

Work Ethics and Practices During Pandemic Times – The New Normal

By

Sourav Daspatnaik

MD, Swach Environment Pvt. Ltd.

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Impact of pandemic on business and economy

Impact of pandemic on workforce in different sectors

Work practices and challenges in infrastructure and utility sector

The emerging organisation of the future

Work place productivity in post lock down.

The future work practices and work culture

Leveraging new technologies for emerging organisation

New Normal – The Future could be bright

Conclusions

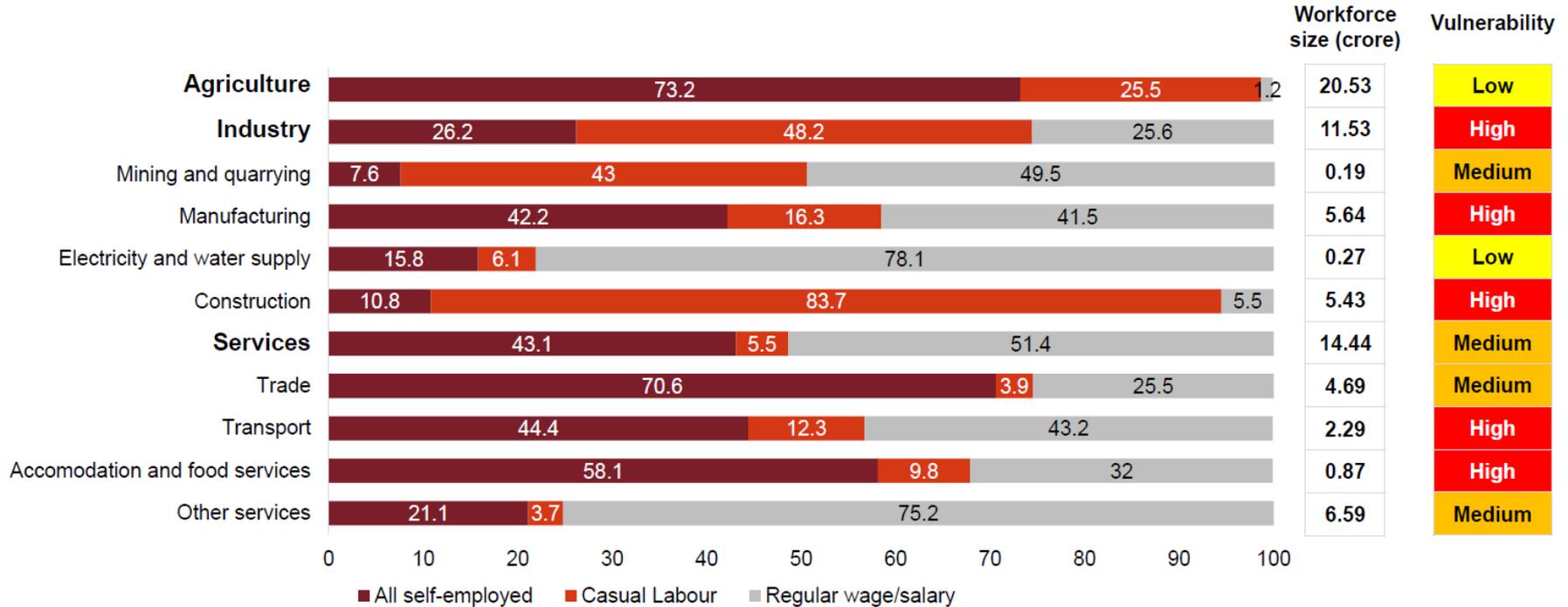
Viral fever: Covid 19 impact on economy and business

