Covid and Social Life – Dual Management Possible?

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Abstract - **COVID-19 spread is emotionally challenging for many people, changing day-to-day life in unprecedented ways. All sections of society – including employers and employees – should play a role to protect themselves and each other and help prevent further spread of the disease. WHO is providing advice and updated information on COVID-19, and on how employers can protect their employees, what measures they should take in the workplace and other related factors. "COVID-19 has triggered a global crisis like no other – a global health crisis that, in addition to an enormous human toll, is leading to the deepest global recession since the Second World War."**

RAPID CHANGE OF DAILY LIFE

Closing down of the boundaries of many countries had a negative impact during the pandemic breakdown. Travel, tourism, business, transport etc were really impacted. All categories of workforce had to face several concerns. Ecommerce and mobile bankings were greatly benefitted.

GREATLY AFFECTED AREAS

The COVID-19 outbreak affects all segments of the population and is particularly detrimental to members of those social groups in the most vulnerable situations, continues to affect populations, including people living in poverty situations, older persons, persons with disabilities, youth, and indigenous peoples. Early evidence indicates that that the health and economic impacts of the virus are being borne disproportionately by poor people. For example, homeless people, because they may be unable to safely shelter in place, are highly exposed to the danger of the virus. People without access to running water, refugees, migrants, or displaced persons also stand to suffer disproportionately both from the pandemic and its aftermath – whether due to limited movement, fewer employment opportunities, increased xenophobia etc. If not properly addressed through policy the social crisis created by the COVID-19 pandemic may also increase inequality, exclusion, discrimination and global unemployment in the medium and long term. Comprehensive, universal social protection systems, when in place, play a much durable role in protecting workers and in reducing the prevalence of poverty, since they act as automatic stabilizers. That is, they provide basic income security at all times, thereby enhancing people's capacity to manage and overcome shocks.

ELDERLY PEOPLE

Older persons are particularly susceptible to the risk of infection from COVID-19, especially those with chronic health conditions such as hypertension, cardiovascular disease and diabetes.
Older persons are not just struggling with greater health risks but are also likely to be less capable of supporting themselves in isolation. Although social distancing is necessary to reduce the spread of the disease, if not implemented correctly, such measures can also lead to increased social isolation of older persons at a time when they may be at most need of support.

PERSONS WITH DIFFERENT ABILITIES

Even at the best of times, persons with disabilities face challenges in accessing health-care services, due to lack of availability, accessibility, affordability, as well as stigma and discrimination. The risks of infection from COVID-19 for persons with disabilities are compounded by other issues, which warrant specific action: disruption of services and support, pre-existing health conditions in some cases which leave them more at risk of developing serious illness or dying, being excluded from health information and mainstream health provision, living in a world where accessibility is often limited and where barriers to goods and services are a challenge, and being

disproportionately more likely to live in institutional settings.

YOUNGER GENERATIONS

Many governments have called on youth to embrace the effort to protect themselves and the overall population. Youth are also in a position to help those who are most vulnerable, and to aid in increasing public health social awareness campaigns among their communities. Thus, youth are critical to limiting the virus's spread and its impact on public health, society, and the economy at large.

In terms of employment, youth are disproportionately unemployed, and those who are employed often work in the informal economy or gig economy, on precarious contracts or in the service sectors of the economy, that are likely to be severely affected by COVID-19.

FAMILIES

The Impact of the Pandemic on Family Life Across Cultures is an international research . This explores the effects of the coronavirus pandemic on family life across cultures. Twenty-one researchers from 40 countries across five continents are participating in this study. Eighteen partners are also contributing to this work. UNDESA is part of the project, sharing other participants' vision and priority for the life and work of the home. Learn more about COVID-19 and Families.

EXTRACURRICULAR ACTIVITIES

Sport is a major contributor to economic and social development. Its role is well recognized by Governments, including in the Political Declaration of the 2030 Agenda, which reflects on "the contribution sports make to the empowerment of women and of young people, individuals and communities, as well as to health, education and social inclusion objectives."

