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VIRTUAL INTERNATIONAL CONFERENCE 2021

on

**Make In India : Redefined In A Digital
Era for Sustainable Development**



Organised by the



G R DAMODARAN ACADEMY OF MANAGEMENT

(Approved by the All India Council for Technical Education
affiliated to the Bharathiar University and recognized by the UGC)

An ISO 9001: 2015 Certified Institution

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FOR SUSTAINABLE DEVELOPMENT**

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A THEORETICAL APPROACH TO CHANGE MANAGEMENT

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INTRODUCTION

“Change is complex, and knowing what not to do is just as important as knowing what to do.”

Change management is an organized move towards dealing through the evolution or revolution of an organization's goals, processes or technologies. The rationale of change management is to employ strategies for carrying out change, scheming change and serving people to adapt to change. Such strategies comprise having a prearranged process for facing a change, and also the ways for overcome it. Change management in order to be effective, should consider how an modification or alternate will affect the components of the organization. There must be a system for planning, testing, communicating the change, a system for scheduling and implementing change, a system for recording change and a system for appraising its effects. Documenting is a significant part of change management, in order to ensure acquiescence with in-house and outside controls.

FROM Y2K TO COVID 19 = SOME CASES OF CHANGE MANAGEMENT

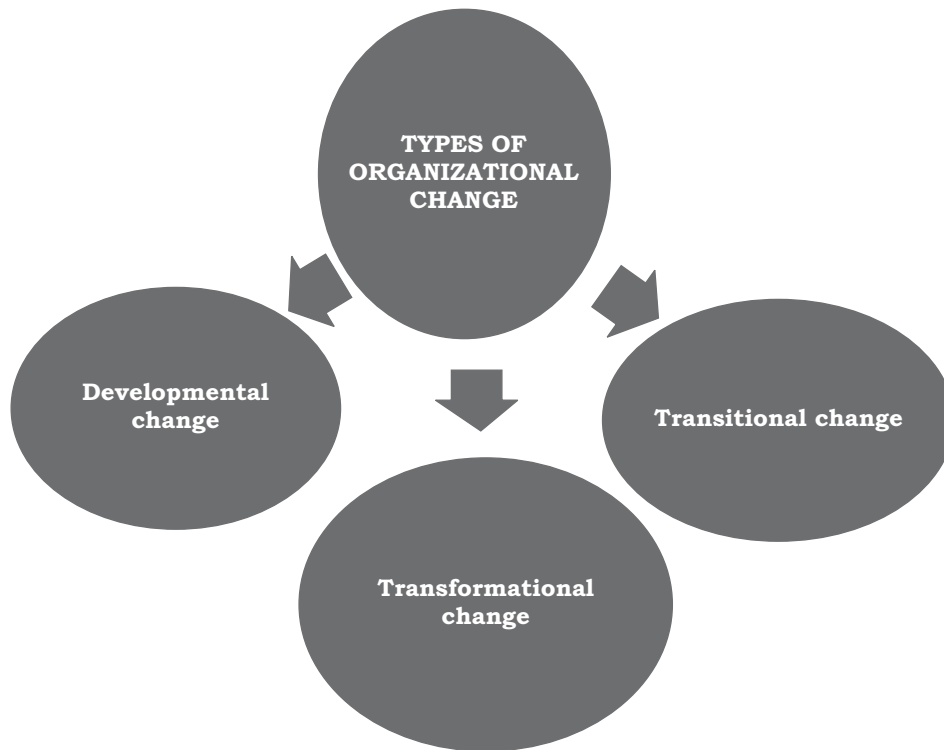
During the end of 19th century, there was panic all around the world. Organizations and technologist were worried that the software in use would return itself on 1 January 2000. There was confusion and chaos everywhere. World turned to techno for help to deal with this looming crisis, popularly called as Y2K (Year 2000). In the times gone by, no change management programme has troubled businesses like Y2K. Now present day pandemic has also hit us hard. We were not ready for Covid 19 outspread, but still we managed to survive. Health sector rose to the occasion and came out with life saving vaccines. Governments, health organizations did all that was needed to save precious lives. Work from home, online classes and online meetings have become the order of the day. We never anticipated but we faced this change and overcame it brilliantly. These are two examples from past to present discussed to prove the significance of change management.

OBJECTIVES

This research paper has the following objectives,

1. To understand the types of change in organization.
2. To know the steps in change management.
3. To study about the Covid 19 changes in specific sectors.

TYPES OF ORGANIZATIONAL CHANGE :



STEPS IN CHANGE MANAGEMENT

- 1. Understanding the change as** what it is the change, how it will be affect us, and why it needs to happen.
- 2. Planning for the change as what steps would be taken in short term and what is to be done in long term.**
- 3. Implementing strategies to overcome change by ensuring everyone is aware and involved in overcoming the challenges**
- 4. Communicating about the change as** each person needs to be acquainted with why the change is happening, take it as an opportunity and understand how they can overcome it.

CHANGE MANAGEMENT IN DIFFERENT SECTORS

In this article change management in business, health and education sector has been focussed

CHANGE MANAGEMENT IN BUSINESS SECTOR

The pandemic affected the business to a very large extent. Indian business faced huge loss and their growth was very much restricted. Be it a large business or small one the pandemic crippled them both. Right from production till shipment everything came to a halt due to the outbreak of corona virus. Lockdown imposed by the government to control the spread had a negative impact on the business. Many organizations completely suspended their operations; there were work from homes, layoffs and closures also. From lockdown phase to unlock phase the business estimated losses are given below as reported by business today.

