

Impact of Covid-19 on Globalization and Work Culture in Offices: A Critical Study

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Abstract

The whole world is battling with the mammoth pandemic; COVID-19 has disturbed the work culture as well as global dependencies of economies across the globe and brought it to a standstill. India, a developing middle- lower income country with a massive population of 17.7% of the total world population, ranks second from top after China. This pandemic has led almost all the people of the country to deal with economic, social and emotional costs. An attempt in this study was made to investigate impact of globalization and work culture in offices focusing on understanding the changes caused due to COVID-19 on globalization, as our Hon'ble Prime Minister appeals for ATMANIRBHAR BHARAT and work culture in offices. We find that globalization has been impacted; people made shifts towards the Indian products and services with government also putting ban on various global trades and services. Work culture in offices shifted to work from home, the best alternative for now but faced criticism too; its feasibility would completely depend on the nature of the business/industry. In order to do this, an electronic questionnaire which portrayed answers to the above stated issues was constructed and surveyed. The approach of data collection was primary sources. The financial and psychological consequences of the Covid-19 have been substantial too many people. As businesses went bankrupt, many lost their jobs, and scores of people worldwide dealt with psychological crises of redundancies, isolation, and loneliness.

Keywords: Globalization, COVID-19, SARS-CoV-2, Atmanirbhar Bharat, Hydroxychloroquine

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Introduction

COVID-19 is an infectious disease which is caused by a newly discovered virus called severe acute respiratory syndrome coronavirus 2 (SARS-CoV-

2). For the very first time, it was identified in Wuhan, China in December 2019 and has been spreading since then globally, as an ongoing pandemic though the first case was traced may be back to November 17, 2019. More than 5.95

million cases have been reported as of 30 May 2020 across 188 countries and territories, causing more than 3,65,000 deaths and more than 2.51 million have been reported as recovered.

India is a developing middle- lower income country with a massive population of 17.7% of the total world population ranking second from top after China.

The shut-in trade and offices have impacted the economy and individuals both with severe shocks. The MNCs and all the other organizations / companies in India shifted their work cultures from in-office to work from home in order to protect their employees from this outbreak. Since social distancing for such large numbers was only possible this way. It has not only affected the work environments but also, led to cut in the salaries of the employees and major unemployment has been created as companies have fired their employees in large numbers, example- Uber fired their 3500 employees.

Realizing all these above mentioned things that have gained tremendous appreciation in the recent past revealing India's and its countrymen's potential our prime minister Shri Narendra Modi made an appeal for ATMANIRBHAR BHARAT on May 12, 2020 which calls for a Self-Reliant India Movement with its five pillars- Economy, Infrastructure, System, Vibrant Demography and Demand.

Literature Review

COVID-19 has impacted on international trades, domestic economy, per capital income, unemployment and various other micro and macro-economic factors resulting in decline of commerce and industry and otherwise. Various experts from different fields have laid down their views and opinions on the same with the pros and cons of the present situation prevailing in the economy.

According to Nagesh Kumar, director (UNESCAP), globalization was already reversing course last year, and the term 'globalization' was coined. Since the global financial crisis, world trade has never really recovered – from 10% growth, it has hovered between 1% and 2%. Add to it the trade conflicts and the impending collapse of the WTO negotiations... Import substitution, which had become a pejorative term, may be reintroduced. (The Hindu, 2020, April 10)

BiswajitDhar, Professor of Economic, JNU is of his opinion, —when governments enter into these trade agreements; they forfeit a portion of their sovereignty. In the latter part of the twentieth century, we witnessed a single driver of governance – one that was geared on market forces. However, governments have seized the lead in major countries, and depending on how long the epidemic continues, the government will retain control and markets will take a back seat.

Vaishali Dar, Senior Associate Editor with BW Business world and Editorial Head with BW Disrupt say, —China's response to the virus has harmed global economies, sparked outrage in western capitals, and fueled anti-Chinese movements. India, not only did cancel orders for defective fast test kits, it also altered its FDI policy to prohibit opportunistic takeovers of Indian Small scale and medium scale enterprises geared towards China. It is observed that, the world investigate alternative manufacturing and sourcing centers the world's pandemic of Covid 19. While it may not be achievable immediately, countries such as India can rise to the occasion at greater speed.