| Industry | | → % share in GVA | | | | → % share in sub-sector GVA | | | | | | | |
|--|-----------------------------|------------------|--------|--------|-----------------------------|---|------------|-----------------------------|--------|--------|--------|--------|--------|
| | | Q1 | Q2 | Q3 | Q4 | Services | | → % share in GVA | | | | | |
| | | | | | | | | → % share in sub-sector GVA | | | | | |
| | | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | | | | |
| Sub-sector: Mining (3%) | | Red | Orange | Yellow | Green | Sub-sector: Services (52%) | | | | | | | |
| Sub-sector: Manufacturing (18%) | | | | | | | | | | | | | |
| Food products, beverages & tobacco (10%) | Dairy products | Yellow | Yellow | Green | Green | Trade (w/sale, retail) (22%) | | Red | Orange | Green | Green | | |
| | Beverages & consumer foods | Orange | Yellow | Green | Green | Hotels & restaurants (2%) | | Red | Red | Orange | Orange | | |
| | Textiles & leather (12%) | Red | Red | Orange | Orange | Communication & broadcasting (3%) | | Communication (telecom) | | Green | Green | Green | Green |
| | Metals (14%) | Red | Orange | Green | Green | Broadcasting (media) | | Red | Orange | Yellow | Green | | |
| | Machinery & equipment (25%) | Red | Red | Orange | Orange | Transport (9%) | | Rail transport | | Red | Orange | Orange | Yellow |
| Other manufacturing (39%) | Cement | Red | Orange | Green | Green | Road transport | | Red | Green | Green | Green | | |
| | Pharmaceuticals | Yellow | Yellow | Green | Green | Air transport | | Red | Red | Orange | Orange | | |
| | Consumer durables | Red | Red | Orange | Orange | Transport services | | Red | Orange | Yellow | Yellow | | |
| | Automobiles | Red | Red | Orange | Orange | Financial services (11%) | | Red | Red | Orange | Orange | | |
| | Gems & jewellery | Red | Red | Red | Orange | Real estate & professional services (29%) | | Real estate | | Red | Red | Red | Orange |
| FMCG | Orange | Orange | Yellow | Yellow | Professional services (IT) | | Orange | Orange | Yellow | Green | | | |
| Sub-sector: Utilities (mostly power) (2%) | Red | Red | Orange | Yellow | Public administration (11%) | | Green | Green | Green | Green | | | |
| Sub-sector: Construction (8%) | Red | Red | Orange | Yellow | Other services (14%) | | Healthcare | | Orange | Orange | Yellow | Green | |
| | | | | | | | | Education | | Yellow | Orange | Green | Green |

Source: CRISIL



Viral fever: Covid 19 impact on workforce



India's workforce or active working population is estimated at ~46.5 crore. Of this, 89-90%, or about 41.5 crore works in informal economy (i.e., without any social security benefits)

Change in work Policies & Practices



Personnel health and safety

Implementing stringent procedures and responses to positive tests

- Worker risk profiling
- Screening/testing procedures
- Quarantine policies
- Personal protective equipment guidelines



Physical workspace

Creating a physical environment that proactively reduces risk of Covid-19 spread

- Spatial configuration
- Limiting interactions
- Cleaning protocols



Staffing and attendance

Sustaining distributed approach between employees working from home and on-site

- Identify jobs that can sustainably be managed from home full-time
- Adaptation of job routines to new mix of on-site/working from home



HR policies

Adapting compensation and benefits to level of risk workers are facing

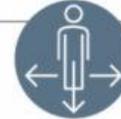
- Dedicated bonus or benefits
- Salary adaptation



Travel policies

Limiting spread of disease through strict traveling restrictions

- Protocols for commuting via public transportation
- Strict travel protocols
- Behaviors while traveling



External interaction

Limiting unnecessary risk from interactions with third-party stakeholders (vendors/customers)

- Format of interactions (in person vs. remote)
- External constituent screening

Getting your work place ready for #covid19 - the real challenge ?



