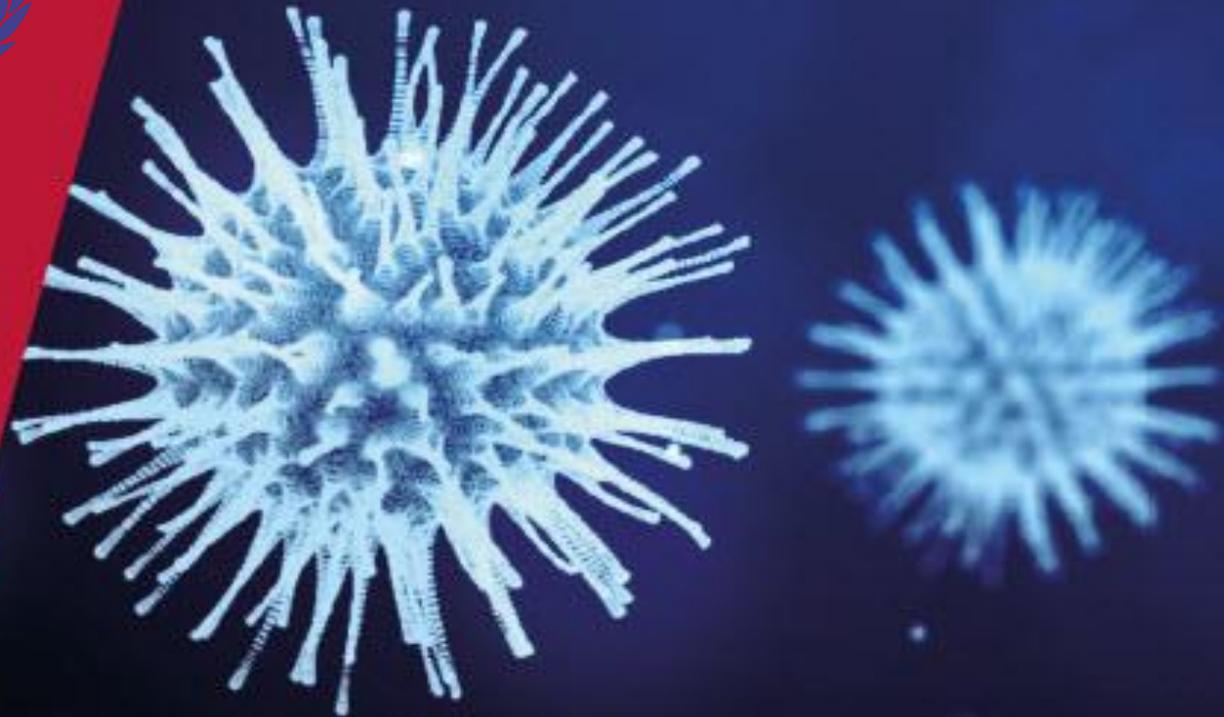


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**MANAGEMENT STRATEGIES TO COMBAT
COVID19 AFTERMATH**

Chief Editor

Dr. M. Janarthanan Pillai

Executive Editor

Dr. K. A. Janarthanan

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MANAGEMENT STRATEGIES TO COMBAT COVID19 AFTERMATH

A International Publication of Non-Olympic Times

by

Dr. M. Janarthanan Pillai (Chief Editor)

Dr.K.A.Janardhanan (Executive Editor)



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Dr. M. Janarthanan Pillai
Chief Editor

Message from the Chief Editor

Covid-19 Corona Virus Pandemic is a threat to society and business all over the world. 'Covid-19 Aftermath' is more important in the sense that economy, business and development are to be restored and brought back to normalcy for a progressive life. 'Management Strategies to combat the threat of Covid-19 and its Aftermath' assumes utmost significance in the present pandemic scenario and as a result, our call for papers has triggered tremendous response. I am glad to put before the audience the fruit of our efforts to gather "Management Strategies" to combat Covid-19 Aftermath and thereby involve the academic fraternity in the eradication of Corona Virus Threat and create a conducive business environment in the global village where we live.

I wish all the Author's contributors, Academician, corporate, Research Scholars and students

With Regards,

Dr. M. Janarthanan Pillai
Chief Editor

Message from the Executive Editor

The Faculty of Management Studies, NICHE, is keenly involved in opening up new vistas for the academic fraternity in the direction towards the management of affairs in the Aftermath of Covid-19. The overwhelming response from researchers, scholars, professionals, bank employees and management practitioners is a positive signal that has brought in remedial measures for the ills of Covid-19 and its Aftermath. It is a proud venture of FMS to have accentuated 'Management Strategies' to the Covid-19 Aftermath from the academic world which has brought in beneficial outcomes.

I wish all the Author's contributors, Academician, corporate, Research Scholars and students

With Regards,

Dr. K. A. Janarthanan
Executive Editor



Dr. K. A. Janarthanan
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Dr. M. Janarthanan Pillai



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KUDUMBASREE: THE LIFE LINE OF POOR WOMEN DURING LOCKDOWN

AKHILASREE.L

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Dr.M.Janarthanan pillai

Professor & Head

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Abstract: Kudumbasree is a poverty eradication project launched by the Government of Kerala with the support of the centre and NABARD for wiping out absolute poverty from the state. The mission is to eradicate poverty by setting up of microcredit and productive enterprises under the leadership of locally formed community development societies (CDS) consisting of poor women. Women need to be provided with the opportunities to participate in financial activities and expand their social network to generate income and wealth, to make them self reliant, economically stable that helps to generate female autonomy and solidarity. Activities during lockdown gave an opportunity to enhance the economic status of Kudumbasree members in Kerala and contribute towards the social well being and overall development of the nation. The socio economic development of a nation can be made rapid and holistic only when both men and women are able to contribute towards its growth and they are provided with equitable opportunities for a balanced development. This paper makes an attempt to identify the strategies adopted by Kudumbasree in Kerala for Economic and Social empowerment through community based programme during lockdown period and bring rural women to the forefront for their upliftment in economic arena.

key words : Covid19,lockdown,Kudumbasree,IEC,Sahayahastham,Vidyasree,Budget hotel

Introduction

Kudumbasree (KDMS) is an innovative anti-poverty programme launched on 17 May 1998 by the State Government of Kerala with the support of the Government of India, NABARD, women SHGs and the Local Self Governments (LSGs). “Kudumbasree” in local language means “prosperity of the family”, which helps to enjoy the economic opportunities by a good number of the poor women folks in rural and sub-urban Kerala. It is one of the largest women's movement in Asia .It envisages prosperity of the poor families in the state with multiple programmes that will provide them information, create awareness, build up their capability and capacity, enhance their confidence and show them opportunity for better social security and empower them entrepreneurially, administratively, physically, socially, economically and politically. The activities of Kudumbasree during lockdown once again proved the role and degree of integration of women in the economic development.

Statement of the problem

All the microenterprise categories under the Kudumbasree have been impacted significantly by the lockdown especially in the case of food based enterprises such as bakeries. Almost all businesses with a seasonal impale in revenue during festival times lost out on the opportunity.. Most of the entrepreneurs were unable to meet their overheads at the rear of the lockdown. Repayment of monthly installments of bank loans is another area of concern. Event related business opportunities have been hit adversely affecting enterprises those derive their demand from them such as catering services and beauty parlours. Construction groups see a continued slump in demand extending much beyond the lockdown period. While COVID 19 offered its own opportunities for a limited number of business categories such as stitching of masks for the

tailoring units and production of hand-sanitizers for the enterprises specializing in hygiene products. The units are not in a position to address the local demands in these products due to the restrictions imposed by the lockdown.

Objectives of the study

1. To examine the strategies adopted by Kudumbasree during lockdown to break the locks.
2. To identify the challenges faced by Kudumbasree units during lockdown.

Research Methodology

The research was exploratory and descriptive in nature. Secondary data which is collected from official website of Kudumbasree is used for the present study.

Key activities by Kudumbasree during lockdown

1. Awareness regarding Covid 19 pandemic

CoronaVirus disease(Covid-19) is an infectious disease caused by a newly discovered corona virus. COVID-19 is likely to have a widespread, deep, and prolonged impact on every sector and segment of the world economy.

Kudumbasree circulated a special note amongst NHGs with the aim to create awareness among them regarding the Covid-19 pandemic. NHG special meetings were held to discuss this topic on March 21st and 22nd before the Government declared lockdown. The aim of this campaign was to inform families through NHGs regarding the care and vigilance needed to prevent the spread of the pandemic. Through the meetings the families were informed of the importance of social distancing and personal hygiene to prevent the disease.(www.kudumbasree.org)

2. Formation of whatsapp groups for communication

Kudumbashree has formed 3 lakh WhatsApp groups with 22 lakh NHG members to educate them about Government instructions regarding Covid-19 during lockdown. Currently information is being sent to NHG groups via this platform.

Kudumbashree Community WhatsApp Groups											
Sl. No	Name of district	CDS level			ADS level			NHG level			Total Members in WG
		No. of CDS	No. of CDS groups	Total Members	No. of ADS	No. of ADS groups	Total Members	Total NHGs	Total NHG members	No. of NHG Groups	
1	Thiruvananthapuram	83	117	11084	1546	1375	85025	30452	476743	16628	116396
2	Kollam	74	148	19887	1420	1419	112308	24377	365103	12317	130436
3	Pathanamthitta	58	58	6588	920	920	46000	11163	180458	7032	105472
4	Alappuzha	79	100	6744	1384	1128	77725	21935	341304	8839	176776
5	Kottayam	78	78	1460	1339	1339	24000	16228	231859	15777	230000
6	Idukki	54	54	5054	861	637	12814	12142	164323	2014	20510
7	Ernakulam	101	303	14953	1833	1813	181237	26256	394749	18265	255710
8	Thrissur	100	159	9623	1794	1789	62240	26502	409939	18420	276320

9	Palakkad	96	143	7807	1730	1551	60422	25088	354977	10562	120804
10	Malappuram	110	110	12447	2257	2113	112391	28899	478338	22098	239624
11	Kozhikode	82	82	9560	1566	1544	111004	28706	454656	18754	291874
12	Waynad	26	28	3960	512	512	44448	11534	129008	6873	84364
13	Kannur	81	98	31200	1545	1514	104000	20168	331713	9464	123032
14	Kasaragod	42	42	4885	777	776	59624	11204	178664	7546	82246
	Total	1064	1520	1,45,252	19,484	18,430	10,93,238	2,94,654	44,91,834	1,74,589	22,53,564

Source: compiled from www.kudumbasree.org

3. MOTIVATION CAMPAIGN

Kudumbasree had also given a note to all the 43 lakh Neighborhood groups regarding details of Break the Chain Campaign and the need for special care for those above 60 years of age.

Kudumbashree is conducting **IEC campaign to inform the NHGs that elderly people should take special care to prevent the pandemic.** IEC activities like Executive Director’s letter to NHGs, posters emphasizing elderly care, SMS to CDS etc. are being done regularly. One of the focussed approaches by Kudumbasree is this IEC campaign of special care for old age population..(www.kudumbasree.org)

4.SAHAYAHASTHAM

Kudumbashree is currently in the process of implementing hon **Chief Minister’s ‘Sahayahastham’ (Helping Hands) loan scheme declared by the Government of Kerala.** Kudumbashree NHGs will be given interest free loans as per the demand as indicated in the guidelines.Thus the units can apply for the interest free loans from Rs.20,000 to Rs.4 lakhs.



5.VIDYASREE Scheme

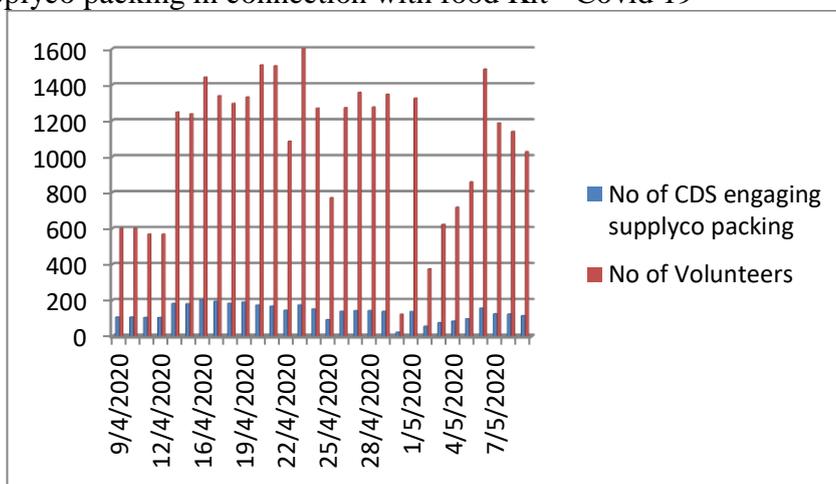
In the wake of the continuing threat of COVID 19, the Government of Kerala has launched an online education programme for school children. This initiative links teachers and the school children through a series of online sessions accessed from homes, community centres, or libraries, observing the norms proposed for hygiene and physical distancing. This is

supplemented through teaching sessions based on the same curriculum telecast through a dedicated channel as well as through social media platforms by KITE, a government agency. Around 2.65 lakh lack adequate facilities to access the online educational programme in the State. A majority of these children are likely to be from the homes of Kudumbashree members. Kerala State Financial Enterprises (KSFE) implemented Vidyashree Scheme, a **micro credit scheme** in collaboration with Kudumbasree to support member families to avail Laptops to ensure online education to their children. The investment will be useful as children can continue to use the online educational platform beyond the tenure of COVID 19 pandemic, once the schools start working too. (www.kudumbasree.org)

6.PACKING OF GROCERY KITS

Kudumbasree undertaken the volunteer service of preparing **grocery kits for 87 lakh families** for Civil Supplies Department of Government of Kerala .Data relating to the packing service done in 54ware houses is given below.

Service for supplyco packing in connection with food Kit - Covid 19



Source: www.kudumbasree.org

7.ME and Marketing

(a)Mask making

Kudumbashree has prepared and sold more than 71.55 lakh cotton masks through around 306 tailoring units. Also, 21 micro enterprise units have prepared 9,322.65 litres of sanitizers as on September 2020.

Kudumbashree produced Single layer as well as double layer cloth masks with cotton fabric. Cost of single layer mask is Rs.10 and that of double layer is Rs.15.

Cloth masks produced by Kudumbashree units are reusable. Household can sterilise it easily by washing it using carbolic soap, putting it in hot water and ironing after drying. Cloth masks are environment friendly as well as economically suitable for such pandemic situations.

Thus there exists an opportunity for SHG women to make masks, sanitisers, etc., to supply for needed people.

Mask production and supply (15.03.2020 to 23.09.2020)		
Sl No	Districts	Total Production
1	Trivandrum	258,645
2	Kollam	1,457,151
3	Pathanamthitta	229,978
4	Alappuzha	908,214
5	Kottayam	402,076
6	Idukki	626,770
7	Ernakulam	589,212
8	Thrissur	211,372
9	Palakkad	214,397
10	Malappuram	143,980
11	Kozhikode	260,050
12	Wayanad	275,654
13	Kannur	1,270,118
14	Kasaragod	307,684
Total		71,55,301

(b) sanitizer production

Sanitizer production and supply in Litre (18.03.2020 to 23.09.2020)			
Sl No	Districts	order received	Total Production
1	Trivandrum	2153	2168
2	Kollam	1866	1866

3	Pathanamthitta	0	0
4	Alappuzha	108.75	108.75
5	Kottayam	0	0
6	Idukki	600	640
7	Ernakulam	1489	1492
8	Thrissur	441.5	442.05
9	Palakkad	299.5	299.25
10	Malappuram	164	165
11	Kozhikode	125.75	115.6
12	Wayanad	742	760
13	Kannur	839	899
14	Kasaragod	233	367
Total		9061.5	9322.65
source:www.kudumbasree.org			

(c) Face shield making

During the time of Covid-19 pandemic, Kudumbashree has started to make face shields, a protective wear, which can be used by medical staff engaged in treatment of Covid-19 patients. The face shields are now produced by the Akshayam Enterprise unit from Karakulam Panchayath of Thiruvananthapuram district.. This enterprise is capable of making 250 face shields a day. The face shields would be given at Rs. 15 per unit. If there is more orders, the production capacity of this unit would be increased

Face shield Production and supply details		
Date	Order	Supply
till 4.06.2020	287928	31240
5.06.2020	0	10000
13.06.2020	0	9000
18.06.2020	0	1000
20.06.2020	0	500
23.06.2020	0	8100
27.06.2020	0	8000
30.06.2020	0	1750
02.07.2020	0	12610

24.07.2020	0	14000
Total	2,87,928	96,200

Source:www.kudumbasree.org

Date	Order	Supply
15.04.2020	1500	300
16.04.2020	300	100
17.04.2020	0	550
18.04.2020	100	300
21.04.2020	100	0
22.04.2020	0	1000
23.04.2020	0	100
24.04.2020	500	1090
26.04.2020	0	100
28.04.2020	1500	575
29.04.2020	0	50
30.04.2020	300	1100
01.05.2020	0	185
03.05.2020	50	50
07.05.2020	281128	0
08.05.2020	1000	0
09.05.2020	100	1050
11.05.2020	50	100
12.05.2020	100	100
16.05.2020	0	7000
20.05.2020	0	820
22.05.2020	0	5500
23.05.2020	0	30
27.05.2020	0	6000
28.05.2020	0	30
30.05.2020	0	5060

Total	2,87,928	31,240
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Source:www.kudumbasree.org

Kudumbasree units rapidly increased their production and started to support frontline institutions such as Medical Service Corporation, District medical Offices, Private as well as government hospitals and PHCs, District administration, District panchayats, Airport authority, Tourism Department, Food corporation of India, Indian oil corporation etc. Various Residence associations, apartments, Pharmacy shops also became the stake holders within a short span of time.

8.COMMUNITY KITCHEN

Kudumbashree in convergence with Local self governments started Community Kitchen in all local bodies where food will be prepared and home delivered to those under home quarantine, the bedridden and for needy people. In Kerala, 1144 community kitchens have been started in Panchayats and Municipalities with the help of Local Self Government Institutes. Out of these, 379 have been started as budget hotels of Kudumbashree (budget hotels provide meals at a meagre amount of Rs20/-per meal and are affordable to all). The number of budget hotels is on the rise. As there are a few hotels near the check posts in Kerala, the drivers face hurdles in getting enough food and the Transport Department has asked Kudumbashree to establish take away counters in these areas..

Status of Community Kitchen / Janakeeya Hotel in Borders

Sl.No	District	Place	No. of Community Kitchen / Janakeeya Hotel	Date of starting	Average Breakfast / day	Average Lunch / day	Average Dinner / day
1	Trivandrum	Poovar	1	3/27/2020	0	150	0
2	Kollam	Aryankavu	1	3/27/2020	40	60	0
3	Palakkad	Gopalapuram Naduppunni	1	3/28/2020	60	60	60
4		Govindapuram	1	3/27/2020	80	120	80
5		Walayar	1	4/5/2020	0	110	0
6		Meenakshipuram	1	3/28/2020	10	400	0
7		Velanthavalam	1	3/26/2020	80	120	80
8		Anakkatti Sholayar	1	4/1/2020	0	120	0
9	Malappura	Vazhikkadavu	1	3/29/2020	10	150	15

	m			0			
10	Wayanad	Kattikulam	1	3/26/2020	60	80	80
11		Muthanga	1	3/24/2020	250	350	350
12		Vythiri	1	3/26/2020	0	150	50
13	Kasaragod	Manjeswaram	1	4/5/2020	30	30	20
	Total		13		620	1900	735

Source:www.kudumbasree.org

9.NUTRIMIX UNITS

The Women and Child Department has instructed Kudumbashree to supply Amrutham Nutrimix powder (fortified health supplement for 6 - month to three year old kids) during lockdown. Hence Kudumbashree started **Nutrimix units in all districts** and ensured that enough quantity of Nutrimix powder is being produced

Sl.No	District	No. of nutrimix units	No. of units ready to function in April 2020	Monthly Nutrimix Production	Quantity of Wheat required	Quantity of Bengal gram required	Quantity of Sugar required	Quantity of Ground nut required	Quantity of Soya chunks required	Remarks
1	Thiruvananthapuram	18	16	112000	50400	16800	22400	11200	11200	Shortage of Rawmaterials & Wheat in all units .
2	Kollam	10	10	150000	67500	22500	30000	15000	15000	Shortage of rawmaterials and wheat in almost all units. Steps are taken by consortium to tackle the issue
3	Pathanamthitta	8	8	60000	27000	9000	12000	6000	6000	Rawmaterials shortage in all units
4	Alappuzha	14	14	87700	39465	13155	17540	8770	8770	Rawmaterials shortage in all units

5	Kottayam	10	10	74800	33660	11220	14960	7480	7480	All set for nutrimix production in April. Will have ramaterials shortage in May
6	Idukki	13	13	63000	28350	9450	12600	6300	6300	Shortage of rawmaterials in 8 units and shortage of wheat in 5 units.
7	Ernakulam	10	10	107500	48375	16125	21500	10750	10750	Shortage of wheat
8	Thrissur	20	20	103400	46530	15510	20680	10340	10340	All set for nutrimix production in April. Will have ramaterials shortage in May
9	Palakkad	19	19	123436	55546	18515. 4	24687	12343. 6	12344	All set for nutrimix production in April
10	Malappuram	42	41	281963	126883	42294. 4	56393	28196. 3	28196	Wheat is shortage. Need to lift wheat before April 10
11	Kozhikode	24	23	163000	73350	24450	32600	16300	16300	jeevaamrutha m unit is not functioning. All other units will supply nutrimix before April 10
12	Wayanad	10	10	58000	26100	8700	11600	5800	5800	Rawmaterial s shortage in 3 units
13	Kannur	28	28	132800	59760	19920	26560	13280	13280	All set for nutrimix production in April and May.

14	Kasaragod	13	13	65000	29250	9750	13000	6500	6500	8 units are having rawmaterial shortage. 4 units are having wheat shortage.
Total		239	235	1582599	712170	237390	316520	158260	158260	

Source: compiled from www.kudumbasree.org



10.AGRICULTURE

To utilize the lock down period effectively, all district mission teams of agriculture have initiated activities to promote vegetable cultivation and related aspects such as kitchen gardens, vegetable gardens, organic farming, agricultural campaigns, seed distribution programmes, tuber crops cultivation etc. These short term activity plans are for the Kudumbashree staff, members as well as for the general public aiming at heightening the farming spirit for facing the possible challenges in future.

Around **115.9 metric tonnes of agricultural commodities have been handed over to community kitchens** till 30/04/2020 and is still continuing. Rice, banana, vegetables and tubers are the important categories supplied as per local availability and requirements. The collection, transportation and distribution activities are being organized and coordinated by respective district mission teams in rapport with people’s representatives.

Details of vegetables supplied to community kitchen by Kudumbashree (Data as on 07-05-2020)			
Sl No	District	Quantity of vegetables supplied (in Kg)	No. of JLGs participated
1	Trivandrum	22806	2162
2	Kollam	7714	1124

3	Pathanamthitta	10457	3970
4	Alappuzha	5938	2337
5	Kottayam	4355	368
6	Idukki	3627.7	340
7	Ernakulam	7465	986
8	Thrissur	9377	743
9	Palakkad	5562	211
10	Malappuram	6480	477
11	Kozhikode	4642.5	510
12	Wayanad	6384	1060
13	Kannur	16335.5	1903
14	Kasaragod	11124	1181
	Total	1,22,267.7	17,372

11. OTHER ACTIVITIES

- The Program Implementing Agencies of DDU-GKY have been instructed to start online coaching for students if possible and as a result **26 agencies have started online classes.**
- Pradhan Mantri Awaas Yojana (Urban) – LIFE is the program for constructing houses for urban poor.
- As house construction under Pradhan Mantri Awaas Yojana has been delayed due to lockdown. Understanding that, PMAY beneficiaries require mental support. Kudumbasree trying to provide them required support.
- Kudumbashree has conducted a study on the impact of Covid-19 on Joint Liability Groups of Kudumbashree, the losses incurred and problems faced by them during lockdown period under the guidance of Agriculture Program Officer of Kudumbashree.
- Today, the SHG-BLP is regarded as the largest micro-finance programme in the world — with a total membership of 100.14 lakh groups (covering nearly 12 crore households) across India and having extended collateral-free loans of Rs.87,098 crore to 50.77 lakh SHGs. It is interesting to note that more than 90 per cent of the SHG members are women. (Alka Upadhyay, Additional Secretary in India's Ministry of Rural Development, which manages the NRLM.)

Challenges

Production of simple hygiene and protection products like mask and sanitizer was a key challenge in some point of time where the enterprises encountered with shortage of raw materials abrupt price hike of raw materials and huge demand to be met within a short time.

However units tactically overcome all these difficulties with the help of district management teams by finding new vendors, sourcing raw materials from other part of the state and also working in shifts.

Though the coronavirus has thrown many challenges to the members of Kudumbasree with regard to conducting physical meeting, mobilising savings (physical currency notes) of the group, rotating the money for internal lending among the members, depositing the physical cash towards repayment of loans, and maintaining hard copy of records, digital channels, however, made their life simple.

Specifically, the Kudumbasree members can overcome the digital divide by operating their cash transactions through electronic banking; they can meet their peers through social/digital media without meeting in person; they can maintain their records in e-Shakti (a digital initiative of NABARD for maintaining SHGs' books of accounts, thereby improving their credit score). The women's movement that started as a leap of faith some 15 years ago has proved to be an invaluable resource in these difficult times.

"Women at the center of development has been an important story in South Asia. In these extraordinary times, when we are all united in our fight against the Covid 19 virus, these women's groups are playing a critical role" J(unaid AhmadWorld Bank country director in India)

CONCLUSION

From the above explanation it is clear that, Kudumbashree, Kerala State Poverty Eradication Mission once again proved its community strength to overcome tough situation. During the middle of the March 2020 anticipated possibilities of COVID-19 outbreak caused unprecedented challenges to government and society which includes the scarcity and production constrains of life saving resources. This led to a rush in demand. In this circumstances, Kudumbashree took charge of the situation and done a quick analysis of tailoring as well as toiletry production units across the state.Thus Kudumbasree became life line for the Rural women in Kerala. Kudumbasree helped them to act as warriors in forefront to fight against Corona. The strength of India's rural empowered women will continue to be essential in building back economic momentum after the most critical period is over.

