

Post COVID-19 Revival & Reset
A Study with Specific Reference to Automobile Industry,
Chennai, Tamil Nadu

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Abstract

The key objective of a company's recovery stages is to quickly identify and address the sources of its problems that had led to its downfall due to COVID-19. It is necessary to determine whether the business can be saved or if the situation cannot be fixed. COVID-19 has put all the automobile industries in crisis. The local impact of the COVID-19 crisis is still highly collapsed. This paper takes an in-depth look at the impact of the COVID-19 crisis on the automobile industry. It provides real-life examples of responses from the high-level and low-level management of the company **Precision Pressings** on their recovery stages. Finally, the paper offers a perspective to discuss the crisis' and how they are managing to recover from the downfall and what stages do they follow to recover the business.

Introduction

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus.

According to the Ministry of Statistics, the economic impact of the 2020 coronavirus pandemic in India has been predominantly disruptive. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1%.

Industrial companies are forced to overcome the instantaneous impact of COVID-19 as both their manufacturing and supply chain operations are being shattered, and their customers' operations face similar challenges. This is having an exponential effect down the whole supplier network, hitting Industrial Equipment companies with a lag, but at full force, nonetheless.

Many of the small industries have been affected by this pandemic. In light of the above, this paper attempts to explore how much **Precision Pressings** company is affected and how it is recovering from the downfall.

The Recovery Stages of Business

- Business focus
- Business continuity
- Cost optimization
- Business resiliency
- Targeted investments
- Future enterprise

Economic Situation

- Covid19 crisis
- Economic slowdown
- Recession
- Return to growth
- The next normal

Safe Operating Procedure – Precision Pressings

- Covid-19 test.
- Temperature check.
- Sanitization of hands every two hours.
- Extra pair of gloves.
- Extra pair of masks.
- Maintaining social distancing in the food mess
 - i. Three in a row.
 - ii. Batch vice.
 - iii. Disposable water cups and plates.

Recovery Strategies

- spot and document resource essentials based on business improvement area (BIA).
- Conduct gap analysis to determine gaps between recovery essentials and current proficiency.
- Investigate recovery strategy options.
- Effectuate strategies.

Objectives of the Study

- To analyse and interpret the strategies of SOP (Safety Operating Procedure) followed by the Organisation Pre & Post Pandemic.
- To study the recovery strategies after the downfall due to covid19.

- To examine how much the industry got affected by the pandemic.

Research Methodology

The research process consists of the number of selected steps, which are essentially inter-dependent. The collection of facts and information will be followed by processing using scientific technique and tools arrive at reasonable conclusion. The research design used in the study is Descriptive in nature. The data were collected from both primary and secondary sources. Structured questionnaire was distributed to a sample of 60 employees working in Precision Pressings to collect Primary Data using Convenient Sampling Technique. The secondary data were sourced from websites, journals, articles, and media report.

Scope of the Study

The scope of the study gains more attention as the study focusses on the revival of business which can be identified, and suitable recommendations can be made. This study was conducted by the researcher in Precision Pressings at Chennai

Need of the Study

The recovery strategy implemented by Organisation to recover from the pandemic downfall. The present study is an analysis of the revival of business of the Organisation, which serves as an effective feedback to the Management.

Limitation of the Study

- Due to Time Constraints, the survey was restricted to 60 respondents from the universe.
- As the questions were direct to the personal opinion of the employees, some of them were hesitant to respond.
- Meeting the employees personally was difficult during their working hours.

Tools for Analysis

- Chi-square test.
- Weighted mean test.

Review of Literature

According to **Monika Chaudhary, P. R. Sodani and Shankar Das** upsurge of COVID-19 brought social and economic life to a stop. In this article the theme is on evaluate the impact on affected areas, such as aviation, tourism, retail, capital markets, and oil. The crisis endorsed a horrifying mass diaspora of such floating population of migrants on foot, amongst countrywide lockdown. Their agony particularly were loss of job, daily ration, and absence of a social security net. COVID 19 has also provided some peculiar possibilities to India. There is a latitude to engage in global supply chains, multinationals are losing trust in China. To 'Make in India', some reforms are needed, labour reforms being one of them.

