



Sustainable Development Goals Towards Innovation, Industry and Infrastructure in the Era of Post Covid-19 – an Indian Perspective

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Abstract

A Resilient infrastructure backed up industrial progress and infrastructural development is the foundation of every successful community. To meet future challenges, our industries and infrastructure must be upgraded. For this, we need to promote innovative sustainable technologies and ensure equal and universal access to information and financial markets. Innovation part of the economy spiked digitally Post COVID which can be studied widely. Infrastructure has taken very new steps and will discussed in the paper can be proceeded further with realistic scientific analysis. Industry accepted the new normal and pronounced the crisis with proper capabilities. Crisis always leads to development.

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1 Introduction and Review of Literature

The digitisation of business opened up a new avenue to its nature. Digital solutions, digital mapping are one of the approaches business garnered with. The limitless opportunities of young and aspiring entrepreneurs boosted economy in many ways. Especially COVID 19 induced opportunities contributed significantly to the growth of an economy, which is a clear paradigm shift in the way it operates. Technological propositions surcharged the very dominion of digital entrepreneurship took inroads into Education and technology as (EdTech, Finance and technology as FinTech, Cyber security) Healthcare as (Fitness and virtual care), entertainment reshaped (OTT and social media surge) and E-commerce got (Augmented reality, e-payment methods and contactless delivery). (Bhasin & Kumar, 2022)

The development of policies and guidelines for improving innovations in organisations have got list of critical factors. To enhance innovations and productions within the organisation policy makers need to focus on technological infrastructure such as development of new machinery, new models and newness in operating system which eventually contributes to its self-growth. There are programs for student community participation in higher education, with a particular emphasis on examining the advantages and disadvantages of sustainable practices.(Mittal & Jora, 2023). The technical skills of the workforce like reskilling the existing skills, up-skilling the new skills would help. Develop infrastructure swiftly. Technological alliances would contribute enormously to the growth engine, and fetches synergy. Technology transfer and exchange develops organizations mutually in all the ways possible. The top management support for innovations is a boon for employees, system, growth and industry. (Deshmukh & Haleem, 2020).

2 Objectives of the study

To review and understand the SDG pertaining to Industry, innovation and Infrastructure post covid on Indian Economy

3 Industry Innovation and Infrastructure: A special case post Covid-19

The development of policies and guidelines for improving innovations in organizations has got list of critical factors. To enhance innovations and productions within the organization policy makers need to focus on technological infrastructure such as the development

of new machinery, new models, and newness in the operating system which eventually contributes to its self-growth. The technical skills of workforce like reskilling the existing skills, and up-skilling the new skills would help. Develop infrastructure swiftly. Technological alliances would contribute enormously to the growth engine and fetches synergy. Technology transfer and exchange develops organizations mutually in all the ways possible. The top management support for innovations is a boon for employees, system, growth and industry. (Deshmukh & Haleem, 2020). Multiple SCF (SUPPLY CHAIN FINANCE) in the industrial settings introduced new corporate strategies for sustainable growth. (Jain, Kaur, & Mittal, 2023).

Further, the COVID-19 pandemic, issues with international trade due to interruptions in the global supply chain, and geopolitical conflicts have made the corporate environment volatile and complex in recent years. One way that businesses are addressing the increased difficulties posed by the unstable external environment is through corporate sustainability or CS. (Okr glicka, Mittal, & Navickas, 2023). Computational capabilities and computational algorithms are the main key to today's Artificial Intelligence revolution. The role of artificial intelligence in connection with Selective Sustainable Development Goals such as Industry, Innovation and Infrastructure has tremendous impact in emerging economies. On poverty reduction, improvement of certainty, reliability of infrastructure like means of transportation making economic growth and development most possible in emerging economies. Mapping infrastructure is possible through Technology. Financial inclusion is the cause of revolutionising agricultural education and finance sector. The focal point is governments need to invest heavily on Artificial Intelligence in order to have stabilised and ever-increasing growth of all dimensions of economy. COVID 19 literally penetrated AI into business thus growth has been witnessing. (Sharma et al., 2022)

STI Science, Technology and innovation drives growth, create future and also for meeting deadlines of sustainable growth. Over the past few years STI model with SDG's have coincided very well leading to flourishing growth trajectory. The serious examination of how public funded incubators could contribute to strengthening STI based entrepreneurship. The STI based entrepreneurship could address all societal challenges need to be mapped to SDG's. The strengthening of incubation system is another brilliant idea that policy makers need to adopt immediately. Continuous monitoring system, effective coordination among incubators, collective designing of incubator programs will assist the capacity building at multiple levels including incubator managers got wider STI in Indian perspective. (Janardhanan, Ikeda, & Ikeda, 2020)

Industry have not seen industrious days during pandemic and subsequent lockdown but it improved the air quality and ecology which is one of the SDG's. But sticking the discussion to Industry, innovation and infrastructure.... there are adverse effects on industry

due to instability and inactivity, innovation slumped for the same reasons, infrastructure too affected the transforming and evolving. In the days leading to normalcy there is a widespread development and noticeable changes incepted on III (Industry, Innovation and Infrastructure). The growth story bounced back with respect to industry, as government announced Make in India initiatives. Innovation noticed to evolve intensely with technological interventions. Infrastructure hit the new heights as development is back on track locally and nationally. The discussion further revolved over Japan's story of success over COVID 19 impacts like climate mitigation initiatives, boosting up of energy sector and quicker economic recovery. (Kamning, 2023)