| | | | |
|---|---|---|---|
| <p>Getting your workplace ready for #COVID19</p> <p>Promote regular teleworking across your organization. If there is an outbreak of COVID-19 in your community, the health authorities may advise people to avoid public transport and crowded places. Teleworking will help your business keep operating while your employees stay safe.</p>  <p><small>World Health Organization #Coronavirus</small></p> | <p>Getting your workplace ready for #COVID19</p> <p>Brief your employees, contractors and customers that if coronavirus starts spreading in your community, anyone with even a mild cough or fever needs to stay at home.</p>  <p><small>World Health Organization #Coronavirus</small></p> | <p>Getting your workplace ready for #COVID19</p> <p>Promote good respiratory hygiene. Ensure that surgical face masks and/or paper tissues are available at your workplaces for those who develop a runny nose or cough at work - along with closed bins for hygienic disposal of them.</p>  <p><small>World Health Organization #Coronavirus</small></p> | <p>Getting your workplace ready for #COVID19</p> <p>Keep workplaces clean and hygienic. Promote regular and thorough handwashing. Promote good respiratory hygiene. Consult national travel advice before going on business travel. Advise those who are sick to stay home.</p>  <p><small>World Health Organization #Coronavirus</small></p> |
| <p>Getting your workplace ready for #COVID19</p> <p>Promote regular and thorough hand washing. Put sanitizing hand rub dispensers in prominent places around the workplace and provide access to places where staff, contractors and customers can wash their hands with soap and water.</p>  <p><small>World Health Organization #Coronavirus</small></p> | <p>Getting your workplace ready for #COVID19</p> <p>Surfaces (e.g. desks and tables) and objects (e.g. telephone, keyboards) should be wiped with disinfectant regularly.</p>  <p><small>World Health Organization #Coronavirus</small></p> | <p>Getting your workplace ready for #COVID19</p> <p>Your employees should comply with any local restrictions on travel, movement or large gatherings.</p>  <p><small>World Health Organization #Coronavirus</small></p> | <p>Getting your workplace ready for #COVID19</p> <p>Advise employees & contractors to consult national travel advice before going on business trips.</p>  <p><small>World Health Organization #Coronavirus</small></p> |



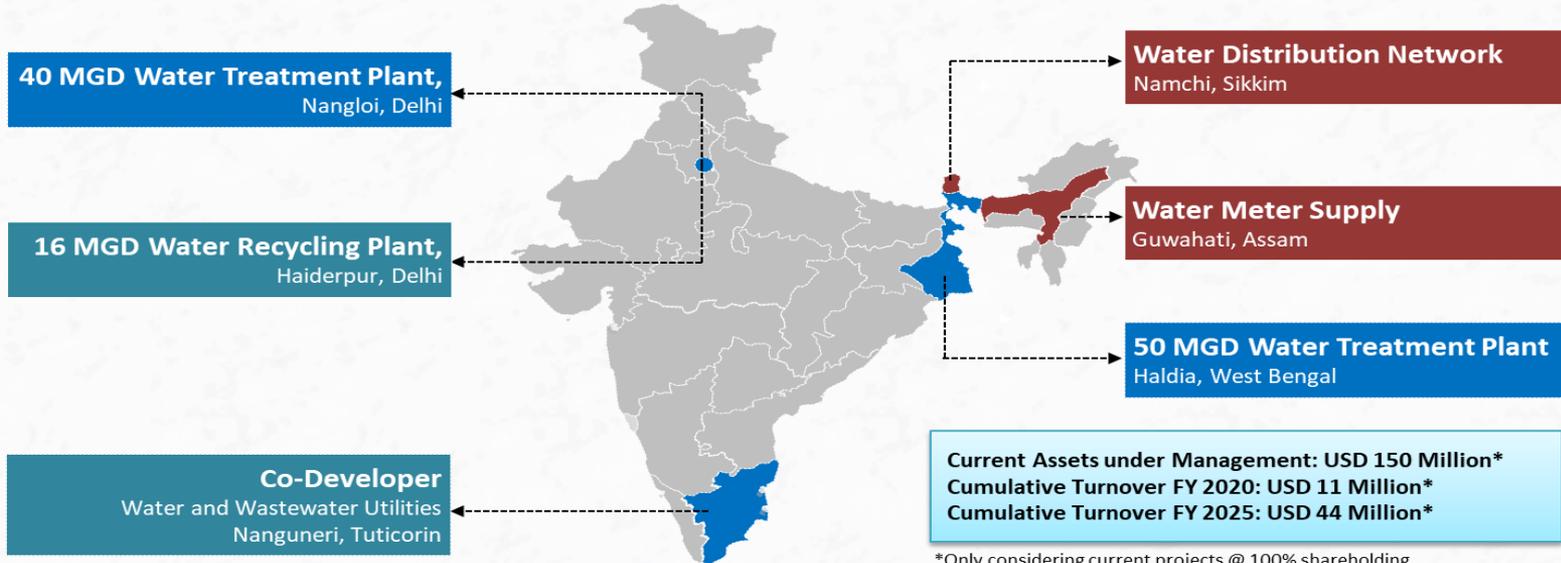
WHO guidelines- the formal Economy

- @ WFH : Challenges of the remote working model**
- Un-anticipated challenges.
 - Creation of dedicated work environment
 - Managing Personal and work environment @ heightened stress
 - Digital connectivity and Digital Literacy
 - Empathy Vs Business challenges



