RESILIENCY: HOW COVID-19 CHANGED THE MINDSET OF PINOYS

by:

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The ever growing need to become successful made people miss the joy of simple things like having a hobby, making beautiful things by hand, reading books, growing their own plant. With the onset of the Covid-19 pandemic early 2020, everything changed. Mass-gathering was forbidden, businesses were closed down, schools turned online, transportation became limited, different quarantine measures were put into place. The world charged in a way we could never have imagined.

With over 109 million in population, the need to make a living has been disrupted. These growing uncertainties left Filipinos no choice but to adapt, and they have adapted well. Emerging stronger, more creative and (hopefully) empowered. Despite the odds, a lot of opportunities thrived. Take for example online businesses. Pre-pandemic, internet sales were monopolized by major key-players with very few brave souls trying their luck in using the new business platform. Now, enterprising Pinays dominate the scene. From sari-sari stores, barter groups, plant selling groups, even Divisoria Mall and Dapitan Arcade wares are now available online. Everything you can ever think of is now available online. The unique term “Plantitos” and “Plantitas” were coined due to emergence of people turning to plants for comfort and relaxation. Work from Home became the norm. People learned to multi-task, working while looking after the family.

Covid or no Covid, it goes to show how resilient Filipinos truly are.

References: