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# COVID-19 Outbreak: Activating Congruous Internal Marketing Communication Strategies

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## Abstract

The COVID-19 pandemic is a disaster situation unlike any other that we have seen in living memory, impacting virtually any company across the globe. In a time like this, it is crucial for the organization to make internal relations a priority. In doing so, you need to ensure that your administrators use the best resources to keep staff well informed, which will give the company a greater chance to stay on track and keep your people safe. With a deeper understanding in connection with lockdown scenario in the period of COVID-19, many new and abnormal solutions turns into new normal. However, with loads of problems, somehow together we have now managed to turn our business with new dealings followed by varied mysteries. Undoubtedly, we are now turning into a noble mechanism as to drive in the direction of finding conclusive and ground-breaking results for the mass concerns in association with Internal Marketing Communications. For business leaders, their public response to the challenges of lockdown, furlough and staff health and safety were fundamental in determining public opinion of the brand, with a clear knock-on effect to customer loyalty and sales. Despite of challenges faced by organisations which are unparalleled to the existing

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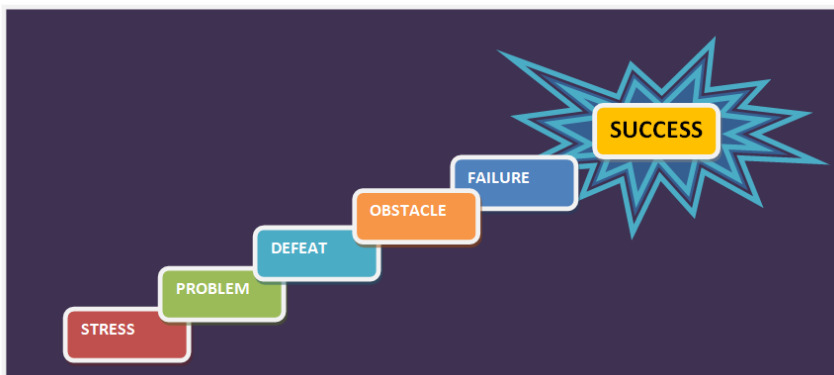
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scenario and can pretend like devastating effect in the pandemic situation, here in this paper, researchers have tried to drag the concepts of disruption of services with different prominent organisations in connection with the management of sales along with the requirements to manage workforce to induce them to operate remotely and off-course in analysing situations. Researchers have also focused on the issues like health & welfare of workforces and providing significant contribution to the society as well. In the face of a crippling pandemic, technology has emerged as a major lifesaver. Communication is a major key to our interconnected existence and technology is the driving force that maintains our connections.

**Keywords:** Internal Marketing, Disruption, Innovation, Managing Workforce during Covid-19

## **1. Introduction**

Today entire world stops working and praying for an unknown virus, i.e. Coronavirus infection (COVID-19) which is highly contagious in nature, there is no vaccine for COVID-19 and it holds the potential to affect people of all ages. It has been found that the virus is spread from one body to another through large droplets formed by the sneezing and coughing of an infected person. To date there is no vaccine available for this infection and no health care approved treatment has been provided so it is very important to prevent this infection in the early stages. People with chronic underlying disease are at higher risk for COVID-19 infection, which can be fatal. Most of us are making big changes in our daily routines as countries introduce measures to control movement as part of efforts to reduce the number of people affected by COVID-19. Even after adopting working from home culture, infection may have changed the way it affects daily life of every individual. Fear and anxiety about this new disease and other strong emotions can be high, and workplace stress can lead to the burning of the external icon. How an individual may deal with these emotions and stress will affect your well-being, the well-being of those you care about, your workplace, and your community.



