



## New Normal 4.0: An Era with Innovation and Resilience Post COVID -19

**Dr. Sonali Mishra**

Associate Professor

Lloyd Group of Institution

Lloyd law College

**Abstract:** Post Covid-19 pandemic era known as the 'New Normal'. The time that is full of uncertainty and instability. During lockdown many challenges were faced by every sector, people were affected by physical and mental wellbeing. The unexpected chaos created by pandemic also brought hybrid opportunities in education sector, health sector, businesses and other social and economic development. This world has taught us to be resilient. In this paper we will try to learn what does the term resilience means? How one can be resilient enough to stand the tough conditions? This paper also tries to through light on emergence of new era with challenges and innovation, which has leaded us to bring the best out of us with the emergence of new era of 'New Normal' and 'New Normal 4.0'

**Keywords:** New Normal, Covid-19, Innovation, Socio-economic, Resilience.

### Introduction

Covid-19 pandemic has ushered into dawn of the new era, the era of innovation with creative ideas to connect the world. Game changing experiences that we have seen from 2020. This is the third coronavirus (CoV) outbreak of international concern, after the sever acute respiratory syndrome (SARS-CoV) and the Middle-East respiratory syndrome (MERS-CoV), in addition other viral such as Zika virus and Ebola Virus. It is clear that infectious desises are the most dangerous for human race. It has greatly affected social, political, economic, academic and healthcare system of all the countries. This pandemic has resulted human lives into suffering. It has impacted economic slowdown, which has put massive impact on the life of people socially and psychologically. The new terminologies 'Social Distancing', 'Lockdown' which has made us experience isolation has put many individuals including children, college students, workers into stress disorder, anxiety, depression and other

symptoms. It has affected the relationships and their perceptions towards others. To cope with these situations we need to learn to be resilient.

## Resilience

Worldwide outbreak of coronavirus disease (COVID-19) becomes the reason for unexpected stress in the people. Resilience can help us to get through the tough situation.

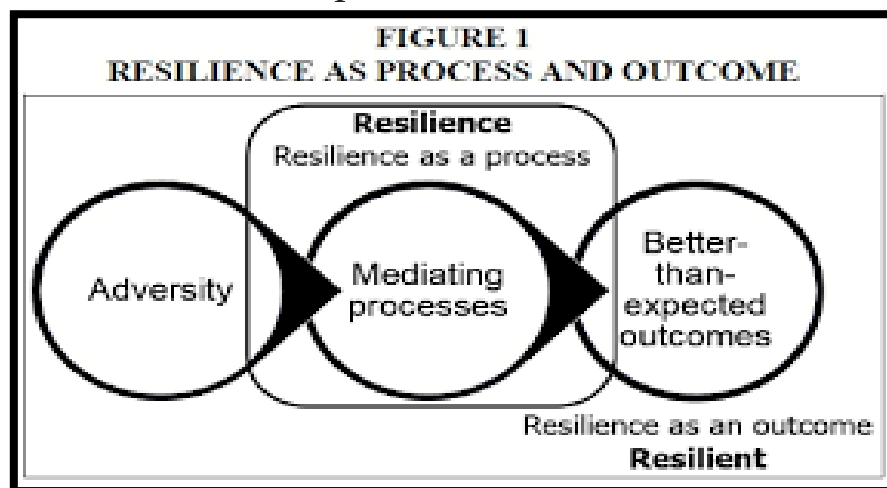
**Resilience is “the core strength you use to lift the load of life.”**

— Amit Sood, MD

## Resilience Theory

*Dr. Norman Garmezy* was a clinical psychologist noted as the founder of research in resilience. His research begun on schizophrenia, mental illness and shifted its research on stress resistance, competence and resilience.

The theory ‘Resilience Theory’ talks about that it’s not the nature of the adversity that is important, but how we deal with it. When we face misfortune it’s the resilience that helps us to bounce back. It helps us to survive and recover.



