

HARMONIOUS & HUMANITARIAN APPROACH: THE FULCRUM OF GLOBAL HEALTH CRISIS

Dr. Kavita Yadav*

ABSTRACT

COVID-19 Pandemic brought the world upside down, in several ways, including the attitude of people towards life and each-other. Such unprecedented event happens once in a century, been mentioned in the reports by scientists and experts. News across the corners apprise, how human lives suffered and came to an end mercilessly in no time. In countries across the globe, the impact of coronavirus crisis is severe on humankind in more than one way. On one hand, this steer to global health and medical emergency, and nations are required to prepare themselves with adequate medical facilities, and infrastructure urgently, and losing the employment from the result of subsequent lockdowns, which is declared as elementary measure to combat with this medical emergency in absence of vaccine. With the aim to mitigate risk of hunger, deprivation and unemployment, harmonious measures of holding hands and humanitarian empathy among the people beyond the demographic and geographic boundaries are comprehended. The study in this paper puts light on these humanitarian gestures and factors which motivates them to undertake these humanitarian feelings. Later, at the invent of vaccine against coronavirus and inoculation drive, an unparalleled humanity is witnessed among the global citizens. The act of Indian Government has been receiving applause for sharing COVID vaccine with more than 60 countries, from Director, WHO and equally from its neighboring South Asian Nations, on the premises of MAITREYI Initiative. This humanitarian approach at a time of pandemic, is the crux of this study. In this time when modern technology and medical advancements dominates, the harmonious and humanitarian gestures are worth mentioning and provide sufficient grounds to the academicians to search for the psychology and behavior of the human beings from every corner of the planet. National and International- Coalitions & associations are the aftermath of the pandemic which are being processed to form the epidemic preparedness and innovations with collaboration from UNICEF and other similar global organizations. Apart from the scientific knowledge and medical treatments, patients are being treated with love, care, empathy, perseverance and YOGA. Yoga and meditation are emerged as pragmatic submission in order to saving life on earth. The objectives of the upcoming study shall be – one, to appraise the role and contribution of humanitarian approach along with the medicine and hospitalization to the COVID patients, secondly, further to concoct for similar global health crisis in future. Technology has extensively entered into everyone's life on the grounds of rescuing us from isolation, quarantine during treatment and running economy be it health-sector, education or corporate sector, progressively in the name of AI, ML, cloud computing, big data-analysis etc common to learn for. The major learning from this pandemic, summaries that the harmony of body, mind and soul with each other is quintessential for survival of human life on this planet. The study will be based on the reports from ministries, CMIE (Centre for Monitoring Indian Economy), UNDP (United Nations Development Program), Global agencies such as WTO & IMF etc. Visits to libraries and requisite websites are proposed in this study. The study is undertaken to assess the Harmonious and Humanitarian Approach in combatting the medical emergency in pandemic. To survive and save the human life on earth become the ultimate motto of global leaders.

Keywords: Harmony, Humanitarian Approach, Health Crisis, Attitude, Behavior, Pandemic.

Introduction

On March 11, 2020, the World Health Organization (WHO) declared the global Health Crisis virus (COVID-19) outbreak a virulent disease. COVID-19 has cost many thousands of lives of human

* Associate Professor, Department of Commerce, Shaheed Bhagat Singh Evening College, University of Delhi, Delhi, India.

beings worldwide, encountering difficulties in front of Health professionals, and undoubtedly has exposed the deficiencies of the Health Structure of the entire world. Furthermore, it's swiftly disturbed the economies of the world and societies at a mass scale. We hope that the world health system will recover quickly, which the planet economy is going to be revitalized cooperation of Science, Business empires, and governments. The management of a worldwide health crisis could be a complex affair. The Chinese word for crisis is especially effective in unpacking its notion; it's made of the 2 words Wei (crisis) and Ji (opportunity), showing the favourable side inbuilt to assess and respond to the pandemic or global health crisis. To effectively pander to a crisis, we want resilience. To effectively exploit the opportunities it presents, we'd like appropriate entity capabilities, uniqueness, and entrepreneurship. To sum up, we have narrated two broad concepts in the long run because of the Global Health Crisis, which are reducing the dependency on the Supply chain of China and therefore the relocation of production facilities from China.