According, director general and CEO of the Federation of Indian Export Organizations Mr. Ajay Sahai, the GDP of China grew by \$14 trillion in 2018, it raise more than \$2 trillion over the year 2017. Today, there is evidence of a fear psychosis, with goods being refused entry into U.S. ports. As

commerce may move away from China, investment in the manufacturing and food processing sector may provide a significant opportunity for India in coming days ahead. (The Financial Express, 2020, May 24)

According to Ashutosh Varshney, director of the Center for Contemporary South Asia, Sol Goldman Professor of International Studies and Social Sciences, and professor of political science at Brown University's Watson Institute for International and Public Affairs, "we should not only anticipate that labour flows will be more strictly regulated than they were previously." Rather than pursuing cheaper labour costs, they will either repatriate capital back to home shores or reorganize their supply networks regionally. (The Indian Express, 2020, May 4)

Economic efficiency, the bedrock of market-based systems, will have to slow down for the foreseeable future. Politics, not market logic, will determine future economic policy. Globalization will not come to a stop but will be driven further into retreat. Capitalism is approaching a new era. (The Indian Express, 2020, May 4)

The state has the potential to be a growth leader since it is home to more than 90 lakh MSMEs and talented people. According to a major official of the company's licensee Iatric Industries, Casa Everz GmbH, the owner of the German-based healthy footwear brand Von Wellx, plans to shift its whole shoe production from China to India for an initial investment of Rs 110 crore. According to PTI, as part of an agreement with the state government, a new manufacturing facility in Uttar Pradesh will be developed in collaboration with Iatric Industries. (The Financial Express, 2020, May 24)

India has also experimented with levying a high customs charge (5-10 percent) on imports of

mobile phones and components. When the government raised import duties, Chinese businesses such as Xiaomi were forced to establish manufacturing plants in India. (The Financial Express, 2020, May 24)

According to a former president of the Confederation of Indian Industry, working remotely would become the norm rather than an occasional occurrence. Opportunities to work from home will be plentiful. Women who choose to remain at home will play a much larger role in the workforce in the future, and this will have a positive impact on the economy. (The Economic Times, 2020, April 29)

Rajkamal Vempati, executive vice president and head of human resources of Axis Bank, believes that telecommuting will be around for a while. Customer support tasks, phone banking, HR, and corporate office operations that don't have face-to-face interaction with consumers may be the first to be considered for remote work in a bank. Approximately 20% to 30% of individuals will be able to work remotely in the future. It says Vempati. (ET tech.com from The Economic Times, 2020, April 3)

MyHiringClub.com and Sarkari-Layoff Naukri.info's Survey 2020 found that 68% of the companies polled had either begun or intend to begin the layoff process. Seventy-three percent of the firms polled indicated they planned to reduce employee salaries, while 57% claimed the layoffs were temporary and 21% said they were permanent. Layoffs are currently occurring in every business and at every level because of the present pandemic crisis." New recruiting and job creation will resume as soon as firms recover from the current crisis, according to MyHiringClub.com and Sarkari-Naukri.info CEO Rajesh Kumar. (The Economic Times, 2020, May 14)

A member of the 15th Finance Commission's Advisory Council, Ernst & Young's D.K. Srivastava, stated, "The most concerning news is that the three components of demand have decreased — consumption demand has slowed, while investments and exports are all in negative territory." He was especially concerned by the Controller General of Accounts figures, which showed that the Centre's total tax receipts plummeted by an unprecedented 3.4 percent in 2019-20, while the budget deficit climbed to 4.6 percent of GDP, well beyond the revised forecast of 3.8 percent. — It's important to emphasize that all of this occurred prior to COVID. We were better prepared to withstand and recover from the 2008 financial crisis since our GDP had grown at an annual rate of 8 percent in the five years before the crisis. As a result, the economy is weaker and the government's finances and fiscal capability are poorer than they were before. (The Hindu, 2020, May 29)

According to Dr. Pant, going ahead, with private spending growth declining owing to shutting down and labour migration; investment demand shrinking due to poor consumer demand and strained corporate balance sheet; government expenditure would again be the growth engine in 2020-21. The economy will decrease this year for the first time since 1980, even though low commodity prices and strong demand for imports will help to boost development in certain areas, he said. (The Hindu, 2020, May 29)

Research Gap

Covid 19 has had tremendous and swift effects on work place culture found by the reviewed study. The global lockdown and travel bans have upended assumptions about corporate interactions. Pandemic that working in an employer controlled work space is not necessary to ensure their productivity. It has an enormous impact on work

and family culture. Covid 19 has taken everyone by surprise and the situation has changed.

Research Objectives

The purpose of the study is to examine the impact of COVID-19 on globalization and work culture in offices –

- Effect on globalization- Make in India- whether the appeal for Atmanirbhar Bharat will lead people to explore more affordable products combating luxury brand culture (globalization) and impact industrialization?
- Work culture in offices- work from home- A BOON OR BANE?

Research Methodology

The study design of the research is exploratory in nature. The research was done using two sources of data: primary data and secondary data. The survey was conducted by preparing questionnaires separately for globalization and work culture in offices- work from home.

Sampling and Data Collection

A survey was constructed using the questionnaire, since the study demands getting primary data. For the survey on globalization the researcher aimed for a sample size of 160 respondents and in order to optimize the probability of reaching the desired sample of 160, 400 questionnaires were distributed to mitigate against likely no responses and declines. For survey on work culture in offices- work from home, 150 questionnaires were distributed and a sample size of 50 respondents was drawn. The responses were collected from all the private sector employees working in India as research focus is on them.

