

Struggling will be the industries that are unlikely to see a demand revival quickly

Surfing will be those who are breathing comfortably

Surging sectors will be those where new demand is getting created



" Change has a considerable impact on the human mind. For some people, change is threatening as they choose to focus on securing the past. For some it is encouraging as they choose to focus on new possibilities in the future. "

-Mangesh Kirtane

The following table summarises the three segments and the different kinds of industries that will fall in each category:

STRUGGLING	SURFING	SURGING
Automotive	Agriculture	Chemicals
Aviation	Defence	E-Commerce
Retail	Education (Physical)	Fintech
MSME	Insurance	Education (Online)
NBFC	Power	Pharmaceutical
Print Media, Publishing	Textiles	Digital Media
Tourism & Hospitality	FMCG	Mobile Apps
Sports, Entertainment	Food	Online Education

INDUSTRY CATEGORY IS NOT THE SAME AS THE CATEGORY OF A COMPANY

It is very important to make this distinction: an individual company will not necessarily surge because it is in the Surging Industry category. And an individual company will not necessarily go under, or just barely manage to survive, just because it is in the Struggling Industry category. The industry category will determine the context of every company within it, but not its fate.

The future of an individual company will depend on how well it recognises its context, how quickly it decides how to change the way it does business in view of the context, and how effectively it is able to drive that change across the organization.

Flexibility, Boldness of Vision, Soundness of Strategy, Effective Change Management and Brilliant Execution will be the keys to success for a company - regardless of which industry Category it falls in. These qualities were important to an organization even before the current crisis. They have just become absolutely critical now. Aren't all these opportunity areas for us?