Adapted Marketing Strategies during Covid-19

*"The outbreaks of illness are probable and sometimes unexpected. The atmosphere of an epidemic is special to all facets of public health. Outbreaks are also characterized by ambiguity, confusion, and a sense of urgency. Communication, usually via the media, is another aspect of the atmosphere of the epidemic. Unfortunately, there have been several cases of coordination failures that have delayed disease management, compromised public confidence and enforcement, and unduly prolonged fiscal, social and political turmoil. The World Health Organization (WHO) claims that it is now time to recognize that communication competence has become as important to the management of outbreaks as epidemiological preparation and laboratory analysis."*

- WHO Outbreak Communication Guidelines

## 2. Effective Communication during Crisis

During these epidemics, it is important for you to identify how stressful you are, to take action to build up your regression and manage work stress, and to know where to go if you need help. Many organizations from various sectors are trying to help the government and the citizens to fight this pandemic in India. Fear is a normal reaction in uncertain situations. But sometimes fear is expressed in a way that hurts others, but for this we need to take care of our employees and without them no one can do anything. Take

the opportunity to thank your workers and all those working to respond to COVID-19 online or through your community. As we can see in the last month, more than a dozen companies from various sectors have decided to visit this place. The diversity of the employee body may require the individualization of instruction. This can be achieved in numerous ways. Training programs can be arranged in different settings (e.g. workplace or online). It may consist of various activities (e.g. problem-based learning, group work, independent work, work using online tools). It may include the process of co-designing the projects, and involve a dialogue between the employer and employees to ensure that discussion and Training helps Employees to master their objectives and their learning outcomes. Another important aspect is access to employee support services such as counselling sessions with experts, understanding between an employer and employee for looking for the needs of employees in this pandemic situation that encourages diversity and addresses the needs of individual Employees. So that Employees will not drop out of a projects or their current work largely due to their perception that they will not be successful in it.

### **2.1. Delivering critical WHO health and safety information to the staff**

A main goal for any company is to ensure that people are clean and protected and do not transmit the virus. Share awareness in your workplace or campus on proper grooming practices such as hand washing protocols, use a hand sanitizer, stop scratching your face and observe social distances to help reduce the spread of COVID-19 in your company. If your city is quarantined, help deter panic by sending out information to fight rumours.

### **2.2 Keeping employees aware of new or revised initiatives of COVID-19**

During the crisis, you may need to improve current business practices to remind workers of them. You will also need to build and spread many new ones – the pace of change is so high that many new laws will be required. Perhaps the organization has agreed to move more than three workers from one department who are sick at home to remote jobs. Or maybe senior management needs to make

sure that everybody knows when to self-isolate, or how payrolls or holidays are impacted.

### **2.3 Remember the Three C's**

Most corporate executives and public speakers would be acquainted with the “Three C's” when it comes too often-teaches concepts of effective communication. The need for straightforward, succinct and reliable successful communicators has been strongly highlighted since the pandemic, where lack of clarification and accuracy in communications could have serious implications. A clear example of this is the inconsistency about level rules and restrictions at state and local level, which has caused even lawmakers to accept ambiguity as to what standards to follow. Rather than a flaw of the mechanism itself, this represents a failure to express the system in a simple, succinct and coherent manner.

As a result, employer looked for different internal marketing strategies like (1) senior management participation, (2) integrated organizational structure, (3) strategic marketing approach, (4) human resources partnership, (5) focus on employee engagement and (6) internal brand communication to ensure the success of his Employees. This led to the development of ‘safety nets’. In the face of a crippling pandemic, technology has emerged as a major lifesaver. Communication is a major key to our interconnected existence and technology is the driving force that maintains our connections. These includes various training tricks, mind mapping that are continually reviewed and further developed. First, they tackle issues relating to the project’s objective requirements. The changing composition of the employee body often means that a larger proportion of Employees cannot adhere to strict attendance rules due to being an employee or working alongside the organization. Thus, attendance was no longer monitored, and an alternative was provided to enable Employees to acquire the same information online. Yes, the Indian government is promoting WFH i.e. depending on their working conditions and HR policies, businesses and private companies in India may ask employees for WFH. Fast-growing companies have measurement and feedback mechanisms to find insights into employee preferences and needs as they change over time. It also focuses on critical research in the form

of employee focus groups. Employee involvement is the result of an efficient and collaborative work environment where employees feel involved and motivated. Companies use simple, effective tricks to focus on employee well-being through basic work appreciation tricks .In March, the government allowed distilleries and sugar mills to mass-produce hand purifiers as needed.

