



# Report | Digital Dialogues @toolbox INDIA : Post Pandemic Vignettes

**Dates: 3rd, 10th, 17th & 24th April, 2021**

The third edition of toolbox INDIA's Digital Dialogues series focused on exploring how organisations can move forward with their organisation management journey despite the pandemic raging on. The series was attended by 60 organisations in Rural Development, Education, Health, Women and Child Development, among other sectors. The sessions comprised both domestic and international industry specialists, in conversation with our *CEO and Managing Director, Vijaya Balaji*, on the topics of forward planning, leadership and people's culture, emotional intelligence, consumer behaviour, and consumption fatigue.

## **Key Takeaways:**

The ongoing Covid-19 pandemic has posed several challenges for the social impact sector in the past year and a half, and continues to do so. Uncertainty and disruption have become permanent fixtures, making it essential for the sector to build organisational resilience in preparation. Over the past year, heartwarming stories of individuals and communities coming together in the wake of disastrous circumstances have shone a light on the importance of collaborative practices. Therefore, while the previous Digital Dialogues focused on strengthening specific functions within an organisation, in April 2021 the focus was on strategies involving people, culture and communication.

Risk management is key to building organisational resilience. How well an organisation can manage disruption and risk is determined by their culture, collaborative practices and communication. Nonprofits need a layered approach to risk involving the strategic and operational components, through capable leadership, and a culture that fosters multi-stakeholder collaboration. Data is an essential part of this process, and effective flow of data from grassroots to leadership should be embedded in organisational culture. Albeit tricky, oftentimes pivoting is imperative

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to dealing with disruption, and can allow an organisation to focus on the most lucrative functions.

Beyond internal dynamics, organisations must also adapt to changing consumer behaviour patterns. The nature of consumption has morphed, particularly with the rise of e-commerce. Organisations can tap into the growing sense of goodwill among people coming together in difficult times, by focusing the conversation not on themselves but on the community in which they are situated. Introducing empathy in messaging, and keeping it local, can help build social harmony and assist organisations in meeting their goals. Practically, this would manifest in digital content that stands out through transparency, vulnerability, and stories that spotlight human resilience.

The digital content available post the onset of the pandemic, however, has led to consumption fatigue setting in among an audience confined to their digital devices. Organisations need to work harder to ensure their messaging can rise above the fatigue by remaining unique, relevant and engaging. Webinars and social media posts, while a dime a dozen, remain useful tools for the social impact sector to reach key audiences. The approach merely needs to morph into one that taps into the depths of human emotion and interaction, through real storytelling and inclusion of multiple voices.

In this series of Digital Dialogues @ toolbox INDIA, the importance of communication, collaboration and engagement both within, among, and outside of organisations has come to the fore.

## **Acknowledgments**

**Guest Speakers:** Kalpana Ajayan, Chetna Malaviya, Manoj Prabhu, Rachna Narain, Austin Scaria, Shamira Purohit.

**toolbox INDIA :** Vijaya Balaji, Tiyasha Sengupta, Hiranya Singh, Vyoma Mukhi, Jayita Saha, Sreeya Mukherjee.

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