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“AN IMPACT OF COVID-19 PANDEMIC ON THE DYNAMIC CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING”

- M.Ancy Raja Nathiya, Dr.K.Asha

Abstract

The novel Coronavirus is considered to be a dangerous one which kills mankind. Spreading of this type of virus leads to lockdown since several months. During this pandemic consumers were more prone towards safety but there is a necessity for shopping. So, they prefer online is one of the best way for shopping with secure feeling. Pandemic also creates fear among consumers with the spreading of coronavirus. At this juncture, the consumers were totally changed their buying behavior towards online shopping. Hence, with a data collected from 80 respondents a study has been conducted under the title “An impact of covid-19 pandemic on the dynamic consumer buying behavior towards online shopping.” And resulted as, online shopping highly creates positive impact among consumers.

Introduction

Pandemics were recorded from ancient times and it is considered to be a global phenomenon. Each pandemic creates various changes in regional and global policies, behavior of citizens and economic changes. Likewise, Covid-19 which can also be mentioned as Coronavirus disease is considered to be a pandemic during 2019-2020, which cause major problems like disease spreading several months of lockdown, quarantine and social distancing from one another. People suffered a lot during this period and it highly impacted on the lifestyle of the citizen. It highly affects the financial and food security, health of human and their quality on life. During this crisis the normal people routines were affected and the novel Coronavirus creates fear among all which leads to a change in their normal lifestyle to an protective one. In such cases, the buying behavior of the consumers have changed according to the pandemic. Online shopping is considered to be an ease and best option for all the consumers. It influences the consumers to be more prone to them. Online shopping provides various options like cash-less transaction, home delivery and availability of several products. It also helps them to choose the best from providing many options. So, the consumers believe face-to-face direct shopping is not safe during this pandemic. They easily adopt themselves to the online shopping. Comparing the normal with online, consumers easily switch on to the online scenario. The major reason for the change among consumers are by the fear on Covid-19.

Literature Review

Review of literature plays a vital role in the research and leads the research to be on the right path to proceed the study.

Butu, A., Sebastian, B., &Tanasa, L. (2020), in their article portrays that, a study has been undertaken at Romania local vegetable producers with a 30 days of observation about the fresh vegetables and a survey has been taken among 257 respondents in the quarantined area. The aim of the study is to analysis about the purchase decision of consumers from the local producers. Further study has been done on the crisis of Covid-19 purchase intention of consumers before and after mindset. And finally the scientific investigation identifies a suitable method to know the behavioral changes which can influence the short food supply chain’s digital transformation.

Sheth, J. (2020), depicts that, consumers habit of buying is disrupted by the Covid-19 pandemic. According to the situation the consumers changes their habit of shopping everything by staying inside the home, while the consumers choose their old habit, as usual they have to go

shop and buy products. On the other hand, if they go for new habits, they can make shopping ease by adopting new technologies and coping with it.

Neger, M., & Uddin, B. (2020), highlights that, the study has been undertaken to identify the various factors which can influence the consumer’s online shopping behavior during Covid-19 pandemic in Bangladesh. It analysis the psychological factor, product factor, payment factor, administrative factor, time saving factor, price factor and security factor. An online survey has been conducted among 230 Bangladeshi, with a five point scales structured questionnaire. The collected data were analyzed by reliability analysis, descriptive statistics analysis and multiple regression analysis. It is resulted as, except the two factors (price and security) remaining all gives a positive impact on the online shopping behavior of consumers during Covid-19.

Hashem, T.N. (2020), expresses that, the study has been undertaken to examine the consumers change towards online shopping during Covid-19. The variables taken into consideration are, necessity, frequency, price, method of payment and availability of products (or) services. An online survey has been done among 500 respondents from Jordan by considering the before and after pandemic. It is resulted as, the Covid-19 pandemic lockdown makes the consumers mindset to more prone towards online shopping and they eel e-payment is very comfortable for them. The pre and post behavior indicates that the concept has been more influenced by females who holds a diploma degree. The research also recommends the marketers to frame new marketing strategies and making themselves to involve in the e-commerce sector.

Objectives of the study

Further the study has been undertaken with the following objectives,

- ❖ To understand the positive impact of consumer buying behavior towards online shopping during the Covid-19 pandemic.
- ❖ To find out the negative impact of the pandemic on the purchase behavior of consumer through online shopping.

Research Methodology

Both primary data and secondary data were used in this study. A structured questionnaire has been framed and the data were collected among 80 respondents around Nagercoil. Secondary data were collected from various articles, online journals and magazines. A convenience sampling method has been used in this study.

Data Analysis and Interpretation

Tools used for the analysis of data are,

- ❖ Percentage analysis
- ❖ Fried Manns Rank Tool

Demographic profile of the respondents

Table No: 1

S.No	Categories	Particulars	No.of respondents	Percentage
1	Age	Below 18 yrs	3	4
		18-29 yrs	19	24
		30-40 yrs	32	40
		41-50 yrs	20	25
		Above 50 yrs	6	7
2	Gender	Male	37	47
		Female	43	53
		HSC	16	20
		UG	38	48

3	Educational Qualification	PG	22	28
		Diploma	1	1
		Others	3	3
4	Income	25,000 – 50,000	47	59
		50,000 – 75,000	21	26
		75,000 – 1,00,000	7	9
		Above 1,00,000	5	6
5	Marital Status	Married	59	74
		Unmarried	21	26

Source: Primary Data

Table 1 reveals that the respondents aged below 18 yrs are 3, between 18 to 29 yrs are 19, between 30 to 40yrs are 32, between 41 to 50 yrs are 20 and above 50 yrs are 6. 43 respondents are females where 37 are males. The educational qualification of the respondents are HSC holders were 16, UG holders were 38, PG qualified persons were 22, Diploma holder is 1 and Others are 3. The income level ranges from 47 respondents were under 25,000 to 50,000 category, 21 respondents were under 50,000 to 75,000, 7 respondents were under 75,000 to 1,00,000 and the respondents with more than 1,00,000 are 5. 59 respondents were married where 21 are unmarried.

Positive impact of consumer buying behavior towards online shopping during the Covid-19 pandemic
Table No: 2

S.No	Particulars	Mean Score	Rank
1	Easy to use	5.57	4
2	Wide range of products in one app	6.20	1
3	Discounts & Attractive offers	4.32	5
4	Contact-less door delivery	5.30	3
5	Video shopping for garments	1.71	7
6	Easy to compare price from one app to another	3.46	6
7	Secure feeling	6.02	2

Source: Primary Data

Table 2 depicts that the opinions of the samples regarding the positive impact of consumer buying behavior towards online shopping during the Covid-19 pandemic has 6.20 mean score on the wide range of products available in one app so it occupies the first place, secure feeling of the consumers occupies the second rank with 6.02 mean score and the last two ranks are occupied with the mean score of 3.46 which states easy to compare price from one app to another and video shopping of garments with the mean score of 1.71 where the other factors occupy with their rank respectively.

Negative impact of the pandemic on the purchase behavior of consumer through online shopping
Table No: 3

S.No	Particulars	Mean Score	Rank
1	High Cost	6.66	2
2	Having access to credit & debit cards	5.06	4
3	Dispatching the stocks	4.41	5
4	Shipment process delayed due to lockdown	6.92	1
5	Products arrives in damaged condition	3.80	6

6	Fear of losing privacy	5.66	3
7	Wrong products were sent	2.33	7

Source: Primary Data

Table 3 reveals that the samples mindset regarding the negative impact of the pandemic on the purchase behavior of consumer through online shopping has 6.92 mean score on the shipment process delayed due to lockdown so it occupies the first place, high cost occupies the second rank with 6.66 mean score and the last two ranks are occupied by the products arrives in damaged condition with the means score of 3.80 and wrong products were sent with the means score of 2.33 where the other factors occupies with their rank respectively.

Limitations of the study

- ❖ This study was done only at Nagercoil area and the results may be varied if other areas were included.
- ❖ Due to time constraints, the sample size were limited to 80 respondents.

Findings

- ❖ 40 percentage of the respondents belongs to 30-40 years age group.
- ❖ 53 percentage are female respondents while 47 are male respondents.
- ❖ 48 percentage of the respondents hold their under graduate degree.
- ❖ 59 percentage of the respondents are in 25,000-50,000 income group.
- ❖ 74 percentage of the respondents are married where the remaining 26 are unmarried.
- ❖ Wide range of products in one app leads the consumers to create positive impact among consumers regarding online shopping during the COVID-19 pandemic.
- ❖ With 6.02 mean score consumers feel safe and secure through online than direct shopping during this pandemic period.
- ❖ Among all the positives, Shipment process delayed due to lockdown creates some negative impact among consumers during this COVID-19.
- ❖ Consumers also feel as though they give offers & discounts, the price of the product are little high in this pandemic.

Suggestions

- ❖ Online transactions regarding the payment mode must have cash on delivery option on it for the comfort of consumers.
- ❖ Sellers should update the new arrivals to the sites to grab the attention of the consumers towards online shopping.
- ❖ Government should take effective measures to protect people from this Coronavirus, so that the delay in shipment can be reduced and the products will arrive at the right time.
- ❖ Return Policy should be easy to access for the consumers to return the damaged products or products which are wrong sent.
- ❖ The online sites can keep in touch with every consumer after the purchase of the product keeps them to visit the same site again and again.

Conclusion

During this COVID-19 pandemic online shopping becomes more popular among all over the world. Every consumers are changing their mind towards online shopping for safe and secure living. The buying behavior of the consumers are always dynamic. The study has been undertaken near Nagercoil area and the consumers have positive impact about the online shopping pattern. The findings suggests that, sit in one place and viewing everything in a single app creates higher impact among the consumers. Their discount offers, contact less door

delivery etc. are highly welcomed by the consumers. Online shopping has a strong fixation among the consumers.

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**A STUDY ON THE EFFECT OF COVID-19 LOCKDOWN ON THE WORK LIFE
BALANCE AMONG THE IT EMPLOYEES**

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Abstract:

The growth of the organization depends on its manpower. The employee must maintain work life balance to sustain and success in their organization. COVID-19 pandemic has affected the IT employees in different ways. The lockdown has made the employee to work from home. Employee feels difficult to balance the family commitments and work commitments. This study is to ensure that whether the IT employees are able to balance work and life during COVID-19 lockdown. The result of the study pointed that employees are able to balance and maintain the work and family during the COVID-19 lockdown phase.

Keywords: COVID-19, Income, IT employee, Stress, Working hours.

Introduction:

In India, IT sector plays a major role in the nation's economy. The work life balance of the IT employees plays a major role in the performance of employees. The organization admitted the fact that work life balance plays a key factor in decreasing the attrition rate. Employees who lack work life balance are tied to their profession, they neglects the time that they have to spend with their family. Employee who lacks time that has to be spending with family and friends develops a frustration inside them which leads to a stress that creates a physical illness in the employee and affects the performance of the employee in the organization. A work lifer balance refers to the potential of an employee to uphold a balance between the professional and personal life of the employee. The employee who faces a conflict between the family commitment and work commitment faces a poor performance in the work place. Work life balance promotes in bringing down the level of stress at the work place and increases the satisfaction level in their job.

The COVID-19 is a dreadful pandemic disease, which affects the world in a wide range. The person working in different sector gets affected tremendously. The IT employees work life also got disturbed due to COVID-19 lockdown. Many Multi National IT organizations have laid off their employees. The IT employees have suffered a pay cut which affects their budget of their family. Since the government has announced a lockdown around the nation, the employees started to work from home. The employees get enough time to devoteto their family. The mental wellbeing of the employee is very important. The work life balance helps to achieve the physical and mental well-being of the employees.

Statement of the Problem:

Amid the COVID-19 lockdown phase, all sectors of the nation are being affected in different ways. Many IT organizations in India have fired out large number of employees from their organization. Many employees are placed in the bench without a pay. These circumstances have affected the livelihood of the employees. The employee faces occupation stress which leads to poor performance. This stress creates an inconsistency among the employee in professional and personal life. This study will help us to ensure the work life balance of the IT employees in COVID-19 lockdown phase is affected in a positive or negative way.

Review of Literature:

When the business slows down the organization downsizes the employee, but when the business performs well, the organization doesn't recruit the people. Many IT employees are asked to work during the weekends and the work hours of the employees are 14 hours per day. When the employees are not given projects, the employee feels that their potential and skill are not appropriately utilized. (Vanitha, 2011).

In India, the IT employees are not exhibited to work life balance practices and the organization has not taken any steps to practice HR policies and to develop work life balance among the employees. It is found that small and medium size organization employees experience poor work life balance whereas larger organization employees experience poor work life balance whereas larger organization employees experience a high level work life balance (Pandu, Balu&Poorani, 2013).

The work life balance is a serious issue in the developing economy of India. Employees and organizations are putting effort to attain balance between personal and job responsibilities. The dispute that occurs in work life balance reduces the health and prosperity of families and individual (Singh, 2014).

The gender also plays a role in work life balance in the organization. The men and women have disparate priorities; Men use his time to pursue his own interests and women to spend time with her family. Work life balance is not only balancing the time between personal life and work, besides it is by adding harmony to the individual interests (Feather, 2006).

The employees in the IT organization wish to lower down their working hours but it generally influenced by the compensation which is paid by the organization for overtime. This overtime working hours with compensation have created a positive impact on the employee's job satisfaction in the organization (Holy &Mohnen, 2012).

The employees in IT industry are suggested given work from home option and flexible working hours to enhance work life balance for both genders. If the organization provides Day child care for children of the employee, the stress of the women employee who has the responsibility to take care of the children may come down. This will impact positively in the performance of the employee in the organization (Tewathia, 2014).

In a recent study it is identified that, as most of the women are working, so the husband takes up the role of raising the kid and doing housekeeping. The men from dual earner family are able to spend longer time with the family than the single earner (Mohanty& Jena, 2016).

Staffs are the pillars of an organization and they should help the workers to balance between their work personal responsibilities. The Work life balance programs that are initiated in organization are flexi work time, online commuting, sharing the job, compressed work week and gets benefits such as paternity leave for men, maternity leave for women, paid leave for employees and crèche facilities for improving job satisfaction and increasing productivity among the employees (Divya&Suryanarayana, 2019).

Work life balance programs are advantageous for both worker and employer. It supports the staffs whose kinsman was soldiers, serving the nation and lone parents who grow their kids without giving up the profession. Work life ingenuity can develop the esprit de corps of the

workers, lower absenteeism and hold on to organizational knowledge at the unfavorable economic times (Sangarry&Srinivasan, 2016)

When work and life is imbalanced, this leads to daily conflict and poor performance in the organization. Many Women workers are placed in the bottom level of the hierarchy at work, this doesn't occurs due to the professional deficient but because of the worker to balance family and work life (Das & Mishra, 2016).

Objectives:

To analyze the impact of COVID-19 lockdown on the work life balance among the IT employees.

Research Methodology:

The research layout used in the study was descriptive research. A structured questionnaire was formulated and the questionnaire is shared among the IT employees and the responses are recorded and the collected data is used as primary data. The sample size used in the study was 70. The secondary data was collected from journals, books, reports, websites and magazine. Percentage analysis is used to depict the data for analysis.

Analysis and Interpretation:

Table 1: Classification based on flexi place during COVID-19 lockdown

Sl.No	Respondents	Particulars	Percentage
1.	Office	24	34.28
2.	Home	46	65.72

The above table 1 shows that 24 respondents are working from office where as 46 respondents are working from home during the COVID-19 lockdown phase.

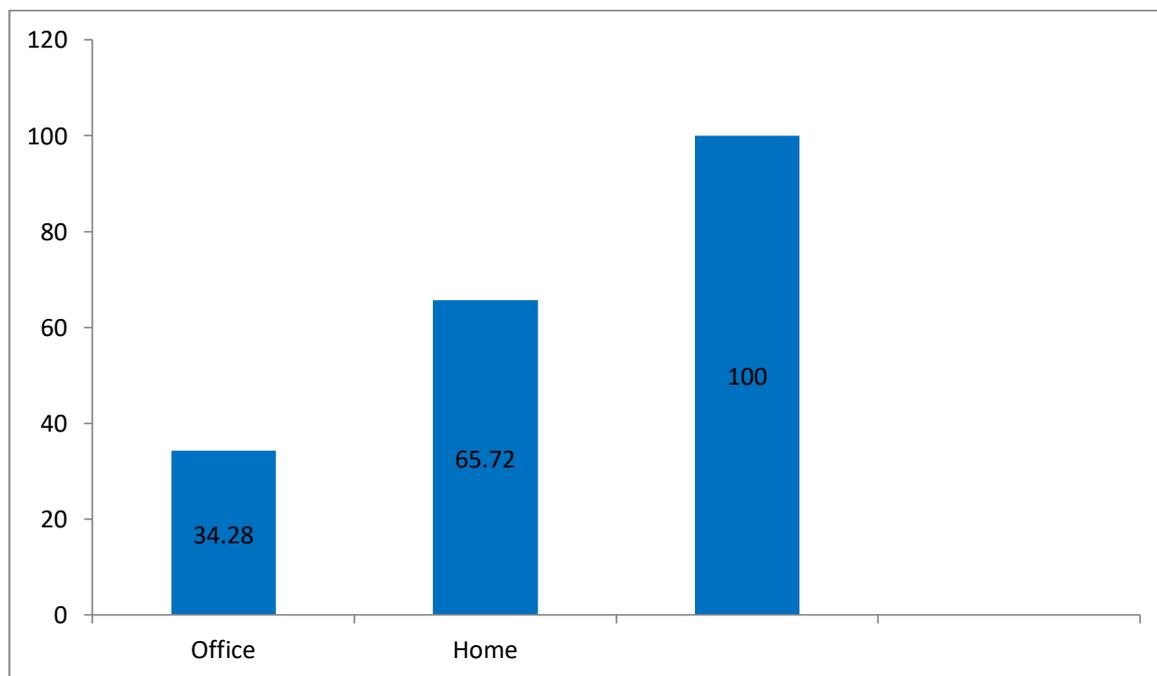


Figure 1: Classification based on flexi place during COVID-19 lockdown

Fig.1 shows that 34.28% of employees are working from office whereas 65.72% of employees are working from home during the COVID-19 lockdown phase.

Table 2: Classification based on the time spend with the family during COVID-19 lockdown

Sl.No	Respondents	Particulars	Percentage
1.	Long time	48	68.6
2.	Less time	22	31.4
3.	No time	0	0

The above table 2 shows that 48 respondents are spending long time with their family, 28 respondents are spending less time with their family and there is no respondents spending no time with the family during the COVID-19 lockdown phase.

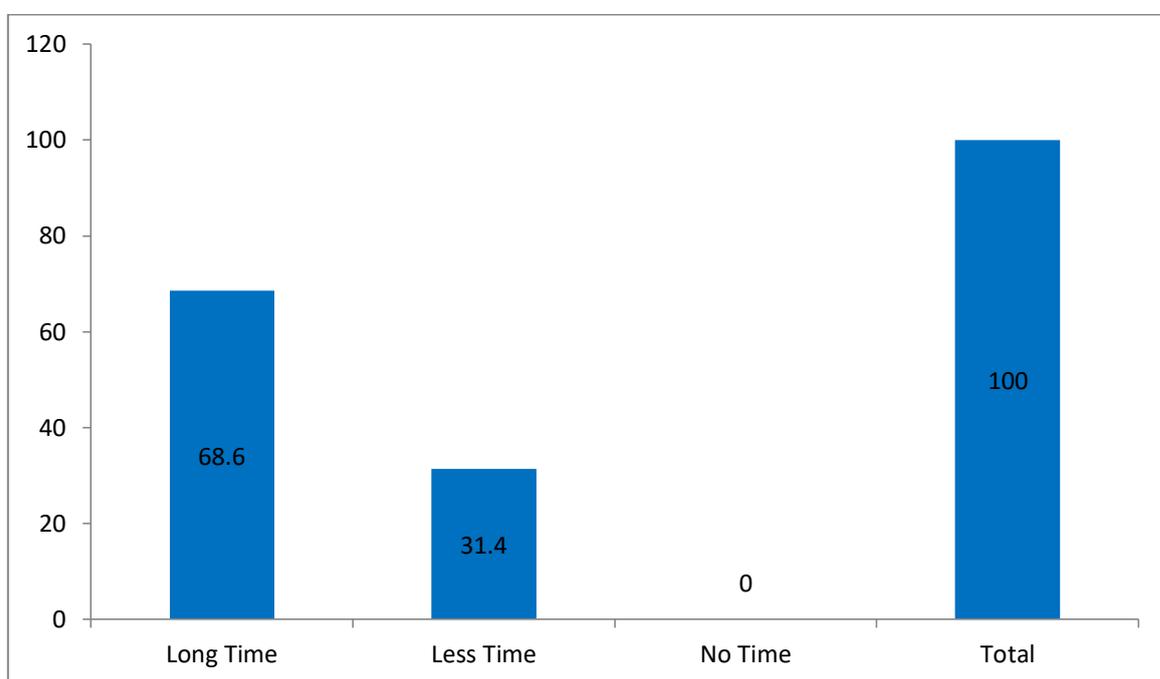
**Figure 2: Classification based on the time spend with the family during COVID-19 lockdown**

Fig. 2 shows that 68.6% of employees are spending long time with their family, 31.4% of employees are spending less time with the family and it is understood that every employees are spending time with their family during the COVID-19 lockdown phase.

Table 3: Classification based on the salary paid by the organization during COVID-19 lockdown

Sl.No	Respondents	Particulars	Percentage
1.	Full Salary	47	68.6
2.	Half Salary	23	31.4
3.	No Salary	0	0

The above table 3 shows that 47 respondents are paid full salary by the organization and 23 respondents are paid half salary by the organization and every respondent reported that they were paid with salary during the COVID-19 lockdown phase.

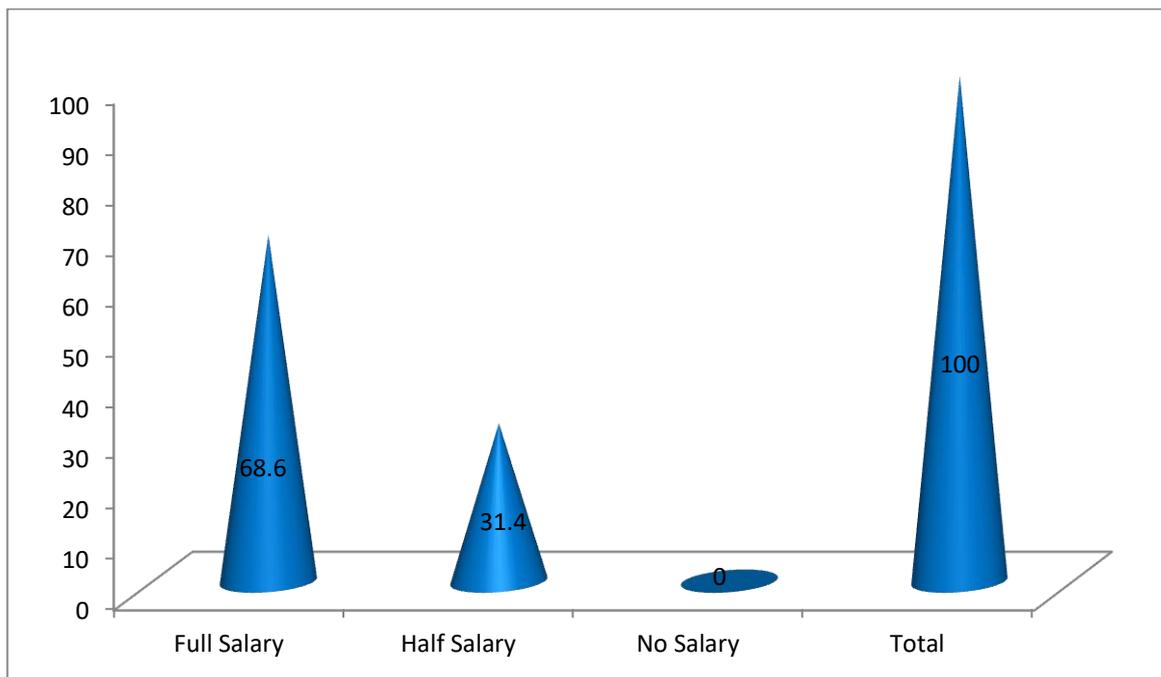


Figure 3: Classification based on the salary paid by the organization during COVID-19 lockdown

Fig. 3 shows that 68.6% of employees are paid with full salary and 31.4% employees are paid with half salary by the organization and it is evident that employee are paid with salary by the organization during the COVID-19 lockdown phase.

Table 4: Classification based on the Occupational Stress during COVID-19 lockdown

Sl.No	Respondents	Particulars	Percentage
1.	High Stress	12	17.1
2.	Moderate Stress	22	31.4
3.	Less Stress	36	51.4

The above table 4 shows that 12 respondents experience high stress, 22 respondents experience moderate stress and 36 respondents experience low stress during the COVID-19 lockdown phase.