Stratified sampling method has been adopted to collect data. Careful consideration was given to the questionnaire design and no incentive was

provided to the respondents. The electronic questionnaires were circulated to the target audience based on demographics such as age, educational qualification, sex, etc.

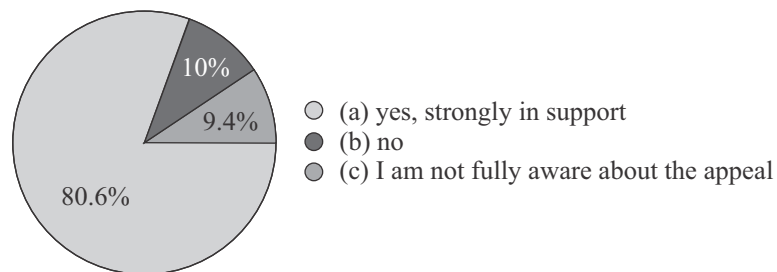
Analysis & Discussion

COVID-19 Impact on Globalization

Responses

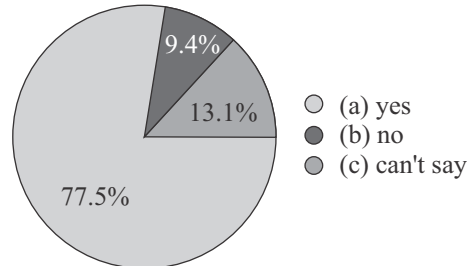
Question-1 Are you in support of our prime minister's appeal for "Atmanirbhar Bharat"?

160 responses



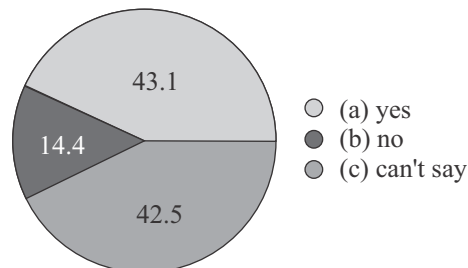
Question-2 Do you think "Atmanirbhar Bharat" will promote "Make in India" campaign of the Indian government?

160 responses

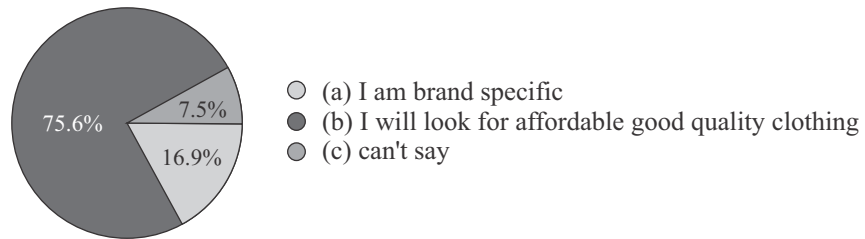


Question-3 Do you think India will be successful in its idea for import substitution?

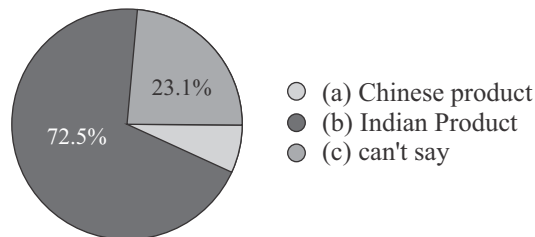
160 responses



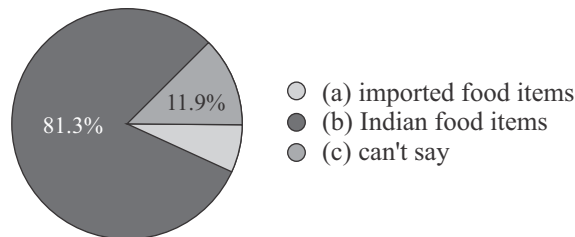
*Question-4 Will you still shop clothes from high priced brands or you will look for an affordable good quality clothing?
160 responses*



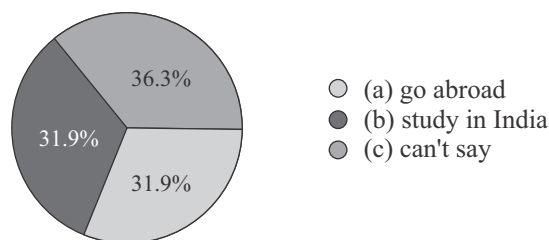
*Question-5 There are two similar products in the economy, one is the Chinese product at a cheaper price and the other is an Indian product at a slightly higher price. Which product will you buy?
160 responses*



