



दीव्यते ज्ञानज्योतिसा जगत्

# S. S. College, Jehanabad

(A Constituent Unit of Magadh University, Bodh Gaya)

A Model College, NAAC Accredited: Grade 'B'

## Report

*One day National Webinar*

*on*

*Glocalization and COVID – 19*

**Date: Saturday, 23 May, 2020**

**Time: 01:00 PM IST**

*S. S. College, Jehanabad, Bihar, PIN: 804 408*

*Website: <https://www.sscollegejehanabad.org/>*

*E-mail: [collegeswamisahjanand@gmail.com](mailto:collegeswamisahjanand@gmail.com)*



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# Report on One Day Webinar

## On

### Glocalization and COVID – 19

*A one day webinar on “Glocalization and COVID – 19” organized on Saturday, 23 March, 2020 by the S. S. College, Jehanabad (a Model College and constituent unit of Magadh University, Bodh Gaya) where a large number of enthusiastic participants joined together on to a virtual platform for a meaningful discussion on post-COVID-19 glocalization.*

With close to 56 lakh people infected and more than 3.4 lakh deaths worldwide, and about 1.5 lakh people infected and more than 4 thousand death in India and still growing, the present time is going through a hard time of uncertainty, fear and anxiety due to epidemic eruption of SARS-CoV-2 (Severe acute respiratory syndrome coronavirus-2) around the world that is commonly called as COVID-19. Although it is of zoonotic origin, it originated from a small city in China named Wuhan and soon it spread worldwide and began to affect almost all spheres of human life. In this present COVID-19 scenario, the world appears to have come to a standstill. All economic affairs around the globe seem to be suddenly halted. This unanticipated formation of vortex in human life spearheaded a large scale migration of workers that has led an immense impact on all manufacturing as well as service industry, HRD activities and cessation of all religious activities. This unprecedented post-COVID-19 development resulted in undue stress among the population, high pressure on the present medical system and a fear of slowing down global economy. It seems that this chaos is just like a prelude to the global recession.

The COVID-19 pandemic has not only exerted retrogressive effect on world economy but also to local businesses. It adversely affected the growing of a local goods or services in a global market, or in other words, it inordinately affected the local goods or services in developing a global brand. However, not everything in the present post-COVID-19 pandemic period is negative, but it began to redefine the world and every human activity in their habitat

too. Physical work environment shifted to remote work environment and peoples started to work from home. Even teaching, skill training, discussion, meeting, etc., all shifted swiftly to their web based platform. Needless to say that COVID-19 global crisis paved the way for new work culture, new life style, and new way to see the world. It is well known that local brands or local services that have the potential to flourish as a global brand are not only the axis of local economic activities, but also the culmination of local culture and local trust, and are certainly taking local activities forward without spoiling or damaging the local culture. Moreover, a major event of post-COVID-19 is also a redistribution of man power required for various manufacturing and service industries.

### **Objective**

In this current perspective, it is desirable and the need of the hour to think and discuss about the impact of this upheaval on glocalization of goods and services in the Indian context.

### **Target audience & Participation**

With abovementioned objectives, the target audiences are College/University faculty members, entrepreneurs, research scholars, and students. Participation of the students, in particular, has been exceptionally encouraged.

As expected, more than 150 participants comprising a large number of faculty members and research scholars from various colleges and universities not only from Bihar but also from different parts of India had attended the webinar with much enthusiasm. Despite of faculty members and research scholars, a large number of students from different places also actively took part in the webinar.

### **Sequential description of the webinar**

At first, Mr. Madhav Kumar Singh, Assistant Professor of Physics, S. S. College, Jehanabad presided over the opening of deliberation and welcomed all the keynote speakers, faculty members of the college and all participants of the webinar with brief remarks about the college. He gave brief

information about the founder, aims and objectives of the college from its inception.

Thereafter, the Principal, S. S. College, Jehanabad welcomed the Honorable Vice Chancellor, Magadh University, Bodh Gaya, Prof. Rajendra Prasad, and simultaneously welcomed all the participants on the behalf of entire college family. Later, he requested Honorable Vice Chancellor, Prof. Rajendra Prasad to extend his valuable remarks to the audience.