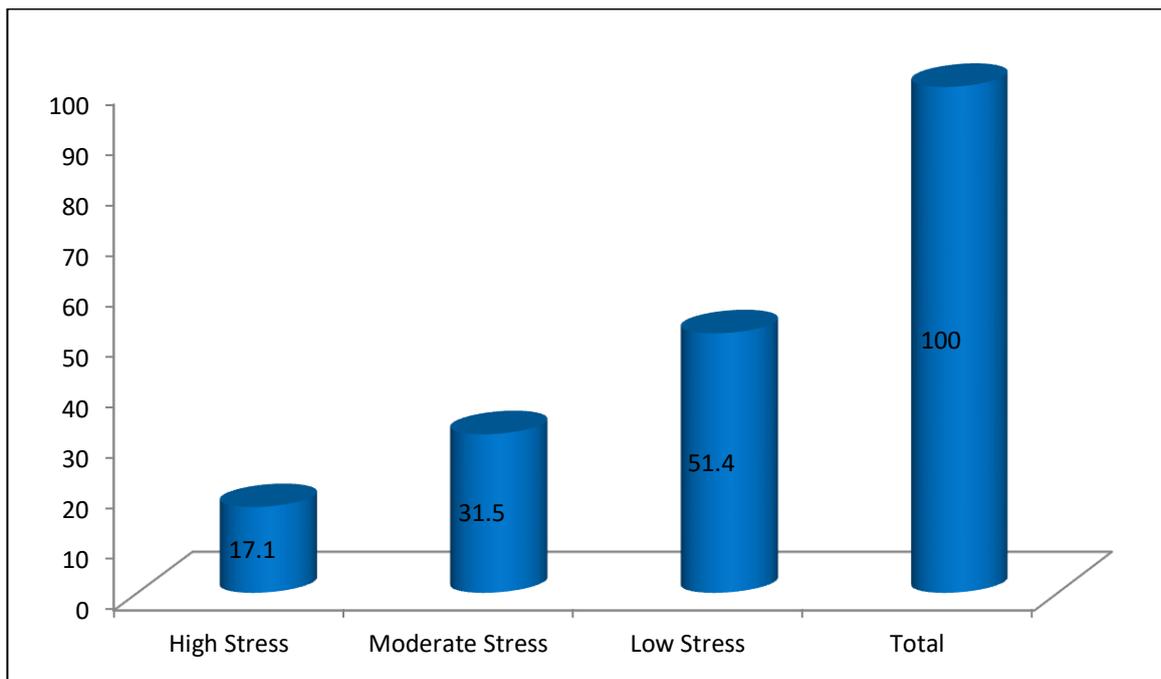


Figure 4: Classification based on the Occupational Stress during COVID-19 lockdown

Fig. 4 shows that 17.1% of employees experience high stress, 31.4 % of employees experience moderate stress 51.4% of employees experience low stress during the COVID-19 lockdown phase.

Table 5: Classification based on the Working hours during COVID-19 lockdown

Sl.No	Respondents	Particulars	Percentage
1.	8 hours	28	40.0
2.	8.5 hours	32	45.7
3.	9 hours	8	11.4
4.	>10 hours	2	2.9

The above table 5 shows that 28 respondents are working for 8 hours, 32 respondents are working for 8.5 hours, 8 respondents are working for 9 hours and 2 respondents are working more than 10 hours during the COVID-19 lockdown phase.

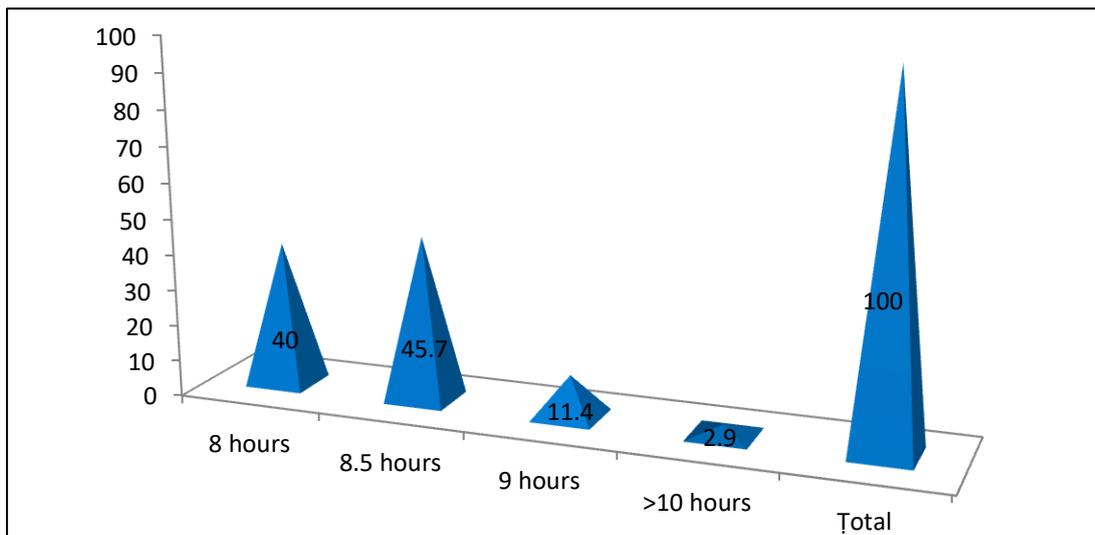


Figure 5: Classification based on the Working hours during COVID-19 lockdown

Fig. 5 shows that 40% of employees are working for 8hours, 45.7% of employees are working for 8.5hours, 11.4% of employees are working for 9 hours and 2.9% of employees are working more than 10hours.

Table 6: Classification based on the fitness program conducted by the organization during COVID-19 lockdown

Sl.No	Respondents	Particulars	Percentage
1.	Fitness Program Conducted	22	31.4
2.	Fitness Program not Conducted	48	68.6

The above table 6 shows that 22 respondents reported that organization conducts fitness program for the employee whereas 42 respondents reported that the organization do not conduct any program for the employee during the COVID-19 lockdown phase.

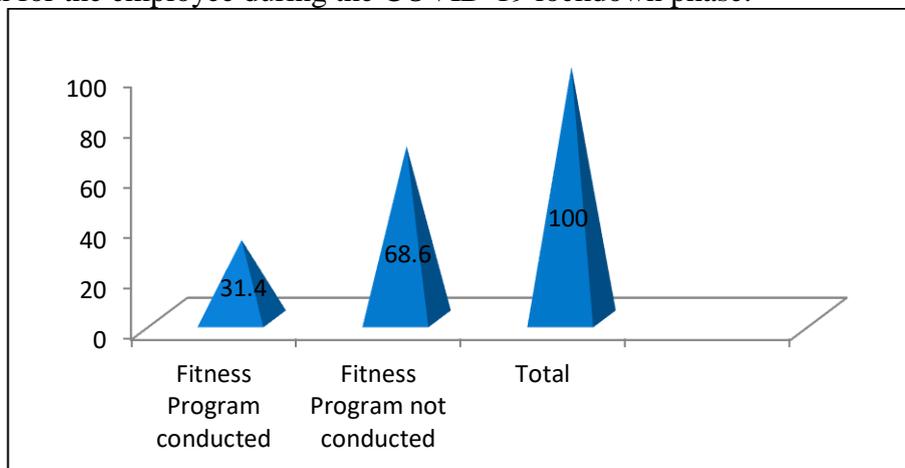


Figure 6: Classification based on the fitness program conducted by the organization during COVID-19 lockdown

Fig. 6 shows that 31.4% of employees reported that the organization conducts fitness program for the employee whereas 68.6% of employees reported that the organization doesn't conduct fitness program for the employee during the COVID-19 lockdown phase.

Table 7: Classification of fear of losing job during COVID-19 lockdown

Sl.No	Respondents	Particulars	Percentage
1.	Yes	42	60.0
2.	No	28	40.0

The above table 7 shows that 42 respondents are fear of losing job and 28 respondents are not fear of losing job during COVID-19 lockdown phase.

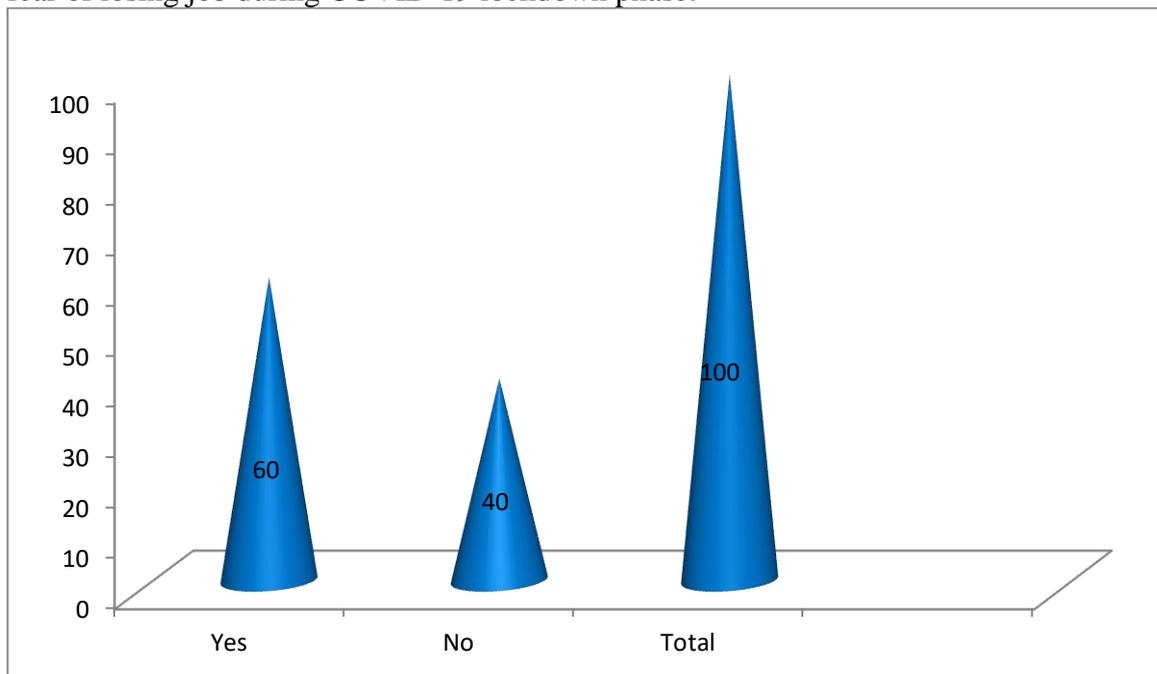


Figure 7: Classification of fear of losing job during COVID-19 lockdown

Fig. 7 shows that 60% of employees are fear of losing job and 40% of employees are not fear of losing job during COVID-19 lockdown phase.

Findings:

Based on the analysis and interpretation, it is found that 65.71% of IT employees are working from home whereas 34.28% of employees are working from home. 68.6% of employees are spending longer time with family, 31.4% of employees are spending less time with family and it is understood that every employees are spending time with their family during the COVID-19 lockdown phase. 68.6% of employees are paid with full salary and 31.4% employees are paid with half salary by the organization and it is evident that employee are paid with salary by the organization. 17.1% of employees experience high stress, 31.4 % of employees experience moderate stress 51.4% of employees experience low stress during the COVID-19 lockdown phase. 40% of employees are working for 8hours, 45.7% of employees are working for 8.5hours, 11.4% of employees are working for 9 hours and 2.9% of employees are working more than 10hours.31.4% of employees reported that the organization conducts fitness program for the employee whereas 68.6% of employees reported that the organization doesn't conduct fitness program for the employee during the COVID-19 lockdown phase.60% of employees are fear of losing job and 40% of employees are not fear of losing their job. The employees feel job security threat during COVID-19 lockdown phase.

Conclusion:

The priority of the study is to analyze the impact of COVID-19 on the work life balance among the IT employees. The finding of the study reveals that, the COVID-19 lockdown phase generated a positive impact on the work life balance among IT employees. It is recommended that, the superiors of the organization must focus on the productivity of the employee rather concentrating on the hours. The manager must regularly review the workload that is allocated to the employees; hence the manager will come to know the capacity and the stress factor of the employee. Provide the employees with health plans that protect the employee family. The organization must organize fitness programs to ensure the mental and physical health of the employee. Thus these suggestions help the organization to achieve employee work life balance. It is evident from the study that work life balance directly impacts the performance of the employee.

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(COVID -19) - A STUDY ON COVID AND IT IMPACT ON EMPLOYEES**Bharathi veenaV***Research Scholar**Department of management studies**Noorul Islam centre for higher education**Kumara coil, Kanyakumari District***Abstract**

Strategies are the plan or an action which is used to attain the long term objectives while HR strategies includes overall management of an human capital in the business unit, the key areas includes selection, performance appraisal, development & compensation. The organisation has to pay a key role against fighting the coronavirus. Using ie, HR strategies. They have to ensure a sound health and safety environment for the employees. A conceptual study or attempt was done to achieve the three research objectives. 1) To explore about the coronavirus and its characteristics 2) To investigate situation in India. 3) Its impact on employees A comprehensive literature survey was done to achieve the above mentioned study objectives it is found that coronavirus decease (covid19) is an infections decease caused by a newly discovered coronavirus. Common symptoms include fever, dry cough, and tiredness. Less include:- aches and pain, headache, loss of taste or smell, serious include difficulty breathing, chest pain, shortness of breath. It can be spread from infected person to another person and spread between people who are in close contact .it is so hazardous that it can affect persons of any age living anywhere in the world. India is struggling against covid – 19 with many types of preventive measures to erase the virus from the country and the preventative measures are successful to the greater extent .it has a tremendous negative impact on the employees which results in stress and anxiety related to healthsecurityand personal policies.

Keywords: HRM , anxiety, covid19, pandemic, stress, performance.

Methodology

This study attempts to provide some recommendations from the perspective of HRM to achieve the objectives stated above. A theoretical contribution or literature survey is conducted by using research strategy.

COVID-19

Corona virus 2019 (COVID-19) is an infectious disease. As per World Health Organisation it is a newly discovered virus known as coronavirus. it begins in Hubei province china in December 2019. World health organisation declare this disease as pandemic and the root cause of the disease was unable to declare whether it is natural or man-made. This deadly disease is called coronavirus, Covid19 is an acute respiratory disease which have some symptoms like fever, cough, fatigue, shortness of breath. Covid19 virus is transmitted directly from person to person. WHO has recommended all over the people in the world to maintain a social distances with each other and to perform hand hygiene. to avoid people with fever or respiratory symptoms in order to limit coronavirus transmission

IMPACT ON EMPLOYEE PERFORMANCE

Corona does a serious impact on employee performance. fear about the unknown disease is undoubtedly impacting the employee's performance. Whether they are at workplace or at home. Fear of contracting is a great issue among them which make the people to stop the work and will the stress and anxiety about the covid19.employee performance depends on the factor

known as safety , which they must know about the safety measurements , there attitude needs to positive about the change and the employees needs to practice about the safety measures to minimise the threat. Organisation has to undergo some training on safety measurements. in which the employees have to go through by applying social distancing, wearing mask, maintain hand hygiene which in turn increase the employee's awareness and decrease fear of corona.

During the time the organisation undergo lockdown which make them to impose new ideas to maintain their daily work. work from home is a good initiative idea from the organisation to reduce the stress, anxiety, negative impact, fear among the employees. But there are limitations like, frustration, work – family conflicts, digital inequalities, from now onwards New normal system now employees around the globe have started to work physically. The challenge is to reduce their fear and to increase the safety measurements against the covid-19

To increase the employee's performance the organisation has to maintain mental health of employees by reducing the fear and worries. organisation has to fight against coronavirus and maintain sound health and safety to increase employee's performance

Conclusion

Covid 19 has impacted our lifestyles in many ways. Medicine yet to be come . But the world to go own for a developing country like India it is very hard to lockdown the business sector for a longer period . The economy goes down rapidly . so to save the economy our country has to open the business sector . coronavirus is still around us we will have to work and live with disease , so to minimise the risk government impose new normal rule that from (lockdown to unlock) that all have to follow.

MANAGEMENT STRATEGIES TO COMBAT COVID 19 AFTERMATH IN EDUCATION INSTITUTIONS IN INDIA

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Abstract

In early 2020, a novel virus was spreading all over the world. The said virus was first detected in the city of Wuhan, the capital of Hubei Province in the People's Republic of China. The virus spread quickly and soon detected in several hundred countries including USA, UK, France, Italy, Japan, Malaysia, New Zealand, India and so on. When reported to the World Health Organization, the virus was named as “SARS-CoV-2” and the disease was named as COVID-19. The virus spread was declared as Pandemic. India reported the primary confirmed case of the novel SARS-CoV-2 infection on thirty Gregorian calendar month of January 2020 in the state of Kerala. On March 22nd, India ascertained a 14-hour voluntary public curfew at the insistence of Prime Minister Narendra Modi. It had been followed by obligatory lockdowns in COVID-19 hotspots and all major cities. Further, on March 24th, the Prime Minister ordered a nationwide lockdown for twenty one days. As far as the educational institutions are concerned, final exams will be conducted in the month of March and April. The challenge for educational institutions started from this juncture.

Keywords :SARS-CoV-2, COVID-19, Educational Institutions

Introduction

The bygone months have been an extremely challenging time for people across the globe as the pandemic continues to take its toll. Among all the confusion and unease however, the world is trying to return to the new normal. During this unparalleled reality, all sectors are witnessing the commencement of a vivid restructuring of economic and social order. Amidst all the chaos and anxiety but, the globe is making an attempt to come back. Through this new reality, every sector/industry/businesses unit is witnessing the start of an intense reformation in social-economic activities.

From the 2nd week of March 2020, State Government across the nation began shutting down educational institutions (schools, colleges, research institutes, and universities) momentarily as an extent to cover the spread of the novel coronavirus. This is a critical time for the education sector with regard to the conduct of examinations, carrying out admission process, conducting entrance exams, conduct of student induction program, etc. will be held during this time period. As the days pass by with no instantaneous solution to stop the outburst of Covid-19, physical activities in educational institutions being halted will not only have a short-term impact on the continuity of learning but also engender far-reaching economic and societal consequences.

Everyone is looking onward to the succeeding restoration of normalcy that will emerge after the skirmish against COVID-19 has been won, with hopes that it will be better and more profitable.

Pedagogy in Educational Institutions before the Pandemic

Apart from Classroom teaching the following pedagogy was practiced in physical learning;

Crossover Teaching

Teaching in informal settings, such as museums, zoos, industries, organizations, science and technology centers and clubs. This can link academic content with subjects that bear on learners in their lives. These connections work in both directions. Teaching in colleges can be enriched by experiences from everyday life; crossover teaching can be deepened by adding questions and knowledge from the classroom. These associated experiences spark more interest and stimulates the learners.

Under this method a teacher propose and discuss a question in the classroom, then students to explore that question during field visit, industrial visit and internships. The students by collecting photos or notes as evidence then share their findings back in the class to produce individual or group answers. This method enhances the strengths of both environments and supply learners with authentic and engaging opportunities for learning. Since learning occurs over a lifetime, drawing on experiences across multiple settings, the opportunity gets wider opportunity.

Peer Teaching

Peer teaching, a way in which one pupil instructs the other of the same grade. Pupils feel more comfortable and open when interacting with a peer. Direct interaction between students promotes active learning. Teaching peers is one among the simplest way to develop mastery. Teachers can be facilitators during peer teaching classes and can share their observations and can add value addition to the topics discussed.

Practice School / Internship

Practice School is a system which aims to link industry experience with university instruction. Under this system, students may be asked to go to various organizations during their final semester. By hands on training in an organization, the students get well accustomed to the routine systems and activities. By utilizing this system, the students will be able to understand the office procedures, etiquettes, intricacies of interaction with customers. This will make them well equipped to get placements. The students also get an opportunity to correlate the work environment and academic environment. They will be well prepared to face professional life.

Outbound Learning / Activity Based Learning

The Outbound Training is a pedagogy used to enhance the efficiency of students through Pragmatic Learning. In other words, taking the students away from the regular class room environment into the outdoors and are assigned some challenging task or activity that needs to be completed by them within a given time frame.

Outbound training aims at rising the social, communication and leadership skills of the scholars.

Usually, the OBT comprises of a sequence of drills and competitions such as treasure hunt, trekking, camping, raft racing, etc. built around the training theme and are carried out by the students in teams.

Effectiveness of Outbound Training includes improved teamwork abilities, enhanced leadership qualities, resolving intra-group or personal conflicts, nourishment of interpersonal skills, intra-group relations and communication skills.

Pandemic COVID 19 and its Impact in Educational Institutions

The pandemic has significantly disrupted the education sector, which is a critical determinant of a country's economic future. Closure of schools and colleges have far reaching

impact on not only students, teachers, and families, but hampers socio-economic progress as a whole.

In country like India, parents feel proud to say that their ward is pursuing studies abroad. As a result, more Indian students were pursuing their studies in countries like China, Russia, United States, United Kingdom, New Zealand and these countries were affected by COVID 19 pandemic to a great extent. If this situation continues, there will be a decline of interest for doing studies abroad.

The Government of India, with the aim to bring the stranded students back to their homeland, and to unite them with their loved ones operated several flights to the countries. Due to the COVID 19 pandemic, the fear of withdrawal of job offers by corporates are haunting the minds of current graduates.

The backbone of any organization is the flow of fund. Due the pandemic and lock-down, many have lost their job. This resulted a chain reaction where the parents were not in a position to pay the fee for their ward. Without the inflow of funds educational institutions struggled a lot in managing the day to day operations.

Strategies adopted by Educational Institutions – Challenges and Opportunities

How higher education teams can cope with COVID-19 lockdown is a big challenge. In response to the nationwide closure amid Covid-19, educational institutions are being advised frequently about suitable actions from government agencies and regulatory bodies. These recommendations suggest that all educational institutions must prepare as soon as possible for taking necessary measures to ensure continuity of learning during this crisis.

Challenges	Opportunities
To ensure continuity of learning among the students.	<ul style="list-style-type: none"> • Learning continues through the DIKSHA platform, with reach across all states in India. • Open-source digital learning solutions and Learning Management Software should be adopted so teachers can conduct teaching online.
Delivery of contents	<ul style="list-style-type: none"> • Many aspirational facilitators have initiated innovative, mobile-based learning models for effective delivery of education, which can be adopted by others. • This can also be called as Instructor-Led Live Sessions.
Risk of withdrawal of job offers, internship programs, and research projects.	<ul style="list-style-type: none"> • Institutions can commence Courses focusing on entrepreneurship and skill based. • Term papers and online internship shall be considered.
Initial difficulties faced by the facilitators when moving from classroom mode to online mode.	<ul style="list-style-type: none"> • With the determination to learn, educational institutions developed their own learning management system.
Maintaining social distancing in the organization.	<ul style="list-style-type: none"> • Shift System and working on alternate days can be implemented. • Not more than 20 students can be permitted to sit in the classes.

Conduct and supervision of exams	<ul style="list-style-type: none"> • Computer based and Remote proctoring mode ensures accuracy and timely publication of results.
Ensuring of students presence and discipline in the online class is the highest challenge for facilitators	<ul style="list-style-type: none"> • Random periodical verification of student's presence during the conduction of classes is essential. • Facilitating the student's periodically about the ethics, moral values and the pain took by facilitators regarding conduction of online classes.
Psychological impacts and peer pressure	<ul style="list-style-type: none"> • Compared to regular mode of teaching, online mode gives the student's more pressure in learning the aspects. • To reduce the pressure among the student's they should be addressed by psychologists, motivators, alumni members, parents and mentors.

Management Strategies to Combat COVID 19 Aftermath

The educational institutions can cope with the current situation by creating mechanisms that allow progress to generate greater resilience in course delivery.

Government

- Plans for fostering Recovery
- Plans for operating in Digital Environment

Academic Fraternity

- Implementation of E - Governance
- Embedding AI in key operations

While planning the above measures, it is also important to see that scaling-up of digitization in pedagogy should not affect students learning outcomes. The impact of this new learning model should thus be uninterruptedly monitored for its efficacy.

Apart from students, education leaders are also concerned about the safety and health of their faculty and staff as we are moving ahead.

Thanks to the digital technology available, classes can be conducted through instructor-led live sessions. For admission acquisition, more emphasis should be given now on planning digital interventions. Summer internships can be substituted with online projects or can even be deferred if fits the academic calendar.

To what extent coronavirus outbreak or lockdown will impact education cycle, difficulty to predict. Perhaps this is the best time for universities to prepare a blue print for upgrading technology and infrastructure. For the faculty, is the best time to upgrade skills and qualification. Thus, institutions can ask the department or faculty members to organize webinars on the emerging thrust areas. The post corona world is going to be skill heavy. Media consumption of youth is largely on social media. So, in student acquisition space it will go up in present times of lockdown.

Post corona world, students and their parents will prefer those universities which have invested in technology and training of teachers for imparting digital skills.

Universities must assess the digital services they require at the moment to keep functioning. Need of the hour is to move away from conventional mediums of offline engagement.

On delivery side, identify the missing link in teaching-pedagogy. Now more appreciation for online learning is to be given. Later, hybrid blended learning as a concept out of the window should be thought of by universities to tackle such situation in future. Appreciation on these online modules from faculty and students will be now more fruitful in dealing with the situation. In post corona world how will admission cycle look like – get skewed, more money spent on performance marketing, on social media consumption etc.

How technologically are you ahead of competition as an institution, will decide your audience preference post Covid-19 since admission season in several reputed institutes is still going on. The importance will be now on relevant content and credible information portal will continue to play a vital role, universities need to promote relevant content through their own channels beyond portals. To deal with the challenges of Covid-19, educational institutes can possibly create their own digital assets like Chatbots, LMS and make their content more discoverable online through increased SEO activities. Quality of learning is important for an educational institute hence the institutes shall not compromise due to the pandemic.

Educational institutions shall collectively help government to formulate necessary policy interventions for long term planning.

Conclusion: For coming 2-4 years it will be a challenge for educational institutions regarding Covid-19 pandemic. In this connection it will be better to practice a strategy without affecting the morality of teaching and educating the student's. Among the total population of the institution only 40-50% of the student's to be permitted to attend the classes in person. The institutions may run the certain programmes on ODD days and certain programmes on EVEN days. If required ODD and EVEN day programmes can run in shifts according to number of programmes. Facilitators load maybe stabilized by conducting the classes on both online and offline modes. Student's those who attending classes on ODD days through offline will attend the classes online on EVEN days. Running in shifts alone will not safe guard the student's, the college must adopt the regular safety measures of sanitizing individuals, temperature checking, sanitizing the classrooms and labs, social distancing, instructing to wear the masks, instruct not to give handshakes/hugs, instruct to take bath after reaching home and to maintain self-discipline. Highest cooperation is solicited among the stake holders.

It is going to be biggest challenge for educational institutions to run the show after pandemic. But maintaining the discipline and system will overcome the pandemic gradually and completely. Gradual opening for senior most students, and senior students and under graduates will give confidence to all the stake holders to run the institutions smoothly and effectively.

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MANAGEMENT STRATEGY FOR BUSINESS AND ECONOMY DURING COVID -19 PANDEMIC PERIOD

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Abstract

Related real Coronavirus - 19 pandemic it is conceivable to check that not all nations on the planet pick similar system to lessen wellbeing and monetary extreme outcomes. Following the more effectiveness system make conceivable a fast and valuable return to the circumstance pre-pandemic. Some administration instrument exacerbate conceivable to maintain a strategic distance from circumstances. In this work some instrument are broke down to create a worldwide end related the subjects related.