According to **Alexander W. Bartik, et.al.**, the impact of COVID-19 on the small business in the United States, focused on three questions. (i) how did small businesses adjust to the economic disruptions resulting from COVID-19? (ii) how long did businesses expect the crisis to last and how do expectations affect their decisions? (iii) how might alternative policy proposals impact business and employment resilience? The timing of the survey allowed to understand assumptions of business owners at a crucial point in time when both the development of COVID-19 and the government's response were quite undetermined. The results of this article says that the pandemic had already caused massive disruption among small businesses just several weeks after its onset and initial to the obtainability of government aid through the Coronavirus Aid, Relief, and Economic Security (CARES) Act.

Some of the other significantly related materials reviewed include:

- Shubhi Agarwala & Archana Singh (January-June 2020), COVID'19 & Its Impact on Indian Economy, International Journal of Trade & Commerce-IIARTC
- Indian Businesses Resilient Despite Corona Virus Impact: HSBC'S Navigator's Report
- Impact of COVID'19 in India, Business Standard
- Impact of COVID'19 on Indian Economy, Business World
- Arun Monappa. (1990). Employee welfare and social security in industrial relations. New Delhi: Tata McGraw-Hill Publishing Company Limited.

Data Analysis

CHART – 1

The company recovering from the downfall: The company's production had slowed down due to several lockdowns in the city and is recovering.

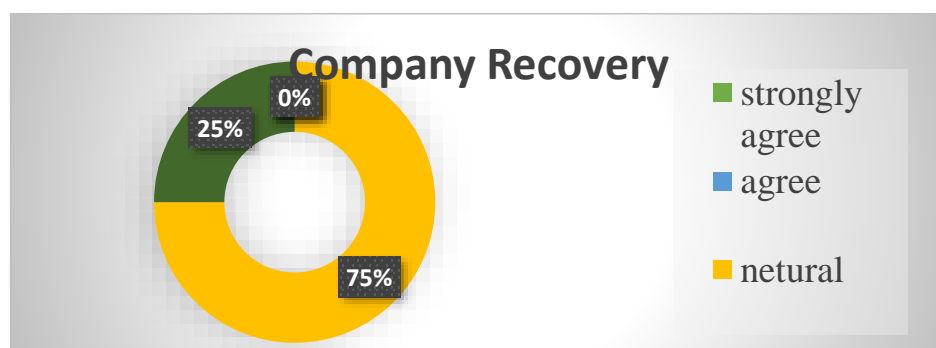


CHART – 2

The company's downfall: the employees had said that the company is picking up from the downfall very slowly.

