long term policy formulation. Following are some possible impact of the pandemic:

Table 1:- Segment wise short and long term effect of COVID-19.

Segment	Short term effect	Long term effect
Banking & Finance	Shortage of cash due to demand and less circulation. ATM services affected due to pandemic.	People may prefer online banking services for majority of work to avoid public interaction.
Communications Industry	Due to current condition there is increase in demand for communication services to communicate with others and collect information about situation	Due to dependency on information system increase system vulnerabilities
Continuity of government	Government fails to control spreading of virus to protect population worldwide	People are targeting government for loss of population and may be failure of control preventive measure.
Energy Industry	Due to shortage of migrant employees inability to meet demand prices for energy increase.	Rise in energy price
Media and entertainment	Large impact on immediate condition	Mode of business may be shifted.
Transportation	Drastic business losses	Targeted area in future for similar condition
Utilities	Due to lack of work force normal maintenance and emergency services affected worldwide.	Permanent destabilization of the energy sector due to loss of expert people

Business continuity planning:

Every organization's primary focus is to run their business at any situation. But it is very difficult to do so when a pandemic occur. A business continuity plan is a guideline that consists information which used for business operation during pandemic difficult time period. For this following various essential activities plays a vital role

Outlining activities:

1. Collect all relevant information about pandemic
2. Make a team and assign authority and responsibility to the top level decision maker
3. Consult with the employees , suppliers and labour representative
4. Prepare a plan for immediate action
5. Execute the plan
6. Try to communicate with other relevant business organization for better cooperation

Key Issues to be concern:

1. Avoid the company's requests for face-to-face communication during a pandemic
2. Identify essential tasks and the personnel and resources available to help them
3. Examine the possible effect of a pandemic on market and consumer needs
4. consider the particular needs of certain employees during a pandemic
5. Find the potential impact of an input supply disruption
6. Find the potential consequences of worker absences

Steps for Stability:

1. Identify alternative sources of employees
2. Make an alternative plan for overseas staff
3. Consider the change in mode of business practices suitable to your customers , product, services during pandemic to avoid interaction.

4. Make immediate response plan
5. Prepare new policy for employee welfare services, insurance coverage and leave during pandemic
6. Use appropriate manner to communicate with employees or staffs during pandemic alert

Responding to Workplace Risks in a Pandemic:

1. Prepare policies related to employee hygiene factors
2. Providing ICT technology allowing teleworking and customer electronic communication
3. Establish measures to eliminate face-to-face interaction with consumers / vendors and employees from separate locations
4. Develop plan for facilities to hand washing & hygiene, tissue disposal, regular and efficient office cleaning etc.
5. Prepare flexible jobs methods (e.g. telecommuting) and varying working hours (e.g. task shifts)

A business continuity checklist:

To carry out the business during this pandemic situation following steps plays vital role (a business continuity checklist):

Appoint a Team:

Senior administrators, Chief Executive Officer, IT staff, site owner and human resources will be involved in an successful business continuity strategy. Those primary divisions have the ability to insure that the business works efficiently in periods of turmoil, thus keeping their staff's desires into consideration.

Identify appropriate staff:

Identify the managers and employees most relevant to the organization (and support clients) and often need exposure to crucial services and information. Also during the most difficult events, a corporate continuity plan will ensure the highest degree of care for all staff.

Spikes schedule:

Companies will plan for increased network coverage and secure requirements for remote communication before an accident happens. The implementation of modular systems will enable businesses to need extended user licenses to connect in real time to the VPN and the Internet.

Select dynamic communication system:

A flexible SSL VPN solution plays a vital role by providing remote access of customer data facility which enables access – via web browser to organization.

Centralized control point:

For employees and partners develop a portal through which all necessary information and contacts being shared for access from any location.

Create back-up site:

Back-up site helps to access information from any location for business continuation when primary site access become failed.

Non- real time data :

When user find it difficult to access real-time data due to failure of primary and back-up site, a non-real time data provide necessary tools for business operation until facilities re-established.

Pandemic phase:

WHO made an assessment for pandemic in different phases when such viruses are identified based on evolving virological, epidemiological, clinical data and its spreading situation. These phases are Interpandemic phase, Alert phase, Pandemic phase, Transition phase. (WHO, 2017).

1. Inter pandemic phase: It is the time between any pandemics.
2. Alert phase: At this phase careful risk assessment and increase vigilance at local, national and global levels are required.
3. Pandemic phase: In this phase spreading occur gradually and quickly.

4. Transition phase: At this phase risk reduces and de-escalation of rapid action takes place according to the countries own risk assessment.

Principles of Emergency Risk Management:

Based on local and national risk assessment range of measures carried out to reduce the risk. According to WHO based on following principle emergency risk management takes placeⁱⁱ:

1. Comprehensive risk management
2. All-hazards approach
3. Multi-sectoral approach
4. Multidisciplinary approach
5. Community resilience
6. Sustainable development
7. Ethical basis

Risk management Essential components:

Table 2:- Components of risk management.

components	Activities
Community capacities	Develop local emergency plan for trained and skilled community health worker with adequate support and information.
Health and related services	Proper health and related services need to be provided to reduce losses of human life and secondary effects with effective planning based on situation.
Health infrastructure and logistics	Establish proper logistics support for medicines and ensure proper operational logistics response workforce.
Information and Knowledge Management	Develop effective and efficient communication strategy for collect, develop and distribute information for target audience.
Planning and Coordination	Development of short term and long term plan for effective coordination within all government ministry and at sub national levels.
Policies and Resource Management	Adequate procedure, plan and policies and emergency management structure should be made based on national risk assessment.

Pandemic Emergency Management Framework (P2R2 Model):

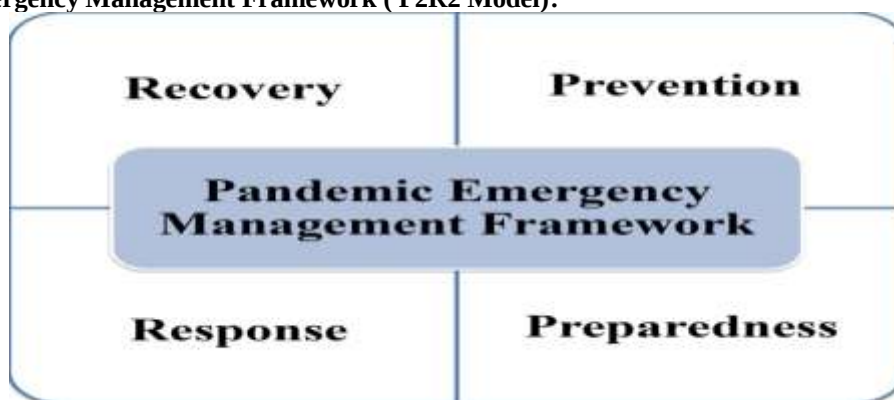


Figure1:- P2R2 Model.

1. Prevention - Predetermined effort to minimize the effect of pandemic on community.
2. Preparedness- Develop capacity by creating and testing plan to prepare community for pandemic.
3. Response- Take appropriate action before and after the pandemic to protect people and organization.
4. Recovery – Take steps to restore and resume normal operation.

Policy implementation:

This paper will help the policy maker to take necessary steps to manage any pandemic throughout the world. This paper will help to prepare emergency pandemic management tasks as per country requirement as well as for the organization.

Conclusion:-

To tackle any pandemic this paper plays a vital role for various government and organization in the world. Through this paper one can get an idea about the possible consequences of any pandemic and how to overcome this situation.

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