Keywords: Pandemic; Management; Economy financial, Strategy, Risk management

Introduction

COVID-19 will harm wellbeing currently as well as later on" by Martin McKee and David Stuckler. "The COVID-19 pandemic is, above all else, a wellbeing emergency. In any case, it is quickly turning into a financial one as well. This isn't, obviously, the primary worldwide financial emergency. Notwithstanding, this time it is extraordinary." And concurring OXFORD ECONOMICS site "We currently anticipate that worldwide modern creation should fall forcefully in H1 2020 and to decrease by 2% for the year" April 2020 During the last time frame (in Coronavirus - 19 Pandemic) many exploration and article was distributed related the different part of this serious irresistible illness. The public organization of the different nations on the planet received various techniques: Form social removing to lockdown, isolate, confinement, to Heard invulnerability, diagnostics like nasopharyngeal swab, internal heat level, serology DPI like musk and gloves, disinfectants use, sanification strategy, and numerous other Epidemiological information helped I in this methodology yet whit is fascinating is the different death rate Showed by various world district: from about 18% to 8% and furthermore less related the dissemination of the infections. Numerous variables appear to be suggested yet not obviously distinguished until now. In model it is intriguing to confirm TAIWAN circumstance: whit 6 demise (at this date) versus the complete HIGH mortality found in china or in other world locale: in TAIWAN government gave musk to populace since first time and this appear to contribute in this outcome. (See meeting of Prof. M. Brunori 17 April 2020) Relevant in this the symptomatic accessibility, ICU beds, right number of pneumonic ventilator, accessibility of DRUGS (likewise exploratory preliminary) and DPI, disinfectants, oxygen and other. The method of transmission of the infection make conceivable to check and control the dissemination individual to individual yet other certainty must be taken in thought: air contamination. Some writing show that the locales with high death rate appear to be identified with the high air contamination in and roundabout way. Numerous respiratory illness are intensified by article (year) in genuine dirtied air. Other hypothesis appear to show that the infection dispersion follow the extraordinary high method of track transport: North Italy, very industrialize, Belgium and other.

A theory of work is connected some quality of Italian significant method of movement correspondence. "La diffusione è maggiore vicino ai grandi nodi autostradali a similar wu-han is a genuine industrialized territory with high air contamination. Concurring other researcher (Isaac ben Israel) lockdown isn't so helpful on the grounds that the hours of span of this pandemic was the equivalents in the different nations around 70 days and afterward lessen itself.

Material and Methods

Whit and perceptions technique some significant writing is examined to create a worldwide end identified with the subjects of this work. All writing, and reference introduced gives a worldwide picture of the theory of work.

How manage company during economic uncertainty

The global coronavirus pandemic is affecting every business differently, but there is no question that it is affecting every business. It's difficult to project how long it will last or how deep the impact will be.

Some companies are mobilizing to meet increased demand or pivoting their business models to better serve the changing needs of their customers. Others are facing much more difficult scenarios as their revenue streams evaporate. These challenges are exacerbated by the speed at which conditions are changing. Businesses must adapt rapidly, and the time for decisive action is now. Companies that operate well through this downturn may be able to leapfrog competitors.

Clearly, the safety of stakeholders (employees, suppliers, customers, community, etc.) is paramount, and businesses must take all the steps necessary to ensure their protection. The next step is to reassess the company's financial health and create a clear action plan that reduces risk and fortifies the business for the long term.

A Practice Model for the Post-COVID World

Managing your accounting practice in a post-COVID world, an original research report by Intuit, analyzes accounting firms' adoption of virtual working arrangements, and what the future holds.

1. Align leadership. That's always crucial, but especially in times of rapid change. All areas of the business require strong leadership rowing in the same direction. Leading in a down cycle is different from leading when everything is up and running right.

2. Perform a strategic review. Your business has changed. Assess the degree to which the macro operating environment has been altered and understand how power dynamics may have shifted within your industry. Ask yourself these difficult but unavoidable questions:

- ❖ Are these changes incremental or fundamental? Long-term or short-term?
- ❖ Can you deliver the same value proposition given the new environment and your established resource capabilities?
- ❖ Ultimately, what strategic changes are required in order to best meet organizational and financial goals?

Strategies to protect Business during pandemic:

Cost monitoring

It’s fairly important to monitor your costs and get as lean as possible even when you are not having liquidity challenges. Also, keep an eye on your balance sheet. The better you manage your cash the better your business plans will work out

Innovation

Try to drive innovation in every aspect of the business. According to Boston Consulting Group’s The Most Innovative Companies 2020: The Serial Innovation Imperative study, in innovation, as in life, drive, size, and skill are a powerful combination. Drive to set an ambitious agenda and fund promising opportunities. Size to transform these opportunities into real sources of new revenue. And the skill, as embodied in a well tuned innovation system, to be able to do it over and over again.

Mitigating risk

In order to mitigate any risks, it is important for companies to adapt to a new set of rules while being careful with tracking expenses against the revenue status, checking the feasibility of the business model, and planning policies for the next quarter. Therefore, there needs to be a diligent revision of sales, revenue goals and product timelines along with a new operating plan in place

Digital marketing

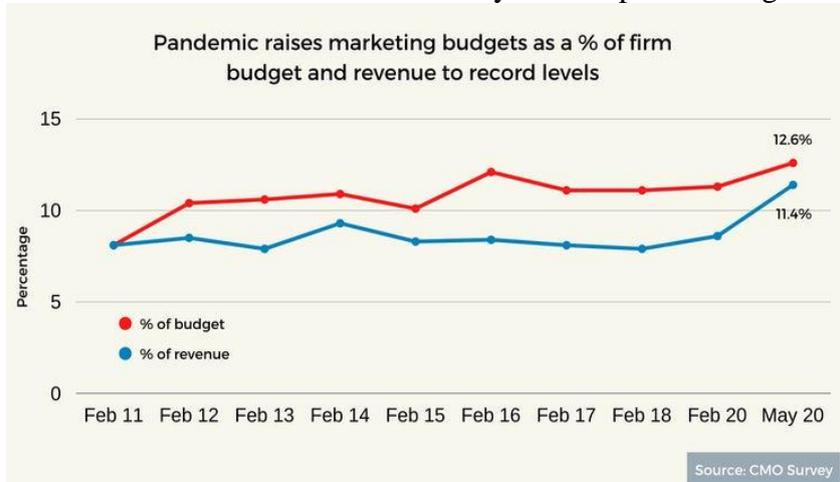
This is an excellent time to relook at the channel marketing approach. Maximizing free channels like SEO and owned media like websites and social media to communicate and engage with the customers.

Marketing’s Status during the pandemic

Marketing budgets as a percentage of company revenues and spend have risen to a record high during the coronavirus pandemic as brands turn to marketing to retain customers and build brand value.

Spend on marketing as a percentage of US companies’ overall budgets rose to 12.6% in May, according to the CMO Survey conducted by Duke University’s Fuqua School of Business. That is up from 11.3% in January 2020 and the highest it has been in the 10 years of the survey. The previous high was in January 2016, when it reached 12.1%.

Similarly, spend on marketing as a percentage of a company’s revenues increased to 11.4% in May, well above the 8.6% recorded in January and the previous high of 9.3% in January 2014.



The increases come as marketers' views on the importance of marketing have increased during the pandemic. Just one in 10 (11.1%) believe marketing has decreased in importance, 26.5% believe there has been no change, while 62.3% believe it has increased in importance.

The CMO Survey is usually conducted every January and July, but was brought forward this year to capture data about the impact of the coronavirus pandemic.

"Marketing budgets as a percent of revenues and firm budget rose to the highest level in survey history, reflecting the important role that marketing played in helping firms retain customers and build brand value during this difficult time," Christine Moorman, the survey founder and professor of business administration at Duke University, tells Marketing Week.

"As consumers turned digital, so did marketers' strategies and they sought to increase digital experiences and improve their companies' go-to-market digital strategies."

That shift to digital can be seen in the percentage of marketers' budgets that is going to social media. Respondents to the survey estimate that 23.2% of their budget was spent on social media in May, almost double the 13.3% in January, which was itself a relatively high number. Marketers also expect this level to be maintained over the next 12 months.

Social media's contribution

Social media's contribution to company performance is also up, from 3.4 out of seven (where one is not at all and seven is very highly) in January to 4.2 in May. This may reflect the fact social media was used by 84.2% of respondents for brand awareness and brand building, by 54.3% for retaining customers and by 51.1% for acquiring new customers.

"Marketers believe this strategy has paid off: for the first time in CMO Survey history, the rated contributions of social media to company performance rose. This is an important finding because social media contributions have previously remained flat and at average levels since 2016, despite rising investments," comments Moorman.

Mobile's spend as a percentage of marketing budgets also hit 23% in May, up from 13.5% in January, with marketers prioritising mobile web optimisation rather than apps.

Marketers have been following customers with their focus on digital. Some 84.8% of marketers say they have observed their customers being 'more open' to digital offerings during the pandemic, while 83.8% say customers are placing increased value on digital experiences.

More than half (59.5%) say their customers have been reviewing, blogging and posting about brands online, while 58.8% have been doing more online research before purchasing.

Many marketers also expect these behaviours to stick in the long-term. A third (33.5%) believe the increased value on digital experiences will remain 'forever'. There has already been a rise in the percentage of sales coming through digital to 19.3% in May, up from 13.5% in January 2020.

However, two-thirds (67.2%) say there has been a lower likelihood to buy and 43.3% that there is an unwillingness to pay full price. This has resulted in an average 17.8% loss in sales during the pandemic, a 14.7% decline in profits and a 9.2% reduction in customer acquisition.

The percentage of marketers optimistic about the US economy has plummeted to 50.9%, from 62.7% in January and near the record low of 47.7% in January 2009 – during the global financial crash.

Marketers are more optimistic about their own company's outlook, but again this has dropped to 68.8%, close to the 64.2% in January 2009.

Results just barely any model: According Peterson K Ozili, Thankom Arun Spillover of COVID-19: Impact on the Global Economy 2020 how did a wellbeing emergency mean a financial emergency? For what reason did the spread of the Covid push the worldwide economy to the brink of collapse? The appropriate response lies in two strategies by which Covid smothered financial exercises. To begin with, the spread of the infection energized social

removing which prompted the closure of monetary business sectors, corporate workplaces, organizations and occasions.

Second, the outstanding rate at which the infection was spreading, and the increased vulnerability about how awful the circumstance could get, prompted trip to security in utilization and venture among shoppers, financial specialists and global exchange accomplices. Furthermore, by Jaime S. Ruler: the Covid-19 pandemic has brought into sharp center the requirement for medical services changes that elevate widespread admittance to reasonable consideration.

Discussion

Beginning from the perception that the death rate and the quantity of patient whit illness dynamic fluctuate a great deal structure a district of the world to other (In comparative state of scope) it imply that the different methodology embraced make conceivable to get the best or the most noticeably awful technique. Interpret in business-financial field this infer to leave first or not from this worldwide emergency thus these are a truly valuable instrument: a MANAGEMENT INSTRUMENT. Applied in this emergency in different world country was made explicit TASK FORCES, was applied TIME MANAGEMENT , and RISK ANALISYS techniques added to the idea of the study of disease transmission, insights, and Infectious illness, ecological toxicologist and other logical order. Legislative issues ask to researcher and other master to help in picking the truly adequacy procedure. Numerous administration device help in this circumstance: from situation investigation to imagine a scenario in which examination to Risk the board, vital arrangement, key administration , critical thinking, DATA examination, Time the executives, to MBO, to HR the board, ICT the executives however, calculated administration, gracefully chain and numerous other. In this circumstance quick accessibility of information, dynamic frameworks, ICT make the distinctions.

Conclusion

Related the different MORTALITY RATE and dispersion speed of the Coronavirus - 19 illness is conceivable to reason that not all the system embraced by various nations present similar outcomes. So it is required by the global and public establishment to notice the truly best practice. This pandemic is a wellbeing and social emergency however with high contribution in business and monetary field. Downturn and financial emergency is a genuine situation if public executive not pick the truly best answer for the pandemic circumstance. What's more, a more fast control make conceivable to return to business – financial cycle pre infection dispersion. Some measure like lockdown that help in the intense periods of dissemination of the infection can cause stop in numerous monetary field whit extraordinary social ramifications. So the privilege pick by legislative issues and public establishment in re-start after lockdown is genuine essential and science Help. (Exploration work, article, distribution, hypothesis et other) A genuine equilibriums among wellbeing and economy must be followed however agreeing science rule and not under dread feeling. Association, logical proof, best practice and the administration science without a doubt help in this cycle. An away from of the pathogenetic cycle that can clarify the different periods of the infection since from first stages to pneumonic stages to cytokine blast and related wonders can help in picking the truly best treatment in the correct time just as utilizing the best imaging procedures to separate the patient danger in target way. The correct treatment in the correct periods of the infection (first stages) appears by writing to maintain a strategic distance from the most extreme outcomes. "Huang et al. detailed the clinical highlights and cytokine profile of basically sick patients with COVID-19 in Wuhan, China, and proposed that a cytokine storm (for example higher centralizations of granulocyte-state animating element, interferon gamma-actuated protein 10, monocyte chemo attractant protein 1, macrophage fiery protein 1 α and tumor putrefaction factor α) could be related with the seriousness of sickness ". Likewise the

methodology followed by an Italian acclaimed oncologist Prof. CAVANNA in this pandemic circumstance is a genuine development with result: the doctor and his prepares goes straightforwardly at home of the most delicate patient to check clinical condition before recuperation in ICU of emergency clinic: this produce 2 outcomes: persistent wellbeing observing in beginning phase, keeping away from ICU bed use, lessen in dispersion of infection in emergency clinic settings. (Reversal of worldview). As detailed in article "The Italian Doctor Flattening the Curve by Treating COVID-19 Patients in Their Homes" TIME 9 April 2020 All this under a prospected approach and not just related notable investigation and under an extraordinary worldwide reevaluating of real medical care framework just as a worldwide rearrangement of public activity from work to class University, industry and other to lessen plausibility of contacts. Wellbeing association, preventive measure, diagnostics, clinical conclusion, lockdown, isolate , disengagements of patients, treatment, antibodies , ICT advancements to follow positive patient, right institutional data , brilliant working and other will be the instrument however accurately oversaw by open and worldwide organization. In this sort of new cataclysmic occasion, with fast advancement likewise PRELIMINARY exploration can be helpful Instrument to provide some guidance to the doctor: see the Tocilizumab, Remdesivir, heparin and other system under clinical preliminary by wellbeing expert in certain nations. All this must be confirmed in huge examinations yet without information it very well may be a light in lack of clarity.

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PSYCHOLOGICAL HEALTH, ECONOMY AND SOCIAL LIFE OF PEOPLE IN TAMIL NADU - IMPACT OF COVID-19 LOCKDOWN

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ABSTRACT

The 2019 Covid infirmity (COVID-19) epidemic is a general welfare crisis of global concern and represents a test to Psychological flexibility, economy and public activity of individuals. Exploration information is expected to create proof driven techniques to diminish unfavorable Psychological effects, financial downturn and unsettling influence of public activity during the pandemic. The point of this investigation was to study the overall population in Tamil Nadu to all the more likely comprehend their degrees of Psychological effect, tension, sorrow and stress alongside the financial defeat upsetting the public activity of individuals during the underlying phase of the COVID-19 episode.

Keywords: Anxiety, Depression, Epidemic, Precaution, psychological impact, Respiratory symptoms, stress.

INTRODUCTION

The new infection, a worldwide danger (Wang, 2020) brought about by a novel Covid first identified in December 2019 around a fish market in the Chinese city of Wuhan Hubei Province (Nishiura, 2020) is by a wide margin the biggest flare-up of atypical pneumonia since the extreme intense respiratory condition (SARS) flare-up in 2003. The new infection with manifestations of contamination including fever, chills, hack, coryza, sore throat, breathing trouble, myalgia, sickness, spewing, and looseness of the bowels was named as Severe Acute Respiratory Syndrome – Corona Virus (SARS-CoV2) or novel Coronavirus (2019-nCoV), was assigned by the World Health Organization (WHO) on eleventh February 2020 as Covid illness – 19 (abridged "COVID-19") and formally pronounced it as a pandemic on eleventh March 2020 (WHO, 2020). The complete number of cases and passings brought about by COVID-19 surpassed those of SARS inside long stretches of its underlying episode (Hawryluck, 2004). It is accounted for that COVID-19, similar to SARS, is a beta-Covid that can be spread to people through transitional has, for example, bats (Paules, et al. 2020), however the real course of transmission is as yet easily proven wrong around the world. It has been additionally announced that Human-to-human spread has been noticed by means of infection loaded respiratory beads, as a developing number of patients supposedly didn't have creature market presentation, and cases have likewise been found in medical care laborers (Huang, 2020). Contagiousness of COVID-19 as appeared by its regenerative number has been assessed at 4.08 (Cao, 2020), meaning that by and large, every instance of COVID-19 will make up to 4 new cases. The announcing rate after 17 January 2020 has been estimated to have expanded 21-overlay in contrast with the condition in the primary portion of January 2020 (Zhao, 2020). The normal hatching period is assessed to be 5.2 days, with critical variety among different patients (Li, 2020) and it very well might be equipped for asymptomatic spread likewise (Rothe, 2020). There are no therapeutics and antibodies accessible and there is probably no prior invulnerability in the populace. The manifestations of COVID-19 territory from no side effects (asymptomatic) to extreme pneumonia and can prompt passing. The proof from investigations of cases to date is that COVID-19 contamination causes gentle sickness (i.e., non-pneumonia or

mellow pneumonia) in about 80% of cases and most cases recuperate, 14 % have more serious infection and 6% experience basic disease. It is accounted for those more established men with clinical co morbidities are bound to get tainted and that too with more awful results (Chen, 2020). Extreme cases can even prompt cardiovascular injury, respiratory disappointment, intense respiratory misery disorder and demise too (Holshue, 2020). The temporary case casualty rates by WHO is around 2%, yet a few scientists likewise gauge the rate to go from 0.3% to 0.6% (Nishiura, 2020). Individuals encountering vagrancy live in those environ Psychological factors that are helpful for an infection scourge. Numerous individuals encountering vagrancy live in gather living settings-be it formal (i.e., covers or asylums) or even casual (i.e., camps or deserted structures)- and probably won't have ordinary admittance to essential cleanliness supplies, all of which could encourage infection transmission. Numerous such individuals encountering vagrancy have found to have ongoing Psychological and states of being (Tsai, 2019), participate in high places of substance misuse including sharing of needles (Maremmani et al., 2017), People encountering vagrancy are a powerless gathering, and their likely presentation to COVID-19 may contrarily influence their capacity to be housed just as their psychological and actual wellbeing. Such sort of individuals matured more youthful than 65 years have all-cause mortality that is 5-10 times higher than that of everybody (Baggett, et al. 2013). In the event that urban communities keep on impressive a lockdown to forestall COVID-19 transmission, there are not many crisis readiness intends to ship and give asylum to these enormous number of individuals encountering vagrancy and are starving. In lockdowns, public spaces are shut, developments outside homes are confined and significant streets of transport may be shut, all of which may contrarily influence these crap individuals. It is hazy how and where unsheltered individuals will be moved to if isolates and lockdowns are actualized. In such a situation, terminations of safe houses and other high-thickness mutual settings (e.g., drop-in focuses and soup kitchens) are conceivable, which could build the quantity of unsheltered individuals encountering vagrancy and diminish their admittance to required administrations. Lockdowns and illness regulation occasions may likewise be malicious to the emotional well-being of individuals encountering starvation and vagrancy, a considerable lot of whom have fears around compulsory hospitalization and detainment (Schutt et. al., 2011). Study directed by Wang et al 2020, found that 53.8% of respondents evaluated the Psychological effect of the flare-up as moderate or serious; 16.5% indicated moderate to extreme burdensome manifestations; 28.8% revealed moderate to extreme uneasiness side effects; and 8.1% were found to have moderate to serious feelings of anxiety. A large portion of the respondents burned through 20–24 h for every day at home (84.7%); were stressed over their relatives contracting COVID-19 (75.2%); and were content with the measure of wellbeing data that was accessible to them (75.1%). Female sexual orientation, understudy status, explicit actual indications (e.g., myalgia, tipsiness, coryza), just as the helpless self-evaluated wellbeing status were altogether connected with a more noteworthy Psychological effect of the flare-up and more elevated levels of pressure, tension and sorrow ($p < 0.05$). Explicit forward-thinking and exact wellbeing data (e.g., treatment, neighborhood flare-up circumstance) and specific prudent steps (e.g., hand cleanliness, wearing a cover) were additionally related with a lower Psychological effect of the episode and lower levels of pressure, tension, and wretchedness ($p < 0.05$). Working, great resourced wellbeing frameworks are positively expected to deal with the circumstance successfully. The flare-up is now putting wellbeing administrations in created nations under broad strain. The proposals for maternity benefits alone, to restrict pregnant ladies' introduction to sick people, while guaranteeing that ladies get funda Psychological consideration, implies ordering possible cases before passage at wellbeing administration focuses, postponing routine arrangements and utilizing exacting disengagement and disease control measures to restrict transmission to different patients and staff. In low-asset wellbeing frameworks, setting up these proposals and directions may not generally be attainable.

Managing COVID-19 is probably going to make uneven characters and different issues in the medical care arrangement, interruption of routine fundamental Psychological administrations and to require redeployment of scant wellbeing work force across wellbeing administrations. The effect of the pandemic could likewise influence routine medical care administrations. Center arrangements are uncommon in low-pay settings and individuals can stand by extended periods of time at swarmed facility sitting tight zones for antenatal consideration, prophylactic guiding or in any event, for the regenerative wellbeing administrations, which will at last build danger of disease transmission. Dread is putting individuals at more serious danger of creating physical just as emotional wellness issues as dread causes pressure and when we are focused on the hormones cortisol and adrenaline increment and they smother the viability of the invulnerable framework. The concealment of insusceptible framework leaves the body defenseless against illness and contamination. The unblemished insusceptible framework will get over the novel infection, however with dread and debilitated resistance; we are in danger of building up an extreme sickness. The examinations have demonstrated that pressure builds the danger of cardiovascular failures and strokes. The pressure hormones limited the veins, and make the blood stickier and thicker and improve the probability of blood thickening.

The analysts based on online review and media reports that arising concentrates into Covid-19 along with exercises from past episodes recommend that the pandemic could have significant and conceivably long haul impacts on Psychological wellbeing, financial, social and strict life. Fast and thorough exploration getting to the effect of Covid-19 on Psychological wellbeing of individuals is expected to restrict the effect of the pandemic. The current pandemic is obviously having a significant social and Psychological effect overall populace, expanding joblessness, isolating families and different changes which are commonly considered as major Psychological danger factors for nervousness, sadness and self-hurt.

Taking into account the above talk about, we directed the current investigation to get to the Impact of COVID-19 Lockdown on Psychological Health, Economy and Social Life of People in Tamil Nadu. The examination is required to help strategy creators, Psychological consideration wellbeing suppliers and strict researchers to outline procedure to adapt to the pandemic.

Statement of the Problem:

In this study, we attempt to review the prevailing Psychological Health issues during the COVID-19 pandemic through global experiences, and reactive strategies established in Psychological Health care with special reference to Tamilnadu. By performing a rapid synthesis of available evidence, we aim to propose a conceptual and recommendation framework for Psychological health issues during the COVID-19 pandemic.

Objectives:

- ❖ To identify the Psychological Health issues during the COVID-19 Pandemic Period in Tamilnadu.
- ❖ To analyze the Economy and Social Life of People in Tamil Nadu during the Pandemic Period.

Review of literature

Galea et al. (2020) In a recent article, acknowledged that the literature on Psychological health consequences in relation to epidemics is sparse. All large-scale disasters have had significant negative impact on individuals ranging from depression, post-traumatic stress disorder, substance use disorder, behavioural disorders, domestic violence and child abuse. The current COVID-19 pandemic has given rise to similar situations where the population suffers the risk of anxiety and depression, substance use, loneliness and domestic violence; and with

schools closed, there is a very real possibility of an epidemic of child abuse. At the present context, the outcome of the COVID-19 pandemic is impossible to predict but we can learn a great deal from the past pandemics in the history to determine our best courses of action, for example, the Spanish flu, the AIDS pandemic and more.

Brooks et al. (2020) in the *Lancet*, reviewed a large number of previous studies and reported the effect of quarantine on the Psychological health of patients. Constantly, most studies reported negative psychological effects including post-traumatic stress symptoms, confusion and anger. Stressors included longer quarantine duration, fears of infection, helplessness, frustration, boredom, inadequate supplies, inadequate information, financial loss and stigma. Some researchers even reported long-lasting psychosocial impacts during such public health emergencies. Such large-scale reporting of Psychological health sufferings would call for a concentrated Psychological health policy and programme to minimize psychological and emotional issues during the COVID-19 outbreak.

Bilal et al., (2020) uncovered that mindfulness, Psychologicality and practice of individuals towards avoidance of COVID-19 is significant. We can control COVID-19 spread till some treatment is created by following strict lessons and warning of wellbeing service. Islam weights on cleaning and Prophet Muhammad (harmonies arrive) stated, purging is half of confidence. The outline beneath shows the Covid zones in India and on the date of composing this paper, COVID-19 is influencing 210 nations and regions around the globe and 2 worldwide transports. The absolute number of cases included is more than 2,414, 098, the quantity of passings surpasses 165,153 with death rate 21% (<https://www.worldometers.info>) as on twentieth April 2020. India alongside different nations 17 nations of the world is with more than 14000 cases and in Tamil Nadu the insights of COVID-19 shows positive cases crossed 368.

MATERIALS AND METHODS

In the present online review directed in Tamil Nadu and all around created pretested poll was utilized to gather the data from an example of 400 individuals chose utilizing separated irregular examining method through Google Classroom, Social media (Face book and WhatsApp). The individuals under investigation were clarified the motivation behind our examination to get their assent. The review was directed to survey the worries about COVID-19, effect of COVID-19 on Psychological wellbeing of individuals in lockdown and prudent steps taken against COVID-19. The data gathered by online study was arranged and investigated and deciphered factually. Factual programming SPSS (form 25) was utilized for investigation of information.