This was followed by a flood of companies starting hand cleaners. The most recent was JSW Paints, which introduced Secure Hand Cleaners. The company is expected to launch the hand cleaning brand in May 2020. Other paint maker Asian Paints recently announced its journey to the hand sanitizer space with its brand Viroprotech. It will be manufactured at the company's Gujarat plant. Bajaj Consumers, Jothi Labs, Kevin Carey, Patanjali Ayurveda, Zidus Health and many more. Many large Alcobev companies have redesigned their lines to produce more mass purifiers. A few days ago, biscuit maker Parley entered a new category of products - hand sanitizers. This is not a temporary release. Parley Products, which sells one billion packs of Parley-G biscuits, plans to continue hand hygiene production even in the post-COVID period. India, which does not even produce a personal protective equipment (PPE) kit, has achieved an almost unbelievable target of producing 2.06 lakh PPE kits daily within two months of the coronavirus outbreak. A PPE kit includes of a mask, head cover, face-shield, shoe cover, gown and gloves, which doctors or health workers treat COVID-19 patients But all of this again requires the support of our staff who are right and mentally healthy, and we must not forget about the internal marketing tool that is the best initiative to fight against this Covid- 19 and reach any level.

Many companies claim that employees are their most valuable asset, but it is not always clear in their behavior - especially when they invest in employee communications. Internal communications often deviate completely from resource-starvation and strategic discussions. Internal communications must be funded, guided and measured just like any other corporate activity. Management and communication are inextricably linked and communication should be seen as a key component of a company's management model. This can no longer be seen as a separate and distinct function.

There must be facts and empathy in internal communication. It is not about balance but providing an accurate description of how employees feel and act at any given time, respecting the need for information and context, wisdom and sensitivity. Data now spreads business including marketing and communications. From an introspective perspective, understanding employee information habits, concerns, interests, and feelings is important to ensure relevance and meaning. In a virtual work environment, connection is the glue that binds emotions and attitudes. From video, webcasts, conference calls and phone calls, communicating and conversing with people stimulates social and digital. If someone once said it doesn't matter then it's not worth doing. Half the battle in organizational performance lies in the ability of leadership to be disciplined and committed to its goals, strategies and purpose. Accept the philosophy of how to manage, how to communicate, how to operate and stick with it.

With the COVID-19 crisis, there is a sudden bright light on the importance of internal communications, and leaders in this process should seize this opportunity to highlight the important role that employee communications can play in supporting the long-term health of the business. Many Indian companies offer their support in the fight against the corona virus and take initiatives to help their employees during these difficult times.

Food prepared in-house canteens is distributed in support of temporary staff and student trainers staying in nearby areas. They support their administration by providing the final number of tools of dry ration each day. These tools include rice, atta, cooking oil, sugar, soap and other essential ingredients. The company also distributes masks and medical thermometers. Ration has been distributed in many nearby villages.

Viewing all, under the unique online family connection program, Maruti Suzuki India Ltd. is involved in promoting and having fun activities with the families of the employees during the lockout through video conferencing. "Regular communication with all regular and outsourced employees is provided through established communication channels. The company has set up a 24x7 help desk

to address any concerns and questions of the staff. Employees are tasked to strictly follow all government advice.

### **3. Review of Literature**

According to Johnson, Scheuing and Gaida (1986), internal marketing is intended to encourage workers within companies to be aware of the mission, goals and vision of the company and to fulfill the standards of the organization by preparation, benefits and employee performance assessment. According to Parasuraman, Berry & Zeithaml (1991) internal marketing attracts, develops and retains skilled employees through work(s) that meets the needs of workers. It is also a philosophy of treating workers as consumers and a method of shaping work (products) to suit human needs. Over the past few years, scholars have begun to realize that internal marketing can help the company to execute its policy. It is thus presented as a tool to reduce departmental separation and interdepartmental discord as well as to overcome opposition to reform. The rising body of research clearly shows that there is a correlation between internal marketing and profitability. The 2006 Internal Marketing Best Practices report identified six main characteristics that underpin effective internal marketing systems.