Public guidelines –the informal economy

Swach Footprint of 24x7 utilities



Nangloi Water Services

- One of the largest PPP water project in India
- Capacity: 40 MGD with 1900 KM Network
- Project Area: 137 sq km
- Beneficiaries: ~ 1 Mn people
- Technologies Implemented:
 - ✓ SCADA Automation
 - ✓ District Metered Area
 - ✓ 350,000 connections with AMR water meters
- Projected Turnover FY 2025: USD 22 Million



Haldia Water Services

- Serving ~ 65 industries (90% Industrial supply) and commercial, domestic and municipal supply in the entire city of Haldia, West Bengal
- Capacity: 50 MGD with 180 KM Network
- Project Area: 110 sq km
- Beneficiaries: Over 250K people
- Technologies Implemented:
 - ✓ SCADA Automation
 - ✓ Bulk Electro Magnetic water meters
- Projected Turnover FY 2025: USD 20 Million

Work practices and challenges in infrastructure and utility sector- utilities never had any lock down?

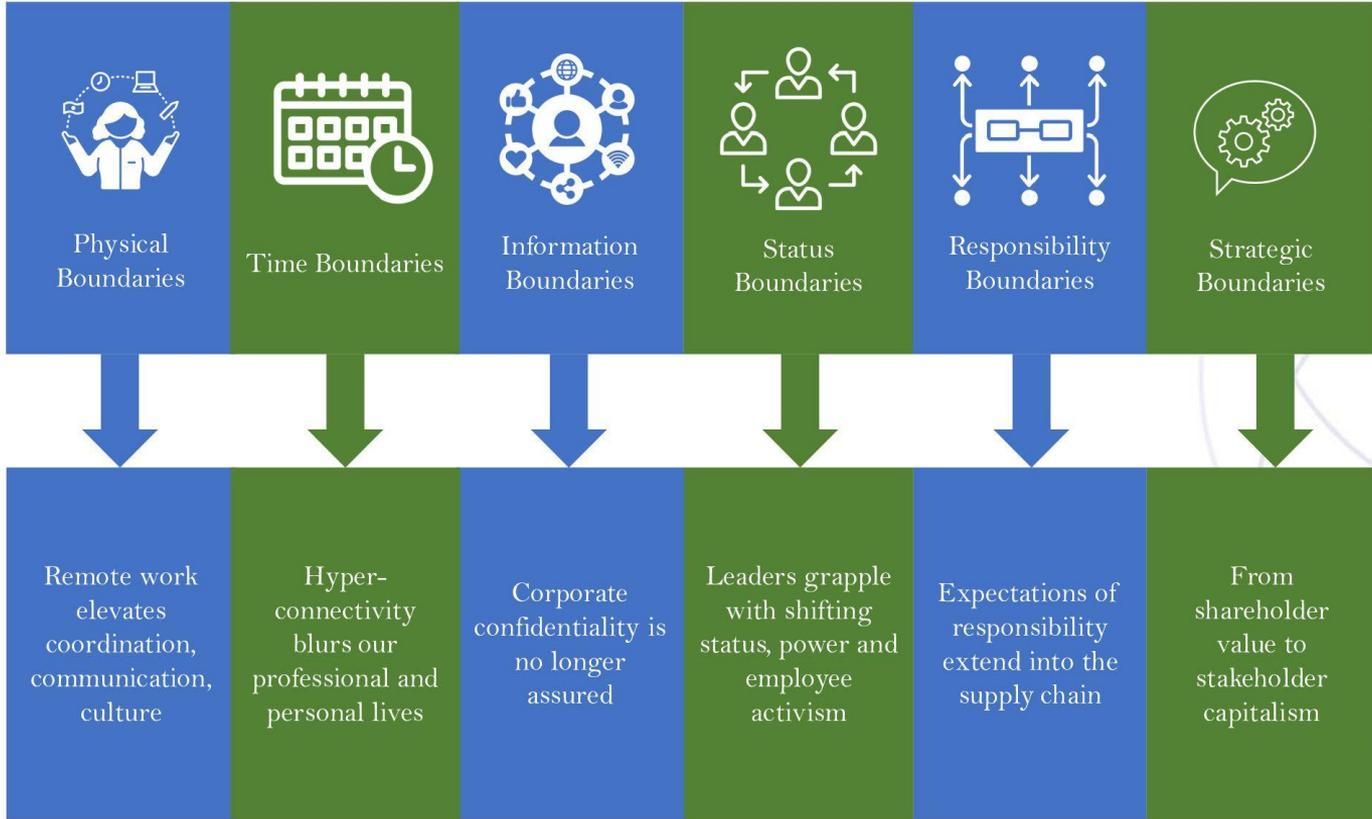


Instances of Swach Projects maintaining occupational safety and health.

NWS Pictures, Metro Road digging, meter checking, pipe line laying, UGR construction



COVID-19 has ushered in the 'intangible company'



New forms of Organizations



Accelerated Trends

- More employees working remotely