RESULTS AND DISCUSSION

The following Table 1 reveals that the Precautionary Measures adopted by study population in current COVID-19 Lockdown.

Table 1: Precautionary Measures adopted by study population in current COVID-19 Lockdown

S.No	Precautionary Measures	Response	Gender		Chisquare	P-value
			Male (%)	Female (%)		
1.	Washing hands after touching contaminated objects	Always	123 (61.5)	117 (58.5)	2.178	>0.05
		Most of the time	25 (12.5)	30 (15.0)		
		Sometimes	19 (9.5)	15 (7.5)		
		Occasionally	31 (15.5)	27 (13.5)		
		Never	7 (3.5)	11 (5.5)		
2.	Always wearing a mask regardless of the presence or absence of symptoms	Always	37 (18.5)	13 (6.5)	25.697	<0.01
		Most of the time	39 (19.5)	23 (11.5)		
		Sometimes	10 (5.0)	26 (13.0)		
		Occasionally	71 (35.5)	79 (39.5)		
		Never	43 (21.5)	59 (29.5)		
3.	Always covering mouth when coughing and sneezing	Always	159 (79.5)	165 (82.5)	0.794	>0.05
		Most of the time	2 (1.0)	3 (1.5)		
		Sometimes	13 (6.5)	12 (6.0)		
		Occasionally	21 (10.5)	17 (8.5)		
		Never	5 (2.5)	3 (1.5)		
4.	Always washing hands immediately after coughing sneezing or rubbing nose	Always	21 (10.5)	25 (12.5)	1.812	>0.05
		Most of the time	35 (17.5)	39 (19.5)		
		Sometimes	46 (23)	40 (20)		
		Occasionally	87 (43.5)	81 (40.5)		
		Never	11 (5.5)	15 (7.5)		
5	Always avoiding sharing utensils (e.g., chopsticks) during meals	Always	15 (7.5)	12 (6.0)	4.220	>0.05
		Most of the time	63 (31.5)	55 (27.5)		
		Sometimes	34 (17.0)	47 (23.5)		
		Occasionally	67 (33.5)	59 (29.5)		
		Never	21 (10.5)	27 (13.5)		

The information gathered from 400 respondents (male=200 and female=200) was investigated and introduced in Tables and Figures. The information appeared in Table 1, uncovers that because of proclamation i.e., Washing hands subsequent to contacting sullied objects larger part of the respondents (male=61.5%, female=58.5%) revealed consistently, in light of articulation 2 i.e., Always wearing a veil paying little mind to the presence or nonattendance of side effects, dominant part of the respondents (male=35.5%, female=39.5%) announced sporadically, because of explanation 3 i.e., in light of explanation, Always covering mouth when hacking and wheezing, lion's share of the respondents (male=79.5%, female=82.5%) detailed consistently, because of articulation 4 i.e., Always washing hands following hacking sniffing or scouring nose, larger part of the respondents (male=43.5%, female=40.5%) announced once in a while, and in light of proclamation 5 i.e., Always abstaining from sharing utensils (e.g., chopsticks) during dinners, dominant part of the respondents (male=33.5%, female=29.5%) revealed every so often. Factually, it has been seen that just in proclamation 2, there is a huge contrast in the act of male and female respondents ($p < 0.01$), in all other articulation asked with respect to prudent steps there was no critical distinction in their works on with respect to prudent steps ($p > 0.05$).

Findings:

The consequences of our examination uncovered that 76.5% respondents accept that lockdown is the transitory answer for forestall the spread of COVID-19 disease it can bring about numerous new issues, for example, Psychological issues (67.5%), social issues (53.5%), financial issues (48.5%), scholarly issues if COVID-19 lockdown proceeds. Further, greater part of the respondents (male= 61.5%, 58.5%) were continually washing hands in the wake of contacting defiled items, lion's share of respondents (male= 35.5%, female=39.5%)

were at times wearing a veil paying little mind to the presence or nonappearance of side effects, greater part of respondents (male= 79.5%, female=82.5%) consistently were covering mouth when hacking and sniffing, greater part of respondents (male= 43.5%, female=40.5%) were periodically washing hands following hacking wheezing or scouring nose and greater part of respondents (male= 33.5%, female=29.5%) were sometimes abstaining from sharing utensils (e.g., chopsticks) during suppers. Measurably, no huge contrast as a rule was seen among male and female respondents with respect to prudent steps embraced by study populace in current COVID-19 Lockdown. Lion's share of the respondents invested greatest energy at home checking day by day insights concerning COVID-19 spread subtleties (67.5%) stressed over their relatives and were not fulfilled the manner in which Government handled this issue toward the start. The examination further uncovered that respondents were of the sentiment that Government ought to encourage COVID-19 testing for the wellbeing of individuals utilizing arbitrary choice (68.5%), group choice (72.5%) and testing of entire populace (35.5%). The respondents in dominant part were of the feeling that the individuals who have travel chronicles (94.5%), who are transient specialists (97.5%), who contact with any crown good (98%), those living in red zones (80.5%) should be tried on need premise. At last, it was recommended that to adapt to COVID-19 lockdown stress, keep ourselves occupied in proactive tasks, strict exercises and social work.

Every 1 in 5 Tamil Nadu respondents had some form of COVID-19 related stress, and 2.7% had severe stress. For the 25–34 years age group, those with an annual income of 2.5–5 lakh, and married, were more prone to stress. A total of 6% were irritable and entered into conflict with family members more than usual; 2.4% of respondents could not sleep well and had bad dreams related to COVID-19.

CONCLUSION

The current COVID-19 pandemic is causing remote attainment concern, despondency and uneasiness among the individuals everywhere on the world. The psychological issues brought about by COVID-19 lockdown affected the Psychological prosperity of people from the whole network including understudies, easygoing works, medical care experts and everybody. The seniors, females, understudies, individuals living in pressure condition, medical services experts at bleeding edge, and the individuals who are with hidden constant conditions are at a higher danger. The respondents under examination were following careful steps to keep away from COVID-19 according to WHO and state rules on pandemic that is physical separating and remaining at home as the main attainable treatment to control the spread of pandemic. The investigation uncovered that larger part of individuals invested greatest energy at home checking day by day insights concerning COVID-19 spread, stressed over their relatives and was not fulfilled the manner in which Government handled this issue at the underlying phase of COVID-19 spread. The respondents of our investigation were of the sentiment that Government ought to encourage COVID-19 testing for the wellbeing of individuals utilizing arbitrary determination (68.5%), bunch choice (72.5%) and testing of entire populace (35.5%) in red zones in any event. The respondents understudy in lion's share need that individuals who have travel history (94.5%), who are transient specialists (97.5%), who contact with any crown positive patient (98%), those living in red zones (80.5%) should be tried on need premise. The respondents understudy in greater part were of the assessment that COVID-19 lockdown is a transitory answer for control COVID-19 spread and on the off chance that it proceeds for quite a while may bring about numerous issues like Psychological issues, social issues, financial issues and strict issues. The pandemic brought about pay misfortune because of occupation misfortune or decreased pay because of COVIC-19 lockdown brought forth homegrown issues. The investigations show that dread causes pressure and when we are focused on the hormones cortisol and adrenaline increment and they smother the adequacy of

the resistant framework. The concealment of insusceptible framework leaves the body helpless against illness and contamination. It is critical to mindful individuals that with dread we are in danger of building up a serious illness. Coronavirus doesn't see race, religion, station, ideology, language prior to striking so it is significant we battle along with COVID-19. The specialists at last recommended that approach producers, Psychological consideration wellbeing suppliers and strict researchers offer Psychological help as is required right now to the weak gathering. Further, it was recommended that to adapt to COVID-19 lockdown stress, individuals should keep themselves occupied in proactive tasks, strict exercises and social work. Kashmir a world renowned clash zone has just observed numerous debacles so individuals understudy in one voice ask India and Pakistan to notice truce and to give safe space to the individuals of state until COVID dangers get over. The Secretary General of UN in the midst of flooding COVID-19 emergency has additionally advanced for the Global truce.

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IMPACT OF COVID-19 ON MANAGING FINANCIAL HEALTH IN CHALLENGING TIMES IN INDIA

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Abstract

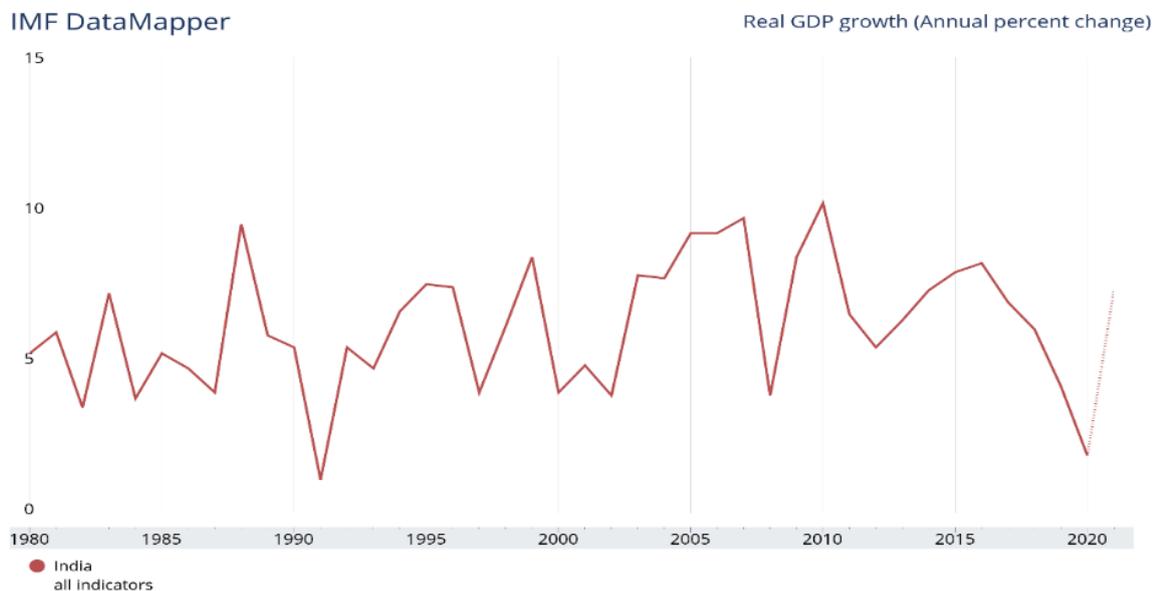
India is at a vital point in its battle against COVID-19 pandemic, which is dispensing extraordinary wellbeing, monetary and monetary dependability challenges. The main goal is, obviously, to spare lives. Yet, the important control measures to restrict the spread of the infection are causing a sensational decrease in monetary action and policymakers are stressed over how to battle the infection and limit its effect on the economy. There are no simple answers. Notwithstanding containing the spread of the sickness and backing the individuals who are influenced, policymakers must be ready for the drawn out difficulties. At present situation, it is hard to assess all evil impacts of Corona virus that has on individual and economy. In any case, to meet fundamental prerequisites and to be prepared for this impending questionable time, it is basic to evaluate the prompt monetary wellbeing to outline different arrangements and systems to manage circumstance in close to period. All our monetary choices and exercises impact our monetary wellbeing now and later on. The principle target of present investigation is to investigate the monetary wellbeing at singular level and at nation level in India. The discoveries would be valuable for India's strategy producers to keep up the equal extension of monetary measures to improve the monetary wellbeing of India and to fortify the monetary strength of Individuals to battle against Covid-19.

Keywords: Covid-19, pandemic, economic downturn, aggregate demand, supply chain, financial health indicators.

Introduction:

We are in a worldwide Covid-19 pandemic, which is dispensing uncommon wellbeing, monetary and monetary strength challenges. Given the idea of the infection which is exceptionally infectious, the approaches to contain the spread incorporate arrangement activities, for example, inconvenience of social separating, self-confinement at home, and conclusion of organizations, and public offices, limitations on versatility and even lockdown of a whole nation. The primary goal is, obviously, to spare lives. Yet, the vital regulation measures to restrict the spread of the infection are causing a sensational decrease in monetary movement. Accordingly, in just three months, the 2020 standpoint has moved from expected development of in excess of 3 percent around the world to a sharp withdrawal of negative 3 percents much more terrible than the yield misfortune seen during the 2008–09 worldwide monetary emergencies. A definitive effect of the emergency on the worldwide economy, just as the circumstance of a recuperation, is exceptionally questionable. Notwithstanding, assessed sway from the (COVID-19) on India's GDP development in 2020 is appeared in the accompanying figure.

Estimated Impact on GDP growth



©IMF, 2020, Source: World Economic Outlook (April 2020)

Source: International Monetary Fund

The financial stun will probably be considerably more serious for India, for two reasons. To begin with, pre-COVID-19, the economy was at that point easing back down, intensifying existing issues of joblessness, low livelihoods, country pain, lack of healthy sustenance, and broad imbalance. Second, India's enormous casual area is especially defenseless. Out of the public all out 465 million specialists, around 91% (422 million) were casual laborers in 2017-18. Lacking customary compensations or in-comes, these agribusiness, transient, and other casual specialists would be hardest-hit during the lockdown period.

The COVID-19 flare-up has been pronounced a general wellbeing crisis of worldwide worry by the World Health Organization (WHO), causing gigantic effect on individuals' lives, families, com-munities, business and economies. The World Health Organization (WHO) proclaimed a novel Covid infection (COVID-19) a pandemic on 11 March 2020. The sickness' unexpected beginning was in Wuhan, the capital city of Hubei Province in China in December 2019. It was ordered as a worldwide crisis on 30 January 2020. Therefore, because of its speed and size of worldwide transmission it turned into a pandemic. The infection is a worldwide general medical issue and has contaminated more than thousand individuals in 196 nations.

India is at an urgent point in its battle against COVID-19. India recorded the main instance of the illness on January 30, 2020. From that point forward the cases have expanded consistently and essentially. Till 15 April 2020, as indicated by the Ministry of Health and Family Welfare (MoHFW), sums of 11439 COVID-19 cases, (counting 76 unfamiliar nationals) have been accounted for in 32 states/un-particle regions. These incorporate 1305 who have been relieved/released, who has relocated and 377 passings. Clinic seclusion of every single affirmed case, following and home isolate of the contacts is progressing. The nation has reacted with criticalness and assurance as reflected in the Prime Minister's intense and unequivocal administration.

To control the spread of the infection, the public authority of India declared a multi week long cross country lockdown beginning March 25, 2020. All unnecessary administrations and organizations, including retail foundations, instructive establishments, and spots of strict love, public utilities and government workplaces the nation over were shut during this period and all methods for movement had been halted. This is by a wide margin the most expansive

measure embraced by any administration because of the pandemic. Given the expanding examples of transmission detailed as of late it was probably going normal that the lockdown will be reached out past April 14, in any event in certain states. On 14 April 2020, the Prime Minister reported the expansion of the prior 21-day cross country lockdown till 3 May 2020. These measures may help in restricting the wellbeing emergency; however as in different nations the total closure of all monetary exercises aside from fundamental administrations will make a financial emergency and wretchedness for poor people, with enormous employment misfortunes and rising food frailty.

The public authority has additionally forcefully ventured up the reaction measures - find, seclude, test, treat and follow. Worldwide associations like WHO and IMF are supporting the public authority's Endeavor to additionally fortify and heighten reconnaissance and assemble limit of the wellbeing framework and Financial help.

The phenomenal lockdown is relied upon to have a critical unfriendly impact on the economy. A great many positions and jobs are in question. In addition, the Covid-19 flare-up came when India's economy was easing back, because of diligent monetary area shortcomings. As movement around the nation has stopped, with no work or pay, in excess of 50 million transient laborers have either gotten back to their local towns or are remaining at camps inside the urban areas since state fringes have been fixed. Transportation of crude materials and completed products across states is additionally seriously obliged. Nations have shut public fringes carrying worldwide exchange and trade to a sudden stop. All these are seriously disturbing gracefully instruments and circulation chains in practically all areas. Simultaneously, there has been a finished breakdown of utilization interest as a large number of individuals remain at home and delay their insignificant consumptions. It isn't simply because of China's developing monetary significance yet in addition be-reason for progressively globalized creation structures. High monetary combination territorially and universally could compound the financial lull through various channels, for example, exchange, the travel industry and monetary business sectors and influence fundamental monetary markers. IMF has given assessment of principle markers of Indian economy in its most recent world monetary report.

In spite of measures to contain COVID-19, for example, isolates, suspension of beneficial exercises and the lockdown of urban communities, the spread of the novel Covid has as of now antagonistically influenced local and worldwide economies. According to KPMG report¹, the territorial monetary effect is foreseen to be more noteworthy than that accomplished 17 years prior when the Severe Acute Respiratory Syndrome (SARS) broke out. It isn't simply because of China's developing monetary significance yet in addition in light of progressively globalized creation structures.

In the background of Covid-19's (Corona infection) overall effect on people, families, organizations, governments and economies in quite a profound pessimistic manner, it is a lot of applicable to survey its effect on monetary wellbeing at singular level and at nation level in the short run. All our monetary choices and exercises impact our monetary wellbeing now and later on. Also, it is entrenched in writing that monetary wellbeing and emotional well-being are identified with one another to incredible degree. Individuals over the world utilize comparable words to portray monetary wellbeing. They want to oversee cash adequately to meet everyday requirements, seek after circumstances, and assemble versatility are three components of monetary wellbeing. At present situation, it is hard to assess all evil impacts of Corona virus that has on individual and economy. Yet, to meet fundamental prerequisites and to be prepared for this forthcoming unsure time, it is extremely basic to evaluate the prompt monetary wellbeing to outline different approaches and methodologies to manage circumstance in close to period.

In spite of the fact that a definitive effect of the emergency on the worldwide economy and Indian economy, just as the circumstance of recuperation, is profoundly dubious yet the

momentum research study is being taken with a goal to explore the possible effect of Covid-19 on monetary wellbeing at singular level in the short run. Furthermore, an endeavor is likewise made to quantify the means taken by controllers to fortify the monetary wellbeing in India.

Data Base and Methodology:

To examine the effect of Covid - 19 on monetary wellbeing at Individual level, few monetary measurements must be thought of. All the world's economies share the three fundamental objectives; Growth, High work and Price dependability. Furthermore, these monetary objectives can be accomplished when any nation is monetarily solid and sound. To look at the effect of Covid-19 on monetary strength of India (Individual) as entire, two-way approach is utilized here. Different variables at full scale level have been examined. Data for these factors will be gathered from distributed computerized reports.

At singular level, monetary wellbeing will be analyzed by utilizing eight pointers of monetary wellbeing endorsed by Center for Financial Services Innovation, Chicago, 2016. CFSI has characterized four segments of monetary wellbeing: Spend, Save, Borrow, and Plan. These parts reflect your day by day monetary exercises. Essential information has been gathered for these segments utilizing survey technique. For this reason, online review has been directed on monetary soundness of individuals zeroing in on over four segments for 210 respondents.

Potential Impact of Covid-19 on Financial Health of Individuals of India:

As we consider approaches to reinforce wellbeing and network advancement account at the institutional level or nation level, we need to recollect the effect that monetary precariousness can have on wellbeing results at the individual level. Expanded times of lockdown can negatively affect physical, mental, and passionate wellbeing, exacerbating the challenges that some low and moderate pay networks face during pained occasions of Covid-19. Moreover, ongoing monetary pressure has been connected to a pattern of expanded work environment truancy, decreased working environment execution, and gloom (Choi, Laura. 2009). As indicated by an ongoing report directed by Kantar, the top worry across Asia is dread that the progressing novel Covid episode may hurt individual monetary wellbeing. Monetary wellbeing comes about when a person's every day monetary frameworks assist them with being tough and seek after circumstances over the long haul. While monetary wellbeing is affected by a person's mentalities and practices.

To gauge the monetary wellbeing at singular level, the current examination has utilized the entrenched and perceived system created by CFSI, Chicago. CFSI set out to build up a solitary number that monetary establishments could use to comprehend the condition of their clients' monetary wellbeing. Like a FICO assessment, this monetary wellbeing score would be a solitary, multi-digit number that would mirror the condition of a person's monetary prosperity. Be that as it may, not at all like a FICO assessment, this score would catch extra components of a person's monetary life, for example, their spending, sparing, and arranging propensities. Additionally dissimilar to a FICO assessment, this score would be forward-looking; instead of in reverse looking. Rather than evaluating an individual dependent on past reimbursement propensities, a monetary wellbeing score would survey the degree to which that individual was set up to be strong and take advantage of lucky breaks over the long run. This monetary wellbeing score would not be intended to be utilized in loaning choices or other danger appraisals. All things considered, it is expected to help monetary specialist co-ops see how to grow top notch items, projects, and answers for improve their clients' monetary lives.

Conclusion

As we consider arrangements, we should think about the nature and degree of the effect on business, from brief difficulties to long haul repercussions that will shape another post-

COVID reality for organizations and people. Arrangements and measures, thusly, should be modified accordingly. Credit postponement and interest bans speak to a decent beginning, however the circumstance requires profound underlying arrangements. As the world gets ready for the 'new ordinary' after COVID-19, each partner, from the public authority to advertisers, corporate and brokers, necessities to act to adjust to their new reality. Scientist believes that what is happening in India right currently is the expansion of this crisis help during a time of closure. Thus, what is being done is to ensure that individuals can confront the crisis and can do it while having their fundamental requirements fulfilled. Furthermore, while, we have firms keeping their ability to keep up the limit of the economy to react once business conditions have standardized.

Presently, we don't have a clue how long the plague will last, so we don't have the foggiest idea whether extra proportions of help backing will be called for. India isn't a nation with adequate monetary space, yet a wellbeing crisis takes point of reference and the financial help required is very considerable, yet it is transitory, and the pandemic will be, sometime in the future, a thing previously. In nutshell, the need of great importance is to set up an extensive activity plan that tends to likely effect, from transient income worries to longer term asset report changes. There are key approaches to manage this extraordinary test. Initially, it is important to give all required and monetary assistance to empower wellbeing framework to manage the emergency. Besides, give helps to weak families and firms. Such life savers likewise help to maintain a strategic distance from perpetual harm to possibilities for reasonable and comprehensive development. Thirdly, when typical business conditions continue, uphold the recuperation.

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A STUDY ON HUMAN RESOURCE (HR) STRATEGIES TO COMBAT COVID EFFECT IN INDIA

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Abstract

In an emergency situation, that is, the emergency situation we are currently experiencing, the Human Resources Department is required to investigate and increase a broader response, thereby inserting the central goals, values and cultural connections of our association, and emphasizing our prosperous people, cooperation Partners and networks. We need to continue the business process, and also to solve the problem of how individuals maintain mental toughness. The human resources department must create a quiet atmosphere and at the same time attract authorities to respond with various degrees of association, accuracy, emphasis, clarity and stability. This is the key to HR. Likewise, communication should be simple, clear and open, and validity should be considered as simply as possible. The methodology should always come from compassion and an understanding of the impact of these environments on the individual, from the body to the mind. Workers are the most important resource. They need to pursue our main goals and our relatives together. The individual is the best asset in every association. The ability to master and maintain the right is part of the key management exercise, which can increase the completion of any association. Making a commercial brand requires some investment. Every personnel measure should be carefully considered, and workers should be investigated through three measures. The benefits of saving money are just as legal. The function of human resources must be reimaged from recruitment, recruitment and evaluation to a new work model, performance-centered compensation structure adjustment, management cost optimization and practice reduction, without compromising the boss's score, and in a certain business endurance Lizhong must participate unambiguously. Hence, the present study has been conducted with a view to concise the HR strategies to combat the COVID-19 effect in India.

Keywords: Psychological Resilient, Welfare of Employees, Digital Work Environment, Consistent Communication, Impacts and Employer Branding.

INTRODUCTION

As of now, COVID-19 is rapidly dispersing and giving up its savage effects on a global scale. The IMF just predicted that the world economy will shrink by 3% by 2020, while GDP growth in 2019 will be nearly 2.3%. Some experts predict that this is one of the worst recessions in the history of the world. This will have different effects on organizations that rely on regions, financial strength, and the choice of organizational executives. Although some organizations may be closed forever, some organizations will fight, and some organizations will win championships. Layoffs will be long-term and impermanent, and many people will lose their jobs. Indeed, even in this inevitable downturn, the specific arrangements of medical, pharmaceutical, clinical equipment, online media and transfers, e-learning, advanced installation/financial technology, food preparation and other organizations have aroused widespread interest and will Let the new door open a few times. Human resources are the lifeguards of any association and should always be taken care of with the most extreme consideration and pride, not just in emergency situations. The organization intends to adopt

different current methods. In the long term, HR will quantify it most appropriately according to its own level of shrewdness.

Difficult extensions will even provoke the most rooted associations, and adaptability has become a basic requirement when we reconsider our goals and execute metrics in the 2020 dilemma. In fact, the ongoing Equilar review found that almost 50% of organizations have made or arranged to make changes to pay their leaders. However, usually this may not be the best game plan. With so much work done, the dedication of spokespersons does not seem to be the most noteworthy thing today, but there are many reasons why organizations need to pay attention to this "resource" that is often overlooked and underestimated. Retention is a frequently mentioned indicator, but reliability is further improved, which inspires a commitment to excellence and fosters a sense of association and sole proprietorship within the company.

RESEARCH OBJECTIVES

The present study associated with following primary and secondary objectives:

1. To know the impact of COVID-19 in the Indian business world perception from various sectors.
2. To concise the HR strategies to combat COVID effect in India.

SCOPE OF THE STUDY AND DATA COLLECTION

The scope of the study confined to the HR strategies followed by the organizations to manage the situations during COVID-19 pandemic period. The study is based on secondary sources of information and it is theoretical in nature.

IMPACT OF COVID-19 IN THE INDIAN BUSINESS WORLD

In addition to the impact on creatures and beautiful chains around the world, the epidemic is serious benefit dizziness, offsetting the green shoots of India's economic recovery, which will become apparent in late 2019 and mid-2020. The International Monetary Fund (IMF) has expanded India's economy so that it will grow by 1.9% between 2020 and 2021. Almost 162 countries/regions have been locked down, and organizations around the world are worried about the imminent collapse of the global currency business sector. In the earlier year, this situation was inextricably linked to sleepy financial developments, especially in non-industrial countries like India, which was triggering shockingly unstable economic conditions. Difficulties are affecting the three important supporters of GDP-private use, risk and external exchange.

