



Modern Ways to Attract and Increase the Efficiency of Investing in Small Businesses

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Abstract: *This article highlights human rights in business and logistics in the context of COVID-19. It was stressed that the rights of workers and specialists should be protected, and people should continue to work without panic.*

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The rapidly evolving COVID-19 pandemic affects business and value chains in different ways. The adverse effects of coronavirus on people, both within the company and in society as a whole, mean that human rights are at risk, and corporate human rights defenders should be involved in the decision-making process.

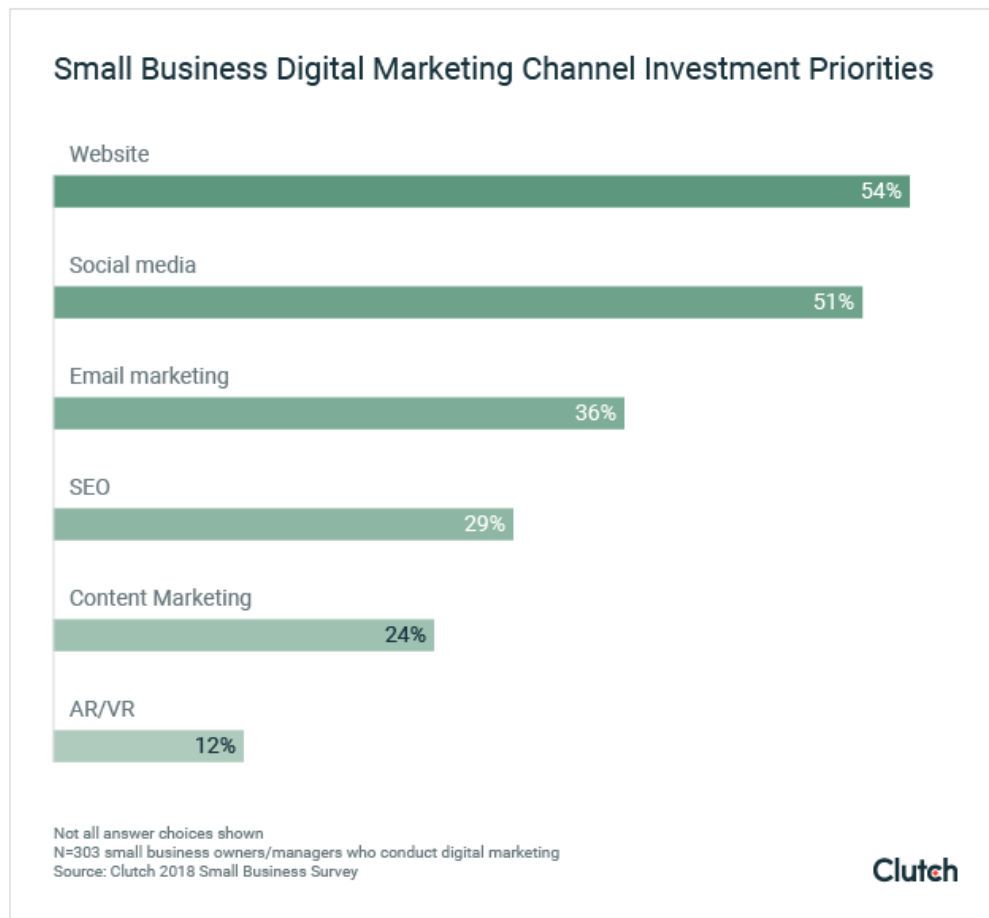
Companies are taking many positive steps, but there are not enough digest considerations for the business. The COVID-19 crisis once again underscores the need for corporations to understand the human risks of their operations and conduct an effective comprehensive review of their actual or probable impact — in their workforce and wider value chain.

Protect workers from illness: this was a fallacy for many companies. In part, this can be achieved by providing reasonable advice and practical measures to ensure the necessary sanitary and hygienic standards, including signs in factories, sites and in offices on bulletin boards and in bathrooms about how to wash their hands properly, providing appropriate disinfectants and providing people work at a safe distance. Travel bans and remote work, already introduced by many companies, can protect staff and reduce the risk of further spread of the virus.

Other measures include companies that compare sick leave with workers, so workers take a week, and employers give a week, restricting access to jobs from outside contractors and providing paid leave to anyone who is really sick so that they are interested in staying at home. If necessary, stopping may be the only option if workers cannot work in safety.

Factories under pressure to resume work should be mindful of the health risks to workers, and procurement departments should strengthen this information for their suppliers. Besides potential human costs, this is a matter of business continuity and sustainability. Communication with customers and suppliers should also clearly reflect your expectations.

The human resources department and full-time medical experts should also provide substantial support to those who conclude a contract for the use of COVID-19 and try to prevent its spread by providing paid leave.

Fig 1. Small Businesses Plan to Prioritize Websites, Social Media, and Email Marketing

Company strategies to support workers in more vulnerable situations: where such strategies are not yet available, coronavirus is a serious reminder of the need to ensure the rights of vulnerable workers.

A few examples: Workers — especially those working in a gigantic economy, where short-term contracts, temporary contracts, and independent contracts are common — run the risk of losing wages or their jobs as a result of self-isolation.

This also applies to those who are unreliable workers - for example, office cleaners who are not paid if they do not work, and company canteen employees who lose business when offices are closed.

The rights of migrant workers may also be at greater risk, and there is a potentially greater burden of unpaid care for women, threats associated with the continued involvement of women in economic activities, especially in the informal sectors, and increased risks for women migrant workers employed in homework care.

Workers in countries such as the United States may face varying health insurance conditions, with the most vulnerable populations receiving the lowest coverage. High bonuses and high deductibles can prevent employees from being tested or treated. And workers who, due to their privacy, have maintained calm conditions, can now be at greater risk.

Consider the implications of business solutions for suppliers. For example, when managing supply chain problems, consider the impact that switching suppliers may have on workers in factories that are temporarily closed.

Where manufacturing needs are growing (for example, when retailers produce a roll of toilet paper 24/7), consider whether factories can handle this without requiring excessive overtime. And since suppliers return to production after shutdowns, companies must double the potential use of forced labor in their suppliers' recovery efforts or use COVID-19 as a cover to avoid labor disputes.

We need to think about our personal and professional role in ensuring the availability of basic products and services: there are widespread reports of a lack of supermarkets, and access to basic food, hygiene products and other supplies will be key in the coming weeks.

Food banks also report shortages, highlighting the vulnerability of already marginalized groups. Continuous access to medicines and other medical supplies will also be key, and the vital role of logistics companies and the pharmaceutical industry is obvious.

We must not forget about the risks and the need for due diligence - in particular, how technology products and services are used: when government agencies use technology (for example, face recognition, surveillance technologies, motion tracking) to control the movement and identify suspected infected people, It will be important to strive to protect privacy and other rights.

Practical measures should be taken when contact is possible: for example, if the main business of the company involves interaction with consumers (for example, fitness centers, health care providers, cinemas), ensure that the premises and equipment are thoroughly cleaned and that people can be safe distance.

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