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An Assessment of New Normal in the Post Covid-19 Era

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In the contemporary era, the COVID-19 pandemic has imposed massive perils to global public health and economies. To date, millions of people have been infected and died. The persistent dominance of the virus has covered the risks associated with other pandemics/epidemics and health care systems. The death toll is just like the tip of an iceberg. The catalyst implications on countries' social and economic structures are formidable. The vulnerable and marginalized populations have already faced severe a disproportionate burden of the pandemic. The year 2021 brought new challenges amid the COVID-19 pandemic. The mutation occurring within the Coronavirus genome has gradually surfaced with the cyclic orders of multiple waves of the pandemic. In this aspect, national policies and international schemes aided with centralized programs have led to positive gains. Nevertheless, ending the pandemic's repercussions and quickly recovering would require significant determinants to follow a roadmap of new normal. New normal in today's time has also led to many transitional changes. Therefore, adapting to the normal would require a coordinated, coherent and effective response to sustainable development. In this aspect, the study provides a detailed analysis of the new normal and transformation in the post-Covid era. Technological advancement and its dependency have enabled each sector, i.e., education, health, business, e-commerce and many others, to adjust to the changes in the pandemic era. Therefore, the paper discussed the post-impacts of

Covid-19 on different domains and communications while providing a better understanding in order to adopt the new normal.

Rethinking Practices under the New Normal:

Life beyond the Covid virus holds a potential change for everyone to adapts well to the new normal. Globally, the vaccine campaign has been started at a quick pace. Many countries have been assisting each other by providing

pharmaceutical aid and vaccines. However, an important question lies that whether the world will go back to the pre-covid scenario or the world has to adjust with the new normal? In this regard, many experts envisaged that the world must adapt to the new changes as the conditions in the post-Covid era would be different.

The new normal brought transformative changes in many sectors, including education, business, Information Technology (IT), e-commerce, online banking and shopping mechanisms and many more significant fields. In addition, the governments have invested in efficacious conflict preparedness and revamped efforts to address structural and systemic inequities under an integrated sustainable development framework. Now, the countries are paying attention to form a robust integrated structure to enhance health care delivery mechanisms' capability while attaining greater accountability for future discourse.

Digital Transformation amid the SARS-COV2:

It is vital to imagine the impact of technology in our new normal lives and the general trends that are already emerged. Worldwide, the functioning of many sectors went online amid the pandemic. In this regard, the role of technological advancement is pertinent to discuss. The technological transition has enabled many sectors' dependency on the online system.

a. Education Sector:

Education is the foundation of developing main pillars of a country, i.e., economy, society, and politics. For national progress, education is a key pillar. It enables a person for cognitive thinking and makes them realize their rights and duties regarding the state's development. Educational institutions including, schools, colleges or universities, are the largest producers of human resource and knowledge. However, the education sector has been experiencing a vital transformation due to the Covid-19 pandemic. The education sector, like many other sectors, has faced devastating implications of the pandemic. There are many new approaches and dimensions to the new normal. There is a stark requirement to discuss education in the wake of rising opportunities and risks in this

aspect. [1]The closure of many educational institutions corresponds with the student evaluation period in colleges and schools. Subsequently, it has been observed that current assessment practices adopted as a response to the pandemic are likely to become a substantial part of the new normal in education. Many schools have issued implementing guidelines, changing many aspects of evaluation characteristics of the curriculum. In this regard, the transforming degrading system also has been observed. A lot of schools/colleges have decided to alter their appraisal pattern from quantitative to qualitative, for instance, pass or fail system. At the same time, assessment decision had supported by prior grading or performance record of students. Many people are concerned about is effects and advantages and disadvantages in the context of with relevance to student's motivation. Such crucial steps were taken because of the crisis. However, it has also been envisaged that the changed evaluation level would disconnect the motivation, student needs to strive for higher grades.

b. Health Care System:

SARS-COV2 pandemic has placed significant strains on health care systems worldwide. The states which have had a stable or robust health system responded effectively and quickly to the pandemic. However, many

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[1]Cahapay, Michael. (2020). Rethinking Education in the New Normal Post-COVID-19 Era: A Curriculum Studies Perspective. 10.29333/aquademia/8315.

countries have not rapidly gotten out of the devastating socio-economic repercussions of the pandemic. In this aspect, China's exceptional risk management and emergency response policies can be taken as a model for greater health security. Thereby, resilient policies must be considered and prioritized for risk management and conflict resolution. On the flip side, the flawed performance of some developed or high-income countries has demonstrated the menaces of under-investing in public health systems to cope with health crises of this level.[2] Globally, it has been accepted that only developing secure and effective vaccines will not be enough to end the pandemic. However, those vaccines and medical aid must be delivered at an affordable price to all governments. Moreover, the assistance must be allocated to optimize benefits for public health and equality. The crisis has put a limelight on the vulnerabilities of global supply chains when faced with disruptions from extreme events. Therefore, it is also significant for healthcare players to protect and sustain supply chains from future shocks. Now, healthcare providers are working to build resilience into supply chains by conducting risk analysis and implementing business tenacity plans. Another aspect of health care is technology in this sector. The health care system has been now massively shifted to the online mechanism. Easy registration, Covid sampling, and 24/7 access to online health services through mobile applications has paved the way for adjusting with the new normal.