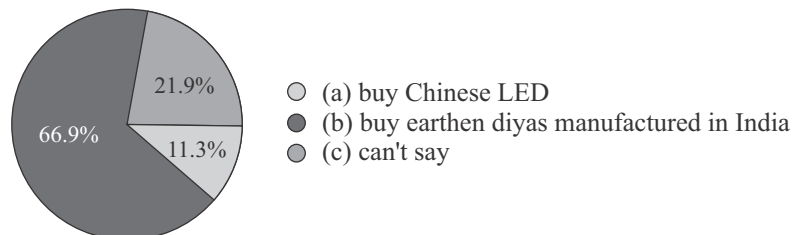
*Question-6 Do you prefer imported food items or the ones produced within India itself?
160 responses*



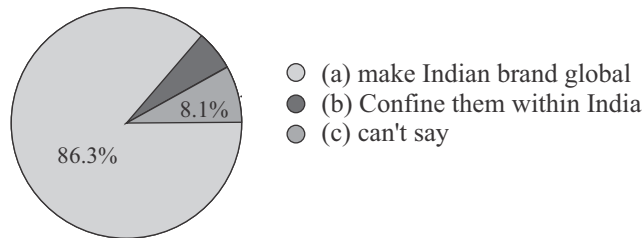
*Question-7 Do you think people will go abroad for education or study in India?
160 responses*



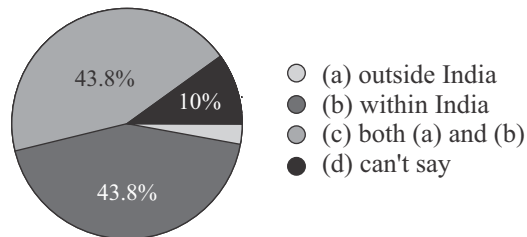
*Question-8 Will you continue to buy Chinese LED lights or buy earthen diyas manufactured in India?
160 responses*



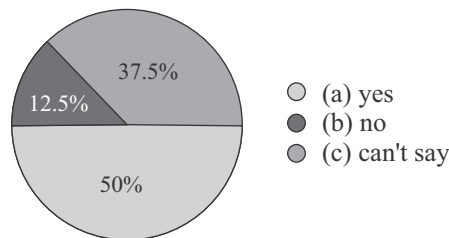
Question-9 Do you believe in being “vocal for local: and make Indian brands global or just confine them with India”
160 responses



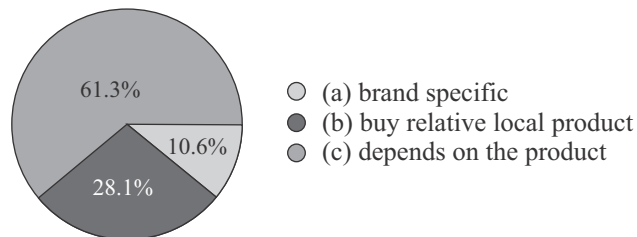
Question-10 Post lockdown will you prefer to travel outside India or within India?
160 responses



Question-11 Will you substitute luxury imported products from Indian products in the long run?
160 responses



Question-12 In these days of lockdown do you still look for brand specific products or you can buy any relative available local product?
160 responses



Discussions

For the sector of Globalization several assessing parameters like Atmanirbhar Bharat, Make in India, import substitution, affordable clothing, education, travel and tourism, Chinese products, etc. were kept in mind. Based on these a questionnaire survey was conducted among the residents of India. We came to the conclusion that

there will be a shift in the preferences of people towards Indian products and services impacting the global brands and services. Through our survey we obtained that 80.6% of the total respondents are strongly in support of the prime minister's appeal for ‘Atmanirbhar Bharat’, 10% respondents stand against it while 9.4% respondents are not fully aware of this appeal. 77.5% of the people think that this appeal will

further help to promote the 'Make in India' campaign of the Indian government whereas 13.1% respondents are not sure of it and 9.4% respondents have a negative opinion. We obtained through the survey that a significant percentage of 75.6% of the total respondents are now willing to shift their preferences to affordable good quality clothing, rather than spending on high priced brands but even now 16.9% respondents remain to be brand specific and 7.5% respondents cannot say about their choices. Due to China being the epicenter of this Coronavirus and hitting hard the world economies thereafter and also, rising tensions between India and China, there have been many anti-china campaigns prevailing in the country now which has resulted in change of buying perspective of Indians, 72.5% of the respondents went in favor of buying Indian products while 23.1% were not sure enough and only 4.4% of the respondents still believe in buying Chinese products, an example could be cited from the survey itself that 66.9% respondents chose to buy earthen diyas manufactured in India than buying Chinese LED lights, 21.9% respondents were not sure enough and only 11.3% favored buying Chinese LED lights. This shows that the anti-China wave is hitting hard and the Indian citizens are very serious to make a move towards promoting Indian industries and promoting them not just at the domestic level but 86.3% of the respondents believed in going —vocal for local at the global level while only 5.6% respondents believed to just confine within India with 8.1% respondents being confused to say whether to be vocal for local at the global level or stay within the domestic boundaries. Talking about the food items, 81.3% respondents preferred buying food items manufactured in India rather