In his remarks, Honorable Vice Chancellor Stated Wuhan, a city in China as an epicenter of COVID-19 from where it spread to nearly 200 countries. He said 80% of cases are only from 5 states which are Maharashtra, Tamil Nadu, Delhi, Gujarat, and Rajasthan and adding 5 more state further in the list namely Madhya Pradesh, Uttar Pradesh, West Bengal, Andhra Pradesh, and Bihar, positive cases becomes to 90%. He further emphasized the importance of lockdown and extolled the government for early implementation of pan-India lockdown. He asserted that if the pan-India lockdown was not implemented so early, a frightening and terrible situation could have arisen in the country. He said that now globalization is slowly shriveling and the relevance of localization is broadened.

The Principal, S. S. College, Dr. Sudhir K. Mishra described COVID-19 as an infectious disease which is highly contagious in nature. He stated that earlier this virus named as SARS-CoV 2 was not capable of infecting human being but now virus strain has changed and acquired the capability to infect human being. He outlined social distancing and strict adherence to the guidelines issued by various government agencies as only measures to be stayed spared in this COVID-19 global pandemic era. He extended his remarks with the description of its resultant symptoms and mode infection through respiratory droplet contacts, and expressed his felicity for now about very less mortality and high rate of recovery i.e. 30% in India. Together with the description of impact of COVID-19 on economic affair, health issue, progressive ground, socio-economic ground, and survival ground, he beautifully drew the significance of glocalization in the purview of COVID-19 pandemic and local products. He couldn't restrain himself from saying how various medicinal plants and extracted essential oils are preserved in the Trans-Himalayan region which has immense potential to flourish as a brand.

Eminent speaker Mr. Saurav Shah, IPS, Director NSS and Deputy Secretary, Ministry of Youth and Sports, GOI started with his remarks by articulating how glocalization is conceptualized from early establishment of East India Company, Dutch Company and Portuguese Company in India with the progress of time. He pinpointed that looking India as a vast country with diverse culture in the early globalization period, global market players felt need of different strategies for different regions can be said as an advent of glocalization in modern India. Dr. Shah humorously stated that COVID-19 is also an example of glocalization because this virus spread all around the world from a small city of China; moreover, today's meeting is also a good example of glocalization. He underscored the future of work culture lies in the remote working environment as compared to present day picture as a post-COVID-19 pandemic effect. Viewing the massive migration of labor forces, he advocated the procurement of local goods that not only have the potential to increase the local employment but also to propel the local economy in India, particularly, in the context of Bihar. He said, "We are witnessing a round of possibilities in post-COVID-19 time and therefore, the coming six months are crucial for Bihar in terms of labor forces redistribution for a productive local economy".

Distinguished speaker Prof. Dr. R. B. Singh, Member of Vision India – 2035, NITI Ayog and General Secretary, International Geographical Union put forth his valuable remarks on paradigm shift of local to global and global to a local economic activities. He started his remarks by describing the origin of COVID-19 from Wuhan, Hubei Province, China and quoted Peter Daszak (NYT 2020) that we made the virus by disrupting the natural environment's ecosystems. He underlined that cities are the sites of infectious disease outbreaks in all cases whether it be Ebola, SARS, MERS and now COVID-19, and interestingly cities are the only sites of solutions to arrest the spread of these infectious diseases. He mentioned COVID-19 crisis as a driving force of a conception that all *we are global citizens sharing one world and one earth together*. He proposed 12 sectors that have the potential to become a global supplier with special impetus on food processing industry comprising Bajra, Jowar, Millet, etc., in different processed forms. Moreover, he drew a picture showing different states to have different agrarian potential. Further in his words, organic farming is said to be one of the important area that

needs immediate attention together with iron, aluminum, copper, and agro-chemical industry, electronics, industrial machinery, furniture, leather and shoes, auto-parts textiles and medical supplies in this COVID-19 pandemic. He attempted to draw a picture of the leading pressure on human population due to COVID-19 resulting in hunger in poor residents and migrant laborers in one hand and shifting of education, health, and other service sector on to online platform on the other hand.

Prof. Surender Kumar, S. S. College, Jehanabad started his remarks by pronouncing the impact of COVID-19 on various facets of life which is taking place even in developed countries. He said that emergence of local product to global market is a glocalization such as branding development of Indian spices. He stressed out that every crisis redefined the world and similarly this COVID-19 pandemic is also redefining the world, particularly in the context of world economic affairs. He reiterated India as having immense potential to become global with respect to herbal products too, which have been used since the dawn of civilization and similarly, Fox Nut of north India also has the potential to become a global brand. He asserted by alerting the audience that COVID-19 definitely reversed the world at 360 degree, but if we want, we can take optimum advantage of it.