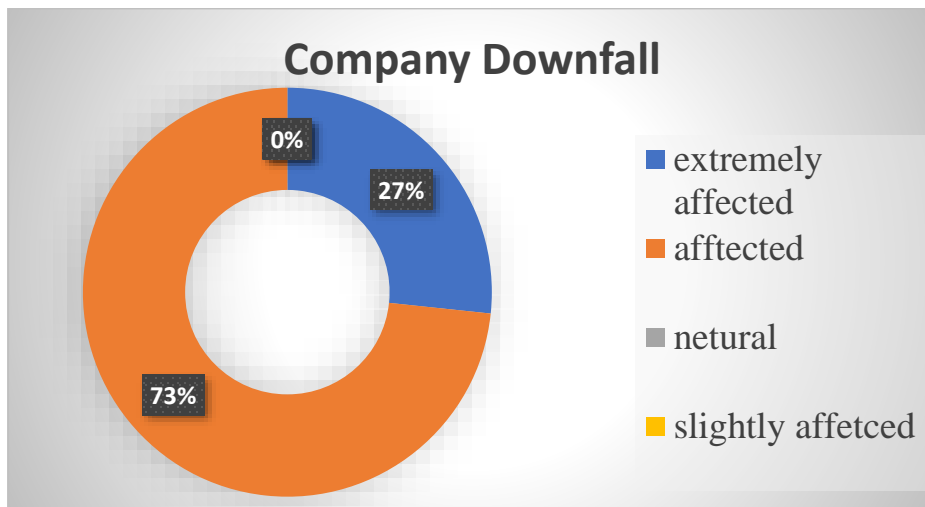


CHART - 3

Employees present in the 50% labour - G.O: the company followed the Government order for industries of only 50% of the labour should work in the industry.

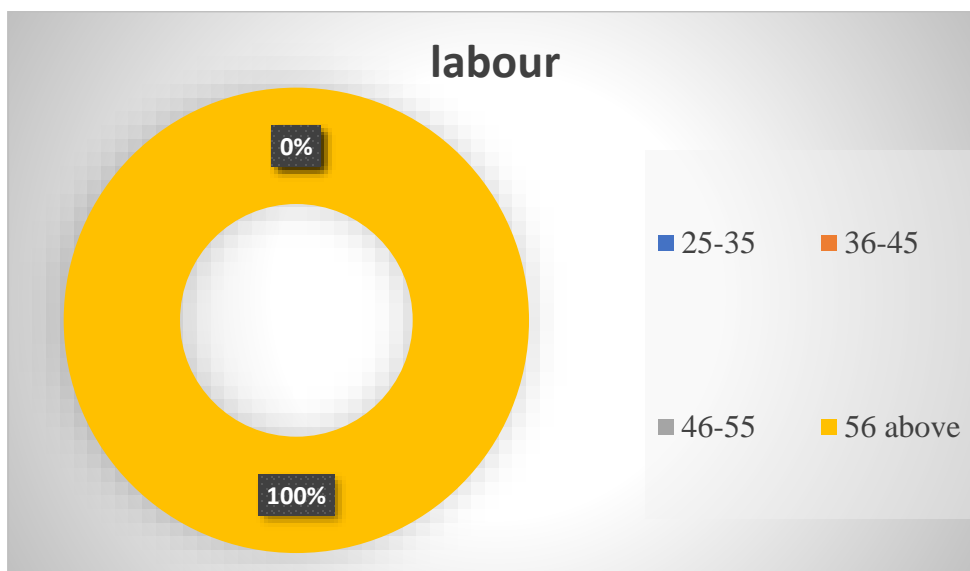


CHART - 4

Safety Operating Procedure (SOP) followed to recover from the downfall: the company has implemented important Safety Operating Procedure (SOP) which they follow in this pandemic for the safety of the employees.

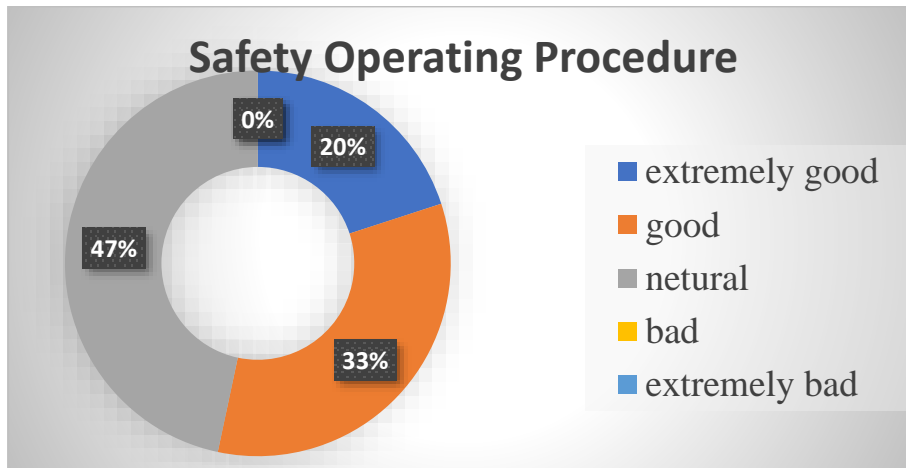


CHART - 5

The employee's reaction to the downfall of the company: not only the top management but the labourers were also facing difficulty when there was a downfall.

