



**NATIONAL PRODUCTIVITY ORGANIZATION
LIAISON OFFICE APO, JAPAN**

**BRIEF REPORT ON PRODUCTIVITY TALK ON
ECONOMIC RESILIENCE AND BUSINESS CONTINUITY FOR
THE DIGITAL ECONOMY**

- Date:** 29th April, 2020
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Presentation/ Discussions

Hope of Economy :

Coronavirus is impacting countries, communities, and individuals at an increasing rate and is teaching us lessons in humanity, prediction, action, and collaboration. As businesses face unprecedented levels of uncertainty, they're uncovering new ways to lead, build resilience, connect across ecosystems, and create more accurate predictive insights. When news of COVID-19 spread, organizations began considering how it would affect silicon valley product launches, employee well-being and business continuity. But many failed to consider the importance of a resilient business model. Business model resilience is often missing from traditional business continuity plans. Organizations plan for disruptions to resources and processes, but don't recognize that business models can be just as big a threat to continuity of operations.

The key is to ensure that your business model is as resilient to outside disruptions as the rest of the business. Companies need to leverage a systematic approach to strengthen the resilience of their current business models to ensure their ongoing operation during COVID-19.

The education in the current pandemic has initiated a new way that kids are learning from home, teachers are giving lectures from their home by using different online tools. The pandemic has a lot of impact on the restaurant industries, because dining at the restaurants is impossible due to lockdowns and as a result the restaurant industry is connecting to its customers through online delivery and the world is getting its revenue online. By thinking differently for creating new ways of doing business gives hope.

In times of crises there are amazing opportunities, the worst the crises is the more opportunities arises. Human race is trying to understand what is going in the world. However, at the same time we should give it a thought that how could we recover especially economically from this situation. All the businesses have opportunities to respond to these situations. There has been a lot of progress in tele medicine to deliver

health care, when people cannot get together. Tele medicine is a growing area for us. In many ways technology that we are using to connect with each other, the tools that we need are actually to be identified not in terms of only technology, but just in terms of delivering product and services. There are boundless opportunities for industries to get benefit and at the same time help us all to recover from this situation.

How Fast the Economy will revitalized in terms of SME's:

There are studies and talk about the unemployment, these reports are in a wide range but they all clearly pointed the economic damage of unemployment. There are estimates that 15 % unemployment and even more than that for about 35% of unemployment may happen due to this pandemic. The people who are most affected are the small business owners, because they are the ones who are in the kind of business where there is a lot of person to person interaction and they also don't have a lot of reserves to fall back on. When their business are ordered to close, and the customers have been ordered to stay away, those are the business mostly affected. There are two common models U-Shape and V- Shape, the V- shape is a fast recovery model, but I think in this pandemic situation we will have a U-Shape recovery because the pandemic has really wrecked a lot of the supply chain. The interdependencies between various industries are going to take some time as the things are going and we will have a slow recovery. Small business owners are among the most entrepreneurial in the world. People applying themselves to this new situation even working together. The world has many new problems to be solved. The opportunities' for each of us in the industries, the things that we know, how we do, how we can apply the knowledge to really solve the problems that exist today. Continuity to create value for the rest of the world depends to get us back into the recovery as quick as possible.

Recommendations

In the current crisis, businesses need the ability to operate anywhere. COVID-19 and the social response to it have underscored the business continuity mandate. Whether it's an IT based or non-IT based businesses they all need to find solutions to protect enterprise and customer data, minimize disruption to business operations, and reduce pandemic-related downtime. People need to get together in bringing new solutions to their counterpart businesses and entrepreneurs and should share the models for others to thrive to new methods.

Questions & Answers

Question 1 Do you foresee that this will persist after the Covid 19 means whether the Phenomenon is just a temporary or that is going to be stay in terms of isolation and supply chain?

Answer **ISOLATION** :

As humans we need to interact face to face with each other and we need to see people, which is a natural human instinct, which will never go away. I do believe that for the long time we will use digital tools, but for every important occasions we will going to meet people in person whether its business or personal. When we will go back in terms of face to face interaction we will not eliminate that we are living in a world where there is greater need for safety, so the need for testing, the need for measuring, the

result from those testing, reporting on that testing, that we all are going to remain safe not only from this COVID-19, but in terms of future infections and pandemics. The need is going to grow that the new sensitivity that we have now which was not before, that is going to point another opportunity of this new situation. that we may establish new products and services that allow us to be safe while interacting with each other, there is going to be some interesting business opportunities' in that area.

SUPPLY CHAIN:

When times are going to be good there is no urgency to fix the broken system. The pandemic is really an issue that needs to be fixed. Recently in news in USA we heard that a meat packing company which is one of the biggest company, because over the years they have a centralized system of meat packing, because the economy is up scale. In the same business, a lot of people are infected and now they have shut down, due to which there is a shortage of meat and the prices are going up. The future is really to upon how to build contingency plans, perhaps there should be more decentralization system. Where there are multiple providers, so you do not have one point of failure. I think the pandemic just uncover what needs to be fixed and the good news is that fixes are being implemented.

There are many farmers who were growing a lot of food and there are many people that need food, the problem is that they cannot get food from the farmers, because they do not have ways to get to them. Therefore, the farmers were producing food they were expecting restaurants to buy, now they don't have that demand from the restaurants. All the food was going into waste, someone saw the news in a group in network city, then this group of people rally together and create the distribution to get shipment of foods to be delivered from the farmers of ohio to new York city. I do think that after we cover from it the infrastructure just will get better.

Just like after 9/11 a lot of companies they had data centers offices in manhattan, right after when they realize like we should have business community planning, a lot of companies creating a lot of offices in different paths of the country, so that if some things happen to this data center, the whole company will not shut down. The future is really to fix the supply chain and in making sure that the business community planning is on placed and there is not one point of failure.

Question 2

What type of risk killing and the training for the new available skills that you would suggest?

Answer

There is really a lot of resources online to enable us to re skill, up skill and re train. We should collectively take a look at the body of the context that are available. take this time which is admittedly challenging and there are fewer economic opportunities' to improve our selves professionally . at the same time we are going to require new skills because we are entering in a situation, where nobody knows what the answers are, there is so much going on that we see, where we all trying to figure it out. If we look

at the past in terms of what is known and the educational resources care there and we match that with this kind of entrepreneur to adopt a new situation. I do believe that the key is ultimately for being resourceful. We will see resurgence around safety, how we can be able interacting with each other in many ways and ensure our safety. Digital is a part of that but by no means is the only part of that, so looking that in a kind of industry the supply chain and opportunity to re-engineer, those also points to new opportunities, workers in the fields can prepare as well.

Question 3

What should a small businessmen do now?

Answer

The best strategy is to go online. Reach your clients with custom options and provide them value added services so it's easy for your client to reach your products.

Question 4

Supply Chain is broken now. Is it going to be for short time or is it going to remain same?

Answer

We need to face people in one way or other way. This is going to be digital for short time but within one year supply chain will be back to its place. People to people interaction is inevitable. N order to take safety in mind there is a need for testing, resulting and reporting need to added in the filter process. This layer has to be there for some time to come in order the products are safe.