Dr. Siyasharan Sharma, S. S. College said in his address that a large number of COVID-19 positive patients have died but so far no medicine has been developed for its cure. He told the audience that the suggested medicine hydroxychloroquine is still under investigation for their effect on COVID-19. He advocated the local products in particular several herbs being utilized in this country for centuries as part of Ayurveda can also be effective in this COVID-19 global crisis. He said that Indian spices such as turmeric, coriander, garlic, black pepper, etc., has potential to boost immunity, correspondingly, Indian Kadha made with Tulsi, Cinnamon, Black Pepper, dried Ginger, and Munakka in molasses is potentially very helpful in boosting immunity. In the same way, he made descriptions of several of herbal compositions and several Pranayams which have certainly immunomodulatory potential on human and thus relevant to the present pandemic state.

Moderator of the webinar, Dr. Utsav K. Singh, ICSSR Post-Doctoral Fellow, Department of Political Sciences, University of Delhi concluded the webinar

by saying that the topic of the webinar is extremely relevant to the present pandemic scenario and pointed this webinar as very purposeful where a meaningful discussion took place. Later, he invited Dr. Anjani K. Ghosh for Vote of thanks.

Dr. Anjani K. Ghosh gave Vote of thanks at the end of session to all the dignitaries as well as participants. Firstly he thanked Honorable Vice Chancellor of the Magadh University, Bodh Gaya Prof. Rajendra Prasad for joining to inaugurate the webinar and for putting his valuable words. Thereafter, he thanked respected Principal, S. S. College, Jehanabad Dr. Sudhir K. Mishra for welcoming Honorable Vice Chancellor, Magadh University, Bodh Gaya as well as all participants on the behalf of entire college family and further addressing the audiences on this occasion. Subsequently, he extended his thanks to Senior Faculty members, all teaching and non-teaching staffs of S. S. College, Jehanabad, organizing committee of this webinar, and all participants joining the webinar from different parts of India.

### **Discussion Session**

Moderator Utsav K Singh put a question to Prof. R. B. Singh that how Bihar like land scarce state can be benefited from industrialization. Prof. R. B. Singh said in his reply that we can learn from many countries like Japan, Bangladesh which are also land scarce countries and their population density is also very high where a model is adopted which need less land such as textile industry. In modern era, agriculture has also been slowly transforming in such way that less land produces more crop productions as Israel is doing.

Dr. Utsav K. Singh later raised a question as to what kind of industry could be started in different places of Bihar by taking advantage of area specific agriculture dominance like Litchi in Muzaffarpur and Fox Nut in Seemanchal. In his reply, Prof R B Singh asserted that there is immense scopes for developing food processing industry in Bihar and therefore it is urgent need to develop an innovation hub from Bhagalpur to Delhi involving artisans as for example lock industry in Aligarh, shoe industry in Agra, carpet industry in Varanasi area, cladding sheet in Bhagalpur, etc., and food processing industry which must be developed as region specific cluster. He emphasized that the need of the hour is to connect these region specific industrial clusters to



livelihood of locale, and Government should take a lead in establishing such targeted cluster.

Prof. Surender Kumar, S. S. College put forward his suspicion to Prof. R. B. Singh that it might be very difficult in developing these cluster in such a short span of time, and therefore what would be the other alternatives. Dr. Utsav K. Singh further extends his doubts to Prof. R. B. Singh that what would be the model of development in this crisis where large number of labor migration took place. Thereafter in his reply, Prof. R. B. Singh shed light on the small scale industry model of watch in Switzerland, electronic goods of Japan, etc., that need to be adopted. In Indian context, he stressed Kerala model for banana and model of Himachal Pradesh for apple which utilized diversification and simultaneous development of auxiliary industry. He said that in the context of Bihar too, there is a need to focus on small and auxiliary industry in the similar manner.

Later, Dr. Utsav K. Singh urged Prof. R. B. Singh to shed light on the impact of glocalization on the environment and economy. Then, Prof. R. B. Singh said in his response that environmentally we are more connected than economically. He said that water of India not only connects to different country like Pakistan, Nepal, China and Bangladesh but also to different states which shrunken the political boundary. Similarly, desertification in Africa resulted into diminution of political boundary.