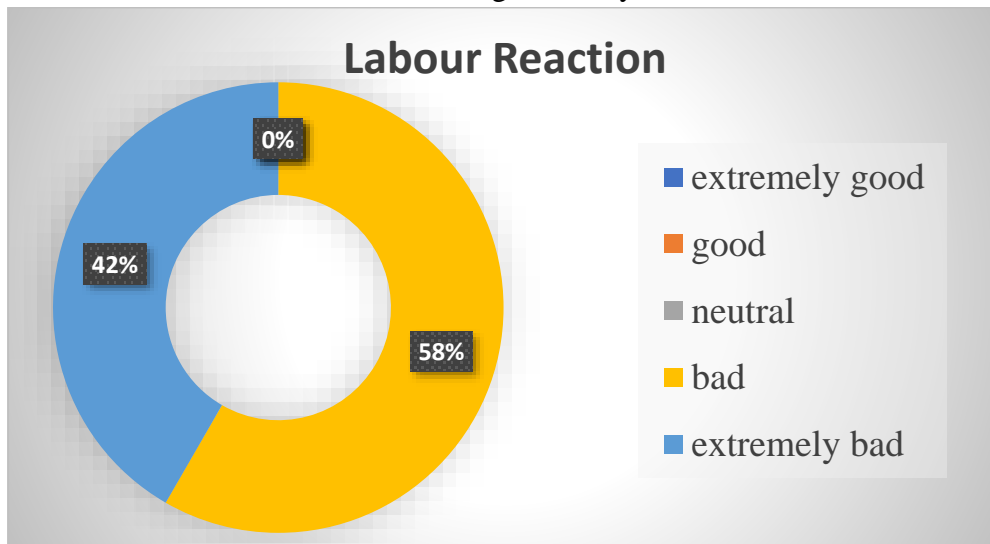


CHART – 6

Loyal customers placing orders after the lockdown: the customers started placing orders eventually after the lockdown.

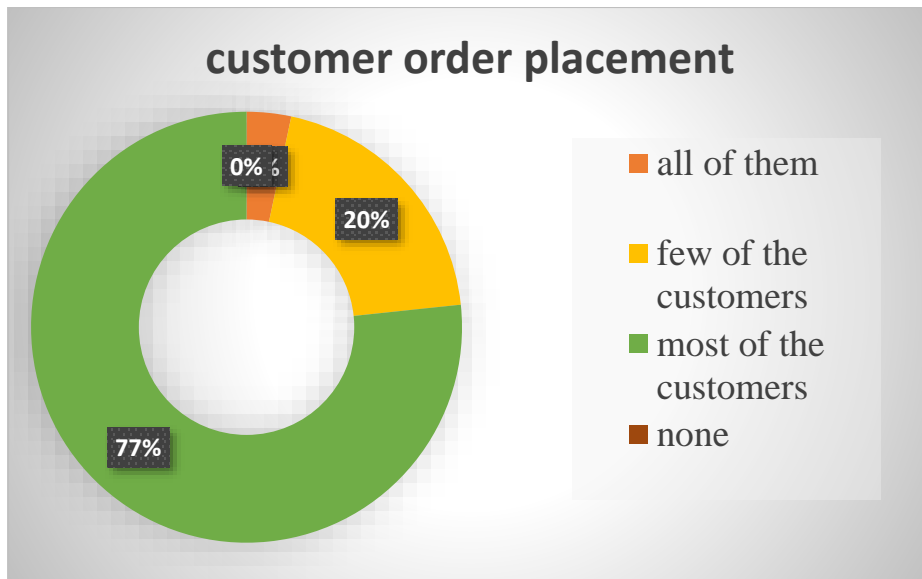


CHART - 7

The production affected due to a 50% of labour: the production in the company was very much affected since the G.O was 50% of the labour should work in a company.