The research, conducted by graduate students from the Department of Integrated Marketing Communications at Northwestern University, sheds light on techniques and approaches that inspire and encourage employees—at all levels and functions—to reliably deliver instittials. The "name pledge" of the institute, which, in essence, allows companies to accomplish their objectives. One of the components of IM offered by Bansal et al. (2001) is job security, which is described as providing workers with a fair assurance that they will not be laid off even in extreme economic cycles. Training is that virtually every "interpretation of IM procedures stresses the value of training, because leading workers need to recognise and address the skills and challenges required and ensure high quality goods and services."

As per Gummesson (2001) stresses, "marketing management theory does not specifically address the dependency between functions,



although many researchers pointed to the inadequacy of functional silos". Marketing may be organized as a function (which is common in organizations), but marketing philosophy is spread throughout the organization. The same is true for internal marketing philosophy. In continuation of this Vasconcelos (2008) says that people simply do not "buy" the job description. "In fact, the transaction process between employers and workers is far more complex than that. Although it is believed that reasonable job security, continuous training and development assistance are the guarantee to establish a social exchange relationship." "Such a precedent - on the other hand there is no reason to believe - would lead to satisfactory organizational performance. According to Gary Grates (2020), a vision of the post-COVID-19 future reveals how strategic interpersonal communication facilitates and facilitates the learning culture, where, internal sites are more important than external channels, budgets reflect the problem of human communication and performance, agility and flexibility are the dominant effects of highly engaged employees Enables data and intelligence results, content is based on truth and emotion - not rhetoric and themes. This new frontier represents a bold new world for the internal communication process, which presents us with a unique challenge and the opportunity for a quantum leap from the required functionality to the critical organizational priority. Also Charlie Beasley, Lena Glee, Artemio Corsa, Helen Crowley, Gisem Weckmans April, (2020), The worldwide outbreak of COVID-19 from Asia, documenting how leaders in different regions are handling the crisis domestically as a game book and helping them go after them. "All of our initiatives are documented and we manufacture tools so that anyone can adapt to their markets," explained the head of corporate affairs, whose global team works closely with the management of local operations. Centers for Disease Control and Prevention, May 2020, also recommends that, Communicate with your co-workers, supervisors and staff about work stress while maintaining community distance (at least 6 feet).

Identify the things that cause stress and work together to identify solutions. Talk openly with employers, employees and unions about how the epidemic affects work. Expectations must be made clear to everyone. Ask how to approach mental resources in your workplace.

As per The Times of India (April, 2020) Regular communication with all regular and outsourced employees is provided through established employee communication channels. The company has set up a 24x7 help desk to address any concerns or questions of the staff. Employees are advised to strictly follow all Government advice," said Rajesh Uppal, Member Board (HR&IT), Maru. Suzuki India. to Priya Sheth (2020), in view of the growing demand, the Government of India in March declared hand cleansers and masks as essential products. In March, the government allowed distilleries and sugar mills to mass-produce hand purifiers as needed.

SV Krishna Chaitanya (2020), studied whether locking has severely affected India. Significant lives and livelihoods have been lost. A recent study found that nearly half of those surveyed in urban India live in fear of unemployment. Damien Fowler (2020), all economies around the world are experiencing similar symptoms as millions of people are laid off due to Covid-19. "It could be a global epidemic of unemployment," says David Bleustine, a professor of counseling psychology at Boston College. Zara Stone (2020), most fashion companies are in the business of essentials - frocks and handbags and sinuses. But the production of all types of masks is more likely to be considered an essential business, and many of the brands and factories that manufacture them quickly acquire "essential" status and monitor their use.