Previous research on economic epidemiology has provided useful insights into theoretical models suited to research potential influenza pandemic events. These studies have examined the links between the epidemiology and dynamics of a disease, the behavioural responses of individuals in reaction to a disease outbreak, and also the economic consequences of both such behavioural responses and therefore the disease. Communicable disease outbreaks typically include all kinds of costs. The previous refers to the resources required to address the disease itself, like expenditures for medical aid and treatment. The latter concerns the current and future burden as imposed on the society because of disability; particularly, the damages as occurred in the decrease in the total productivity or in the available workforce. Since, last five decades, the trend of various virus diseases such as SARS or MERS has shown that the majority of cost incurred can be ascribed if people adopt the appropriate preventive behaviour and also the transmission prevention methods as adopted by the controllers, while the prices related to direct medical activities and also the actual illness is rather limited. Sustainable up-gradation in health and well-being could be a necessity for all, and also the value as put on health should become part of social and economic activity. We hope that the worldwide health system will recover quickly, which the global economy is revitalized with the incorporation of science, the health industry, and governments. This article has been written to provide an insight into the global health crisis that arises in the world and its impact on various aspects of business and personal life.

Being Human Amidst Pandemic

Sufferings of people, almost every medical journal and magazine covered about the inhumane sufferings of the people during a pandemic, be it their movement and migration to their hometown in same or other cities, without rest, stable income and unhygienic conditions in which they were forced to face. Here, several tales of the messiah were being circulated on social media. In India, a film personality Sonu Sood emerged as one for people in distress. An attitude of people towards each other in a positive and helpful manner came to light. It was the need of the hour to display their humane side and hold the hands of each other, while people were losing their loved ones to the infection from Coronavirus.

Strategic Ability and Entity's Capacity for Combating Health Crisis

Strategic agility has to cultivate the capabilities and efficiencies require to convert their ethical and corporate practices in managing a worldwide health crisis. Large corporations have to reinvent and have to do a change to concentrate on the creation important for industries and nation and help acceptance to the world value chain changes led to by the disturbing the transportation, logistics, and therefore the mobility of individuals and resources. Small and medium enterprises (SMEs) can make flexible their ability in making respond to promote needs and societal demands like the assembly of personal protective equipment (PPE) by making changes in their manufacturing base. They have to collaborate with governments to maximize the results of the assorted stimulus packages and crisis rescue schemes. This crisis has provided the production firms with a wide scope of new horizons to make the supply of the services a primitive answer to the changes in consumer attitude with making capitalist dynamics of worldwide export markets. It's worth making a record that an entity's capabilities related to strategic agility aren't simply associated with resource availability and their distribution, they need an adjustment system to be in a situation to make warming up and optimum use of resource and information bases.

Affect of News on Mental Condition

An epidemic is studied as an event that happened, once in hundred years. So, the research of epidemiologists should be followed with due diligence and in consultation with the medical fraternity and policy-makers for the benefit of the community at large.

News needs to be filtered in this time in order to maintain calmness and peacefulness in the world. Particularly, in the 2020s the power of social media was the talk of the town. On the one hand, the technological support to make life movable, on the other hand, it was unrestful to watch the unauthentic and toxic information. The onus on media agencies was all-time high and journalists saw a newer kind of professional commitment where they were expected to also deliver the essence and fragrance of humanity during such crucial times around the world.

In more than one way, humanitarian practices were displayed by people across the globe. They sensed the importance of humankind and humanly relations with each other and nature.

Affected human ways, the livings were changed drastically with the restricted movements, and lockdowns, and curfews. The business of garments showed a change in the demand for garments, instead of formals more leisure clothes were demanded, a study says. Moreover, brick-and-mortar format is exchanged with e-commerce. Further, digitalization in almost every aspect of business brought changes in the lifestyles of people around the world.