- Increased use of employee data
- Greater role of the employer as a social safety net
- Wider use of contingent workers



New Impacts

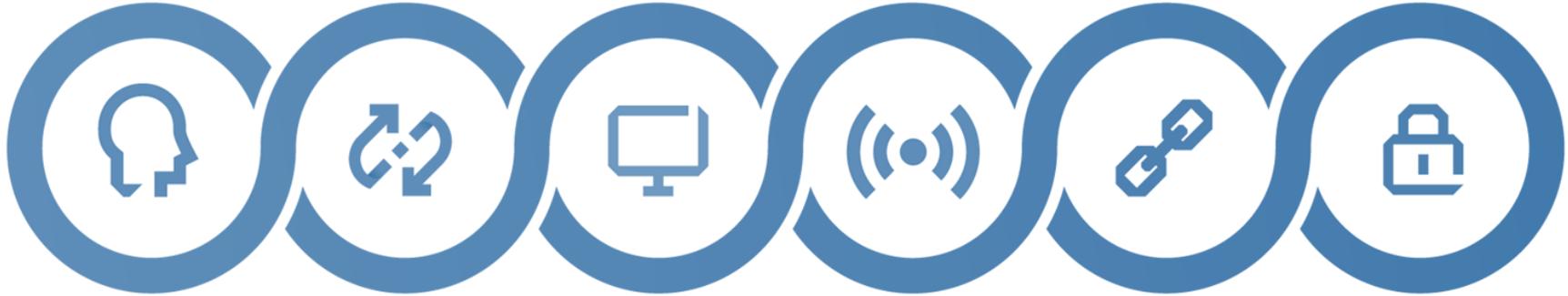
- Critical skills are no longer synonymous with roles
- Some employees find work more humanizing in the crisis; others find it dehumanizing
- Crisis response distinguishes top-tier employer brands



Pendulum Swings

- Organizations prioritize resilience as much as efficiency
- Crisis adds to organizational complexity, straining design, culture and value proposition

Workplace productivity-organized economy



CULTURE AND AWARENESS

Provide technology and environment optimizations for enabling effective remote working and activate communications plan to provide policy guidance both internally and externally

ELASTIC COLLABORATION

Rapidly deploy collaboration tools across the organization and build bridges with your customers, partners and suppliers

VIRTUAL WORK ENVIRONMENT

Evaluate network, accelerate devices deployment, and leverage virtual environments to support increased mobile demand

SEAMLESS NETWORKING

Enable reliable and secure remote network connectivity to employees homes and seamless integration with customers and partners.