Dr. Siyasharan Sharma, S. S. College raised a question on how the agricultural economy can be boosted when there is a shortage of water and irrigation canals in a state like Bihar. In giving remarks, Prof. Singh stated that there is immense scope in Bihar, because Bihar is monsoon covered state, and therefore migrated labor forces should be utilized in different water projects. He asserted that if the water bodies are connected between water surplus areas to water scarce areas and similarly between different states then everything is possible as is achieved in Ganga Nagar district in Rajasthan.

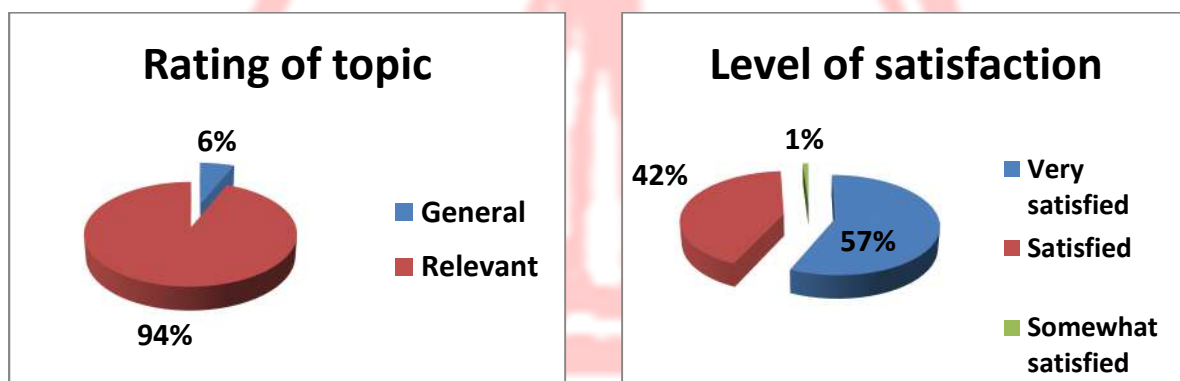
Dr. Anjani Ghosh has requested him to shed light on why research activity on COVID-19 is not being conducted in India as in developed countries. Prof. Singh said that there is not such thing in India, extensive research is being conducted in India too that is evident from number of paper publication in

which we are in third position after USA and China. However, due to low budgetary allocation on health, the work on vaccine development is very scarce in Indian Universities.

Dr. Vinod K. Roy expressed his doubts and asked, ‘There is so much turmoil in India, and how can it be possible on large scale industrialization in this turbulent environment?’ Prof. R. B. Singh stated his view by saying that law and order is the primary requirement for industrialization and this can be corrected only by the state government and all of us.

### Feedback from the Participants

Overwhelming response came from the participants of the webinar and all the participants expressed their gratitude to the organizers for organizing webinar on such a burning issue of the current time. Simultaneously, participants urged the organizers to keep organizing such webinar/seminar in future too. The participants had been provided with a feedback form to fill in, and the participants actively took part in giving their feedback and share their experiences to the organizers of webinar. The statistical analysis of some of the questions of feedback form is following;



### Outcome of the Webinar

The present webinar gained overwhelming response and a large number of participants comprising Faculty Members, Research Scholars, and the College/University Students joined the webinar. They heard entire lectures of distinguished and eminent speakers patiently for such a long time on virtual platform. Webinar through valuable lectures and fruitful discussions enabled the participants to see the present COVID-19 global crisis from other view.

The participants gained an insight not only to observe present pandemic crisis as a round of opportunities but also as an emergence of new job profile which will be heavily reliant on virtual platform.

It came out from the webinar that COVID-19 pandemic has led a thwart on livelihood and routine economic affairs worldwide. It not only intensified the fear of global recession but also resulted in complete standstill. However, this is only one aspect of observation. Other aspect of observation reveals that COVID-19 pandemic brought about new opportunities of development, new challenges to lead for, and new way of life to live. It is the post-COVID-19 advancement where so much emphasis has been given straight away on telemedicine, online teaching, online meeting, webinar, and so forth. Physical presence for job has been defined in web-based way and shifted suddenly to remote or work from environment.

Bihar is equally affected by the COVID-19 pandemic. A large number of migrant labor forces have returned to their homes and remain unemployed there. Bihar is full of opportunity because it is monsoon fed state with ample water reservoir and fertile land. Different geographical region of Bihar has different economic potential to come out and flourish at global level in this period of glocalization. Therefore, key points that are emerged out from the webinar in the context of Bihar are as follows:

1. Every geographical region has its own characteristics and thus one business model can't be applicable to other geographical region because of unique socio-economic structure, environments, population, culture, etc. Therefore, Bihar needs to adopt its own model that fits to its socio-economic condition.
2. Bihar is a land scarce state like Japan, Bangladesh, and Israel. By being influenced with the model of Japan in particular, Bihar needs to propagate the culture of living in high rising building sparing large portion of land for agriculture purpose.
3. Taking advantage of return home of large number of migrant workers, they should be utilized in different developmental work such as making water reservoirs and connecting canals from water surplus areas to water scarce areas under MNREGA.