The areas with the greatest harm due to Covid-19 are aviation, hotels, cafes, retail, transportation, ports and port management. Medium-efficiency areas include vehicles, construction materials, and private land. Inefficient areas include school education, dairy products, fertilizers, fast-moving consumer goods, and medical services.

On Pharmaceuticals Sector

Large-scale drugs and pharmaceutical intermediates account for US\$1.5 billion or 3% of India's imports from China. According to data from the Indian Council for the Promotion of Trade, India imports about 85% of all essential products from China, including dynamic drug fixatives (API). These dynamic drug repair methods are the foundation of countless drug manufacturing organizations in the United States. The situation in China has affected India's assembly activities. Nevertheless, people's interest in essential medicines and health hardware has increased. The government has restricted the prices of certain drugs and medicines, and checked the total inventory under normal conditions.

As COVID-19 quickly clears its roads in India, medicines will become a major buyer interest, and since there is hardly enough API to produce tranquilizers, the resulting brokers and markets have seen soaring costs.

On Raw Materials and Spare Parts

It is almost 55% of the hardware that India imports from China. Taking into account the COVID incident and subsequent lock-in, these imports only dropped to 40%. As a countermeasure, India is considering increasing indigenous creativity to reduce dependence on separate markets. In addition, China is India's third-largest ticket price complicity. It is a partner in the prices of natural synthetic materials, mineral energy, cotton and other raw materials; the country's blockade may cause serious imbalances in India's imports and exports.

On Tourism Sector

India is huge in terms of social and authentic tourism and has always attracted natives and strangers. It is not surprising that countless confirmed cases of COVID-19 in India include unfamiliar holidaymakers. In any case, due to the suspension of visas and the endless end of vacation locations, the entire chain of respect for the tourism industry, including accommodations, cafes, attractions, experts and management personnel, are facing great misfortune. The World Travel and Tourism Council (WTTC) estimates that the emergency will cost the tourism industry at least US\$22 billion. By 2020, the mobile sector will shrink by 25%, causing a shortage of 50 million jobs. Experts believe that the tourism industry may suffer a huge blow and may destroy the entire business in the next few years.

On Aviation Sector

After the Indian government is uncertain about suspending travel visas, the carrier should work under stress. During the period of volatility, nearly 600 global trips to and from India were discarded. Approximately 90 local flights were landed, and even on famous neighborhood routes caused a sharp drop in carrier throughput. The private aviation terminal administrator mentioned that the government allows authorization to force apparent passengers to collect air tickets in order to cope with the increased work costs.

On FMCG Sector

After the blockade was announced, interest in basic fast-moving consumer goods surged due to consumer accumulation and frantic purchases. Binding items, milk and cleaning items are welcomed by the flood, while flexible chain restrictions limit assembly restrictions.

On MSMEs

Due to the Covid-19 pandemic, MSME exporters are more affected by the current lockdown, as the region accounts for more than 45% of the country's total external shipments. Some of them have moved back to their towns, and they will also encounter the problem of relying on workers. Nevertheless, after things start to become normal, the motivation will help exporters to continue their work, otherwise they will not be able to choose to rebuild their global suppliers.

HR STRATEGIES TO COMBAT COVID EFFECT IN INDIA

Salary Structure Adjustment

Some organizations hope to support/reduce salaries on a temporary basis. Certain different organizations are rebuilding salaries in such a way that they have lower fixed and higher variable bundles. Variable compensation is related to efficiency and execution

boundaries. This measure reduces the weight of the association's fixed costs, and can obtain advance compensation by achieving the desired efficiency and goals.

Suspension of Salary Increases and Promotions

Most Indian organizations are after the fiscal year, for example, from April to March, and make additions and promotions appropriately. Due to the normal economic depression, most organizations are increasing or advancing payments. This is the most valuable answer for all partners.

Employee Communication

Human resources play a vital role in every association. Any of the choices listed above may affect the confidence of the representative, so it must be very independent and executed. The employee's guarantee determines the customer's commitment, which directly affects the business results. In any case, the safety of the individual should be ensured, and even the very desired activity may reverse the discharge. Therefore, at this stage, representative correspondence plays a key role.

Vacation and Paid Work

During Furlough leave, the organization recommends that representatives take unpaid leave, but nevertheless, do not save it. In the near future, depending on business suitability, representatives will be brought back to raise funds. So far, one of the world's largest accommodation networks has reported this situation in the United States, and will send a large number of representatives to vacation during this difficult period to improve costs. Some organizations hope to perform compensatory work on the closing day because they see a large amount of work surplus and should complete the work after the lockdown as much as possible when prohibited by national law.

Holding Performance Compensation/Bonus

In addition to the statutory rewards stipulated by law, the company also holds or recognizes or absolutely waives the execution of compensation and rewards.

Human Resources Policy and Procedure Manual

The company is reviewing its "Human Resources Manual" and assessing whether it is necessary to incorporate certain changes/rearrangements to deal with such situations. This not only guarantees the welfare and safety of the representatives, but also the welfare of the association.

Supervise Temporary Employees

Temporary/contract business is a viable tool used by organizations, which spans different parts of labor. On the one hand, we have low abilities or hold manual positions; on the other hand, we have enough personnel to engage in highly skilled occupations. Usually, in the event of a financial downturn, temporary/contract representatives are usually eliminated first. Many organizations intend to do exactly the same thing, and anyway, there is another organization that thinks in unexpected ways.

Changing of Posts and Career Development

Some organizational arrangements that will be underestimated will be completed, accepting that they should provide all possible help for this "forgotten" representative

arrangement. These organizations care about them and provide transfer and career change management through external experts. These external experts can help these representatives to guide and recognize the doors they have opened for themselves in the most ideal way, at the expense of the organization itself.

Redeployment/Re-skills

The company is conducting capacity planning for its representatives and investigating opportunities to transfer/re-skill some workers to different departments/regions, wherever there is or may be interested in the near future due to COVID-19 Financial impact.

Protection and Termination

The organization will intermittently rate its representatives and classify them into different categories, with the ultimate goal of increasing and improving. The recognized low artist/non-artist was knocked out because of deliberate split rather than ending. In situations that arise, this may speed up appallingly. After assessing the impact of the pandemic, some organizations may lose the opportunity to close their non-central/under-performing departments and lock-in under-performing branches. Now, some medium-sized organizations with helpless income or poor financial status are relying on this implicit meaning. As a representative, this happened by accident and the media may not be able to explain it.

Temporary Closure/Suspend Operations

Large organizations have different assembly plants around the world. They can choose this alternative for at least one factory to simplify their variable and labor costs, but they must comply with the current laws in each country.

CONCLUSION

Like India, some global economies rely too much on one market and thus realize the dangers they face. Making the current situation a learning opportunity is a time when it is recognized that India can seize locally made products and assist the country's "Made in India" movement to catch up with its competitors' share of about 40% of the entire industry. India's fight against COVID-19 is at an important crossroads. The Prime Minister's startling and decisive move reflects the country's criticism and assurances that it has responded. Public institutions are also taking bold risks to conduct response assessments to discover, isolate, test, treat and track. WHO is supporting public authorities to further strengthen and increase their commitment to the observation and limitation of the welfare framework.

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MANAGEMENT STRATEGIES TO COMBAT COVID-19 AFTERMATH

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Abstract

For survivors of severe COVID-19 disease, having defeated the virus is just the beginning of an uncharted recovery path. What follows after the acute phase of SARS-CoV-2 infection depends on the extension and severity of viral attacks in different cell types and organs. Despite the ridiculously large number of papers that have flooded scientific journals and preprint hosting websites, a clear clinical picture of COVID-19 aftermath is vague at best. Without larger prospective observational studies that are only now being started, clinicians can retrieve information just from case reports and or small studies. This is the time to understand how COVID-19 goes forward and what consequences survivors may expect to experience. To this aim, a multidisciplinary post-acute care service involving several specialists has been established at the Fondazione Policlinico Universitario A. Gemelli IRCSS (Rome, Italy). Although COVID-19 is an infectious disease primarily affecting the lung, its multi-organ involvement requires an interdisciplinary approach encompassing virtually all branches of internal medicine and geriatrics. In particular, during the post-acute phase, the geriatrician may serve as the case manager of a multidisciplinary team. The aim of this article is to describe the importance of the interdisciplinary approach—coordinated by geriatrician—to cope the potential post-acute care needs of recovered COVID-19 patients.

Keywords COVID-19 · Management Strategy to Combat Covid -19 Aftermath

Introduction

The coronavirus disease 2019 (COVID-19) is an infectious disease caused by SARS-CoV-2 that mainly affects the respiratory system, as interstitial pneumonia and acute respiratory distress syndrome (ARDS) [1]. Infectious disease physicians, pneumologists, and intensive care physicians are the medical specialists primarily involved in the management of the acute phase of COVID-19. However, as the number of confirmed COVID-19 cases exceeds five million globally, the share of patients who have survived the disease is scaling up. Clinicians and pathologists are now trying to better characterize the site(s), nature, and severity of damage caused by SARS-CoV-2.

Although the lungs are definitely the first target organ of SARS-CoV-2 infection, accumulating evidence indicates that the virus can spread to many different organs, including the heart, blood vessels, kidneys, gut, and brain [2]. For this reason, a multidisciplinary approach becomes crucial for the evaluation and the follow-up of patients with COVID-19 disease (Fig. 1). Although a substantial body of studies on short-term outcomes of COVID-19 inpatients has already been produced, the literature is void of data on long-term outcomes of patients who survive the acute phase of the disease [3]. It may be assumed that the majority of survivors with a mildly symptomatic presentation (80%) will not be presenting long-term sequelae and will eventually fully recover. No midterm complications have been reported also for patients with moderately severe symptomatic presentation that required hospitalization but not mechanical

ventilation. On the other hand, it may be expected that patients with severe symptomatic presentation requiring mechanical ventilation will be experiencing long-term complications and incomplete recovery (e.g., reduced exercise capacity).

The follow-up of people who have recovered from COVID-19 should be as comprehensive as possible in order to collect all the necessary information to better define the clinical and care needs. This comprehensive assessment should be linked to information on the acute phase of illness (signs and symptoms suffered during the hospital stay) and may be used to redefine the healthcare organizational model and plan what is necessary in the medium and long term. It therefore appears appropriate to propose a detailed model for the first assessment (minimum data set for the assessment of COVID-19 patients), providing that subsequent stages can be customized based on the initial findings (Table 1). The most important open question to be answered is as follows: “Once recovered from COVID-19 what happens to patients, and how has the virus impacted their body?” To answer this question, the Fondazione Policlinico Universitario A. Gemelli IRCSS (Rome, Italy) has set up a multidisciplinary healthcare service called “Post-COVID-19 Day Hospital.” The specialist assessments offered to patients are outlined in the following sections. Furthermore, the important role of geriatrician acting as a care manager of patients who suffered COVID-19 disease is described. In fact, the geriatrician is the specialist who best can manage the multidimensional health problems, with a great aptitude and skill to cope multimorbid and complex patients. Second, geriatricians are the doctors who best know the principles of teamwork in close collaboration with the other health care professionals and family. In particular, the geriatrician is able to manage the onset of the most important syndromes, such as sarcopenia, malnutrition, depression, and delirium. The study protocol was approved by the Ethics Committee of the University Cattolica del Sacro Cuore (Rome, Italy). Written informed consent has been obtained from the participants. Due to possible contamination, a photograph was taken of the sheet and it was eliminated as a hazardous material. Infectious disease assessment One of the most important problems to be addressed is the possibility of a SARS-CoV-2 reinfection. Some reports suggest that COVID-19 could relapse in patients who were considered to have recovered from the disease [4]. However, there are no definite data about possible SARS-CoV-2 reinfection. Understanding the potential protective immunity to SARS-CoV-2 and its duration in time would represent a major scientific achievement both at the individual level and in a global health perspective. The role of the infectious disease physician is extremely important to evaluate the following:

- (a) the output and implications of nasopharyngeal swab for SARS-CoV-2 performed one month after two negative ones;
- (b) clinical and laboratory findings in patients with a recent diagnosis of COVID-19 stratified according to clinical presentation (mild–moderate VS severe ARDS);
- (c) the immunologic response (IgG and IgA/IgM serum levels) in patients who have overcome the acute phase of the disease at different times during the follow-up (1 month after the onset of symptoms and at 3, 6, and 12 months);
- (d) the viral load in patients with a positive nasopharyngeal swab to understand the possible viral activity and contagiousness;
- (e) the possibility of reinfection and the proportion of adverse reactions after hospital discharge; and
- (f) the possible development of other viral and/or bacterial infections.increase liquidity, and manage their business through the pandemic. The question now is what else can companies do to help drive their business’s short-term cash flows and fund their long-term ambitions?

At the onset of the COVID-19 crisis, many companies acted fast to increase liquidity and protect their businesses. However, those actions are often only temporary fixes. Companies now face the task of balancing competing goals: improving cash

flow and implementing sustainable value creation strategies, while simultaneously ramping up for increased business activity.

CFO's can lead the focus on several areas to achieve longer-term stability:

Reducing indirect taxes, which can represent up to 25% of total personnel costs

Cutting third-party spend by launching sourcing programs

Reviewing real estate footprint, leases, and facility management services

Outsourcing back-office activities to reduce cost and shift to variable cost structures

Optimizing working capital release cash in accounts payable, accounts receivable, inventory and other areas

Cost of Goods Sold (COGS)

COGS typically represent the largest portion of operating expenses for most businesses, and they are an important area for reductions and optimizations. Some of these costs, such as manufacturing, can be complex because they involve executing Lean Six Sigma practices across diverse manufacturing sites. The biggest expense for many companies is purchased components and materials. Companies can address it by reducing purchasing costs through sourcing programs that consolidate spend with fewer, more aggressive suppliers.

Indirect Taxes

Most executives are surprised to learn that **indirect taxes** are a major cost area, particularly in the post-COVID-19 environment. The total indirect tax burden of most companies is roughly 25% of their total personnel expenses. Indirect tax costs reside in many areas of an organization, including procurement, research and development, labor expenses, and manufacturing. By taking a holistic review and establishing a program focused on indirect taxes, companies can reduce these costs by 10% to 20%. These savings can be realized within three to four months. Often these savings also have "look-back" provisions, meaning businesses can claim savings on past tax payments as well.

Real Estate

Real estate costs represent about 3% to 5% of a company's overall revenue. The COVID-19 pandemic has prompted many companies to review their real estate footprint, leases, and facility management services to significantly reduce expenses, better align with changing customer behavior, and evolve their workplace strategy. Real estate costs can be reduced through rooftop consolidations, reducing vacancies, improving lease terms, and reviewing facility management services, such as cleaning and repairs. Lease restructuring reviews can identify ways to reduce rent or terminate leases as we face imminent declines in real estate values and rents for a number of years. Developing an overarching workplace strategy can help enhance productivity and engagement while highlighting offices that can be shed, or that may need improvements for continued use.

Customer and Product Optimization

Pricing is one of the most powerful levers available for improving margins and driving quick profit growth. Investing in pricing tools and new strategies powered by big data and analytics can help to increase gross margins. Rationalizing products can also drive significant profit growth by focusing on more profitable segments. Most companies have experienced a dramatic product or SKU proliferation. For example, grocery stores that carried 7,000 SKUs in 1970 now have 40,000. More SKUs often lead to increased complexity, higher inventory levels, larger store footprints, and ultimately higher operating expenses. Companies may also look to grow

their more profitable customers while assessing pricing changes among their low- or no-margin customers.

Labor Productivity

Labor is a large component of a company's operating expenses in both in terms of selling, general, and administrative (SG&A) functions, as well as supply chain. Actions to address labor productivity include enhancing workflows for increased efficiency, utilizing automation for improved productivity, shifting some operations offshore to capitalize on lower-cost labor, and possibly outsourcing non-strategic functions like accounts payable. These strategies can often deliver savings of 20% to 30% even for larger, "lean" companies.

Working Capital

Companies typically carry too much working capital in the range of 5% of revenues. In good times, when capital is plentiful and cheap, working capital may not be a strategic focus. In economic crises, companies need to carefully manage cash to survive and grow. Companies should assess the supply base to understand which suppliers are not providing market-competitive terms. While some suppliers are "mission-critical" and should be handled with care, most are not. Many suppliers would be willing to extend terms in exchange for continued business. Similarly, companies can assess their AP processes to understand where opportunities exist to leverage AP more strategically to release cash. Accounts receivable processes also deserve a close look to understand which customers can improve payments with additional attention and incentives.

Cash Management Office (CMO)

Establishing a CMO can help focus efforts that may increase the odds of success for a value creation program. A CMO typically involves several elements, including the use of analytics to determine achievement levels. Once opportunities have been qualified and prioritized, common project charters can be established. This often helps provide accountability for the agreed-upon changes and results.

Another element involves a realignment of key performance indicators, metrics, and incentives. To instill a cash culture within an organization, teams may need to understand the role they play and understand how to make effective decisions. A final element is cash forecasting to seek benefit from changes implemented and so that cash can be deployed effectively in the future.

The COVID-19 pandemic and subsequent shutdown of the global economy represents the biggest collective challenge faced by companies in the past century. In these extraordinary times, companies must take decisive actions quickly to provide for survival and future viability.

Pneumological assessment

Common findings in COVID-19 hospitalized patients are respiratory failure, dry cough, dyspnoea, and CT scan lung abnormalities appearing as ground glass opacities and/or consolidations. During the acute phase, exercise tolerance cannot be assessed using standard tests like the 6-min walking test. Moreover, some patients still need oxygen therapy or have respiratory symptoms at discharge. A respiratory follow-up is of pivotal importance to evaluate lung function, alveolar-arterial gas exchange, and exercise tolerance in recovered non-infective COVID-19 patients [5]. Nothing is known about long-term respiratory sequelae in COVID-19 patients. The pneumological evaluation is also important to decide for whom and when to order

a high-resolution lung CT scan to evaluate radiological resolution of pneumonia or the possible fibrotic evolution.

Ophthalmologic assessment

SARS-CoV-2 infection affects the vasculature likely through immune-mediated reaction. Occlusive phenomena of intravascular coagulation are expected to be more evident in smaller vascular districts [6]. In this scenario, ophthalmological assessment is particularly important to evaluate the degree of impairment of retinal vascularization in COVID-19 survivors. Indeed, the ophthalmologist will evaluate possible damages that COVID-19 infection may have inflicted to the retina. It will be important to correlate the degree of retinal impairment with cerebrovascular and/or cognitive impairment. All patients should be offered complete ophthalmology evaluation including visual acuity assessment, anterior segment and ocular fundus photograph, 3D optical coherence tomography (OCT), and OCT angiography (OCTA). OCTA provides vascular analysis in vivo without dye injection. Macula and optic nerve analyses are also performed to assess the degree of macula/optic nerve vascular impairment. The analysis of the fundus and the study of vascular detail with the OCTA technique may help evaluate the involvement of retinal layers from the most superficial to the deepest.

Otolaryngologic assessment All recovered COVID-19 disease patients need to be investigated about nasal, hearing, and vestibular function. The ear–nose–throat (ENT) evaluation consists of a complete physical inspection of the nose, throat, and ears, especially aimed at nasal cavities through anterior rhinoscopy [7]. Five parameters are assessed: nasal mucosae, nasal septum, presence of polyps, degree of turbinate hypertrophy, and integrity of the olfactory cleft. Each patient is asked to complete a visual analog scale (VAS) for three symptoms: nasal obstruction, dysosmia, and dysgeusia. Symptom severity during the acute phase and during the recovering period is collected and compared. Scores range from 0 (total dysfunction) to 4 (normal function). The degree of olfactory and taste dysfunctions is also assessed by means of the chemosensory complaint score, a validated questionnaire, ranging from 0 to 16. All patients perform the identification test using the Snifn' Sticks test [8], which consists of 16 blue pens with black numbers. Each pen is presented only once and an interval of at least 30 s is observed between each presentation to avoid olfactory desensitization. For each odorant pen, the patient is requested to choose from a list of four written proposals. The identification score corresponds to the number of correct responses. Lastly, the refill taste strips are used to measure the taste ability. The test consists of four containers in the highest concentrations of sweet, sour, salty, and bitter. Taste strips are applied by placing them on the tongue and asking the patient to close the mouth. To assess gustatory sensitivity of specific tongue areas, the mouth stays open and the strip is placed in contact only with this area until the patient can provide an answer.

Neurologic assessment

SARS-CoV-2 may infect nervous system and skeletal muscles [9]. Neurologic features have been grouped into three categories: central nervous system (CNS) manifestations (dizziness, headache, impaired consciousness, acute cerebrovascular disease, ataxia, and seizure), peripheral nervous system (PNS) manifestations (taste impairment, smell impairment, vision impairment, and nerve pain), and skeletal muscular injury manifestations [10]. During the post-acute care assessment, neurologic signs and symptoms occurred during the acute phase of SARS-CoV-2 infection are retrospectively investigated to evaluate their persistence in the post-COVID-19 phase. The follow-up of COVID-19 patients also includes a specific neuropsychological assessment in order to evaluate cognitive functions (especially attention, memory, and language) and the interaction with psycho-behavioral aspects.

Psychiatric assessment

Patients recovered from COVID-19 have passed through a dramatic experience, not only because of illness severity but also because of the peculiar conditions of their hospitalization. Long-lasting fever, pain, difficulties of breathing, and exhaustion set up feelings of despair, hopelessness, and depression in most patients. In patients admitted to the intensive care unit, fear of dying reached a concrete and paroxysmal expression. In any case, during the hospitalization, they were forced to live isolated because of the biological risk. The isolation was generally long and intense. Patients spent hours and days alone, meeting a few nurses or doctors for short time, which increased their suffering and feelings of loneliness. Some patients felt to be considered like plague and the fear of being contagious accompanied them even after hospital discharge. Risk of dying, social isolation, illness severity, and sleep problems increase the risk of mental disorders such as anxiety, mood, and thought as well as acute and post-traumatic stress disorders. In addition, objective social isolation and subjective feelings of loneliness are associated with a higher risk of death, in general, and suicide, in particular. In light of the above considerations, mental health support is provided during the post-COVID-19 phase to prevent

Cardiovascular assessment

SARS-CoV-2 impacts the cardiovascular system in multiple ways, although it is presently unclear whether the virus exacerbates pre-existing cardiovascular disease (CVD) or causes new cardiovascular abnormalities. Many cardiac conditions have been described in COVID-19 patients, including heart failure and cardiomyopathy [12]. Heart failure is especially highly prevalent in hospitalized patients. Cardiomyopathy was also reported and is thought to develop direct effects of the virus and/or toxic effects of the cytokines that are released during the infection. In many patients, a prothrombotic state develops during the acute phase, which may lead to pulmonary embolism, intracardiac thrombus, and exacerbation of coronary artery disease [13]. Moreover, patients with cardiovascular risk factors, including male sex, diabetes, hypertension, and obesity, as well as pre-existing CVD are at highest risk of negative outcomes.

Echocardiography has an important role in managing critically ill patients, but the prolonged and close contact with patients makes it difficult to perform a detailed examination during the acute phase of disease. For these reasons, a complete trans-thoracic echocardiography is performed during the post-acute phase to explore the effects of SARS-CoV-2 infection on the heart. COVID-19 is also recognized as a cause of severe vascular complications, mainly secondary to the inflammatory cytokine storm and rapidly progressing systemic inflammation [14]. These last conditions may lead to endothelial dysfunction, which in turn may promote the development of atherosclerosis, plaque instability, and myocardial infarction. Furthermore, COVID-19 patients show significant abnormalities in the coagulation pathway and are at increased risk of venous thromboembolic events. Based on these elements, ultrasonographic evaluation is important to investigate the following: (a) the endothelial function, by evaluating the brachial artery reactivity, which is a well-established technique used in adults (endothelium-dependent vasodilation) [15]; (b) the prevalence of current and/or previous deep vein thrombosis events; and (c) the whole atherosclerotic burden, using specific scores for carotid and lower limb districts as previously reported.

Nutritional assessment

Nutrition is a major determinant of health. In COVID-19, nutritional status is a crucial factor across all disease stages, especially in people at risk for negative outcomes, such as older adults and those with multimorbidity. It is widely acknowledged that malnutrition is both a cause and a consequence of immune dysfunction. In addition, in COVID19 patients, low levels of circulating markers of nutritional status (e.g., albumin, pre-albumin, and lymphocyte counts) are associated with worse outcomes [16]. Prolonged intensive care unit stays are a well-established risk factor for malnutrition and lead to striking decline in muscle mass and strength and overall physical function. Following SARS-CoV-2 infection, overactive inflammation may exacerbate catabolic processes and anorexia. These phenomena may, in turn, aggravate malnutrition and be responsible for poor recovery, loss of independence, disability, and reduced quality of life after ICU discharge. Not surprisingly, expert consensus recommends accurate and timely nutritional assessment and interventions to improve clinical outcomes in people at risk of malnutrition, including persons with chronic/severe diseases across healthcare settings [17, 18]. Recently, the European Society for Clinical Nutrition and Metabolism (ESPEN) developed a practical guide for the nutritional management of patients with SARS-CoV-2 infection [19]. According to ESPEN recommendations, nutritional screening, assessment and therapy should be considered as an integral part of the continuum of care for COVID-19 patients. In this multidisciplinary post-acute care service, a comprehensive nutritional assessment is implemented according to the most recent guidelines. In particular, body composition changes (assessed through anthropometry and bioelectrical impedance analysis) as well as energy/protein intake is evaluated, and specific nutritional recommendations are provided to support the functional recovery of post-acute COVID-19 patients.

