

### Media Coverage

Publication	Date	Edition	Link	Headline
Economic Times	14 May 2020	Online	<a href="https://hr.economicstimes.indiatimes.com/news/industry/role-of-hr-in-managing-the-expectation-of-organization-and-its-manpower-in-this-unprecedented-situation/75742780">https://hr.economicstimes.indiatimes.com/news/industry/role-of-hr-in-managing-the-expectation-of-organization-and-its-manpower-in-this-unprecedented-situation/75742780</a>	Role Of HR In Managing The Expectation Of Organization And Its Manpower In This Unprecedented Situation



By R P Yadav

Since the start of this pandemic situation in India in March, Indian Industry and the employees from various fields are in fear and anxiety about what will they face in the upcoming days, what will be the future of the market and how to sustain in the current degrading economic condition? It is not known to us where we are standing in the Covid-19 destruction but if, we look back to the previous month till today businesses of all kinds, be it profit or non-profit, are somewhat affected due to the lockdown and they are struggling in the current economic crisis.

This is where the human resource team plays a vital role to organize and meet the needs of people efficiently, effectively, and with swift communication in such a manner that meets the need of the organization. Organizations are depending on the human resource teams as they can help the business plan for continuity, communication

policy, and make the employees and the clients calm down their anxiety during this stressful time.

While continuity planning practices are not new in the business organizations, particularly in this pandemic situation, even the most seasoned HR professionals find themselves in unknown area of work. Organizations are putting extra efforts to manage the new changes in this extraordinary situation ensuring the safety and well-being of employees, their families, the surrounding communities and the clients.

The post-Covid-19 crisis will not only create a BIG RESET in every company but also force the companies to rapidly change their policies and way of work according to the environmental changes.

To ensure the continuity planning and sustenance of smooth functioning of organisations, the HR teams must develop certain key focus areas or skills to ensure maximum productivity after this pandemic lockdown.

**Remote Working / Work from Home:** Post-Covid-19, organizations will not put an end to work from home plans as it will take at least 4 to 5 months of observations if the environment is safe to work again as before or not. The human resource teams must develop certain policies and protocols for their employees to ensure productivity and time management while working from home. Employees, who were not accustomed working remotely, are now very much productive and ensuring maximum client satisfaction and work efficiency while staying safe at home.

**Employee Communication Plan:** A proper communiqué will help in communicating the policies, guidelines and objectives of each for the benefits of every stakeholder of the organization. If there is no internal communications team, there can be certain hurdles to deliver a proper communication to the employees across levels. The human resources team or personnel can act as the key operating members here. They can carry on with the internal communication process with transparency, required changes or upgradation for betterment of work.

**Fear & Anxiety Management:** Post-Covid-19 pandemic situation employees can be in fluctuating mental state of fear and anxiety, may it be for the safety of their family or the current economic situation. They are misled by false rumours with news in the social media, mixed messages and many other WhatsApp false forward messages which can create stress in the daily life of the employees. This is where the human resources team can help in overcoming this stress by presenting various tips and news for being safe and update with the current accurate scenario and ensure the stability of their jobs to make them more productive during this stage. Caring, listening, and empathy are the main priority for the HR professionals.

**Virus Protection & Containment:** All employees need to be familiar with infection control and personal hygiene. An adequate supply of personal protection equipment should be maintained and training for that is undertaken by the HR management for the correct use of mask, gloves, and disinfectants. It is to be noted that once the lockdown is lifted, it will still be uncertain if the virus has been completely erased from our society



or not; therefore, one must not leave the habit of maintaining personal sanitization and maintaining hygiene. The HR teams need to keep on the track the maintenance of hygiene among the employees.

Role of Leadership in this Pandemic Crisis: The executives earn their pay according to the dedication and hard work to deliver the work on time to the clients with zero loss and accuracy. Each one of us are worried about health and personal safety, revenue, continuity of job and the economic conditions in the post-Covid-19 situation. The HR leaders here have a challenging role to play to hold the layoffs in the organization post this pandemic situation, which can only be possible by proper training and upskilling of the employees.

We must not forget employees are the biggest asset in the organization. As the pandemic is accelerating the change, innovation and disruption that have long been in the works for HR, this is the moment to prove their worth with the support and connectivity from top to bottom in the organization and maintaining the quality of upskilling and training while may it work from home or the restored office work.

These are some of the key areas that organisations need to be dealing with long after things return to normal.

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