4. Bihar is known for region specific production of certain cash crops such as Fox Nut in North Bihar, Litchi in Muzaffarpur, Mango in Bhagalpur and Banana in Mokamah and Bhagalpur which can be well utilized to develop food processing industry that undoubtedly generate large scale employment in Bihar.
5. Beverage industry can also be promoted based on Litchi, Mango, Sugar Cane, etc.
6. Bhagalpur is specially known for the production of silk cloths and cladding sheets that can be promoted and helped to develop as a brand of Bihar.
7. Madhubani painting is equally promoted and propagated that also have the potential to drive rural economy.
8. Rural tourism can also be promoted that will doubtlessly provide employment in rural Bihar.

Presented to Webinar Committee by;

Praveen Deepak  
Assistant Professor of Zoology  
Co-covenor & Organizing Secretary  
(Webinar Organizing Committee)  
S. S. College, Jehanabad – 804 408

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## Snapshots of the Webinar



**Participants in the Webinar\_1**



**Participants in the Webinar\_2**



**Participants in the Webinar\_3**



**Hon'ble VC, Magadh University**



**Principal, S. S. College, Jehanabad**



**Prof. R. B. Singh**



**Mr. Saurav Shah**



**Dr. Utsav K. Singh**

## Organizing Committee of the Webinar



**Dr. Sudhir K. Mishra, Principal & Patron**



**Covenor & Coordinator  
Mr. Madhav K. Singh, Nodal Officer IT &  
Head Department of Physics**



**Covenor & Coordinator  
Miss Sneha Swarup, Nodal Officer Digital  
Library & Head Department of Geography**



**Co-convenor & Organising Secretary  
Dr. Vinod K. Roy, Nodal Officer EBSB &  
Head, Department of Sanskrit**



**Co-convenor & Organising Secretary  
Mr. Praveen Deepak, Head, Department  
of Zoology**



**Co-convenor & Organising Secretary  
Dr. H. M. Imran, Head, Department of Urdu**





ONE DAY NATIONAL WEBINAR  
ON

**“GLOBALISATION AND COVID 19”**



23<sup>rd</sup> MAY 2020

Time : 1:00 PM – 3:00 PM



**Prof. R.B.SINGH**  
**KEYNOTE SPEAKER**

Member vision India-2035, NITI Ayog,  
And General Secretary -  
International Geographical Union



**Mr. SAURAV SHAH, IPS**  
**EMINENT SPEAKER**

Director NSS, Deputy Secretary, Ministry of  
Youth and Sports, Government of India



**DR. UTSAV KUMAR SINGH**  
**MODERATOR**

ICSSR Post - Doctoral Fellow,  
Department of Political Science  
University of Delhi

**Link of Registration :**

**Date of Registration : 21<sup>st</sup> May – 22<sup>nd</sup> May 2020**

[https://docs.google.com/forms/d/e/1FAIpQLSfYXSXZpBTQQ6Xkuiq43hWaGVs4TkK8lhWJG2NXeSHfmN0d5g/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfYXSXZpBTQQ6Xkuiq43hWaGVs4TkK8lhWJG2NXeSHfmN0d5g/viewform?usp=sf_link)

**Organised By-**

**S. S. COLLEGE, JEHANABAD**

**NAAC Accredited - Grade 'B'**

A constituent Unit of Magadh University, Bodh Gaya

**(Website:www.sscollegejehanabad.org)**



## ONE DAY NATIONAL WEBINAR ON “GLOCALISATION AND COVID 19”

Outbreak of COVID-19 pandemic has put a pause button on life and adversely affected all aspects of livelihood. In this current perspective, the world appears to have come to a standstill, which seems like a prelude to the global recession. Local brands or local services are not only the axis of local economic activity, but also the culmination of local culture, which certainly takes the local economic system far ahead without impairing or damaging the local culture. Currently, all local as well as global economic activities have been stalled, and therefore, it is the need of the hour to think that this global vacuum may have some impact on local services as well as locally manufactured goods or local brands on global platforms which need to be well discussed in different academic fora.