Since its onset, the COVID-19 pandemic has spread to almost all countries of the world. Social and physical distancing measures, lockdowns of businesses, schools and overall social life, which have become commonplace to curtail the spread of the disease, have also disrupted many regular aspects of life, including sport and physical activity. This policy brief highlights the challenges COVID-19 has posed to both the sporting world and to physical activity and well-being, including for marginalized or vulnerable groups. It further provides recommendations for Governments and other stakeholders, as well as for the UN system, to support the safe reopening of sporting events, as well as to support physical activity during the pandemic and beyond.

SOCIAL DISTANCING THE ONLY WAY

If we analyse the act of "social-distancing" sociologically, isn't it a new form of untouchability? Of course yes, as earlier in the Indian society after the Vedic period, people of the upper caste used to maintain social-distancing with untouchables so that they don't impure the people of upper caste. On the same pattern, in the contemporary society due to Covid-19 all the constitutional norms eliminating untouchability and promoting integration seems to be failed as people are asked to maintain social-distancing.

Of course, it (social-distancing) is the only measure to control the influence of Covid-19 and it should be promoted but we need to see the impact of this pandemic on the society how it has revived the social discriminatory practices.

MANAGED DUALLY

For most of the past year, our lives have been disrupted by the COVID-19 pandemic. Lives have been lost, livelihoods disrupted, and education adversely impacted. Poverty levels have increased in some countries, societal bonds have been strained, and the overall trend of development has been reversed. Yet, despite the bleak outlook, we have witnessed stories of hope, courage, triumph and kindness towards one another: the spirit of oneness—*Ubuntu, Obuntubulamu, Utu*—as is commonly known in East and Southern Africa.

The spirit of volunteerism, innate in all of us, is what drives the selfless people who have during the COVID-19 pandemic, extended kindness to their neighbours, supported access to medical care for those in need, shopped for the elderly and other vulnerable people, among other acts of generosity. This resonates with a quote from former UN Secretary General, the late Kofi Annan: "Behind the progress lie many factors. One is the willingness of many individuals to donate their time, effort, resources and ideas to the well-beings and advancement of all. We call them

volunteers." Volunteers have been at the forefront of medical, community and societal responses across East and Southern Africa. The COVID-19 Strategic Preparedness and Response Plan developed by the WHO identifies community volunteers as key stakeholders for risk communication, community engagement and in provision of health services.

The most recent commemoration of the International Volunteer Day (IVD) recognized the contributions of such volunteers. Across this region, governments, UN partners, academia, civil society and volunteer involving organizations enumerated several benefits of volunteerism including; support building skills and services particularly in far-flung areas and ensuring building community resilience. Noting that volunteers at times work in challenging environments, they also advocated for support and care for volunteers.

FIRMS' CHALLENGES AND SOCIAL RESPONSIBILITIES DURING COVID-19

Today, an increasing number of firms has a social media account. They can be used for a number of reasons, which include sharing information about products, decisions, strategies, and for accountability on the firms' economic, environmental, and social activities. During the pandemic, the quantity of data being shared online increased, with online social networks strengthening their role as a mean of communication. First, we show that online social media are a tool to capture firms' issues, challenges and concerns, highlighting groups of firms that are facing similar challenges in a timely manner. Doing so, we advance management research, showing that online social media can be used to have an understanding of firms' strategic dimension, without a-priori lenses, complementing traditional methodologies (eg. Surveys). Thus, we show the potential of social media data for management and strategy research, developing a new research dimension which overcomes the traditional uses of online social media data in research (which mainly explored the relationship of firms' social media with stock market volatility, product sales, financial performances, or CSR concerns and stakeholder engagement.

IMPLICATIONS AND CONCLUSIONS

Directed by social distancing interventions in the spring of 2020, millions of people were no longer commuting to work, attending school, or leaving their homes to spend time with friends and family. These extraordinary conditions likely led people to rely more on their household members to fulfil their needs for closeness, belonging, and connection. The results from our two studies revealed that living with a partner— but not how many people or who else one lives with— appeared to confer unique benefits during these uncertain and unprecedented times. Indeed, demonstrating its robustness, this finding replicated across our two studies, despite weak and opposite correlations between household size and living with a partner

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