Anbesh Jamwal, Sumedha Bhatnagar, Prakarti Sharma (2020), states that COVID-19 has certain properties that are particularly difficult to prevent in developing countries e.g. The long incubation period of the infection and not the specific features of the infection. Imported cases or cases suspected of being local transfers should be isolated. Proper ventilation with proper sunlight should be provided for suspicious or confirmed cases that may help eradicate the virus. Alcohol-based sedatives should be used. Suspicious persons should wear masks (simple surgical masks), which will reduce the spread of the virus to the surroundings. Hand hygiene with alcohol based soap or soap should be done after 30-40 minutes. The Drum Network (2020) says that from a business leadership perspective this is not about having all the answers or communicating only when there is good news to tell, instead it requires honesty about the exceptional

challenges we are all facing, the steps being taken to address them, and the inevitable hurdles and set-backs that may occur along the way. Truly authentic communication has the power to bring audiences on this journey with you and create customer or employee loyalty that could prove invaluable to the future of a business.

As Valène Jouany (2020) points out, internal communication specialists play an important role in their organization and they collaborate with other departments to ensure that organizations operate as smoothly as possible. They are responsible for ensuring successful cross-sectional teamwork, ensuring perfect coordination, improving employees, educating and delivering good employee experience. According to WHO (2020), infodemics linked to COVID-19 are almost as harmful as the virus itself. False prevention steps, such as conventional African cures and bogus medicines, such as consuming cloves, drinking warm water with lemon slices or adulterated beer, hinder the battle against disease. Desk Warnings (2021) have indicated that remote work is a stopgap solution that many businesses have not been able to implement at the same time with too many of their workers. It's important to get right when you share and how you communicate with staff at this time. They will need information on topics like home protocol work, secure work, how to communicate with their boss, and information flow. Many business procedures, including consultations and briefings, would be affected.

#### **4. Problem Statement and Study Objectives**

- Identifying effective internal marketing techniques adopted by various prominent organizations in the post-COVID-19 era
- Comparison of strategies adopted with internal marketing in the pre-Covid and post-Covid situations for employees
- Identifying the disruption of services associated with internal marketing
- Identifying a few prominent giant organizations that are ethically and ethically active.

## **5. Methodology**

The exploratory research is designed to allow an investigator to basically look around with respect to some phenomenon, with the aim to develop suggestive ideas (Reynolds, 1971). This study is exploratory in nature and includes both quantitative and qualitative analysis. As a purpose of this study (critical review), data have been collected on all India basis. The secondary data & information have been analyzed for preparing this paper extensively. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters. The company related data and information are used which is available publically on the websites of the companies.

## **6. Analysis and Discussion of Study**

### **a. Creating a crisis management team**

Companies that do not currently have a crisis response team have found that creating such a team is the best way to deal with the current COVID-19 epidemic. The actual responsibilities of such a team will inevitably vary from one company to the next, but the overall goals will often be consistent across all organizations. Those goals are to ensure the continuity of the business, while at the same time helping to maintain the health and safety of employees. The following are few responsibilities that should be handled by an organization's crisis response team:

- Developing or adhering to a crisis response strategy that keeps staff, clients, and the media aware
- Assuring that the required assets are in place to enable workers to work from home
- Creating procedures to protect the health of anyone who is expected to visit the office (such as an IT pro who is responding to an outage)

- Developing a policy to ensure the organization's financial viability, such as cutting costs or applying for government grants
- Employees from the Human Resources and Legal divisions, as well as key members from the IT department and various business units, usually make up crisis management teams. Since they are there to predict and formulate a response to a variety of possible crises, these teams are often broad and diverse.
- The finance department of the company will play a critical role in the crisis management team. Funding would almost certainly be necessary to obtain IT resources and introduce new health protocols.

#### **b. Saving people from COVID-19**

- Countries and their governments face an unprecedented threat from COVID-19, and are caught up in rigorous policy choices and exchanges - choices are restricted to countries with particularly limited budgets. However, following a set of policy principles and focusing on the pillars of controlling the epidemic, saving lives and livelihoods and preparing for recovery will help in an effective policy response. Based on the COVID-19 studies, some recommendations include:
- Contagion: Combining measures such as disease control, testing and tracking, isolation and isolation and treatment of victims as first-line concerns to combat the epidemic
- Saving Lives and Livelihoods: A Simultaneous and Simultaneous Effort to Save Jobs, Protect Income and Ensure Access to Services for Vulnerable People
- Restart and Preparation for Recovery: Organizations for people and economies that are strong enough to maintain macroeconomic stability, build confidence, avoid deep recessions and social unrest, communicate clearly and use the opportunity presented by the crisis to reconsider policy.