Psychologist defines Resilience as the ability to stand strongly during adversity, trauma, tragedy, threats and bounce back from life events. Bounce back here does not mean that a person does not face emotional stress and suffering but it means working through emotional pain and suffering. People are not born with resilient. It can be learnt and acquired through conscious decision by observing and practicing.

An article written by Katherine King Psy. D discuss about ‘Seven Skills of Resilience’ practical ways to enhance well-being in these trying times states that due the COVID-19 the chaos that we are facing –loss of life at massive scale, helplessness,



loneliness and many more worst situation that people have faced. She has described seven tools that can be used to maximize their resilience during the hard times.

1. Cultivate a belief in your ability to cope.
2. Stay connected with sources of support.
3. Talk about what you are going through.
4. Be helpful to others.
5. Activate positive emotions.
6. Cultivate an attitude of survivorship
7. Seek Meaning

## Why Resilience is important?

Resilience is important to overcome challenges and work through problems. It empowers them to accept and adapt to situation and move forward in life. Dr. Sood, who is a member of Everyday Health Wellness Advisory Board say that Resilience is 'core strength you use to lift the load of life'. Term Resilience can be divide into four types:

- **Psychological Resilience:** It refers to the ability to withstand mentally and adapt uncertainty and adversity.
- **Emotional Resilience:** It is coping various degree of emotionalism with stress and adversity
- **Physical Resilience:** Refers to the body's ability to adapt challenges, maintain stamina and strength to recover quickly and efficiently from illness or accident.
- **Community Resilience:** It refers to the respond of group of people during adverse situation such as natural disaster, acts of violence and other challenges on community level.

Thus, Resilience is the most important tool for living uncertainty. Since the spread of COVID-19 pandemic in the early month of 2020 a new world system has imposed itself and set new mechanisms on the entire globe. Understanding how to deal with the ambiguity of radical transformation to the world would define the success of the communities that would survive the change and exploit its new opportunities. Buheji and Ahmed (2020).

*"Resilience is knowing that you are the only one that has the power and the responsibility to pick yourself up." — Mary Holloway, resilience coach*

We need to learn to live in the world of uncertainties with Resilience in the era of

**'New Normal' to 'New Normal 4.0'**

Yes – Post Pandemic world is called 'New Normal'



# The Peerian Journal

Open Access | Peer Reviewed

Volume 1, November, 2021.

Website: [www.peerianjournal.com](http://www.peerianjournal.com)

ISSN (E): 2788-0303

Email: [editor@peerianjournal.com](mailto:editor@peerianjournal.com)

It is a state which an economy or society settles following a crisis. This term has been employed in relation to [World War I](#), [financial crisis of 2007-2008](#), [September 11 attacks](#), the aftermath of the [2008–2012 global recession](#), the [COVID-19 pandemic](#) and other events.

## Emergence of New Era –New Normal

The Era with a drastic shift from office work life to work from home. From luxury to simple home living world with sustainable future. With all these we have welcomed the New Normal that is more independent and social but by maintaining social distancing and privacy through online mode. As humans we are unlearning and reinventing our capabilities. Lockdown, Social distancing and stay-at-home has become the part of our life. Some of the traits to be followed in New-Normal

- Emotional Resilience
- Collaborative relationship
- Change Management
- Flexibility and Adaptability

## Way of Living Life has changed

- Mask and Gloves become compulsory while travelling
- Queuing is now a norm with social distancing.
- Started keeping all the precautions when we hear someone coughing, sneezing or snuffle and taking full care of personal hygiene.
- Due to travel restrictions we all have started spending time at home.
- Our Community socializing was changing with no community sports, no lingering over brunch, no local café, Malls all closed. Local Business was affected severely.
- National International meets were impossible due to travel restrictions.

## Working Pattern and Educational Pattern Changed

- Schools and Colleges went Online
- Blended Learning came into existence
- Universities felt absence of International Students.
- Webinars and virtual meetings took the place of physical space.
- To avoid travelling through public transport Work from home become the new culture of New Normal
- Zoom Meeting become the New Normal.

