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Commercial

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“The ultimate test of a man is not where he stands in the moments of comfort and convenience, but where he stands at times of challenge and controversy.” – Martin Luther King, Jr.



Presently, the world is facing one of the **biggest epidemics of all times**, that is continuously testing our abilities and commitment to stand by our responsibilities. The paradigm has already shifted to redefine the status quo or what we called normal. On the greener side of the grass, this gives each one of us ample time to retrospect on our mistakes and redesign the future as we see best. The situation has led to many people qualifying the test, while many are shattered with the chaos. From an individual citizen point of view, there was not much that could be done apart from social distancing, practising personal hygiene and making the best out of life through community support.

Businesses, on the other hand, as employers, have a lot to retrospect. There are many new challenges and hardships to experience in the wake of the pandemic, and learning and adapting to the change is the primary step forward. The decisions they make now would define our history and reshape our future. In this context, facility management organisations have displayed remarkable resilience and persistence to stand by the commitments made to their stakeholders and employees. The situation regardless of its hardships demanded professionals from this sector to quickly learn and fulfil responsibilities which are highly critical for the wellbeing of the system. These include technical operations, housekeeping, sanitisation, horticulture and security, all backed by a learned management and support functions. Through various measures of workability, facility management organisations have safeguarded properties, its stakeholders and residents by ensuring continuous operations. Committing to this responsibility is exceptionally critical as even a small failure can result in huge losses with health and safety compliance, monetary damages as well as an absence of credibility.

While the zeal to stand by commitments is paramount, ensuring the safety and wellbeing of this personnel is also the utmost priority. Be it through a non-clinical method such as social distancing, PPEs, job rotation and education or through the provision of extra wages. The personnel have been continually working from home and using remote access and communications technologies to facilitate reasonable operational efficiency, thus decreasing losses to organisations. The support teams have also been alert and assisting in action plans and awareness material required to educate on the pandemic. The legal teams have been critical for coordinating with statutory bodies on a real-time basis, and for seeking permissions to ensure smooth reporting of the on-ground staff during the lockdown, which was vital. EHS compliance mandates were offered amid the consistently changing guidelines and advisories.

While the world explores options other than China to meet its manufacturing and industrial requirements; this may result in an opportunity during adversity. The territorial position of India, combined with the demographics of a young workforce, makes it a suitable alternative to the aspiring need of the world. Besides the growth in industrial parks, the advancement of technology, such as the **Internet of Things (IoT)** and Artificial Intelligence (AI), also allows us to leverage the situation. Hence, the country must embrace and be prepared for it as it would revive and enhance the economy.

The IFM industry stands prepared to perform their tasks covering three significant objectives - resilient business continuity, cost efficiency and customer-centricity. They will assist the industries by providing all the facilities with utmost precaution, proactiveness and proficiency, as always.

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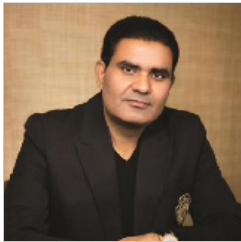
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