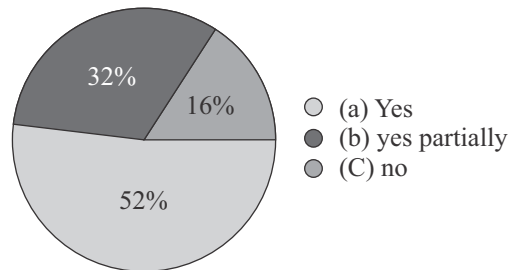
than the imported ones while only 6.9% respondents believed in buying imported food items and 11.9% respondents remained unsure of their decision. On the grounds of education industry in India or abroad equal percentage of respondents was derived with both the opinions. 31.9% respondents believed that Indians will study go abroad for education, while 31.9% of the respondents believed that they will study in India only but the respondents with confused opinion whether abroad or India counted to be 36.3% which clearly tells us that education quality in India needs to be revised and improved so that people are convinced to stay back and study in India rather than spending huge amounts abroad. Globalization in the sector of travel and tourism industry post lockdown saw a very impressive response where 43.8% of the total respondents wish to travel within India only while in the remaining percentage of respondents, 43.8% of them wishes to travel across the globe including India, 10% respondents were not sure and only 2.5% of the respondents wish to travel outside India. This has in turn to some extents, made people know about the local Indian products and their quality justifying the prices, whether it is good or bad. Which has resulted in the response that 50% of the total respondents are willing to substitute the luxury imported products from Indian products in the long run while 37.5% respondents are not sure whether they will make a shift or not and 12.5% respondents say they will continue to buy luxury imported products. With regard to promoting the —Atmanirbhar Bharat campaign at the individual level a lot of individuals have contributed with different ideas like, promotion through slogans- Be Indian.

How COVID-19 Impact on Work Culture in Offices-

Responses

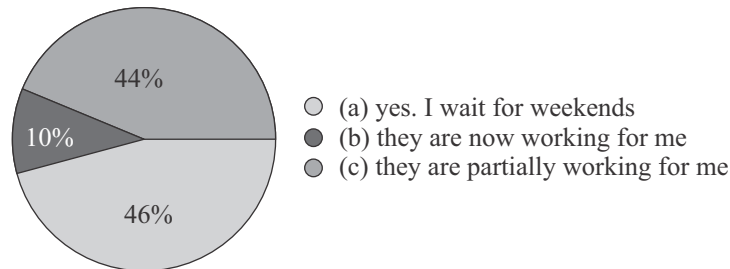
Question-1 Have your working hours increased due to work from home?

50 responses



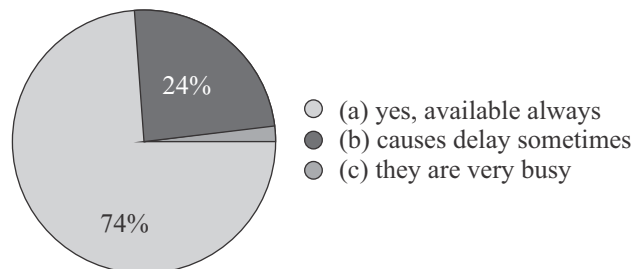
Question-2 Do you wait for weekends or they are now working for you?

50 responses



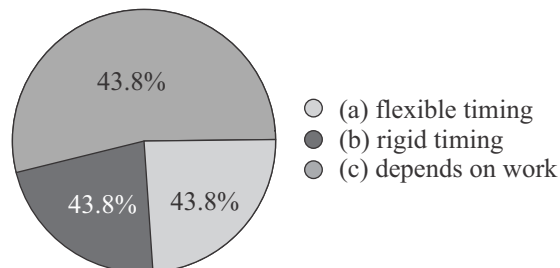
Question-3 Are your supervisors/ boss available to you or it causes delay in work?

50 responses

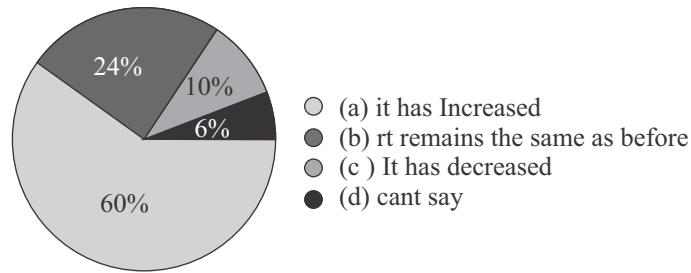


Question-4 Do you have flexible timings or you have to sit same as like office for work?