DISTRIBUTED CONTINUITY

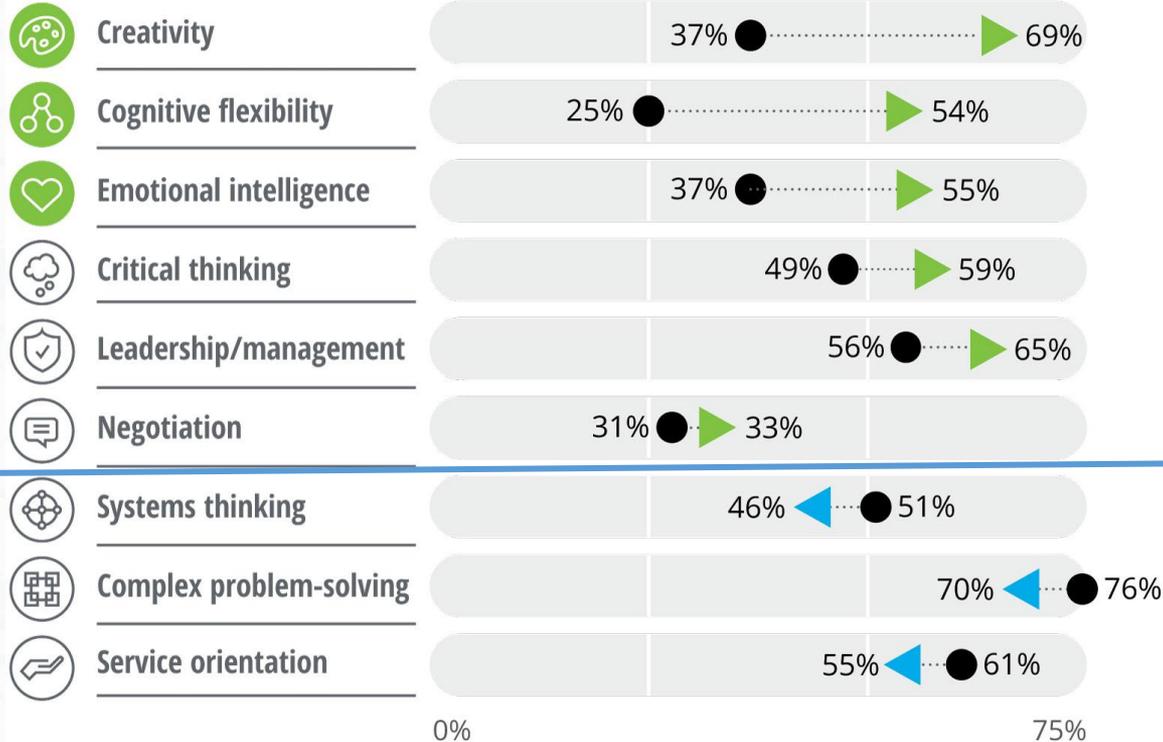
Enhance business continuity plans to include reduction in workforce, travel restrictions and large scale remote working environments

ADAPTIVE SECURITY

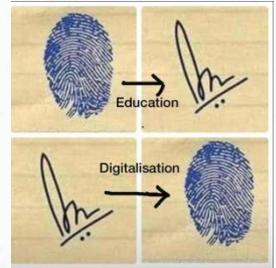
Leverage exception-based processes, expand zero trust network access approach, and automate with endpoint management detection and response

Emerging technologies require new skill sets in work place

● Current skills ► Skills in 3 years: Increase ◄ Skills in 3 years: Decrease

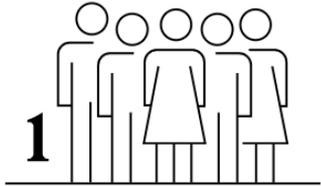


Emerging/
Flexible
Organisation



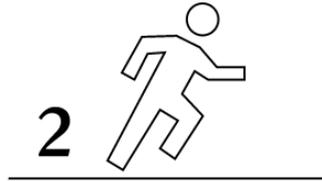
Classical
/Structured
Organisation

The five horizons @ business – The future could be bright



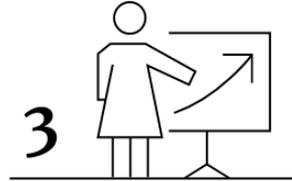
1 Resolve

Address the immediate challenges that COVID-19 represents to institution's workforce, customers, technology, and business partners



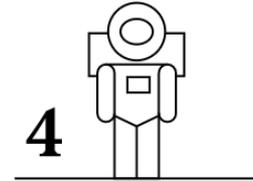
2 Resilience

Address near-term cash-management challenges and broader resiliency issues during virus-related shutdowns and economic knock-on effects



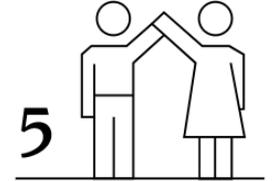
3 Return

Create detailed plan to return business to scale quickly as COVID-19 situation evolves and knock-on effects become clearer