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[2] Reid M, Abdool-Karim Q, Geng E, Goosby E (2021) How will COVID-19 transform global health post-pandemic? Defining research and investment opportunities and priorities. PLoS Med 18(3): e1003564.
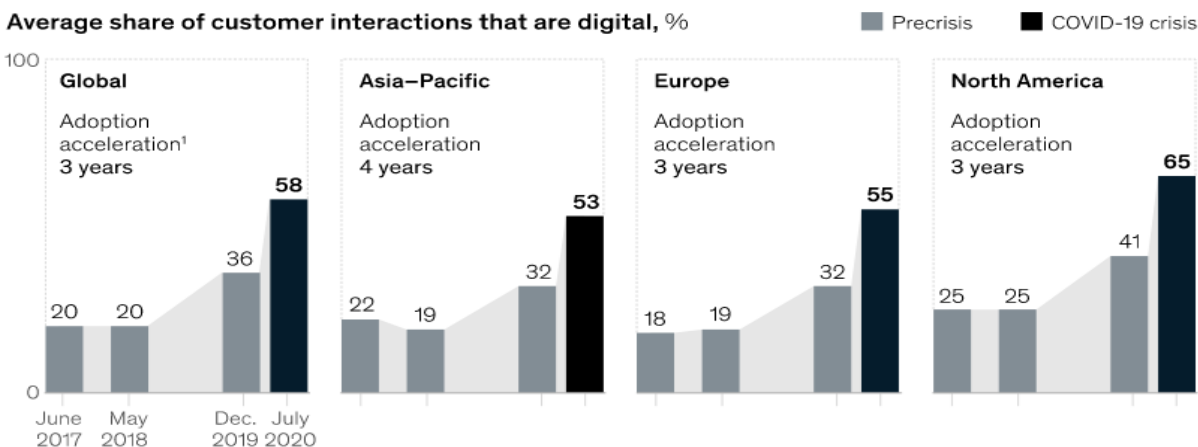
c. Business and Industrial Sectors:

According to an estimation of Mckinsey's survey, the COVID-19 response has speeded the adoption of digital technologies. [3]During the pandemic, customers have dramatically moved towards online channels. Consequently, a lot of firms and industries have adjusted their strategies and policies to respond to the demands. Moreover, the business sector has aggravated digitization for their customers, including online interactions, maintaining supply chains, and internal operations by next three to four years. Thus, there is a rapid shift towards digital interactions, showing adjustment with the new normal. The below-mentioned results from various regions suggest an average seven-year increased rate at which companies are developing goods and services to satisfy future demands of customers.

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[3] Official Source: https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.

Average share of customer interactions that are digital, %

Precrisis ■ COVID-19 crisis

Global
Adoption acceleration[1] 3 years
20 — June 2017
20 — May 2018
36 — Dec. 2019
58 — July 2020

Asia–Pacific
Adoption acceleration 4 years
22
19
32
53

Europe
Adoption acceleration 3 years
18
19
32
55

North America
Adoption acceleration 3 years
25
25
41
65

[1]Years ahead of the average rate of adoption from 2017 to 2019.

Adapt, Build Resilience and Survive: New Normal Needs in the Post-Covid Period

The largest changes are also the most likely to stick in the longer term. Thereby, the new normal would be interesting but may be difficult for some countries to adjust with the transition immediately. Quick pandemic control and mitigation are possible. Nevertheless, it depends on

decisive leadership and multilateral sectoral cooperation. It requires coordination at the national, regional and global level with a commitment to leave no one behind. Global health diplomacy and digitalization have a crucial role to play in the catalyst environment vis-à-vis non-traditional security challenges such as pandemics and others that jeopardize the existence of living beings. Therefore, sustaining global supply chains, cooperation in the health care system, and building resilience for a

shared future need to be revitalized at a wider level. The virus has made one thing clear that global problems need global solutions. Thereby, post-pandemic recovery worldwide must be coordinated at the multi-dimensional level. It must provide inclusive, accountable, and guided approaches prioritizing multi-sectoral collaborations to adapt to the new normal and digital transformation.

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