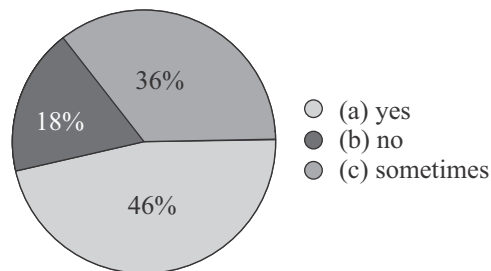
50 responses



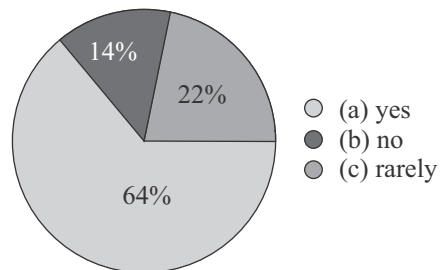
Question-5 What has been the impact on your work-load due to work from home?
50 responses



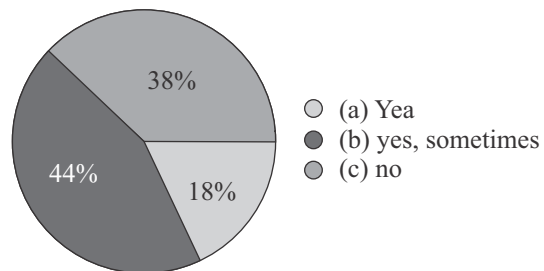
Question-6 Has the mental pressure increased due to work from home?
50 responses



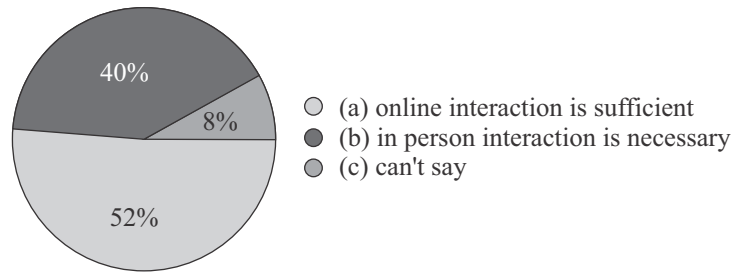
Question-7 Are you able to spend time with your family?
50 responses



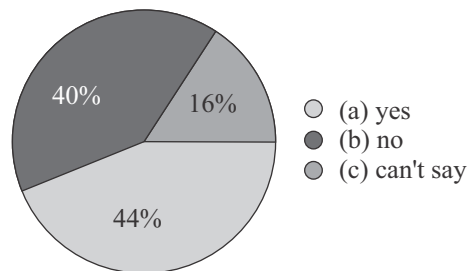
Question-8 Do you face family interruptions while working from home?
50 responses



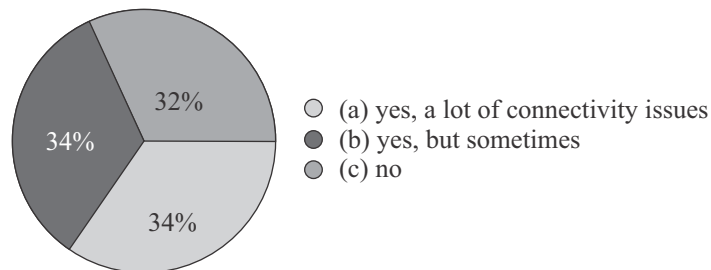
Question-9 Do you feel online interaction with peers and supervisors is sufficient or in person interaction is necessary for better outcomes?



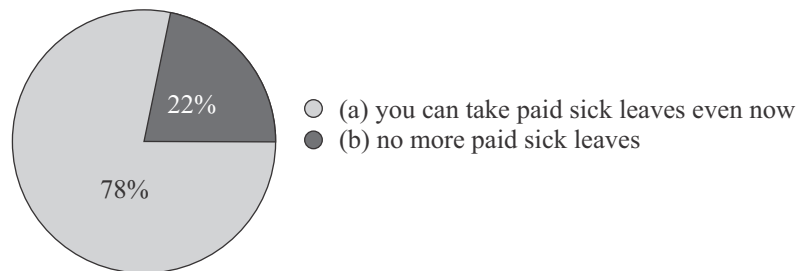
Question-10 Has work from home affected the quality of new ideas?
50 responses



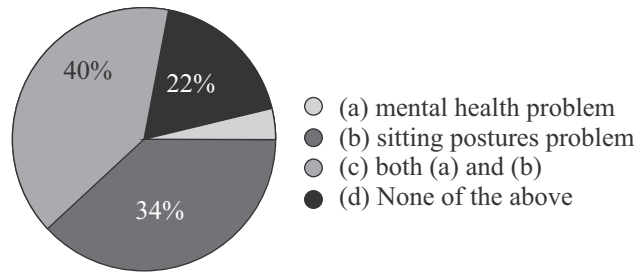
Question-11 Did you face connectivity issues like internet issue while working from home?
50 responses



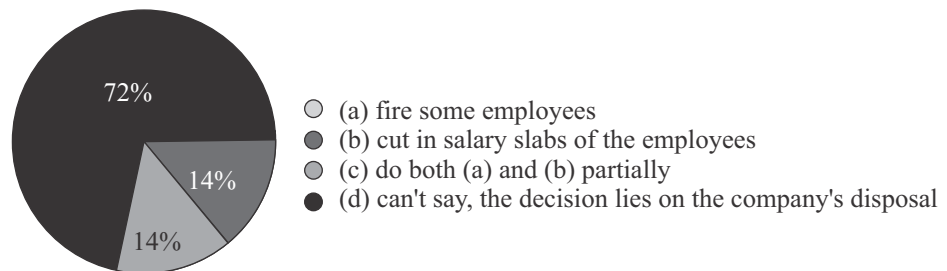
Question-12 Before work from home people used to take paid sick leaves. How is it now possible with work from home?