4 Reimagination

Reimagine the next normal: what a discontinuous shift looks like and implications for how institutions should reinvent



5 Reform

Be clear about how regulatory and competitive environments in industry may shift

The New Normal



Focus on care and concern

- Reach out, but with support, not marketing
- Make a priority of employees and community
- Stay true to company purpose and values



Meet your customers where they are

- Innovate digital models to help customers weather the crisis safely from home
- Expand home delivery options
- Consider contactless operations



Reimagine the post-COVID-19 world

- Economic hard times will force cost cuts
- Migrate customers to digital channels to save money and boost satisfaction
- Brick and mortar stores may look very different post-crisis



Build agile capabilities for fluid times

- Tap social media, not surveys, for quick customer readings
- Solicit employees for ear-to-the-ground insights
- Save time with “test and scale” labs
- Pay attention to “failure modes” indicating that you’ve missed customer signals

The Tech Enabled Office Setup



Pre-entry wellness checks
Lobbies & building entrances



Touchless entry
Elevators & common spaces



Social distancing sensors
Desk space



Remote collaboration tools
Meeting spaces & conference rooms



Cybersecurity & at-home network security
Beyond the physical office



Employee wellness, communication, & engagement tools
On-the-go HR resources



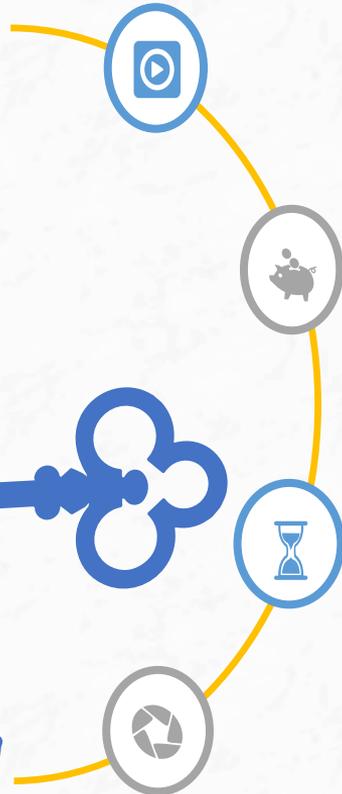
Low-touch & voice-enabled tech
Kitchen



Autonomous cleaning solutions
Bathroom



Growth Mindset for Leaders During Pandemic



Be present

Your full presence and attention matters. Since you are not physically present, you need to show up in other ways. You need to amplify your presence and truly show up energetically.

Stay professional

As a leader, your appearance always matters. Show up like you always do, if not better. Dress as if you were going into the office for a meeting. When using video, make sure you have good lighting and full-face screen positioning

Maintain structure

Integrity matters. This is no time to get sloppy. If you do, what will your people do? It's important to manage everyone's integrity around timeliness and being present and focused in your meetings and conversations.

Don't forget your company's purpose

Regardless of the current circumstances, it is important that you continue to stand for your company's purpose, mission, values, i.e., who you are as a company, why you exist, what you are about, and the difference you're making in the world.

Conclusion and Takeaways

- ❑ Most businesses (except for agriculture, e-commerce, telecom) will continue to face challenges for next 2-3 qtrs.
- ❑ Severe to moderate impact on work force employment across sectors and MSMEs
- ❑ Organisations adapt and change with new work policies.
- ❑ Getting ready for post pandemic –**The real challenge ahead.**
- ❑ Emerging organisations- flexible with blurred boundaries
- ❑ New forms of organisations with accelerated trends
- ❑ Managing work force productivity during the new normal- **from small to big**
- ❑ Leveraging New skill sets and technologies
- ❑ Future will be bright for organisations exhibiting 5Rs-Resolve, Resilience, Return, Reimagine, Reform
- ❑ The New Normal- learn to live with the Virus, **this is once in a life time opportunity!**
- ❑ Key Behavioural changes and differentiators for survival
 - ❑ **Communicate**
 - ❑ **Empathy**
 - ❑ **Collaboration**

Rotary



SWACH
A SREI Initiative



SAVE THE WATER™

THANK YOU

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Sourav Daspatnaik
Managing Director
Swach Environment Pvt. Ltd.

Tel: + 91 33 6606 7856

Email: sourav.daspatnaik@swachenv.com

