

Current HR opportunities and challenges in India

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Abstract

Covid-19 has created a very big pandemic situation which brought in many difficulties in the entire world and currently every organization is dealing with mess. Every field has suffered during pandemic situation and similarly HRM also faced lot of difficulties. Many employees were suspended from their jobs and few of them also quit by themselves during the Covid-19 situation. The study has been divided into four different parts, first part has indicated that there has been creation of opportunities to work from home, second part has shown the challenges which the employees have faced during pandemic, third part indicates the role of organization being played during pandemic and fourth part is about the growth of organization through digital marketing during (COVID-19) pandemic situation. This study is based on various aspects during the period of COVID-19 pandemic situation, it also includes the role which HRM has played in overcoming stress and creating a balance in work of the employees. During the period of pandemic the situation has become very stressful for the employees since the working hours have been limited during offline, but during work from home the timing has not been restricted. Sometimes the employees face lots of stress due to the timing issue, the HR of different organizations have initiated different policies for the employees so that they do not face the stress. Covid-19 has resulted in change in working environment for the organization and employees. HRM has helped employees in finding themselves comfortable in working in front of their families and managing at home.

Keywords: opportunities, challenges, pandemic

Introduction

HR has played a very important role during the period of Covid-19. There have been various opportunities and challenges during this period. The employees working in different organizations faced mixed feelings, some of them were tensed while working from home and some of them could easily manage different modern ways of teaching. The interconnected world has been affected and such problems which have occurred due to pandemic have resulted lot many threats for the organizations and also their survival. The number of Covid cases have been increasing regularly and there is not a complete lockdown in any of the cities but there has been big impact on the working of many organizations and since the virus is still believed to be very

serious, still social distancing is being maintained and many organizations still prefer to provide work from home opportunity to their employees. Covid-19 has created a very big pandemic situation which brought in many difficulties in the entire world and currently every organization is dealing with mess. Every field has suffered during pandemic situation and similarly HRM also faced lot of difficulties. Many employees were suspended from their jobs and few of them also quit by themselves during the Covid-19 situation. Some employees feel that they got a chance to be more interactive with their families as they were so busy in their regular work that they could not contribute much in their family life. Employees found time in their personal and professional life and this also created a balance between them.

Objectives of this study

- To evaluate the opportunities for the employees during Covid-19 pandemic
- To understand the challenges being faced by employees during this pandemic
- To analyze the organization's role in HRM during current pandemic period

HRM and opportunities during (COVID-19) pandemic situation

During COVID-19 pandemic situation, different organizations asked their employees to work through digital platform. Physical interaction has been difficult, hence digital platforms have been used to interact remotely. Online platform has provided a way to people from different industries to actually scale up their business in a unique way than ever before. This virtual work and digital technology has made every employees work life better. Employees are currently working in (P-E fit) environment, hence they could give more attention towards their work. During this pandemic situation, all the work of HR were carried out through some or the other digital platform like training, internship, meetings, recruitments etc. "Work from home" is a new concept for many employees and there have been many challenges which have come up in their working. Now the employees also found difficult to work at home since they were required to work before their families and this could be a personal problem for a few employees. Employees being at home did not get much opportunity to spend time with their families, though some employees were satisfied with work from home as they spent some crucial time with their families.

HRM and challenges during (COVID-19) pandemic situation

During this situation of pandemic, the HR managers are required to deal with employees having different challenges, for example, in the initial days each and every organization faced lot of difficulties in carrying out their work using digital platform since many employees are not used to work at home and coronavirus brought totally a new experience before them. At times, current employees those who are working in the organization might have got affected with virus and safety is very important so for creating a healthy relation between organization and employees at times work from home was also considered very important. The employees are away from social life as they are not stepping out of their houses to meet their friends or relatives, but this pandemic has made their digital life easy as with time they are much aware about the way social media operates and the way they have to carry out their work from home. No one is able to carry out any social activities during this difficult time. During this period of pandemic, each and

every research is being conducted on digital platform, business activities are not being continuous, customer's preference and employee safety is very important. The HR managers of all the organizations are putting in so much efforts to reduce the damage being caused by work from home situation. During the period of pandemic the situation has become very stressful for the employees since the working hours have been limited during offline, but during work from home the timing has not been restricted. Sometimes the employees face lots of stress due to the timing issue, the HR of different organizations have initiated different policies for the employees so that they do not face the stress. Covid-19 has resulted in change in working environment for the organization and employees. HRM has helped employees in finding themselves comfortable in working in front of their families and managing at home.

HRM and organizational role during (COVID-19) pandemic situation

HRM plays a vital role during the pandemic situation and during this lockdown there was a lot of uncertainty in the working of the organizations. There was no such previous plan for this kind of pandemic, HRM managed the entire situation and they tried to build up long term and healthy relationship among organization and employees. HRM has created new technologies for organizations for achieving their goals. The policies being planned by HRM are such that work from home becomes an easy task. Employees are being given proper training for making use of digital platform and usage of technology. HRM has helped in transforming employees, the skills of the employees has been upgraded and this help them in their professional growth. The organizations are running various online sessions for helping their employees in overcoming stress and helps in upgrading their skills. If the organizations wish their employees to work for long time, there is a need that the employees are motivated regularly so that they could face this pandemic. The employees are being motivated by HR for managing their professional and personal life.

HRM and growth of organization through digital marketing during (COVI D-19) pandemic situation

During this entire period of COVID- 19, there were different types of opportunities and challenges for all organizations and employees. HRM policies have been created by HR executives and management towards the growth of organization. Due to pandemic, every employee is working on online platform and this has encouraged HRM to establish new policies and the working environment for the employees are working towards the accomplishment of work accurately and effectively. COVID-19 pandemic situation has changed the working environment during last few months. The working style has changed as before the organizations used to sell products with help of the consumers, shopping complexes, middlemen and sellers but at present organizations are directly dealing with customer and provides their nursery products based on their requirements. Everyone who is working with online platform, can contact the customers directly and sufficient services are being provided with the help of feedback received from sights and work based on them. This would help in growth of organization as when consumers are contacted directly, the organizations could connect with them and they could be provided with products/ services based on their wants. During this pandemic situation, there has

been unplanned crisis for every person, no one was ready to face such situation, digital market played very important role.

Discussion and Conclusion

Covid-19 pandemic situation was not expected by anyone working in different sectors. The situation was quite tough and everyone dealt with virus in the best possible way. During COVID-19 pandemic situation, different organizations asked their employees to work through digital platform. Physical interaction has been difficult, hence digital platforms have been used to interact remotely. Online platform has provided a way to people from different industries to actually scale up their business in a unique way than ever before. This virtual work and digital technology has made every employees work life better. Employees are currently working in (P-E fit) environment, hence they could give more attention towards their work. At times, current employees those who are working in the organization might have got affected with virus and safety is very important so for creating a healthy relation between organization and employees at times work from home was also considered very important. The employees are away from social life as they are not stepping out of their houses to meet their friends or relatives, but this pandemic has made their digital life easy as with time they are much aware about the way social media operates and the way they have to carry out their work from home. No one is able to carry out any social activities during this difficult time. Employees are being given proper training for making use of digital platform and usage of technology. HRM has helped in transforming employees, the skills of the employees has been upgraded and this help them in their professional growth. The organizations are running various online sessions for helping their employees in overcoming stress and helps in upgrading their skills.

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