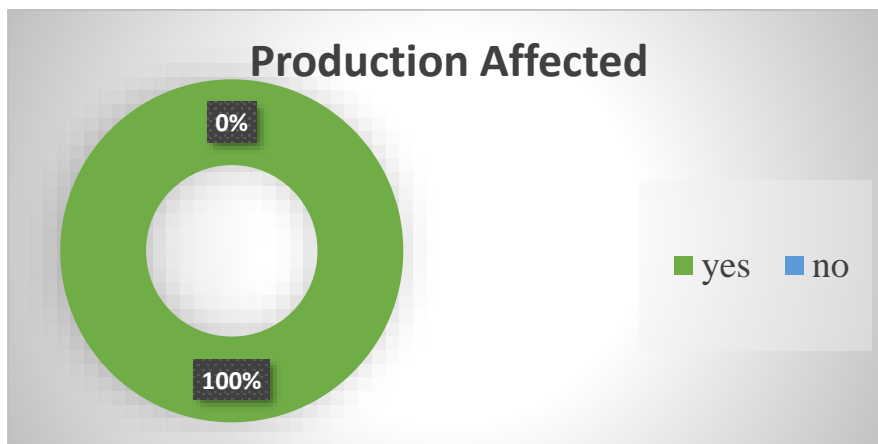


CHART - 8

The losses in production withstood by the company in lockdown.

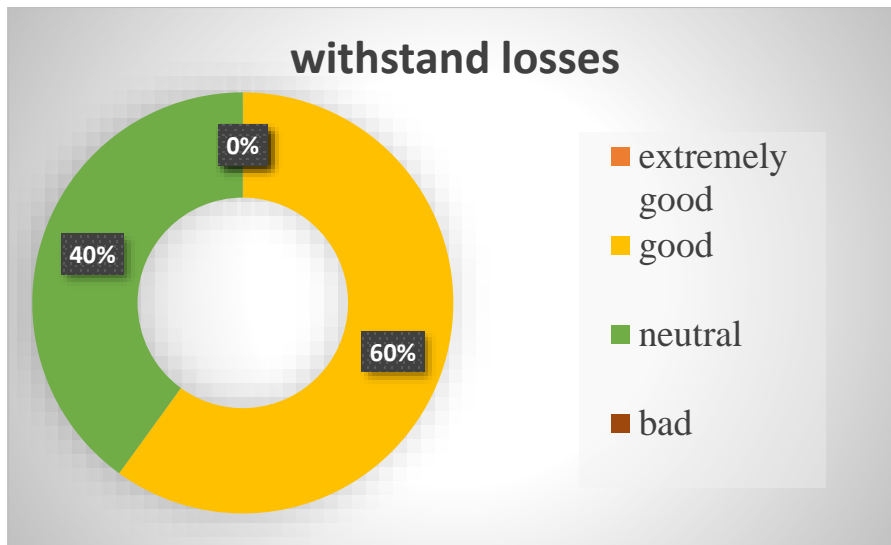
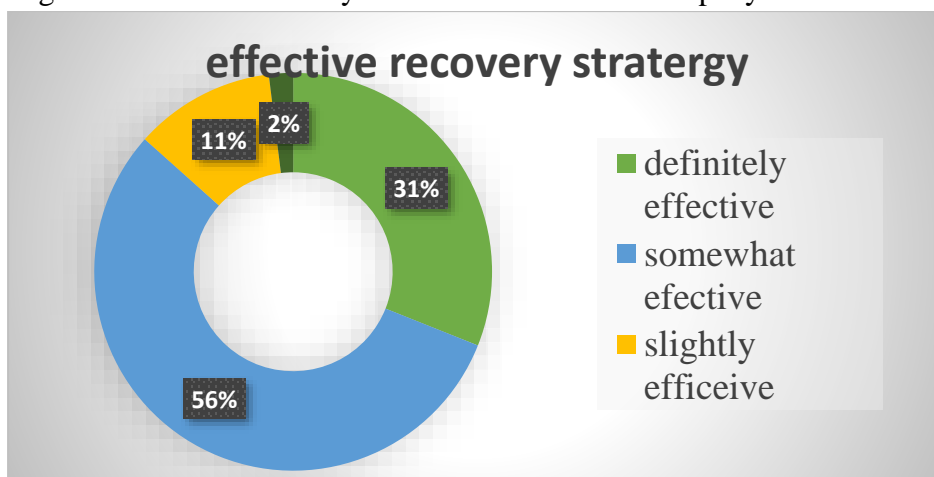