### **c. Exploring new ways with COVID-19**

New research is a much-needed task in the Covid-19 era because it has significant identification in appropriate or relevant ways. Some of them are as follows:

- Gave people the feeling of knowing products with virtual reality. Offering 360 degree walks to every home so one can enjoy stepping into each room and see the beautiful scenery. By combining this with strong images, guests can become a part of Isprava's life before they even begin their journey.
- When it comes to marketing, data is the most important tool users have. Any new brand should spend a great deal of time understanding and getting to know their customers. By doing this, user can target the people they want to change in the most effective way. With an organized collection of email addresses and phone numbers, there are many analytical tools that can provide with the information. This particular information bank is invaluable to any marketer!
- During normal times, it's an influencer's job to showcase their fabulous fitness regime, curated living space, "perfect" family or big travel adventures. Influencers and brands are now innovating their tried and tested tactics to create new engagements that are more meaningful in this new reality.

### **d. Creating a New Communication Plan (Tools)**

There are some elements that respond to effective communication during a crisis:

#### **One should have faith on his/her own mission**

The mission of organization is to define the guiding principles of business. In times of crisis, company's mission and core values are to communicate how and how you interact with customers. According to Lisa LaVenture, Lightspeed's Director of Strategic Communications, company's values should inform individual of how he/she should communicate with customers during a crisis.

**Use the right tone**

If brand voice is normal and breezy, one need to get a more serious tone when it comes to COVID-19 related communications. This does not mean completely changing brand voice, but adjusting it to fit the subject. According to Mike Black, CEO of marketing agency BizBlack, it is important to have a compassionate tone in times of crisis.

**Be clear**

At the times of uncertainty, people receive mixed messages of left and right. How to reduce noise in one's business. For Lisa, communications that resonate with customers through a noisy media landscape need to be clear and dotted.

**Be frank**

Now more than ever, customers are concerned about health and safety. For restaurants that are at the forefront of delivery and takeout food service, be transparent with the food safety and hygiene practices that have to prevent contamination and keep customers safe. According to Matthew Donaruma, communications consultant at Sukjesty, restaurants need to emphasize the strict hygiene practices they have in place to prevent contamination during food preparation and distribution.

**Provide timely updates**

In times of crisis, how important it is to communicate when one interact with customers. "Companies need to communicate quickly with their customers," he says. For example, if one's store is closing its doors until further notice, let customers know right away. Do not delay the process.

**e. Working on New Channels as an Alternative arrangements**

As businesses switch to digital channels, the trend of working from a distance is getting a big boost, and more and more people are avoiding body meetings. Here are the key approaches and tools to get the most out of remote work:

- **Remote work**, or the practice of working long hours outside the formal office, is gaining popularity, being implemented by a whole host of digital tools for almost every presentation, from web presentation and email to mobile collaboration applications and virtual event. Sites.
- **Do not assume** that workers have adequate online access at home or elsewhere. While many prefer, some may not only have a reliable or fast service or mobile device. Quickly analyze or collect data from workers included in remote work strategy and determine where gaps are. For some workers, be prepared to invest in mobile hotspots and related data programs, as well as provide grants for setting up home internet access programs or improvements to existing access, which is especially important for workers living in more rural areas.
- **It is important** to note that the VPN will be the single most important link in remote work chain, so make sure solution works on most target devices and works reliably (workers have amazing performance depending on where they are actually located, which can be complicated with global companies using local Internet services, etc. IP addresses are blocked for a variety of reasons). All service providers, devices and locations should be checked to a minimum and make sure that the performance is adequate.
- In accordance with the mandate, companies may provide that a member can only attend a meeting electronically, among other things, during the period when safe distance regulation or "circuit breaker" measures are in place. "Electronic mechanisms" should at least allow stakeholders and members to observe the proceedings of the meeting simultaneously through audio and video mechanisms, i.e. provide each member with both audio broadcast and audio visual broadcast (e.g. "live" webcast).