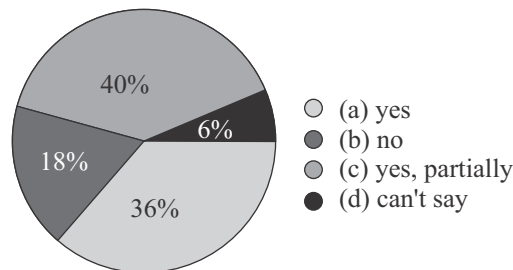
Question-13 How has long sitting hours at home with no proper office environment impacted you?
50 responses



Question-14 What in your opinion any company/organization do in case it is dealing with financial problems?
50 responses



Question-15 Do you think work from home will be effective and appreciable in the long run? 50 responses



Discussion

The work culture in offices in India have been impacted due to COVID-19 and the lockdown and has been shifted to Work from Home, several parameters like working hours, availability of supervisors, flexible timings, work-load, mental pressure, family time, satisfactory online interactions, connectivity issues, salary and employee firing issues, etc. were kept in consideration while conducting the questionnaire survey to assess its impact on the employees working in the private sector. Work from Home has

not been the worst idea but not the best even. We obtained from the survey that of the total 50 respondents, 52% of them have increased working hours now than before while 32% of the employees have partial increase and 16% employees have no increase in the working hours. Generally, for every employee Saturday and Sunday are a holiday, all the employees eagerly wait for the weekends this was of much concern in the work from home situation but we derived a positive response that even now 46% of the employees wait for the weekends to relax, though that's not a much higher percentage as compared to the ones having partial

working weekends counting to be 44% of the total respondents and still 10% of the respondents have now working weekends. Delay in work was another major concern due to unavailability of the supervisors/boss but 74% respondents say their supervisors/boss are always available to them while 24% respondents say it causes a delay sometimes and only 2% respondents say their supervisors/boss are very busy. In terms of flexible timings no clear answers were derived in majority as 54% of the total respondents say flexibility of time depends on the work, while 24% respondents have flexible timing and 22% respondents have rigid timing same as their office timing. The workload on employees has observed a major impact as 60% of the respondents say it has increased for them, 24% respondents say it remains the same as before, 10% respondents believe that it has decreased and 6% respondents cannot say about the increase or decrease. Much in discussions these days, mental health have been an important area of concern, here also we saw 46% of the respondents agree that mental pressure has increased due to work from home, 36% respondents say it increases sometimes while 18% respondents say it has not increased. Giving time to the family is equally important, which was not much possible for many of the employees before work from home as seen now 64% of the respondents agree to be able to spend some family time, 22% respondents still finds it rare and 14% respondents are yet not able to spend some family time. Working from home has higher possibilities of family interruptions but to our surprise only 18% respondents face regular interruptions otherwise 44% respondents face it sometimes and 38% respondents do not face it at all. Interaction with peers and supervisors is necessary in any organization, which has now shifted from in person to online interactions, 52% respondents say online interaction with peers and supervisors is sufficient for better outcomes, 40% respondents believe in person interaction is necessary and 8% respondents were not sure. The

quality of new ideas has been impacted 44% respondents agree to it while 40% respondents deny and 16% respondents are not sure. Employees come from different locations and connectivity issue has been a serious problem since everything went online in work from home. 34% respondents face a lot of connectivity issues while 34% respondents faced the issues but sometimes and 32% never faced such issues. Paid sick leaves have been granted by every organization, some employees used them fairly and some even took advantage of them, even in work from home 78% of the respondents say they can take paid sick leaves while 22% respondents have no such leaves now.

Research Findings

COVID-19 Impact on Globalization-

The total responses received were 160. Maximum percentage of respondents was from the age group under 23 years, i.e., 53.1% followed by people between 23 years to 64 years (46.3%) and the remaining 0.6% respondents belonged to the 64 years and above age group, 55% were females and 45% were males.

The majority of employment type was student (47.5%) followed by employed people (23.7%), self-employed (18.1%), while 8.8% preferred not to say and the remaining 1.9% were unemployed.