The Innovative Thinking – A Step towards Unique Solutions

In the era where everything is uncertain in the present global health Crisis, innovative thinking can give more unique solutions by making a wise collaboration of information and intelligence and undoubtedly new thinkers at the world level. Specifically, to grab opportunity from the sea of threats, innovators may find and build new horizons in varied segments of commercial, social, and governmental to deal with the emerging issues as encountered by all of us worldwide. As an example, hospitals, as hybrid organizations, have to accommodate varied reasons in China, on the other hand, different sector tie-ups and joint hands may promote the method of Chinese healthcare reform in an inclusive approach that pulls upon the sweetness and power of entrepreneurship to realize sustainable regular improvements and financial change transformation. International organizations around the world are in an exceeding race against the clock to seek out effective solutions to curb the expansion of viruses and eventually vanquish it. The world organization is asking for innovative scientific, and technological solutions suited to handle the COVID-19 pandemic and its associated impacts. In spite of adverse effects, the Global Health crisis has made available various new horizons for entrepreneurs to return up with unique disturbance for the advantage of individuals, organizations, and society. For example, given the urgent search for indigenous improvements and new ideas for the rebuilt of industries, in China, progressive return industrial ship is existing and growing for making large industrial ship as well as innovation movement.

Relevance of Harmonious Relations in Global Crisis

Nations are required to update themselves in sync with the COVID protocols in terms of maintaining reasonable physical distance, hygienic requirements with inhouse structure, the infrastructure of the economies and health sector on nations saw a new set up and collaborations in this time for making the life of its citizens healthy and offer help in doing so.

Harmonious relations over and above the demographic sectoral impact the closeness of human beings in a pandemic. They look after peace and extend collaborations in order to make their economies run and to address the sufferings of people. Arts, film, and documentaries are made in global online collaborations during the pandemic, is never seen before.

Turning Crisis into Opportunity

Various nations, including the world's largest economies, have asked most, if not all, of companies to clean up and have restricted people's opportunities for aggregation and mobility. Such preventive actions have had a direct and significant impact on both the domestic and international economies. In their efforts to prevent the spread of the virus, countries have also partially or fully closed their borders, which also hinders the flow of products, capital, and people. This has significantly reduced the international flow of products and services and has simultaneously disrupted global supply chains. In the wake of those measures, most countries have already begun to experience a macroeconomic hit caused by the pandemic. But three months into the COVID-19 crisis, economists have reached a consensus that the globe has been plunged into a worldwide recession. It is too early to assess the potential ultimate impact that COVID-19 will wear on the worldwide economy yet on those of individual countries. The pandemic remains an ongoing issue and also the estimates provided by international institutions like the international fund (IMF) and therefore the UN agency is being revised hebdomadally to reflect real-time information.

However, previous experience suggests that heterogeneity in national economic structures and trade networks may end in each country facing different consequences. For example, a recent simulation study conducted by the World Bank suggests that the gross domestic product (GDP) losses due to the pandemic are also more severe in those countries that are the foremost enthusiastic about trade and/or during which tourism plays a significant role in the economy. In the early stage of the COVID-19 outbreak, Korea was facing an enormous crisis. At one point, it absolutely was the second-largest country in terms of the number of confirmed cases. This was partly due to its geographic proximity to China and partly to a large-scale community infection. While doing so, Korea is additionally proactively driving initiatives aimed toward turning this crisis into a chance. In the course of their fight with the virus, the Korean government and businesses developed a spread of innovative prevention measures (e.g., drive-through testing) and products (e.g., testing kits) that may be utilized everywhere on the planet. Many Korean manufacturers also took the prospect to reconsider and restructure their global supply chains so as to create them more sustainable. Companies can enhance their reputation and contribute to alleviating the negative impacts of the world health crisis by implementing corporate social responsibility initiatives.

Essence of Humanitarian Approach in Global Medical Emergency

Humanitarian gestures food supply to different countries, health facilities, Government welfare schemes like free distribution of food, extending subsidies, and free vaccination to all take a toll on the public image.

Motivational quotes, efforts and messages were flooded during this time with emotional support to the needy people by everyone. Virtual visits were seen as a new feature of pandemic. At the beginning of 2021, after ensuring the vaccine efficacies, on receiving the approval of vaccines, an altogether side of humanity and harmony came into light when most countries shared the data and were instrumental in providing the requisite number of vaccines to the citizens all around the world.

Act of Indian Government was widely appreciated for providing the vaccine against the disease to 95 nations, 66.4 million doses export, including 10.7 million as grant in a shorter span of time, India has received over 33 million items as COVID-19 aid from across the world, according to the latest Government data.

