## BUSINESS



## **BANKING ON KNOWLEDGE**

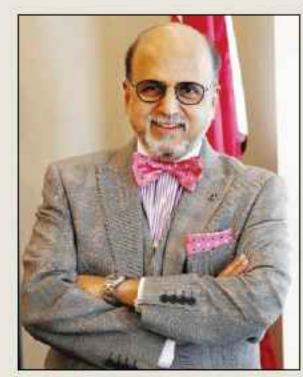
## Covid-19 can be a new chapter for humanity

## By Dr R Seetharaman

The Covid-19 pandemic is a catastrophe for the humanity. We recognise that; at the same time, there are positive reflections which we need to interpret in real order. This is a new world order. Everything is transformational in terms of economies, finance, environment and society at large. We have to understand that we have a commitment to make at this point, being conscious as a human being. Where the vision is one year, cultivate flowers; where the vision is 10 years, cultivate trees; where the vision is eternity, cultivate people. Our greatest recession can bring greatest prosperity.

We need to build human consciousness here. Rich or poor, individual or institutions, countries or continents, we are all global citizens. That is the feel we should have. Our values systems are not changing. This is the time to internally drive and also introspect our consciousness. We have to internally drive during these challenging times. Old values still hold good. Our heritage, culture, civilisation all have true profound meaning for us to realise we need to get back to basics. According to Hellen Keiler, "the best and worst few things cannot be seen or touched... it can be felt in the heart." This invisible coronavirus is one of them.

The pandemic Covid-19 has exposed



fundamental weaknesses in our global system. It has shown how the prevalence of poverty, weak health systems, lack of education, and a lack of global cooperation exacerbate the crisis. The crisis has re-enforced the interdependence of our world. It has brought to the fore the urgent need for global action to meet people's basic needs, to save our planet and to build a fairer and resilient world. According to Jannette Cole, "we cannot help ourselves without helping others, we cannot enrich our lives without enriching others and we cannot prosper without bringing prosperity to others."

We face common, global challenges that we must solve through common, global solutions. After all, in a crisis like this, we are only as strong as the weakest link. These are the Sustainable Development Goals (SDGs), the global blueprint to end poverty, protect our planet and ensure prosperity, all about. We must all support the call by the United Nations to scale up the immediate health response to suppress the transmission of the virus, end the pandemic and focus on people, particularly women, youth, low-wage workers, small and medium enterprises, the informal sector and vulnerable groups already at risk. According to John F Kennedy, "our task is not to fix the blame for the past but to fix the course for the future." Working together we can save lives, restore livelihoods and bring the global economy back on track. Elimination of extreme poverty, creating a better world and being a better citizenship to this world are some of the key priorities which we need to focus on. We have to respect gender equality. We also have to recognise that healthcare is important and maternal health is important. According to George Washington Carver, "to be a better person, resolve to be tender with young, compassionate with aged, sympathetic with the striving, and tolerant of the weak and wrong. Sometimes in our lives we would have been all of these." We have to respect the elderly. We need to have clean water and air and better sanitation facilities.



in air pollution in Coronavirus hotspots around the globe are offering a silver lining to an otherwise very dark story. But they are also a graphic reminder of the climate crisis that will continue when the pandemic passes. When the lockdowns are lifted and life returns to what it once was, so too will the pollution that clouds the skies and with it the greenhouse gases that fuel global warming. Global warming and climate change are not ordinary issues. These are extraordinary issues shaking up the world. We need to create a carbon neutral society. We have to reduce the carbon emission. Unless we bring in peace and justice to individuals and institutions, the society at large will not be peaceful.

Countries such as Italy and the USA are coming up with plans to ease the coronavirus lockdown and restart the economies. Spain has allowed partial return to work this week, but Britain and France have extended lockdowns. According to William James, "the greatest discovery of this generation is that human beings can alter the lives by altering their at-

during the times of Covid-19. Our heart and mind have to be conscious of the fact, when there is righteousness in your heart, there is beauty in your character. When there is beauty in your character, there is harmony in your home. When there is harmony in your home, there is order in the nation. When there is order in the nation, there is peace in the world. That is the key message we are learning from the Covid-19 crisis. Today, irrespective of the fact whether you are rich or poor, we have seen how society is coming together as humanity. We have to make sure that justice and peace come in every home and harmony is integrating. We are internally driving. Families are knitting together. Our lifestyle is also bringing a new world order in terms of work remodelling. The transformation that we are seeing today is going to be enduring and that change is enviable. The virtual reality today we are seeing and some of the important changes which come through this crisis are all a life-changing exercise. This is going to create more moderation to our

to have a positive moment and we are going to have positive attitude. We are going to be considered as better human beings who will support each other. We can begin by doing what is necessary, then what is possible, and suddenly you are doing the impossible. We cannot enrich ourselves without enriching others. We cannot build our fortune on borrowed money. We have to understand that time is limited in this planet in a value creation and there has to be a purpose behind it. We are going to be having a concerted vision for human prosperity. Our value systems are getting again identified in true prospects to support this planet earth. Mother nature has gone through extraordinary stress. We are seeing the reflection in this planet today. The idea of coming together, living in isolation and maintaining social distancing is an opportunity for you to reflect that we have a purpose behind our creation and we are going to make sure our value system is integrating in terms of heart and mind. We should build a society which creates better world and better citizenship in this world. That is what we see in terms of human consciousness. We should make sure we are all committed for social justice values which are going to be adding value to humanity and human prosperity.

substance of existence. We are going

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