### SWAMI SAHJANAND COLLEGE

Christened after Swami Sahjanand Saraswati, S. S. College, Jehanabad is a premier institution of Magadh University, Bodh Gaya imparting quality education in General as well as Vocational or Professional Courses in both Graduate and Post-Graduate level in the region. Vocational courses in the college include the courses like B.C.A., B.B.M, and Bio-Technology and also recognized as a study center of Nalanda Open University. The college has lush green vegetation and is sprawled over about 24 acres of land on the bank of sacred Dardha River. The College has housed well developed Science laboratories, rich central library with annual subscription of journal of different subjects, and highly equipped Gym for both boys and girls.

### Organising committee

- |  |   |                                       |
|--|---|---------------------------------------|
| Prof. (Dr.) Rajendra Prasad<br>(VICE CHANCELLOR)<br>(M.U., BODH-GAYA)              | - | Chief Patron                          |
| Prof. (Dr.) Sudhir Kumar Mishra<br>(PRINCIPAL)<br>(S. S. COLLEGE, JEHANABAD)       | - | Patron                                |
| Madhav Kumar Singh<br>(Nodal Officer IT, & Head Department of Physics)             | - | Convenor and Coordinator              |
| Dr. Sneha Swarup<br>(Nodal Officer Digital Library & Head Department of Geography) | - | Convenor and Coordinator              |
| Dr. Vinod Kumar Roy<br>(Nodal Officer EBSB & Head, Department of Sanskrit)         | - | Co- Convenor and Organising Secretary |
| Mr. Praveen Deepak<br>(Head Department of Zoology)                                 | - | Co- Convenor and Organising Secretary |
| Dr.H.M. Imran<br>(Head, Department of Urdu)  | - | Co- Convenor and Organising Secretary |

## **Advisory Committee**

**Prof. (Dr.) Surender Kumar**

**Prof. (Dr.) Krishnanand**

**Dr. Vivekanand Sharma**

**Dr. Sachidanand Sinha**

**Dr. Shyam Kishor Sharma**

**Dr. Shyamakant Sharma**

**Dr. Anjani Kr. Ghosh**

**Dr. Arun Kumar**

**Dr. Siyasharan Sharma**

**Dr. Sharmishtha Mukhopadhyay**

**Dr. Srinath Sharma**

**Dr. Balbhagwan Sharma**

**Dr. Upender Kumar**

**Dr. Ramesh Kumar**

**Miss Kumari Nisha Rani**

**Through Zoom App**

**Contact details - 06114 - 2290100**

**Email- id - [collegeswamisahjanand@gmail.com](mailto:collegeswamisahjanand@gmail.com)**

**[principal@sscollegejehanabad.org](mailto:principal@sscollegejehanabad.org)**

**Address: S. S. College, Jehanabad, 804408**



अमृतं तु विद्या



मगध विश्वविद्यालय

**S. S. COLLEGE, JEHANABAD  
MAGADH UNIVERSITY, BODH GAYA**



दिव्यते ज्ञान ज्योतिसा जगत

**Cordially invites you to the**

**ONE DAY NATIONAL WEBINAR ON**

**“GLOCALISATION AND COVID 19”**

**23rd MAY 2020**

**Through Zoom App, Time : 1:00 PM - 3:00 PM**

**Chief Guest :** Prof. R. B. Singh, Member vision India-2035, NITI Ayog, And General Secretary - International Geographical Union

**Eminent Speaker :** Mr. Saurav Shah, IPS, Director NSS, Deputy Secretary, Ministry of Youth and Sports, Government of India

**Moderator :** Dr. Utsav kumar singh, ICSSR Post-Doctoral Fellow, Department of Political Science, University of Delhi

**Organised by S. S. College, Jehanabad, Magadh University, Bodh Gaya**

**Prof. (Dr.) Sudhir Kumar Mishra  
(PRINCIPAL )  
(S. S. COLLEGE, JEHANABAD)**

**Madhav Kumar Singh & Dr. Sneha Swarup  
(CONVENOR )**

**Dr. Vinod Kumar Roy, Praveen Deepak & Dr.H.M. Imran  
(CO- CONVENOR )**



**S. S. College, Jehanabad, Bihar, PIN: 804 408**  
**Website: <https://www.sscollegejehanabad.org/>**  
**E-mail: [collegeswamisahjanand@gmail.com](mailto:collegeswamisahjanand@gmail.com)**