World Distribution System and Business Tie-Ups

The disturbance that emerged into worldwide distribution system chains could be a major issue related to the financial expenses of the Global Health Crisis pandemic. Specifically, it's much to try with the break out having its origination in China which was working as a central manufacturing hub for the whole world. In the last few years, the MNC's has started expanding their manufacturing networks to require advantage of locational advantages and a world production scale. Advances in information and Communication Technology (ICT) and at the same time the global transporter's network have made it possible to make use of their activities, and coordinate the situation of specific activities. Accordingly, to attain systemic effectiveness and improvement throughout the worldwide manufacturing System, MNC's have shifted their transfer chain activities to the most valued locations. Their production processes are increasingly interconnected across the vertical trading chain that stretches across many countries, with each country specializing particularly in stages of a good's production sequence. Since it unfolded to the planet in 1978 and wishing on its abundant, cheap, and well-disciplined workforce China has become the world's workshop. Over the past few decades, China has developed its business ecosystem to determine industrial production systems that need networks of suppliers, component manufacturers, distributors, governments, and customers. By moving their low-end production to China, many MNEs from everywhere the globe have attained cost advantages.

Impact on the Various Industries

The impact of the Global Health Crisis or Pandemic may be a road-changing turn of the lifetime of everyone. The impact of the identical has been described in the main three sectors. These are Raw material Supply Sector, Production Sector, and Service Sector.

- **Raw Material Supply Sector:** Raw material Supply sector industries are those industries that are engaged in the generation of primary produce i.e., generation and production of Raw Material. The agriculture sector is impacted in both ways i.e., for domestic in addition export in most the countries. As an example, just in the case of India, the impact is largest in the case of Tea supply, as India is one of all the most important exporters of Tea. Second, the standing crops weren't hampered because of the paucity of labour and therefore the crops which were

ready have not been used since the consumption has been decreased because of the closure of Hotels Restores and other similar areas. Same because the Pandemic has made an impact on demand for metals and minerals too. Since there was no demand, hence prices have also gone down.

- **Production Sector:** The production sector covers those industries which are engaged in production using primary produce. With the contribution of over twenty-nine percent in total GDP of the planet and around twenty-five percent of total employment is generated through the assembly sector. The impact of the world Pandemic on various subsectors of the Production sector is incredibly large. For instance, the pharmaceutical industry has impacted at a large level; because of lack of stuff which is usually imported from China, and due to Covid, the push of individuals toward hospital for his or her other disease has to get down. In the same way, the electronic industry essentially depends upon China not just for Raw Materials but also for finished goods. The manufacturing industry has crunched with immediate production stops due to lockdown. The cash shortage also impacted it. Just in the case of automobile industries, the imports were being stopped and production still as sales declined to a drastic level. The exports gave a handsome amount of revenue to the present industry which also curtailed out because of the ban on exports. Construction and engineering industries, with hundred percent, depending on labour, and movement of labour to their homes back has created a hurdle for this industry to awaken as even after the opening of lockdown worldwide, the labour still isn't moving to cities.
- **Service Sector:** With the contribution of quite fifty-four percent of total GDP of the planet and around thirty-two percent of total employment is generated through the Service sector. Thailand is the most impacted country because it is completely enthusiastic about tourism only. Consistent with FICCI, the Health care industry is the epicentre of the Global Health Crisis pandemic. By closing down the shops and malls for all those goods which don't are available ambit necessarily has introduced an outsized decrease in the demand and revenue in the retail sector. The loss of the task during this sector is at the best level. However, the products that are available in the ambit essentially have seen a drastic excision in demand. Same as for the transport industry including all segments like Airline, Cargo and ship, has been closed down temporarily because of discontinuance of race transmission. The impact to the current industry especially with a commercial one is so severe that various companies have planned to shut down their business and a few of them has gone bankrupt.

This has opened a brand-new era of Opportunities for the world. Being the very best growing economy worldwide, India may be the following Global Economy after China, if the chance has been cashed. There are certain factors that support the claim. Even the domestic demand is extremely high. With the fifth-largest economy on the planet, its highest purchasing power parity is at the third level in the world. Hence even being a number of disfavour acts of this pandemic, India continues to be on the higher side.