Sector	Business Today.in	
	Disruption severity	Loss estimated (₹ lakh cr.)
○ Mining and quarrying	Complete	0.31
○ Manufacturing	Near complete excluding medicines etc	2.16
○ Construction	Complete	1.06
○ Trade, Hotel, Transport, Communication and services relating to broadcasting	Near complete excluding broadcasting	2.42
○ Financial, real estate and professional services	Near complete except banking and healthcare services	2.81
○ Total		8.76

Source: Business today

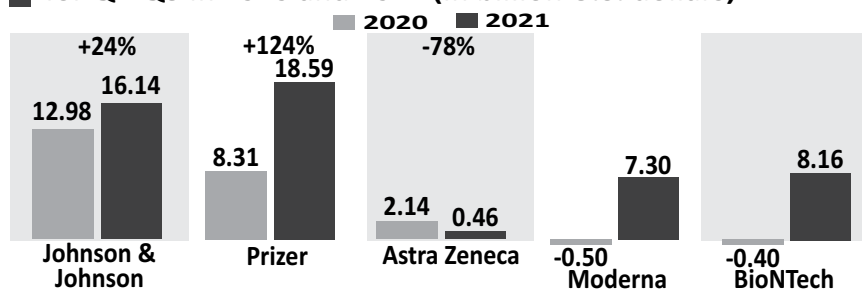
But the businesses have to cope up with the change and have brought in lot of initiatives to travel in growth path. The situation has drastically changed and some businesses have even started posting profits.

CHANGE MANAGEMENT IN HEALTH SECTOR

For many business pandemic was a threat but for health sector it was a boom. The health care industry saw a rapid demand for its products. It was a burden for health care providers but the pharmaceutical companies, vaccine manufactures gained. So this is the other side of the coin one suffers and other gains.

How COVID-19 Vaccines Changed Pharma Company Profits

Net income/profit of selected pharma companies for Q1-Q3 in 2020 and 2021 (in billion U.S. dollars)



Astrazeneca / BioNTech declare profits, not net Income, BioNTech : Converted from Euros on Nov 15, 2021
Source : Company reports

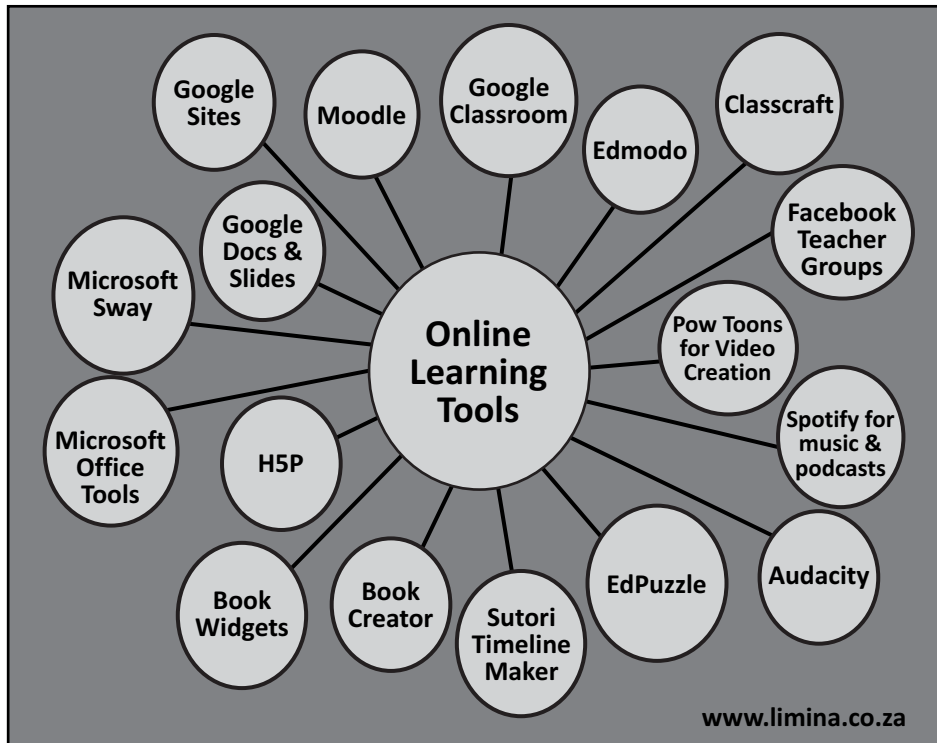


statista

Source: Statista

CHANGE MANAGEMENT IN EDUCATION SECTOR

A school without a teacher, blackboard, chairs and charts was far from reality. But today education has become online, Google meet, Google classroom, Microsoft teams, Zoom are present day classrooms. The change in education sector is unimaginable. The teaching methodology, evaluation methodology were hit hard. But still the students are promoted and graduated. The pandemic has brought in lot of changes in education sector.



Source : Limina

CONCLUSION

Change is the only thing which does not change. Instead of resisting or ignoring change facing it with proper mechanism will yield better results. Proper planning, organizing, communicating change management programmes to all the stakeholders will be a better approach. This will reduce the chaos in any organization and will give clear vision for the path ahead. Documenting the change will definitely be a good reference for future also. So with an effective change management programme overcoming change is always possible.

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