Given the tentacles of pandemic affected almost all sector of economy and industry, revival needs to be on full-throttle. World over, Europe, the USA, China, India and many developed economies revived colossal disruption in the all the spheres of Economy. Conventional wisdom interprets that Crisis leads to new developments. With reference to Indian perspective the emergence of industry 4.0 is pressed in service. The Industry 4.0 comprises of Autonomous robots, industry internet of things, horizontal and vertical system integration, simulation, big data analytics, effective cyber security, the cloud, additive manufacturing, and augmented reality. Traditionally Indian manufacturing growth has been based mostly on domestic growth. The Indian manufacturing involves stakeholders like professional bodies, academic institutions, industry associations and enhancing manufacturing competitiveness to satisfy rising demand of products in market. (Surana, Singh, & Sagar, 2020)

The normal models of enterprise management and had necessitated the swift actions to be taken due to the fallout of global economy, international and national plans designed for recovery. World economic forum designed to draw inspiration from the small businesses. in the context of India micro small and medium enterprises are deemed as "drivers of economy" decked up with add-on, supportive package due to crisis. Social entrepreneurship also brought to the picture to address crisis, but unfortunately direct push was lacking as focussed policy was not instigated in this regard. Entrepreneurial resources leveraging was missing, as a consequence "social value creation first" couldn't surface...which would've been a game changer. the action oriented rehabilitation mechanism with reference to social entrepreneurship have failed miserably over world and particularly in Indian context where objective was to restructuring and reintroducing the dominant outlook for social enterprises in an economy. The paradox of business "as a tool for achieving social impact to impact socially as a spontaneous outcome for business" remained unsolved. The social stock exchange, impact investment and social value creation enabling environment has not materialised in ecosystem of social enterprise.(Kahn, 2018)

The pharmaceutical industry milked a lot from COVID crisis. It is the only industry

grabbed almost all opportunities possible and made hay. Innovation of pharma products aimed to beat the heat of pandemic. First time it is observed that win-win approaches were employed by pharma industry to meet the demands of COVID induced crisis. The major Co-opetition between customers and marketers is a game-changer with respect to market demand for medicines. Market division, cooperative distribution sharing, and patent waivers' cooperation with complementary goods manufacturers. Competition followed by cooperation led to healthy coexistence of all players in market. (Mhlanga, 2021)

During the changes occurred in the context of global environment like pandemic the pilot study carried out which further revealed... responsiveness of organisational leaders' addressing crisis, strategy of job at hand to be done with no errors, support from higher-ups of organisation, team cohesiveness, team adaptation are the keys to harvesting dynamic capabilities for competition getting better.(Rajan, Dhir, & Sushil, 2021)

Global health emergency opened doors for countries to concentrate heavily on creation of more innovative products and services. The overall effectiveness of an economy comprises of communication plans, effective collaboration and open innovation for private sector, education, research institutions and government entities. The adaption of technology, healthcare, sustainable economic performance is found to be actively responsive to COVID-19. Pandemic is an opportunity for business to open its new avenues and evolving.(Modgil et al., 2022)

What is elusive are how innovations are found by today's organisations... Innovations are generally classified into 3 different things. Outcome, process and the mind-set constitute innovation. Organisational innovations, supply chain innovation, product innovation, marketing innovation, business model innovation, process innovation are such types of innovation. The role of innovation is to give birth to a new product or a service which is deemed as coming to fruition. The overall innovation process and new development process are the outcomes of any well-planned innovation program. The Mind-set is the main key for innovation to flourish in many ways like need considerations of consumer, defining necessary elements of business and society etc. The language of innovation should penetrate into people properly, therefore new products and services hit the picture. (Sankaran, 2022)

4 Findings

- Going cashless when going was getting tough is a marvellous move by a growing economy
- Double engine approach is the solution for quick recovery from any crisis in any economy
- The boost-up the Government of India lent to all the types of industries are commendable

5 Suggestions

This study adopts a qualitative approach, employing semi-structured interviews through the lens of the diffusion of innovations theory. Twenty-three entrepreneurs share their perspectives on COVID-19-induced opportunities for digital entrepreneurship. Thematic analysis, using open, axial, and selective coding, forms the basis for a structured process. The study introduces a framework based on four promising propositions, revealing emerging opportunities in technology (EdTech, FinTech, cybersecurity), healthcare (diagnostics, virtual care, fitness), entertainment (over the top, gaming, social media), and e-commerce (contactless delivery, payment methods, augmented reality). Entrepreneurs contribute insights based on their platform or technology experiences, offering implications for scholars and entrepreneurs in the digital entrepreneurship space, along with suggestions for future research.

6 Conclusion

Innovation, infrastructure and industry are the three I's which strong pillars of our Indian economy are. The review study concluded as per the points mentioned below. The range of innovation post COVID is significant and it further opened new avenues of employment and secured life for millions. The growth of industry in all the ways amplified due to crisis. Right from Pharmaceutical to construction innovation and growth is noticed. Government's dedicated Make in India programs and schemes lent more infrastructure development in the country. Down the line these reforms stabilise and lead to indigenous development of all accessories. Further concluded that the language of crisis is decoded; known as DEVELOPMENT. Innovation part of the economy spiked digitally Post COVID which can be studied widely. Infrastructure has taken very new steps and were discussed in the paper can be proceeded further with realistic scientific analysis. Industry accepted the new normal and pronounced the crisis with proper capabilities. Crisis always lead to development. In this light further study could be focussed.

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