How COVID-19 Impact on Work Culture in Offices-

Due to this pandemic work culture in offices has been shifted to work from homes, its impact has been studied through this questionnaire survey. The total number of respondents was 50 of which 98% belonged to the 23-64 years age group and the remaining 2% to the under 23 year age group. 80% were males and 20% were females having varied

income slabs majority of the respondents come under above 10 lacs income slab (76%) followed by 5 lacs – 10 lacs (12%), 1 lac – 3 lacs (10%) and the remaining 2% in 3 lacs – 5 lacs income slab. All the 50 respondents (100%) belonged to the private sector. All the 15 questions were close ended questions

Conclusion

As witnessed, the COVID-19 has significantly impacted the global economy. In the course of the research, notable changes and shifts in globalization and work culture in offices were found. Through the research study, a conclusion can be safely made-

- In context of globalization, there has been a spurt in demand for Indian and local products and services and the consumers are likely to prefer more Indian products and services than the imported products and services giving a boom to the Indian industries. The findings also showed that the traditional market spaces of services like travel and tourism, education, etc. will also be impacted simultaneously. This will all aim to satisfy the five pillars of —Atmanirbhar Bharat||, i.e.
 - Economy that would not just be bringing an incremental change but a quantum jump.
 - Infrastructure that will become the symbol of modern India.
 - System that will not be based on policy of past century but technology-driven.
 - Demography, will serve as a source of energy for a self-reliant India as it is our strength.
 - Demand, and supply cycle of India will help I boosting the economy and provide the power to harness and achieve its untapped potential.

- India is a diversified resources-rich country, but all these resources as raw materials are exported to countries like China, etc. and our dependencies for the finished products have increased on these countries only, example-China. This COVID-19 can be called a blessing in disguise when it's the high time for each one of us and the government to realize our potentials and with the producer for raw materials we become the producer and assembler for finished goods as well. Talking about FDI (Foreign Direct Investment), investors preferred investing in the service sector in India, many of which do not require any investments example, IT sector. The problem is of skill set in India, manufacturing sector lacks the required skilled personnel and investors have low investing preference in such sectors. The view that low labor costs would attract investors is false, adequate skills are important too. Good policies, low labor costs and land availability are of no good until we offer quality skill set to promote the manufacturing sector globally.

In context of work culture in offices, there has been a significant shift to work from home. It has neither been a boon nor bane 100% but at least better than nothing. Increased mental and physical problems have let it face a lot of criticism but even then there's no choice rather to work in order to sustain the survival at both organizational and individual level and therefore protect the economy as a whole to undergo any recession.

Recommendations

COVID-19 Impact on Globalization

- The government should revise its education policies and make necessary required changes so that people do not go abroad for studying. Their expenditure on education will contribute

to the economy and further prevent the outflow of the currency.

- Make in India should be strictly followed, Indian industries need to be promoted, for example- Xiaomi a Chinese mobile company manufacturing in India and Micromax which is originally an Indian mobile company, so between the two Micromax should be promoted. India needs to be —Atmanirbhar!
- The government must revise its Labor laws in order to promote industrialization in India.
- The government must re-think and revise its policies to promote small traders and manufacturers, example- reliance stores putting up with ration shops can easily make their business globally with easy capital available and goodwill.
- V. Amazon, an e-commerce platform which is not an Indian company promotes itself on television advertisement as —AapkiApniDukan (your own shop). The appeals for —Atmanirbhar Bharat will not be successful until we realize to promote and create more Indian originated industries/companies rather than welcoming foreign companies and industries to set up and trade in India.
- The government and the citizens of India need to realize the true meaning of the prime minister's appeal and get into the core of this appeal which means- create and produce in India, to be consumed within India and globally.

COVID-19 Impact on Work Culture in Offices-

- The salaries of the employees must be revised as justifiable with working remotely, it will

further reduce the pressure on employers and several employees can be prevented from getting fired.

- Standard working hours should be fixed and regular recreational activities should be taken by employees to avoid mental and physical illness.

Scope for Future Research

COVID-19 Impact on Globalization-

Be Indian, Purchase Indian: As the saying goes 'nothing is impossible', the dream of an Atmanirbhar Bharat, may not be successful in the short run, but can become a reality in the long run. People's mentality to boycott global brands and setting up opportunities within India to create and consume with well revised and new policies promoting trade and industry in the country would make a new India with each individual's efforts, where the I in India is all about innovation and I in individual about imagination. Each individual's efforts will count in making India Atmanirbhar Bharat.

COVID-19 Impact on Work Culture in Offices-

The shift to work from home has not been appreciable by all but a few. In this time of COVID-19 lockdown there was no other best alternative than this. Many companies like TCS, Wipro, IBM have declared significant percentages of their employees that are set to work remotely even after the lockdown. The changes in working environment in offices have seen significant amendments facing appreciation and criticism both. The employees working from home have accepted working for more hours with increased efficiencies but they should have a good and balanced schedule and simultaneously keep good care of their physical and mental health.

Limitations

The sample size of 160 and 50 respondents which was considered on the basis of accessibility and viable administration could be relatively small compared to the total population, careful consideration and due diligence when extraordinary data.

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