Gut assessment

Gastrointestinal involvement is common in COVID-19, as reflected by a prevalence of anorexia, diarrhoea, vomiting, nausea, abdominal pain, and/or gastrointestinal bleeding as high as 50% (varying from 3 to 79% according to different reports), even in the absence of respiratory manifestations [20]. Indeed, infectious SARS-CoV-2 has been detected in stool specimens, and ACE2 receptors, which the virus uses to enter in host cells, are expressed in esophagus, stomach, small bowel, colon, liver, and pancreas. Viral infections may cause post-infectious gastrointestinal disorders as well. Moreover, drugs with potential gastrointestinal, pancreatic, and hepatobiliary side effects, such as antibiotics, antivirals, hydroxychloroquine, and biologics, are frequently used to treat patients affected by COVID-19. The role of the gastroenterologist is to recognize COVID-19 digestive manifestations, to make proper differential diagnosis, and to manage the infection-related complications and adverse drug events

Rheumatologic assessment

SARS-CoV-2 infection can lead to an abnormal immunologic response causing severe respiratory failure and pneumonia, sustained by the so-called cytokine storm and thrombo-inflammation. Indeed, several drugs used in severe COVID-19 are immuno-modulators borrowed from the armamentarium of rheumatologic diseases. SARS-CoV-2 infection may also induce the development of autoimmune phenomena, as with other viral infections, and initial reports have described *de novo* development of autoantibodies in COVID-19 patients, in particular, antiphospholipid antibodies, which may contribute to the thrombo-inflammation cascade [21]. In convalescent COVID-19 patients, the role of the immuno-rheumatologist is therefore fundamental for the management of the autoinflammatory and autoimmune aspects of

these patients. In particular, convalescent COVID19 patients deserve an immune-rheumatological evaluation aiming at (a) identifying possible risk factors requiring specific treatments (e.g., presence antiphospholipid antibodies); (b) re-assessing the eligibility for re-treatment of patients with severe pneumonia during hospitalization in a multidisciplinary manner or to integrate with further medications; and (c) managing patients exposed to immunological/immunosuppressant therapies during hospitalization for possible infection risk and adverse events.

Epidemiologic link with young family members

Recent reports document that about 1% of children with COVID-19 develop severe to critical disease. Furthermore, several restrictive measures (parents' smart working and school closures) are heavily affecting the daily life of millions of children and their parents worldwide [22]. While the clinical impact of COVID-19 in children is mild compared with adults, the real epidemiological burden of pediatric COVID-19 is unknown, with several unanswered questions. Do children play a role in this pandemic? Do they play a role in the contagion chain? Children are not infected, or most of them are asymptomatic, but do they spread the infection in family clusters? Moreover, several patients with COVID19 are keen to understand whether children living in the same household got the infection or not. In order to provide a comprehensive support to families with known SARSCoV-2 infection and to better understand the epidemiological impact of COVID-19 in children, it is believed that it is important to evaluate with serological studies children whose parents have had a documented SARS-CoV-2 infection. The established post-acute service is a great opportunity to gain insights into the epidemiology of COVID-19 disease among children.

Internal medicine and geriatric assessment

Although no age group is safe from the SARS-CoV-2 infection, the burden is higher and most severe for persons aged 70 years and over, with documented mortality rates of more as well as at promoting healthcare strategies to treat and prevent the clinical consequence of SARS-CoV-2 infection across different organs and systems.

Conclusion

The rapid spread of SARS-CoV-2 infection pandemic has led to the collection of an impressive amount of observational data addressing the acute phase of the disease. On the other hand, evidence on COVID-19 clinical history following the acute phase is very limited and little is known about mid- and long-term outcomes. It is therefore of utmost importance that healthcare services are put in place to ensure a comprehensive follow-up of people discharged from hospital and the emergency department. Patient follow-up will also offer the extraordinary opportunity to collect data in a standardized manner to better define the global impact of COVID-19, identify specific clinical needs, and devise the organization of comprehensive and individualized care plans.

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PMJDY: OMISSION OF WOMEN BENEFICIARY IN COVID-19 CRISIS – A STUDY

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Abstract

During COVID-19 pandemic lockdown government of India announced a policy of direct cash transfer to women PMJDY (Prathan Mantri Jan Dhan Yojana, a Govt. of India scheme on financial inclusion) bank accounts, Rs.500/- for a period of three months April-June 2020 to all 0.2 billion women PMJDY accounts holder. This study is to find out the missing poor women in PMJDY bank accounts, and to discuss the causes of exclusion, limitation of the policy to achieve the goals. Since the success of distribution of benefit transfer through PMJDY account is mainly depends upon the Indian banking system efficiency to meet the urgency cash transfer during lockdown. Literature reviewed to find out present status of Indian banking system. Authors are conceptualized a mathematical research model for the development of objective and hypothesis of this study. Due to COVID-19 pandemic social distancing norms, only secondary data are collected for analysis and hypothesis testing. These data are taken from government PMJDY portal, FII-2018-survey (PPI-Index), and World Bank's estimates. During disaster or pandemic, government policy should be for all. Because during pandemic, every individual of the country was impacted. Supply of Adhar based digital authentication payment machines can improve the transparency and optimal utilization of government relief fund. Since this study has been done after COVID-19 lockdown, so analysis are done by taking only secondary data from government websites, and reports, and survey.

Introduction

The relief package was announced by Indian union finance minister, Ms Nirmala Sitaraman, on 26th march 2020 in response to Coronavid-19 pandemic lock down. It is correctly compliments with cash transfer to the list of women using PMJDY (Prathan Mantri Jan Dhan Yojana, a Govt. of India scheme on financial inclusion) account, and food rations. Some people say, during any pandemic gender biasness strategy of the government is not correct while distributing relief packages. Due to lockdown several people were bound to become jobless. So they now become poor and excluded from this benefits, since they do not have PMJDY account earlier. This creates a huge disappointment among excluded people.

Government policy of benefit transfer

During COVID-19 pandemic lockdown government of India announced a policy of direct cash transfer to women PMJDY bank accounts, Rs.500/- for a period of three months April-June 2020 to all 0.2 billion women PMJDY account

Statement of problem

Some nationally representative household surveys done after lock down and government data are not sufficient to find out the real house hold coverage of this policy package due to several reasons. This study has been done to find out the excluded cash relief coverage of this policy due to its certain limitations.

Review of Literature

Dr. Vipin Kumar Aggarwal (2014) in his article “financial inclusion in India: an Analytical study” states that in India a sizable section of the population particularly vulnerable group are excluded from financial services. The financial inclusion means everybody having access to an appropriate range of financial products and services. Objective of the study is to know the strategies implemented by Reserve Bank of India to strengthen the financial inclusion. Study are based on secondary data and efforts are made to explore various dimensions of financial inclusion. The conclusion of the study reveal a need to adopt strategies like adaptation of advanced technology, opening up the bank branches in rural areas, no-frill account, use of regional languages, synergistic partnerships with technology service providers. The simple KYC norms, introduction of new saving schemes for low income people etc. to strengthen financial inclusion.

Dr. Ramesh Kumar (2018) has studied about PMJDY awareness and satisfaction level to measure the awareness and satisfaction level in Coimbatore district. He has used in his study statistical tools such as Sample percentage and Friedman rank test tools. He has found out that the majority of the respondents are satisfied with the scheme.

Mohammed Irshad M and Mohammed Shahid (2019) has highlighted the opportunities provided to low income group to access banking products and services and focus on the challenges & opportunities of financial inclusion in India. The major opportunities of Financial Inclusion are fostering financial inclusion and encouraging saving habits, electronic benefit transfer, offering various facilities etc. The major challenges for Financial Inclusion are coverage of rural and poor people, low level of financial literacy, access to formal financial services, understanding KYC norms and documents etc.

Objectives of the Study

- To find out the missing poor women in PMJDY account.
- To discuss the limitation of the policy to achieve the success.

Scope of the Study

This study has been done after COVID-19 lockdown, so analysis are done by taking only secondary data from government websites, and reports, and survey. No primary data are used in this study. This gives an immense scope to future researcher to use primary data and make generalization to get the exact figure of inclusion/exclusion of different rural and urban areas in India.

Hypothesis

Ho- There is no exclusion of poor women in distribution of COVID-19 cash relief.

H1- There exist some exclusion of poor women in distribution of COVID-19 cash relief

Methodology

Basically, due to COVID-19 pandemic social distancing norms, only secondary data are collected for analysis and hypothesis testing. These data are taken from Government PMJDY portal, FII -2018-survey (PPI-Index), and World Bank’s estimates.

Table: 1-Indicators of PMJDY	
Sources of Data	Values of the Indicator
PMJDY portal,	Total number of PMJDY accounts = 382.3 million

November 2020	Total number of rural /semi urban PMJDY account = 226.7 million
	Total number of female owned PMJDY accounts = 207.2 million
WORLD BANK estimation report 2018	Total number of adults (above 15 years of age) = 986.7 million
	Total number of adult female (above 15 years of age) = 475.8 million
	Percentage of population living in rural areas = 0.66, 66%
2018, FII Survey	Percentage of poor women among all adult women = 0.69, 69%
	Percentage of PMJDY accounts holder poor women = 0.75, 75%
	Percentage of all adult do not possessing a PMJDY account = 56%
	Percentage of adult poor women does not possess a PMJDY account becomes 43%.

Data Interpretation

Assumptions taken by authors for hypothesis testing are mentioned as below.

- No one from the population has two PMJDY bank accounts.
- Across the adult population, the PMJDY bank accounts are normally distributed.

Basing on the above assumptions and the data from Table:1, PMJDY portal, November 2020, the total number of PMJDY accounts are 382.3 million, and total number of female owned PMJDY accounts are 207.2 million. As per WORLD BANK estimation report 2018, total number of adults (above 15 years of age) are 986.7 million, and total number of adult female (above 15 years of age) are 475.8 million. From 2018, FII Survey PPI, percentage of poor women among all adult women = 0.69, 69%, and percentage of PMJDY accounts holder poor women are equal to 0.75, 75%. Now percentage of all adult, not possessing a PMJDY account are 56% and adult poor women does not possess a PMJDY account are 43%.

Now using z test for Proportion > .43, for value, $\alpha = 0.05$, with 95% confidence and 50% favorable out comes (assumed for survey data) one side right tailed test,

$$Z = \frac{(\hat{p}-p)}{\sqrt{pq}} = 2.03, p = .43, q = .57, n$$

Decision obtained

Since Z value is 2.03 which is much greater than z statistical value 1.645, our null hypothesis is rejected and some exclusion in benefit transfer is proved

Findings and Suggestions

Due to COVID-19 pandemic it is not possible for women account holder to reach the ATM or the banks near to them. More than 43% women poor people are under exclusion for this. Government Survey also suggest exclusion under not having any women PMJDY account in a house hold. So these limitations in government survey force some amount of exclusion in benefit transfer under COVID-19 cash relief. As per FII-2018 survey within 1 km distance financial services available for each individual is approximately 28 numbers of bank branches, 22 numbers of ATM machine, 13 numbers of banking agent or correspondence and 8 numbers

of Adhar linked ATM for authentication and digital gate way payments. Due to the gender biasness of government policy COVID-19 relief transfer, several poor are not able to reach financial institution for cash collection due to pandemic situation and not avail the cash transfer from government. So our suggestions government should take necessary steps to include them under PMJDY scheme to give them cash relief to meet COVID-19 pandemic crisis. Another point digital authentication payment should give priority to avoid miss-utilization of relief fund. Lastly the amount is only Rs.500/- per month for three months, which is very little amount to fulfil their essential need during pandemic. Because of the COVID-19 lock down several migrant labours became jobless and becomes zero income groups. Government should take necessary steps to address these limitation while DBT (direct benefit transfer to PMJDY accounts).

Conclusion

During disaster government policy should be for all not for certain groups, because during pandemic each and every individual of the country was impacted and face difficulties while collecting the essential need products for their livelihood. Still now after unlock no covid pandemic vaccine is tested yet. And this impact will continue for some time as per media report. So, if government will increase the relief cash amount from INR 500, and extend time duration from 3 months to at least for one year, then the economical condition of the poor people will definitely improve. Supply of Adhar based authentication payment machines can improve the transparency and optimal utilization of government relief fund.

Abbreviations

DBT: Direct Benefit Transfer;

PMJDY: Prathan Mantri Jan Dhan Yojana, (a Govt. of India scheme on financial inclusion).

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HR PRACTICES AND STRATEGIES TO INCAPACITATE COVID-19

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Introduction

Corona Virus Disease 2019 (COVID-19) which first appeared in the city of Wuhan in China during the month of December 2019 was declared 'A Global Pandemic' on 11th March 2020. The pandemic still continues to spread all over the world. WHO has provided various guidelines to employers to prevent the spread of infection in their workplace in case COVID-19 has arrived in their community and also even if the disease has not arrived in their community (WHO, 2020). The pandemic has created various operational and financial challenges for many business organisations. Most of the organisations have been striving hard to cope with the economic turbulence caused by COVID-19 and reinvent the workplace in order to ensure continuity of their business. (Singh, 2020).

During the initial phase of the virus attack when most of the nations declared lockdown in short notice 'work from home' was the only solution then for many organizations to run offices and administration jobs. Presently, even if lockdown relaxations has been made in most of the places, many organizations like academic institutions and IT firms are still opting 'Work from home' option. As social distancing is the primary strategy to prevent the transmissibility of COVID-19, it will take more time for any organizations to start function in a normal way as it used to do during the pre-covid period.

Changing role of HR

Employers as well as the HR department have to take effective steps to support the employees to prevent employee burnout and maintain productivity during this trying time. They must always try to maintain a positive bond with all level of employees. Human resource department in organizations are facing a lot of hurdles in this challenging situation as they continue to deal with COVID-19 pandemic. One of the major tasks is to keep the employees productive by helping them to cope up with the sudden alterations in their work environment as well as private life. New policies and procedures have been implemented by many organizations in order to reduce personal contact at work.

The role of HR functions has become more and more extensive in this crisis situation. At the same time, the role of HR varies with type and size of their organization they are working for. Maintenance of safety such as disinfection of office premises, ensuring social distancing and hygiene practices became the prime concern of HR department to keep their employees safe. At the same time, methods of routine HR practices like recruitment, selection, training and development had to be changed according to the present situation. Moreover the present crisis situation has presented a lot of concerns related to health and other aspects. Some of the major challenges faced by the HR department during this pandemic are discussed below.

Remote working

Working from home requires lot of adjustments especially to maintain healthy boundaries between personal and professional affairs (Giurge & Bohns, 2020). In the current scenario, as

day care services and schools still remain closed in many places, parental demand for employees and thereby associated stress are comparatively greater than ever before especially for women employees. There are various other family responsibilities as well. Thus the conflict between work and home has increased manifold.

Some people may not have a suitable work space at home. Some people face technical issues such as lack of availability of sophisticated computer systems and proper net connectivity (Pandey, 2020). Some others may be facing loneliness because of lack of social interactions which may affect their well-being and ultimately lead to less productivity, thereby affecting the organizations they are working for (Carnevale & Hatak, 2020). The HR department should explore new course of actions to manage these problems.

Lack of teamwork

Teamwork is very important for the success of any organization. It helps to tackle various problems in an organization from different perspectives and may even lead to innovations. It will create a healthy competition among the employees and at the same time improve their interpersonal relationships. Teamwork also helps in boosting the employee morale and lowering their stress at work (Galleta-Williams et al., 2020). Work from home and social distancing due to COVID-19 has limited casual interactions with the colleagues. Thus the human resource personnel are concerned with finding solutions to tackle such problems

Emotional Well-being

Emotional well-being of an employee is one of the major predictor of employee productivity. The outbreak of COVID-19 has affected the emotional well-being of employees. Well-being is defined as “people’s positive evaluations of their lives, including positive emotion, engagement, satisfaction, and meaning”(Diener & Seligman, 2004). Conditions at work such as job security, working hours, compensation packages, job roles etc. affect the emotional well-being of employees. Employees’ social relationship in the work place is yet another important factor that contributes towards their well-being (Lahat & Ofek, 2020). The stresses and tensions resulting from the fear of getting infected by the Corona virus, lack of clear end-point to the virus spread, fear of losing job due to global economic recession etc. adds to adverse impact on emotional well-being of employees.

Recruitment and Talent Acquisition

Recession in the economy due to COVID-19 has forced many organizations to freeze the recruitment and hiring processes. Some of the organizations are even laying off employees as part of cost cutting. Even if an organization is planning for talent acquisition during this time, they have to overcome lot of challenges. Sourcing of highly experienced candidates will be a difficult task in this present crisis. This is because; top talents working in other organizations will value job security and will be resistant to jump into a new and uncertain placement during this time(Talent Adore, 2020). Face to face job interviews are difficult to be conducted. If the company is following remote work options, the new employees will not get an opportunity for a good induction and orientation process, which usually helps them to become familiar with the policies and practices of the organization and socialize with their co-workers.

Training and Development

One of the most affected functions of human resource management during the COVID-19 pandemic is employee learning and development. Employee training and development is vital for any organization for improving productivity and performance of its employees (Walters, 2013). Unlike before, at present, training programs are mostly confined towards those meant for helping employees to overcome the present crisis situation. All nonessential routine training

programs has been cancelled or rescheduled. Virtual training has gained a lot of importance during these times. Both trainers and trainees need to be adapted to various interactive platforms and remote meetings.

HR Strategies to combat the effect of COVID-19

Many strategies have been formulated by the HR departments of different organizations in order to cope up with the effects of COVID-19, the global pandemic and to make their employees adapt to new ways of working. One of the most important concerns for them is the survival of the organizations in the long run.

Communication

Proper communication with employees is a key for the success of any organization (Hargie, 2016). In the present scenario, especially when employees are working remotely, communication plays a more important role. The employees must be kept informed about all the updates including various changes in the existing policies like business travel policy, sick leave policy, customer interaction policy etc. They must also be kept updated about official communications from WHO or other reliable institutions regarding local stipulations on dealing with COVID-19 (Lalwani, 2020). Encourage employees to disclose information with respect to diagnosis or exposure to Corona virus. Make the employees feel that the organization and the HR department will support them in any crisis situation.

Employee Safety

In the present situation, it is the responsibility of HR department of an organization to ensure that their employees are not exposed to the virus, in their workplace. Various measures have been taken by the organizations to prevent the spread of the disease. Prompt identification of persons exposed to the virus, encouraging the infected employees to stay at home, maintaining social distancing and practice of other infection control measures such as use of face masks, sanitizers, hand washing, disinfecting of surfaces and equipments, installation of air filters etc. are some of the important safety measures that the organizations has to take care of during this pandemic situation(Occupational Safety and Health Administration, 2020).

Leave Policies

Reconsideration of leave policies prioritizing the health and safety of employees and to cope with long term changes in work is another major challenge faced by HR teams during the current pandemic. There are many reasons for an employee to take leave such as having COVID-19 symptoms, tested COVID-19 positive, been advised to go to self-quarantine, caring employee's children due to school closure and so on (*COVID-19 Leave | Human Resource Management*, 2020). To accommodate this, since the last several months, most of the organizations have been planning to make changes in their vacation, sick leave, parental leave, paid time off (PTO) etc. Some of the organizations like Microsoft, Facebook, Twitter etc. has already formulated liberal family leave policies for their employees in light of the pandemic. On the other hand, in organizations where the employees are still working from home like IT companies, very few employees are taking leave. Such sectors are inducing employees to avail their leave in order to avoid mass absenteeism during yearend leading to disruption of routine work. As it is difficult to predict when the COVID-19 pandemic will come to an end, for the organizations that have not yet redesigned their leave policies, it is high time for them to take suitable decisions in this regard.

Flexibility

In this crisis situation, sticking to a fixed schedule of work may be difficult. Many organizations are now relying upon flexible working arrangements like flexi timing or work from home. HR team must take this situation as an opportunity to find various methods to implement flexible arrangements of work to protect employee health and well-being which will indirectly contribute towards overall performance of the organization (Caligiuri et al., 2020).

Recruitment and Selection

In most of the organizations, there has been a decline in the recruitment and selection processes during this period of COVID-19 pandemic. In some organizations like health care and food industries, the demand for new employees has increased than ever before. As each and every person is under stress and uncertainty in this devastating situation, the organizations must select people who are more able to handle stress and adaptable to changes. In the present situation, recruitment and selection processes also need to be changed satisfying the social distancing norms (Zojceska, 2020). Virtual recruitment tools such as social media recruiting, use of recruitment software for screening and shortlisting the candidates etc. are some of the options. Phone screening, video interviewing and various other online assessment tools can be used to evaluate a candidate's competence. The effect of COVID-19 that shifts 'office work' to 'work from home' will transform the job market to a globalized job market for organizations that continues to promote telecommuting.

Training and Development

The major alteration that the pandemic has brought in the training and development function of HR is that many organizations have adapted a virtual learning process. Even those organizations that used to follow traditional methods of training are now been adapted to virtual training methods (Pathak Manavi, 2020). In the present situation, organizations must increase their investment in e-learning. Employees must be given training for improving their skills and competencies and to keep them updated about the new digital technologies relevant for the organization. Employees must also be kept motivated and engaged to obtain consistent performance. Soft skill training like stress management and motivation is very relevant in this crisis situation.

Artificial Intelligence

Artificial intelligence (AI) enabled HR functions can make the duties of HR team easier, faster and efficient. It can be used for numerous human resource functions like recruitment, selection, on boarding, training, performance appraisal, payroll maintenance, identifying irregularities, development planning and so on (Reeds, 2020). Use of artificial intelligence will help to speed up, repetitive time consuming processes and avoid human errors. The COVID-19 pandemic has exorbitantly accelerated the use of artificial intelligence across many organizations. In this scenario, all organizations must become a part of HR digitalization with the use of artificial intelligence in all the functions of HR department. HR professionals need to be trained and kept updated about the use and benefits of artificial intelligence in various HR functions.

Conclusion

The COVID-19 pandemic has caused many challenges to organizations. As we have expected in the early stages of this pandemic, the disease has not faded away so far. As social distancing is the primary strategy to prevent the transmissibility of COVID-19, it will take more time for the organizations to start function in a normal way as they used to do before the occurrence of the pandemic. The workload of the HR department has increased drastically during this time to

keep their employees productive, at the same time providing a safe working atmosphere to them. They have been striving hard to maintain a pool of talent, boost employee morale and thereby performance of their organization. Organizations must continue to follow a human focused approach. The HR team of an organization must take the leadership to steer through present catastrophe and unpredictable future.

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INNOVATION AVENUES IN THE CONTEMPORARY COVID ERA

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Abstract

COVID 19 has posed various introspecting questions to various parameters of an economy; most importantly the health sector is facing the real challenge in these difficult times. Good health is something which cannot be kept aside at any point of life. The importance of good health becomes more evident when there is a rare pandemic present in our lives. COVID 19 has made everyone frightened for the future. Anxiety and this troublesome situation won't go away unless we get the vaccination. Various researches have already been done in lieu of pandemic, and that is necessary too. Pandemic has still not gone away, and in future too it could help policy makers provide reliable and affordable solutions for the people. It would also help people realize the importance of insuring themselves and their loved ones, and how adequate insurance could make them stronger against fighting this rare situation of COVID outbreak. The major objective is to understand the importance of health insurance in our lives, and how policy holders' anxiety levels differ when they have a safe shield of health insurance with them. Do people feel safe and secure when their family members are insured against this deadly disease? Some private players who are charging abnormally higher than what is usually to be charged, so in this way would insurance be treated as an effective for any surged prices in treating patients. Also, possible efforts would be channelized to understand the importance of equitable insurance and how it could provide enough help against fighting this pandemic.

This rare time is teaching us a lot of lessons, and this project would aim to learn the insurance sector and gain insightful lessons and better prepare the existing and future generation. Because of the pandemic, people could realize the importance of taking health insurance and this paper aims to pose various questions related to consequences of not having health insurance when there is a serious threat posed by COVID 19.

Introduction

Good health is the major foundation of any nation's prosperity and well being. Good health could come up with huge investments in the health sector and that too on a priority basis. Stagnant policies and infrastructure of the health sector could easily become redundant in this rapidly changing environment. With this changing environment, we are also witnessing novel viruses which could take lives of millions of people and the billions of investments that people have made for their upcoming futures. We all are actually living in that grey area where novel and life threatening viruses poses a lot of questions to policy makers towards health infrastructure not only in developing but also in developed nations. In this time of pandemic, Sustainable Development Goal of providing equitable health to all stakeholders is actually at a major stake until a chain of viable solutions come in place.

As said earlier, good health is directly related to the investments made in the health sector. Mere investments in health infrastructure could not help stakeholders get adequate health care facilities at their door steps; it would also need enough disposable income in their hands to meet any uncertainties related to health issues. Disposable income of an individual has to face dual hardships in the times of pandemic, at once individuals are losing their jobs and on the other hand, they are unable to pay the premium amount of existing health insurances and thus

losing out insurance benefits when they require it the most. This was the story of those individuals who already had health insurances. In India, people still are not aware of the benefits of taking health insurance. The term mandatory is not linked with health insurance in India. People either take it voluntarily or get it in terms of employers' benefits. The mismatch of policymakers' thinking is quite evident in India, where an individual is expected to take motor insurance compulsorily but the situation is completely upside down in the case of health insurance where you take it as per your discretion.

A developing nation where most of the people are living below the poverty line, where the majority of people still do not have the access to affordable primary and secondary health care services. How could we expect that those people could stay positive and fight against life threatening viruses like COVID 19, but the story does not end here, we could not let people die just because they don't have enough resources to fight against pandemic. Pandemic is sudden and it does not come with warning, preparedness must be done beforehand in order to assure maximum lives of the people in the country. Also, mere huge investments won't work here, unless full utilization of resources is taken into account, the learnings from the pandemic could go futile. Inclusion of the lower end of society under universal health coverage was a good start indeed, but preparedness to fight this pandemic needs more robustness. This could only be possible if the policymakers make feasible innovations and investments in the healthcare industry.

Review of literature

The latest threat to global health is the ongoing outbreak of the respiratory disease that was recently given the name Coronavirus Disease 2019 (Covid-19). Covid-19 was recognized in December 2019 (WHO 5th January, 2020). Due to this outbreak, various economies come to standstill, when there was overall lockdown, various people lost jobs and their disposable income to spend on healthcare facilities reduced dramatically, job loss will carry the added sting of losing health insurance (Woolhandler, S., & Himmelstein, D. U. 2020) because people who were directly benefitting from employer's insurance, won't be able to get benefits as they have lost the jobs. Also, it could be difficult for insurance holders to make regular premium payments in order to get insured in case of job lost or pay cuts. In order to avoid this situation, and to provide equitable benefits to all the insurance holders, policy makers of more countries should ratify the International Convention on the Protection of the Rights of All Migrant Workers and Members of Their Families to provide global health equity and ensure that migrant workers' health is not neglected in future epidemics and disasters" (Liem, A., Wang, C., Wariyanti, Y., Latkin, C. A., & Hall, B. J. 2020)

It has also been seen that mortality is correlated with health-care burden (Ji, Y., Ma, Z., Peppelenbosch, M. P., & Pan, Q. (2020), so it becomes more evident that people should be provided enough health care solutions to get themselves safely out of this difficult times, and health insurance could become one of the effective tools to achieve the same. Nobody knows till when this situation is going to exist, resilience could be affected if the COVID-19 epidemic continues for many more months and increasing numbers of people require services (Legido-Quigley, H, Asgari, N, Teo, YY) with proper health infrastructure, trust and confidence should be built among people with adequate insurance benefits.