**f. Prevent the spread of misinformation:**

It is very important that one should be critical when he / she look at social media, i.e. not to leave misinformation on online networks. One can politely ask the person who shared it to delete it.

Not only is this, reporting wrong posts / information to platform administrators the much needed task. When in doubt, take the time to review shared information and make more noise than people sharing misinformation. Fact-verification and rational discussion are needed to combat COVID-19-related infantile disease, but these strategies can have dire consequences.

**g. Priorities of Health and Wellness**

Employees should be given the resources and tools they need to remain efficient and safe in the face of new challenges. Long-distance work can be challenging for some people, so it's crucial to have a platform for workers to share resources and to encourage them to work or meditate during the workday.

Mental health and psychosocial support should be available to all workers. Extensive risk assessments can help identify and mitigate occupational risks associated with mental health. Activating memory at workplace will motivate people to reduce the stress and tension they may feel during this time. The organization should appoint a Memory Instructor, whom we call the "Happy Trainer," who will provide mindful moment sessions three times a day to employees around the world.

**h. Fear of Unemployment**

A recent study found that nearly half of those surveyed in urban India live in fear of unemployment. The April employment report predicts that the unemployment rate will rise to double digits, perhaps up to 20 per cent, far above the worst level of the global financial crisis, reaching levels not seen since the Great Recession of the last century. The government's appeal to employers has had little impact on layoffs in the country. Although pay cuts are a more desirable temporary option than permanent redundancies, only by implementing effective policies can long-term job security post-

lockout be ensured, not only for businesses, but also for NGOs, start-ups and small enterprises.

Migrant workers suffer a lot, and many began to lose their jobs as construction sites closed. Without money, tens of thousands of cities would be abandoned and their hometowns and villages - a few hundred kilometers away - would be left without public transport, reflecting the extent of their misery.

"The informal economy operates on a daily basis, so the real impact of [locking] must be faced by rickshaw pullers and construction workers. They have been hit the hardest," said Sunil Kumar Sinha, India's leading economist.

### **i. Disruption into new normal**

The world has changed and there is no going back. For the vast majority of companies around the world, digital disruption is no longer an imminent concern, but a new nature. Nine out of ten C-suite decision makers say digital has disrupted their industry, and 98% say their own business or organization is the same.

Digital may have already had a significant impact on the way companies operate, but the disruption is not over. 54% percent of business leaders believe "significant" change is ahead. Only 3% think their sector will not be affected. Among the new ones, most businesses and companies use video conferencing for internal communication. The PEW Research Center says that one in four Americans uses video calling to work. While video certainly has its advantages, it is better to use it sparingly when meetings need to be attended by the whole group. Understand that most PR benefits are positive, so spend a lot of time in front of the laptop. Back-to-back zoom meetings can be a challenge. In addition, digital eye strain is real. The World Economic Forum predicts that by the end of 2020, with poor economic well-being, eye strain will become a secondary epidemic.

Digital disruption may be the new norm, but that doesn't mean you can't be persistent yet. Change is not easy for anyone. However, embracing change is essential if you want to live in a fast-paced environment. One way to help customers embrace change is to

create a clear connection between a product and the value it brings to their lives.

#### **j. Offer support to your internal teams**

Improve managers to lead change, it's obvious that managers should understand where they are, they can help and guide others. Execute daily check-in calls, maintain continuous communication, respect staff privacy, focus on learning and development, giving employees current flexibility etc. are the tasks i.e. need to be understood.