India's Efforts and Initiatives for Saving Human Life on Earth

- Maitri initiative, exchange of medical information, tools, and equipment are received accolades from nations worldwide.
- Researches by the eminent scholars and academicians on the lives and sufferings of people in pandemic underlined the insertion of technology in the life of the common man, who was unaware and reluctant to use it primarily, are accepted the technology with grace. Psychologists performed their tasks by finding out the unparalleled role of technology in acquiring global brotherhood.
- The significance of this study has termed the global brotherhood is the key to come out with any crisis with the least sufferings.
- Global agencies like UNICEF, UNDP WTO, IMF are seen to work closely and are expected to continue the same kind of togetherness during any such global crisis. Humanitarian initiatives are helpful in achieving the SDGs and bringing prosperity. A road to social entrepreneurship and similar opportunities are one of the few wide areas needed to work upon.
- Scientific treatment, hospitalization, and medical treatment are to be supported with a touch of humanity, love, and affection, can strongly do the miracle in saving the life.

- Prayers, Yoga, and meditation are mentioned in Indian scripture are a spiritual gift to the world which shows miraculous medical results are given in journals.
- Universal safe and sage existence of Human life, where it is free from every geographic territory, the earth belongs only to humans and nature, see the pleasant shift in a pandemic.
- One, the contribution of the humanitarian approach – saving a life, the childhood of children, and giving a safe environment to grow physically and economically is essential, taught in this period.
- Two, prediction and preparedness to combat any such crisis in the future is seen as another objective of study. The learnings of the pandemic are altogether more significant here.
- Kindness with nature, leave cruelty, dispose disharmony, and penetrating humanitarian approach in imbalance nature for its conversion to create orderly arrangements and powerful establishments.
- Technology and digitization are important in running an economy, i.e., meeting economy demand and supply level, arranging virtual meetings, celebrations during a pandemic, data analytics, AI, ML, ROBOTICS came as a rescue in this time.
- Harmony of body, mind, and soul in any human being is quintessential in balancing nature-survival and providing a safe home to all the creatures on a planet.
e.g., pandemics- depression, anxiety, stress are the results of the pandemics to combat similar nervous issues.

Summary & Conclusion

Briefly, it can be said that the Global Health Crisis has turned on the two major trends for the upcoming time. The one is removing dependencies on supply chains of China and therefore the relocation of production facilities from China. Moving forward, there'll be growing demand as well as the requirement for foundation and technical solutions suited to make sure transparency in worldwide supply chains. There must even be a necessitate the event of predictive models that take into consideration uncertainties and risk factors in the proactive timing management and systematic planning supply. These prediction-based models definitely help the corporates to make better decisions makers to undertake what-if analyses of assorted scenarios and to contemplate whether to integrate automation and computing (AI) to extend efficiency. Coming forward, cooperation between government agencies and industries is needed to make sure minimum disturbances in the worldwide supply chain. Beyond exact steps taken, the difficulties encountered here need the event of assumable world policy collaborations using the different expectations from different academic disciplines and therefore the mobilization of political will in varied parts of influence in the public and private sectors to make pressure on unanswerable leaders and also the military, economic, and social power that they seek to safeguard. This moral challenge for the 21st century requires many centres of political action to supply and implement a replacement perspective on economics, civic life, human flourishing, and health care. To attain this goal requires a change in cultural ethos to facilitate the extensive multidisciplinary research needed to indicate the trail ahead.

To name a few Indian as well as Global agencies like CMIE, WTO, IMF, WHO, MINISTRIES, primarily, responsible for working in collaboration in order to save the human life on this earth with harmony with nature and balancing the power of humanity without discrimination, as their prime objective.

The motto of a global leader is to save life on earth, attaining SDGs in a stipulated manner, by maintaining equity, equality, and uniformity in worldwide communal affairs.

Human species have to be evolved with time and hence, they must be protected by fulfilling their demands for livelihood with an approach of humanity and hence, a humanitarian outlook in addressing the global health crisis amidst this ongoing pandemic is worth discussing and practicing at a large.

Contributor's Quote from this Study "No Future but Share the Future".

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