CHART – 9

The strategies used in the recovery of the business in the company.



STATISTICAL TOOL ANALYSIS:

TABLE: 1

Chi-Square Test

INCOME (VS) COMPANY DOWNFALL

Aim: To analyze whether the income is affected due to the Pandemic (company's downfall.)

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Hypothesis

H0 - There is no association between income and Pandemic (company's downfall).

H1 - There is association between income and Pandemic (

company's downfall).

Pandemic (company's downfall)					
Income	Extremely affected	Affected	Neutral	Slightly affected	Total
5,000-10,000	4	12	0	0	16
11,000-20,000	3	8	0	0	11
21,000-30,000	5	10	0	0	15
31,000 and above	4	14	0	0	18
Total	16	44	0	0	60

Chi-square value 30.476, Degree of freedom 9, Table value 16.92 SOURCE: PRIMARY DATA

Conclusion

Since the calculated value is greater than the tabulated value H₁ is accepted. Hence the financial position of the company Precision Pressings got affected and so the per capita income of the employees is also disrupted. Employees did not receive 100% of the salary and had difficulties with the recovery process.

TABLE: 2

WEIGHTED MEAN:

SAFETY OPERATING PROCEDURE (SOP) FOLLOWED IN THE ORGANIZATION.

Weighted Mean = $\frac{\sum w_i x_i}{\sum w_i}$

	Extremely good (50)	Good (30)	Neutral (5)	Bad (25)	Extremely bad (10)
SOP	12	20	28	0	0

Weighted Mean =11.65

SOURCE: PRIMARY DATA

Conclusion

The weighted mean of safety operating procedure followed by the organization is 11.65 which shows that the safety protocols were followed by the employees to some extent and the protocols and safety precautions had to be concentrated more.

Findings of the Research

- 75% of the respondents neutrally agree to the company's recovery from the downfall.
- 73% of respondents feel the company was affected very badly.
- 100% of the respondents said 56 above labours were present.
- 47% of the respondents say the measures taken to recover are neutral.
- 58% of respondents reacted extremely badly.
- 77% of the respondents said most of the customer's place orders.
- 100% of the respondents said that the production is affected.
- 60% of the respondents reacted well in withstanding losses.
- 56% of the respondents felt somewhat effective in the recovery strategy.
- 62% of the respondents feel it takes 1 year to recover from the downfall.

Suggestions

- To implement a more effective recovery strategy
- Cooperation between the employees and the higher management during the execution of recovery
- Employees should be self-aware in cleanliness.
- Keep changing the strategy for maintaining the business continuity.
- Have a backup plan for recovery if the A plan is not successful
- To react to the downfall, respond correctly and carefully to the affected areas and recover from the downfall.

Conclusion

In this research, we have come to know that the business should be ready to face every crisis which falls on the path. The company should be ready to handle any problem and start preparing a recovery plan just in case. The recovery plan should be in such a way that the top-level management and the lower-level management's job should not be affected just as how the business is not affected. A disaster recovery plan should always be a flexible plan.

Acknowledgement

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