### **7. Findings and Suggestions**

The study showed that this epidemic is causing managers to understand that businesses cannot expand, succeed or prosper without awareness, dedication and diligent workers. Internal relations professionals play an important part in their organization and they collaborate with other staff to ensure that organizations perform as efficiently as possible. They are responsible for enforcing effective cross-section collaboration, ensuring flawless communication, enhancing staff, engaging with them, and providing a positive employee experience. As a communications expert, this is an opportune time to build a framework for building our thinking, making sure employees are aware of the situation, feeling involved, and improving their mental and physical well-being. The study also found that internal communications are emerging to a new level where focusing accelerates decision making, challenges people's knowledge, and provides information for leaders, managers, and staff to design arguments, explain situations, make decisions, and initiate initiatives. Working in a virtual environment opens up avenues of innovation, ideology and more interesting management techniques. However, it also causes anxiety, fear and loneliness. In this unprecedented time, internal communication systems, methods, content, to some extent, feedback, tone and frequency can make a difference. As companies grow rapidly due to COVID-19, the real transition of internal communications from the required communications to the critical organizational priority, and from the disciplinary process to a philosophy, is underway. In a virtual work environment, connection

is the glue that binds emotions and attitudes. "Employers need to reconsider their approach to communication to ensure that they can communicate effectively with their co-workers. Even if they had a digital approach before, they should use this more to promote collaboration. At times like this they want to encourage colleagues to connect with each other and thereby help each other. For this reason, they use employee contact sites that allow them to better communicate and cooperate during outbreaks. Companies also focus heavily on the well-being of their employees - this has always been important, but now it is at the forefront. Finally, as usual in times of crisis, communications are seen as an important function of delivering their business, which feels great!"

The study suggests that leaders should always be open to comments during question and answer sessions. However, be aware that large gatherings can lead to difficulties, especially if employees are not happy with how the company responds to COVID-19. One of the basics of PR is important here: Get to know your audience. Employers and leaders should try to remember these points while communicating with their employees or team members:

- Make it easy to ask questions
- Remember your voice
- Develop a positive organizational culture
- Zooming is one thing

Using the company's intranet can be a good trick, especially if there are forums designed for team members to ask questions. Being able to provide explanations can alleviate a lot of stress.

At that end, the employer should know the tone of his/her own voice. Sometimes they are unaware of infection or frustration, especially during epidemics. It can show in their voice. Tone is something that is known for most PR benefits because it is essential in connecting with the audience where delivery is everything. Don't forget, be-careful to keep communications brief. While this is always good advice, it is especially important now because staffs are dealing with issues during the Covid-19, and their time may be limited. Try

different types of contacts, including Slack or Microsoft teams. Don't forget phone calls or emails until you have disassembled your inbox

## 8. Conclusion

The new COVID-19 virus outbreak has challenged the medical, economic and public health infrastructure of many countries, particularly China, Italy, Iran and Japan. In general, Indian law prohibits discrimination on the basis of gender, sexual orientation, caste and religion. There is, however, no specific law covering Coronavirus. Therefore, it is the moral duty of the employer to prevent employees from any harassment or discrimination based on Coronavirus. However, an employer can carry out various activities such as screening and medical examination. When looking at easing restrictions by the Indian or state governments to allow businesses to reopen, employers should be careful to consider legal and practical considerations in their workplace (s) health and safety aspects. With all the problems of today's society, we are constantly confronted with clutter and information loads. As communication professionals, we wrestle with similar issues in our daily roles. In an age where information is plentiful, competitive advantage lies in the ability to influence the behaviors, attitudes and actions of our employees through relevant, factual and contextual information and conversation. The end result is a workforce that is quick, accurate, and consistent with the business strategy - as a whole, a working group that believes in the company's purpose, values and goals. There must be facts and empathy in international communications... This is not about balance. It is about providing an accurate description of how employees feel and act at any given time, respecting the need for information and context, wisdom and sensitivity. In a virtual work environment, connection is the glue that binds emotions and attitudes. From video, webcasts, conference calls and phone calls, communicating and conversing with people stimulates social and digital. Never change personal to community!

Although actions certainly speak louder than words, rightly or wrongly, in these difficult times they are mostly words (and the manner in which they are communicated) and not just actions that individuals and companies would come to remember. Good and

efficient connectivity would also prove to be more important than ever for companies and leaders in the coming year.

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