## Socializing took the new Phase

- No more get-togethers and crowds, No more movies, festivals – Social Distancing become the New Normal.



# The Peerian Journal

Open Access | Peer Reviewed

Volume 1, November, 2021.

Website: [www.peerianjournal.com](http://www.peerianjournal.com)

ISSN (E): 2788-0303

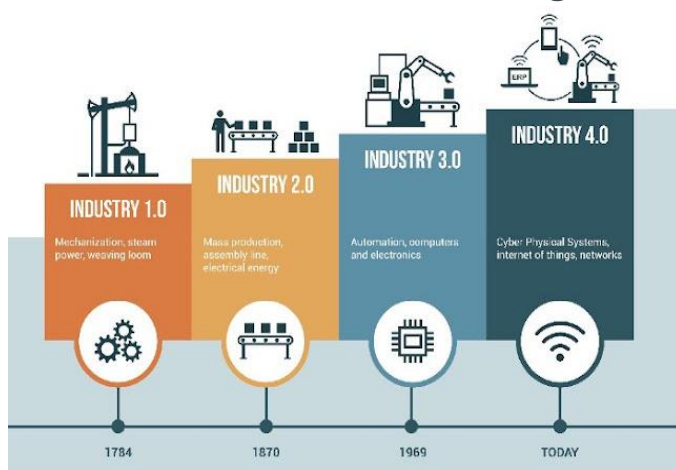
Email: [editor@peerianjournal.com](mailto:editor@peerianjournal.com)

- Started keeping distance with dear and near once especially with Elderly parents and grandparents, pregnant women or those health conditions are not good. We are staying away from them for their benefit to keep them safe.
- International flight were cancelled to restrict the spread of virus video calls become the trend.
- Social Greetings Changed: Gone are the days when we used to greet our friends and relatives with handshake and hugs. It has been replaced by elbow bump and foot shakes or waves from social distancing.

## New Normal 4.0 – Industry 4.0

The Indian Economy has witnessed exceptional growth in manufacturing industry until the COVID-19 pandemic has affected the whole world and impacted the overall Business industry. It has impacted all the aspects of business – Production, Logistics, manpower availability, demand and supply.

It has given a breakthrough to Fourth Industrial Revolution i.e. Industry 4.0 with the introduction of technologies in the industries like Artificial Intelligence (AI), Machine-to-Machine Learning (M2M), Internet of Things (IOT), Business analytics. All these technologies can help the business to thrive and sustain in the New World of COVID.



## Conclusion

COVID -19 pandemic has proved to be a turning point in the world of History. It has taught us to learn innovative approaches for existence and keep a keen eye on growth and transformation. ‘New Normal’ has given resilient approach i.e ‘Being Resilient’ to thrive during the uncertainties to withstand economic shocks. Thus, Infectious pandemic in 21<sup>st</sup> Century can be considered as era of transformation and the era of realization that technological solutions can be benchmarked for emergence of new era with new experiences of ‘New Normal’

## Bibliography

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7280123/>



# The Peerian Journal

Open Access | Peer Reviewed

**Volume 1, November, 2021.**

**Website:** [www.peerianjournal.com](http://www.peerianjournal.com)

**ISSN (E): 2788-0303**

**Email:** [editor@peerianjournal.com](mailto:editor@peerianjournal.com)

2. <https://www.mckinsey.com/business-functions/operations/our-insights/industry-40-reimagining-manufacturing-operations-after-covid-19#>
3. <http://article.sapub.org/10.5923.j.ijap.20201002.01.html>
4. <https://www.apa.org/topics/resilience>
5. <https://www.psychologytoday.com/us/blog/lifespan-perspectives/202003/seven-skills-resilience>
6. [https://en.wikipedia.org/wiki/Norman\\_Garmezy](https://en.wikipedia.org/wiki/Norman_Garmezy)
7. [https://en.wikipedia.org/wiki/New\\_normal](https://en.wikipedia.org/wiki/New_normal)