

Department Of Commerce
Organized
International Webinar
On
“Corporate Response vis-a-vis Covid 19 crisis”

Burdwan: 13th June, 2020 (Saturday), at 7 pm.

On 13th June, 2020 (Saturday), at 7 pm, The Department of Commerce, St. Xavier’s College, Burdwan, organized International Webinar. Total 233 registrations across the globe & 197 participants across the globe attended the International Webinar.

Acknowledgement

We would like to thank Rev. Fr. Dr. G Paul Arockiam, S.J., Principal, St. Xavier’s College, Burdwan, Rev. Fr. Jude Sahaya, S.J., Vice-Principal, St. Xavier’s College, Burdwan, Mr Ranjan Sarkar, Director HR - South Asia & Vice President - Eptisa, Afghanistan Branch and Dr. Partha Sarkar, Associate Professor and HOD, Department of Business Administration(HR), The University of Burdwan, for all their cooperation, support and contribution for the success of the International Webinar, *“Corporate Response vis-a-vis Covid 19 crisis”*. We are also grateful to all our enthusiastic participants from all across the world who all has actively participated in the International Webinar.

Introduction

Postponed, cancelled, and closed: the use of these words has accompanied the COVID-19 virus outbreak, as both local and international businesses can feel its impact. In some places, usually busy restaurants, bars and other spots where people gather, now empty, while many global industry conferences and major events will no longer be held. The temporary impact of these changes could have far-reaching consequences for some organizations.

Research Session by Dr. Partha Sarkar: *Why Corporate need to responds?*

COVID-19 is something that has impacted all sectors of the economy. Given this fact, a corporate sector cannot deny out the responsibilities towards the country and its citizen. Issues which did not matter some 3 to 4 months back; those are becoming core issues now a day. Thus, whether the corporate is a non-profit making organization or profit making organization, large or small, national or multinational, these core issues need to be included in its corporate strategies.

Since the corporate sector undertakes operation in the societal milieu, it needs to appropriately respond to the unprecedented crisis of humanity and address the catastrophe faced by its stakeholder. Stakeholders are expecting corporate to play a more prominent role in addressing critical challenges such as COVID-19 crisis.

The Ministry of Corporate Affairs on 23rd March 2020, announced that the funds spent on COVID-19 management would be considered as part of Corporate Social Responsibility.

Technical Session (Practical Exposure) by Mr. Ranjan Sarkar: *What would be the corporate response and employee's response?*

With the outbreak of the novel corona virus, the world is in the midst of what could turn out to be one of the biggest pandemics of the century. Across the country, thousands of people are currently in self-quarantine and some health officials fear that regional lockdowns may become necessary to contain "community spread." The spread of the corona virus and the response by officials affect virtually all employers and raise questions as to employers' obligations and how they should be preparing for the issues the virus may present.

Mr. Ranjan Sarkar highlighted some of the key points that in what aspect employees are dwelling. What should their employer's response? Is it safe? Post lock down, question asked and to be asked how to start with all safety measures to revive the economy.

He also said that employers may modify the work environment and/or change work practices to provide additional protection to workers and clients. Few suggestions which we learnt is that the agenda of "No mask, no entry" which should be strictly followed. Next are Fumigation cambers, minimum three feet distance to be followed, while taking up the lift say 4 people in a lift or depending on the size of the lift, compulsory use of sanitation. There were lots of sensitization to encourage employees to wash their hand frequently, carry homemade foods, carry own water bottle, no sharing of laptops, pantry restriction, holding meeting with smaller numbers, regular roster maintenance to check that there is no full capacity.

He emphasized the necessity for companies to put in place the CSR committee and to define their CSR policy. He also underscored the importance to balance the allocation of resources between

projects in the local area and at the national level.

Overview of the Webinar

- 1) Provides insight and understanding of the new emerging issue what we are facing, i.e., Corona Virus pandemic.
- 2) Review and discuss the phenomenon of the effect of this virus at workplace and what safety measures can be adopted.
- 3) Discuss some of practical steps taken by different corporate to deal with the outbreak fulfilling the corporate responses.
- 4) CSR could help humanity fight COVID-19
- 5) Key regulations governing CSR in India
- 6) CSR Initiatives and contributions by companies in the times of COVID that constitute eligible CSR activities.

The webinar was well attended by various universities lecturers, teachers, administrators, and students in the master's and doctoral programs across the world. Even many corporate people attended the webinar. Total 197 participants joined.

The first session was discussed by Dr. Patha Sarkar highlighting the reasons why corporate need to respond in this pandemic situation using a matrix. He also focused on how responses of the organization can be mapped through holistic, spread, focused and rudimentary approach.

The second session was taken up by Mr. Ranjan Sarkar on the topic what would be the work place response and employee responses? He enlightened us with some of the responsibilities what the corporate are following and what employees need to follow.

Participants were actively involved in the discussion which can be clearly seen at the interactive session (Q&A). They were given the opportunity to clearly understand the concept and new aspects of the future possibilities.

The webinar has also outlined the pathways being on management side or on the other side how to deal with the current situation. The speech delivered by expert persons sought to help participants understand the future corporate structure post lockdown and the roles and responsibilities of a management as well as employees. It was a complete new learning experience for all the participants.

On the ending notes we learnt that "*Small gesture can make huge difference*". We had an overwhelming response from the participants of the International Webinar and it was great to see all the people across the globe coming together to understand the concept which is encouraging us to organize more such webinars in near future.



St. Xavier's College, Burdwan
THE DEPARTMENT OF COMMERCE
PRESENTS

INTERNATIONAL WEBINAR ON
"CORPORATE RESPONSE VIS-A-VIS COVID 19 CRISIS"



KEY SPEAKERS



**Mr Ranjan Sarkar, Director HR -
South Asia & Vice President - Eptisa,
Afghanistan Branch**

**Dr Partha Sarkar, Associate
Professor and HoD, Department
of Business Administration(HR),
The University of Burdwan**