

Post-Pandemic Strategy for Industries.

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Abstract- *The outbreak of the covid -19 pandemic is an unprecedented shock to the Indian economy. Economy depends upon consumption, and due to lockdown, consumption is low. It is crucial for industries to make strategies, so that they can increase their selling power in optimal cost after lockdown, so that consumption will increase. Here, we describe strategies for industries to face post pandemic scenario. We have explained some curve that industries should focus on. It is very important for industries to mainly focus on new technologies which will help them to progress.*

I. INTRODUCTION

Many companies affected in many ways during this pandemic (covid-19). And we don't know when will all this end. India is a developing country and as present scenario of this pandemic, India should ready to face any circumstances. But the main question arises is what will industries do to boom after this pandemic? It is very crucial for us as a world to be ready to face the post pandemic situation.

There are always three types of industries during pandemic:

- I. Winners
- II. Losers
- III. In-between

Winners are the industries which are growing during pandemic. e.g. E-Commerce industries, online-entertainment, some of delivery companies, video conferencing companies, and the most important non-cycling business, pharmaceutical business etc.

Losers are the industries which lose their business during pandemic. e.g. travel & tourism business, construction, cinema, salon, hospitality etc.

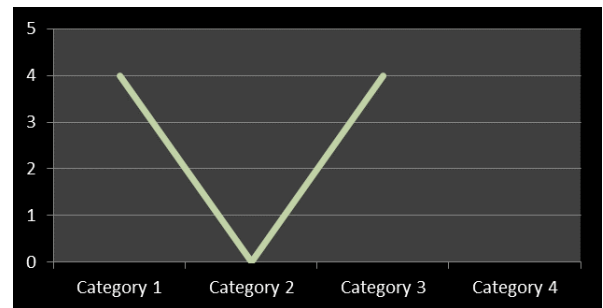
In-between are the industries which are between winners and losers during pandemic. e.g. banks, education, health care etc.

II. ELABORATE APPROACH

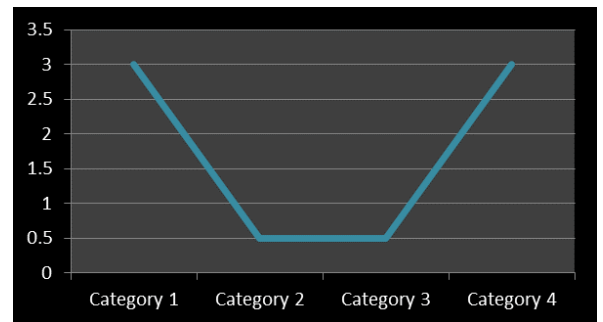
There are three type of economic curve.

- V shape curve: where industries go down during pandemic and after pandemic suddenly go to boom.

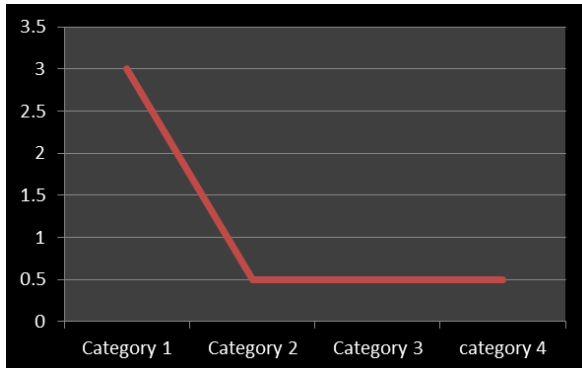
This curve known best for recovery to sustain in the market.



- U shape curve: where industries go down during pandemic and maintain lower level for some time and then go up to boom. This curve take time to progress.



- L shape curve: where industries go down during pandemic and remain in down.



III. FINDING

- Industries must try to focus on V shape curve.
- Industries should produce with optimal cost.
- Take advantages of government policies on industries.
- Adapt fastest process to develop their business.
- Adapt new technologies.
- Innovation.

CONCLUSION

It is very crucial for industries to make strategy which will help in the growth after loss (due to pandemic). After pandemic, world will try to create new innovation which will help them to recover from losses. As a conclusion we can say that, post pandemic performance of any industry depends upon industries courage to adapt new technologies and fastest process.

REFERENCES

- [1] YouTube, posted by Dr. Vivek Bindra, posted on March 30, 2020.
- [2] Article by Deepak Parekh on global financial crisis in Economic Times.

ACKNOWLEDGMENT

We would like to thank Prof. Prathamesh Nadkarni sir for motivating us. He is disciplined and optimistic person who guide us on the right path.