There are some important lessons too which could be seen from various parts of the world. People not only have utilized the technology levels adequately but also have represented as a remarkable benchmark for all the people to fight against this pandemic. This is one of exemplary examples shown by Taiwan, a neighboring country of China, which had a serious threat from a virus. Taiwan leveraged its national health insurance database and integrated it with its immigration and customs database to begin the creation of big data for analytics; it generated real-time alerts during a clinical visit based on travel history and clinical symptoms to

aid case identification. It also used new technology, including QR code scanning and online reporting of travel history and health symptoms to classify travelers' infectious risks based on flight origin and travel history in the past 14 days. (Wang, CJ, Ng, CY, Brook, RH. Response to COVID-19 in Taiwan, 2020)

Intensive care should be made available to all the serious infected patients. But that intensive is freely available only in public sector hospitals. But numbers of these hospitals are small enough to cater to demand of increasing patients of COVID 19. So, public private partnership would be needed to tackle this issue, and that too provide an equitable chance for all the stakeholders to get treated. A well-structured national health insurance reform would also facilitate a move to a more rational, equitable allocation of ICUs and other health care resources (Gaffney, A, Waitzkin, H. Policy, politics, and the intensive care unit, 2018). A doubling of funding – from around 2.5% of national health expenditures to 5% – will not end the current epidemic, but it could help ensure readiness for the next one (Gaffney, A , Physicians for a National Health Program, COVID 19 Boston Review). Health expenditure would ensure a safer and anxious free environment for patients who might get infected with the virus.

However, underfunded public health infrastructure, fragmented medical care systems, and paltry social protections have imposed particular impediments to control and mitigation of the epidemic. (Gaffney, A., Himmelstein, D. U., & Woolhandler, S. 2020) Underfunded health infrastructure could create more disparity among society; people who could afford them would get health facilities and vice versa. It could also be seen that there is low level off mortality in those countries which have adequate health infrastructure facilities than those who don't have which indicates socioeconomic differences in the COVID-19 pandemic exists across countries. (Dragano, N., Rupperecht, C. J., Dortmann, O., Scheider, M., & Wahrendorf, M. 2020)

COVID 19 has posed various challenges to various be it government policy makers to a common man, but it has also come up with rapid adjustments which has helped like usage of digital technologies to reach any corner of the world. Because of rapid changes in response to the COVID-19 pandemic, clinicians need to stay up-to-date with the current status of privacy, licensing, insurance, and other issues that could impact service delivery (Wright, J. H., & Caudill, R. 2020). But it must come up effectively so that people would be prepared for any situation of public health deterioration in future.

Methodology

Explanatory research is being conducted to analyze how useful the health insurance sector could become in times of pandemic. The analysis of government expenditure with respect to health care facilities is as follows: Government expenditure in health care sector is 1.6% of GDP. Total GDP of India = ₹2.72 lakh crore, 1.6% of our GDP is being utilized in the health sector (source ibef.org) which means 1.6% of ₹2.72 lakh crore = ₹435.20 crore, whereas total population of the country is 135.26 crore. If we divide the total investments in health care by the total population in the country, it is surprisingly coming around at ₹32/ person which means per head, the government is spending only ₹32 with respect to health care facilities.

This indicates a serious threat to health sector infrastructure in the Indian economy. Adequate health services, especially the secondary and tertiary health service seems impossible for those people who are living below the poverty line. India being a social welfare country; could not solely depend on the private sector to flourish the health sector. Besides improving the health care facilities, it should also be assured that every person gets adequate health services anywhere at any point of time. The essence of health insurance increases when the world is facing severe challenges posed by the pandemic. The consequences could be analyzed by the following questions: What are the various implications if anyone does not have health insurance and they catch up with Coronavirus? The analysis of this question is based on the quantum of expenditure that serious or critical patients have to make in order to completely cure

themselves. It could become a costly affair if someone does not have health insurance and they have to get their treatment done in private hospitals. Another counter question was to find the relatedness of health insurance with lifestyle of people. Is there any direct correlation between equitable health insurance and better lifestyle of people? Health insurance could make people spend their hard earned money as per their desire, and there won't be a sudden out of pocket situation with a crisis like COVID 19 pandemic. Similar to the lines with previous question, it is important to analyze the importance of insurers' behavior to pursue secondary and tertiary treatment. Does adequate health insurance make insurance holders confident enough to pursue treatment? Moreover, has pandemic created any awareness among the uninsured people to take health insurance? Still people are not much aware about taking insurance for preventing themselves from out of pocket shocks. What could be the viable solutions to address the consumer preference for insurance in the time of pandemic? The role of policymakers becomes more evident because people at the lower end of the society become more vulnerable at times of pandemic. These people have evidently lost their jobs, they don't have adequate disposable income to feed their families nor are they educated enough to get the treatment done if they get infected by the virus. And the subsequent could be like: How policy makers could make equitable insurance available among stakeholders to ensure masses of people get free and fair treatment in rare situations like pandemic?

Conclusion

Uncertainties pose real challenges and anyone could not safeguard themselves with live threatening uncertainties like COVID 19 pandemic. The only thing that we as humans could do is the adequate preparedness beforehand to fight against pandemic. Health infrastructure has proven to be the best pillar in fighting against it, but mere building the infrastructure could not solve all the issues. We as management graduates need to come up with innovative solutions to reach maximum people in the form of health insurances. Most importantly, policy should not keep health insurance as a voluntary scheme rather they should make it compulsory for all the individuals. And people who could not afford, they should be given free health insurance. Also if people could not take vehicles out of the showroom unless they got motor insurance, why are people in India free to take the child out of the hospital without health insurance?

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ECONOMIC IMPACT OF GOVERNMENT INTERVENTIONS DURING THE COVID-19 PANDEMIC

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ABSTRACT

The episode of COVID-19 carried social and monetary life to a stop. In this investigation the emphasis is on evaluating the effect on influenced areas, for example, aeronautics, the travel industry, retail, capital business sectors, MSMEs, and oil. Worldwide and inner portability is limited, and the incomes produced by movement and the travel industry, which contributes 9.2% of the GDP, will negatively affect the GDP development rate. Aeronautics incomes will descend by USD 1.56 billion. Oil has plunged to 18-year low of \$ 22 for each barrel in March, and Foreign Portfolio Investors (FPIs) have removed enormous sums from India, about USD 571.4 million. While lower oil costs will contract the current record deficiency, turn around capital streams will extend it. Rupee is ceaselessly devaluing. MSMEs will go through a serious money crunch. The emergency saw a stunning mass migration of such drifting populace of transients by walking, in the midst of countrywide lockdown. Their concerns essentially were loss of work, every day proportion, and nonappearance of a social security net. India must reconsider on her development worldview and make it more comprehensive. Corona virus has additionally given some one of kind occasions to India. There is an occasion to take an interest in worldwide gracefully chains, multinationals are losing trust in China. To 'Make in India', a few changes are required, work changes being one of them.

KEY WORDS: COVID-19, Economic Impact, GDP Growth rate, Corona virus.

INTRODUCTION

While the impacts of the COVID-19 pandemic presently can't seem to be completely perceived, it is now evident that, as of mid-May 2020, the quantity of every day passing because of COVID-19 is more noteworthy than that because of regular causes, for example, intestinal sickness, self destruction, street auto collisions and HIV/AIDS. In nations at the pinnacle of the momentum wave of COVID-19, the infection can turn into the primary driver of death, outperforming malignant growth and coronary sickness. These numbers show the quick weight the pandemic is putting on crisis administrations and wellbeing laborers and the more extensive weights forced on essentially everybody around the globe. During April 2020 alone, COVID-19 caused very nearly 200 thousands passing. Moreover, the emergency is having additionally backhanded wellbeing impacts. Most nations have gained enormous ground managing generally regular stuns, because of constant learning and readiness through approaches and social standards. Notwithstanding, the capacity to react to uncommon or even new stuns is a lot of lower and inconsistent dispersed. Nations around the globe have placed moving a wide arrangement of measures to deal with COVID-19 on a few fronts. Learning is happening through exploration, investigation of other networks' encounters and a reasonable portion of experimentation. Strategies changing individuals' conduct have been focal in the

reaction to contain the spread of the infection: Billions of individuals have been called to remain at home. Past the continuous reaction, activity throughout the following not many months will effect sly affect individuals' lives and on the view of the capacity of public and multilateral foundations to drive human development.

FISCAL AND MONETARY MEASURES

It is normal that interest for public uses will outperform the accessible monetary space, and in this way, reprioritization of uses may assume a significant function in prudential financial administration. Any open consumption program which doesn't have prompt financial or social advantages might be conceded. Adequacy of any financial improvement would be hosed during the current emergency because of vulnerabilities on time needed to return to ordinary monetary exercises. In this way, it is normal that monetary upgrade would be needed for a more extended period and a lot bigger in size than the boost turned out during the worldwide money related emergency. On income assembly, the administration may consider quickening of disinvestment programs, closeout of licenses of regular assets extraction and use. Coronavirus pandemic requests composed financial and money related strategy measures to manage it. The financial measures incorporate taking care of the medical services tab raised by the pandemic. Accommodating covers, gloves, testing units, individual security hardware, ventilators, ICU beds, isolate wards, drugs and other gear would mean an enormous expansion in medical care spending. Public spending on medical services in India is 1.1 percent of GDP. It is probably going to increment in the current financial year. The administration has proclaimed a help bundle of ₹1,700 billion, it will be utilized to make money moves to poor people and weak areas of the general public. The areas that are influenced the most, that is, MSMEs and the ranches, will be upheld by another alleviation bundle which will be declared soon. The travel industry and those areas which are incorporated with worldwide flexibly chains will need help. Duty incomes will likewise drop because of downturn. Monetary receipts could drop by at any rate 2 percent of GDP. As the worldwide economy is declining regarding yield and creation it is normal that the world will experience the ill effects of downturn.

THE GOVERNMENT OF INDIA'S RESPONSE

India has been facing the COVID conflict with a firm political will. India's key reaction to the India's key reaction to the illness was much ahead in actualizing activities focusing on center limits as ordered under the International Health Regulations (IHR), much before the episode was proclaimed a Public Health Emergency of International Concern by the World Health Organization. The endeavors have been pre-emptive and proactive. India's methodology in battling COVID-19 has been fivefold: (i) Maintaining a ceaseless circumstance mindfulness, (ii) Pre-emptive and proactive methodology, (iii) Graded reaction according to consistently advancing situation, (iv) Inter-sectoral coordination at all levels, and in conclusion, yet in particular (v) Creating a people's development to battle this infection. India began reconnaissance of departures from COVID influenced nations twelve days before India even had the first case in Quite a while on the 30 January, 2020. By 22 March, 2020 with under 400 cases, India had restricted all global trips to and from India, and by 25 March, 2020 a cross country lockdown had been executed. Widespread screening was being accomplished for the global at 21 air terminals, 12 significant seaports and 65 minor seaports and land intersections especially circumscribing Nepal was finished. An everyday status report of screened travelers was refreshed on site. The toughness of India's measures is evident in the rigidity score which has been granted by Oxford University to different nations as a component of a progressing study which examinations the reaction of the administrations of different nations to the COVID-19 circumstance. India is one of the not many nations which was granted a score of 100 right off the bat during the circumstance. The information on 13 markers, for example, travel

boycotts, school terminations, public vehicle terminations, limitations outwardly and inside the nation development, testing strategies and contact following is accumulated to ascertain severity file.

PEOPLE'S CAPABILITIES AND THE HEALTH RESPONSE

Individuals' abilities assume a vital function in the reaction to the COVID-19 emergency. Non pharmaceutical intercessions are connected to empowering influences that make the mediation less exorbitant or encourage its prosperity. All the intercessions speak to a type of social removing that influences people groups' capacity to connect with others in work, school, shopping, amusement and social life.

TABLE-1 RECOMMENDED NON-PHARMACEUTICAL INTERVENTIONS

Area	Intervention	Enabler
Home	Isolate sick people. Quarantine household members of sick people.	Access to computers and to the internet, particularly broadband. Accessible digital services Safe space. Balanced care work. Continuous flow of income drawn from existing assets, government transfers.
School	Close schools and childcare facilities. Reduce children's social contacts outside school.	
Workplace	Hold conference calls instead of face-to-face meetings. Modify work schedules and have employees work from home.	
Community	Cancel or postpone large public gatherings. Increase distance between people.	

Source: Human Development Report Office based on PAHO 2020.

DIRECT IMPACTS

Although social separating is significant, in any case, lockdown likewise implies a large number of jobs getting influenced, and the chance of individuals biting the dust from hunger. For India's 120 million traveler labourers, acquiring a day by day means recompense of not exactly US\$ 5 dollars for each day, it is very normal to return back to their local spots when confronted with a monetary closure. The interesting thing about COVID-19, remembering the patient zeros, is that the transporters have had an unfamiliar travel history. Thinking about the profile, the explorers have a place with a moderately better financial foundation. The very reality that they are getting influenced as once huge mob has stirred the specialists. Yet, in India, different plagues, for example, cholera, intestinal sickness, and tuberculosis have an excessively higher number of individuals getting influenced from the low-pay gathering, but then they never make it to the status of pandemic.

POSSIBLE ECONOMIC IMPLICATIONS FOR INDIA

The Indian economy, before the pandemic, however was developing modestly, yet was not in the best of its circumstances. The Indian GDP development, which was recorded at very nearly 9 percent in 2016-17, tumbled to 6.6 percent and 6.3 percent, in the accompanying two years. It was assessed to be 5.1 percent for the year 2019-20. In any case, the most recent World Economic Outlook of the International Monetary Fund (IMF) puts the Indian development to 1.9 percent for 2020, obviously meaning the effect that the COVID-19 is required to have on the economy. The latest Fitch estimate shows India to become less than 1 percent in coming months. They have anticipated different situations of the financial effect of infection flare-up and endeavors towards regulation. The main situation is the control of infection spread by May end, and economy restoring quick in the second from last quarter. The subsequent situation is of a network spread of infection, the regulation taking longer and the financial recovery not being conceivable until September. In the subsequent situation, there would be a deficiency of basic

wares, bringing about interest stuns and expansion. A more drawn out lockdown period for creation houses will affect flexibly and will clear out the incomes for the year. The expenses relating to medical services area will likewise increment and alleviation estimates should be strengthened. The third situation is that of a second or the third episode of the infection occurring during the year and all the regulation endeavors going haywire.

CONCLUSION

Corona virus has drastically changed carries on with because of high transmission nature of the infection. With absence of treatment and an immunization for Corona infection the most ideal way is the anticipation by rehearsing social separating standards, utilization of face veils and hyper confinement to contain hotspots and territories of high danger is the better approach forever. India's choice to force lockdown the nation over to secure its residents is remarkable. India made each conceivable move to guarantee regulation of the infection spread. Legislature of India plans and activities in the regions of drugs and gadget areas is giving such chances. These ought to be made accessible in a reasonable and fair way to handle COVID-19 to quicken progress towards accomplishing economical development objectives and all inclusive wellbeing inclusion. India has been important for the goal dispatched by World Health Organization on 'Worldwide participation to guarantee worldwide admittance to medications, antibodies and clinical hardware to confront COVID-19'. The goal requires the general, ideal and evenhanded admittance to and reasonable appropriation of all quality, sheltered, viable and moderate basic wellbeing advancements and items in the reaction to the COVID-19 pandemic predictable with the arrangements of pertinent global deals including the arrangements of the TRIPS understanding and the adaptabilities as affirmed by the Doha assertion on the TRIPS understanding and general wellbeing.

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REFASHIONING THE INDIAN ECONOMY IN TERMS OF DIGITAL FOOT-STEPS: AN ANALYSIS DURING COVID 19

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Abstract

We have a history of yearly budget announcements religiously announced by the Financial minister of the ruling party of that time. The 2018 union budget was presented in the parliament by the then finance minister Mr. Arun Jaiteley. The most important postulates of this budget has been put for discussion in this paper in detail along with a comparative account of the 2019 union budget that focuses on the digitalisation of our economy through various ways. And the budget was made by Nirmala Sreetharaman on 1st February 2019. Economic structure of a country need to be repaired and well maintained from time to time as it is the base structure of any society as per the marxist theorists and India is currently running through an age of sudden changes in economy propelled by the demonetisation that anticipated the possibility of a cashless economy in a digitalized India ;an advanced concept in the global scenario yet need to wait how these recent trends are going to " refashion " the out look of our Indian Economy.

Key Words: Cryptography, Block Chain Technology, Digital India, E-kranti, Big Ticket Item

"I dream of a digital India where mobile and e-banking ensures financial inclusion"- P.M Narendra Modi

During the early medieval history, these existed feudal economy in the world where the barter system was in vogue; people used to exchange things for things. It was replaced by the coinage system and as a result of the movement of the caravan group for the sake of trade and commerce. Further coins and currencies ruled the modern world economy. Now our postmodern India gazes at these new footsteps towards digitalizing Indian economy initialized itself through the historical demonetization of 8th November 2016 by hon PM Narendra Modi

Our finance minister Arun Jaitley has recently announced union Budget 2018-19, where he has given a strong emphasis on digitalizing Indian Economy. Union Budget has allocated around Rs. 3.073 cr. For digital India Programme (2018-19). By replacing the planning commission, NITI Aayog has come into being in and it was entrusted to conduct a nationalized program to work on AI solutions (Artificial Intelligence) as an initial step

Let us examine how much fund has been raised in the union budget in order to serve this purpose.

Institution	Funds allocated in crores
NITI Aayog	Rs. 3.073
Smart City Mission	2.04 lakh
Telecom Infrastructure	10,000
Bharath Net	10,000

Source: Digital india

Other strategies for initiating the digital footsteps undertaken by various departments and organizations are systematically drawn below.

- I. Department of science and technology**
Target: Cyber-Physical Systems
Mission: Support establishment of excellence of research, training, and skilling in robotics, AI, Digital manufacturing, Big Data Analysis, Quantum Communication, and internet things
- II. Department of Telecommunication**
Target: Villages
Mission: Set up Five Lakh Wifi Hotspot to provide net connectivity to 5 crore rural citizens
- III. Department of Rural Development**
Target: Grama Panchayath
Mission: to connect them to Optic Fibre
- IV. Department of Cryptography**
Target: Black Chain Technology
Mission: To give a fillip to digital payment by maintaining a chain of records of transactions without the need for intermediaries.
To ensure the security of transactions
- V. Department of Telecom**
Target: IIT Chennai
Mission: To support Setting of indigenous 5G Test bed
- VI. Department of Commerce**
Target: National Logistical Portal
Mission: To act as a Single Online Window to link all stake holders
- VII. Organization for Economic Co-Operation(OECD)**
The base erosion and profit sharing action plan.
Mission: can be used for the assessment year 2019-20

CONCEPT AND COMMENT ON DIGITAL INDIA FOOT STEPS

The term is introduced into the union budget 2018 by Mr. Arun Jaitely. To be the digital economy into the matrix of tax net that seeks to tax profit made by digital firms in India using the concept of significance economic presence.

This would apply to all online ads, online searches, cloud services, and other digital produces. This could be firms like Google, face book, and Netflix with huge consumer bases in India into the tax net.

Experts Comments on digital India foot steps

1. “Cost of transactions is very high, that’s why we are encouraging digital transaction and electronic payments: Arun Jaitely”
- 2“in the digital age, we have an opportunity to transform the lives of people in the ways that was hard to imagine a couple of decades ago: PM”

PILLARS OF DIGITAL INDIA

Digital India is an umbrella program that covers multiple Government Ministries and Departments. It weaves together a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal. Each individual element stands on its own but is also part of the larger picture.

i. Broadband Highways

Broad band for all, urban and rural, national information infrastructure, broadband connectivity

ii. Universal Access to Mobile Connectivity

There are around 55,619 villages in the country that do not have mobile coverage. As part of the comprehensive development plan for the North East, providing mobile coverage to uncovered villages has been initiated. Mobile coverage to remaining uncovered villages would be provided in a phased manner. The Department of Telecommunications will be the nodal department and project cost will be around `16,000 Cr during 2014-18

iii. Public Internet Access Programme

The two sub components of Public Internet Access Programme are Common Services Centres (CSCs) and Post Offices as multi-service centres.

iv. E-Governance – Reforming Government through Technology

Form simplification and field reduction – Forms should be made simple and user-friendly and only minimum and necessary information should be collected.

Online applications and tracking - Online applications and tracking of their status should be provided.

Online repositories - Use of online repositories e.g. for certificates, educational degrees, identity documents, etc. should be mandated so that citizens are not required to submit these documents in physical form.

Integration of services and platforms – Integration of services and platforms e.g. Aadhaar platform of Unique Identity Authority of India (UIDAI), payment gateway, Mobile Seva platform, sharing of data through open Application Programming Interfaces (API) middleware such as National and State Service Delivery Gateways (NSDG/SSDG) should be mandated to facilitate integrated and interoperable service delivery to citizens and businesses.

v. Ekranti - Electronic Delivery of Services

e-Kranti (Transforming-GovernanceforTransforming Governance)

Considering the critical need for transforming e-Governance and promote mobile Governance and Good Governance in the country, the approach and key components of e-Kranti have been approved by the Union Cabinet on 25.03.2015 with the vision of “Transforming e-Governance for Transforming Governance”.

The key principles of e-Kranti are as follows:

1. Transformation and not Translation - All project proposals in e-Kranti must involve a substantial transformation in the quality, quantity, and manner of delivery of services and significant enhancement in productivity and competitiveness.
2. Integrated Services and not Individual Services - A common middleware and integration of the back end processes and processing systems are required to facilitate integrated service delivery to citizens.
3. Government Process Reengineering (GPR) to be mandatory in every MMP - To mandate GPR as the essential first step in all-new MMPs without which a project may not be sanctioned.
4. ICT Infrastructure on Demand – Government departments should be provided with ICT infrastructures, such as connectivity, cloud and mobile platform on demand.
5. Cloud by Default – The flexibility, agility, and cost-effectiveness offered by cloud technologies would be fully leveraged while designing and hosting applications. Government Cloud shall be the default cloud for Government Departments.
6. Mobile First - All applications are designed/ redesigned to enable the delivery of services through mobile.

7. Fast Tracking Approvals – To establish a fast-track approval mechanism for MMPs, once the Detailed Project Report (DPR) of a project is approved by the Competent Authority, Empowered Committees may be constituted with delegated powers to take all subsequent decisions.

8. Mandating Standards and Protocols – Use of e-Governance standards and protocols as notified by DeitY be mandated in all e-governance projects.

9. Language Localization - It is imperative that all information and services in e-Governance projects are available in Indian languages as well.

10. National GIS (Geo-Spatial Information System) - NGIS to be leveraged as a platform and as a service in e-Governance projects.

11. Security and Electronic Data Preservation - All online applications and e-services to adhere to prescribed security measures including cyber-security.

vi. Information for all

Open Data platform facilitates proactive release of datasets in an open format by the ministries/departments for use, reuse and redistribution. Online hosting of information & documents would facilitate open and easy access to information for citizens. Government shall pro-actively engage through social media and web based platforms to inform and interact with citizens. **MyGov.in**, a platform for citizen engagement in governance, has been launched by the Hon'ble Prime Minister on 26th July, 2014, as a medium to exchange ideas/ suggestions with Government. It will facilitate 2-way communication between citizens and Government to bring in good governance. Online messaging to citizens on special occasions/programs would be facilitated through emails and SMS. Open Data platform, Social Media Engagement and Online Messaging would largely utilise existing infrastructure and would need limited additional resources.

vii. Electronics Manufacturing

This pillar focuses on promoting electronics manufacturing in the country with the target of NET ZERO Imports by 2020 as a striking demonstration of intent. This ambitious goal requires coordinated action on many fronts, such as:

- a. Taxation, incentives
- b. Economies of scale, eliminating cost disadvantages
- c. Focus areas – Big Ticket Items
- d. Incubators, clusters
- e. Skill development, Enhancing PhDs
- f. Government procurement
- g. Safety Standards – Compulsory registration, Support for Labs and MSMEs
- h. National Award, Marketing, Brand Building
- i. National Centres – Flexible Electronics, Security Forces
- j. R & D in electronics

There are many ongoing programs which will be fine-tuned. Existing structures are inadequate to handle this goal and need strengthening. Demand for electronic goods is increasing with a Compound Annual Growth Rate (CAGR) of 22% and is expected to touch 400 Billion USD by 2020.

viii. IT for Jobs

This pillar focuses on providing training to the youth in the skills required for availing employment opportunities in the IT/ITES sector. There are eight components with specific scope of activities under this pillar: IT Trainings to people in smaller towns and villages. The target of this component is to train one crore students from smaller towns & villages for IT sector jobs over 5 years. DeitY is the nodal department for this scheme. IT/ITES in Northeastern States. This component focuses on setting up BPOs in every north-eastern state to facilitate ICT

enabled growth in these states. DeitY is the nodal department for this scheme. Training Service Delivery Agents. The focus is on training three lakh service delivery agents as part of skill development to run viable businesses delivering IT services. DeitY is the nodal department for this scheme. Training Rural Workforce on Telecom and Telecom related services. This component focuses on training of five lakh rural workforce the Telecom Service Providers (TSPs) to cater to their own needs. Department of Telecommunications (DoT) is the nodal department for this scheme.

RECENT BUDGET _2019 AN ANALYSIS ON DIGITAL INDIA

A slowing economy and huge expectation that the Modi 2 government bring India digital. the first Budget by Nirmala Sitharaman. If any optimist in the IT cities was hoping to see incentives for the sector and a new impetus to Startup India, Digital India, and Make-in-India. As far as the outlay for Digital India goes, the Finance Minister did not explicitly note the allocation but the Budget literature, which was made available right after her speech, reveals the estimates have been upped to Rs 3,750 crore for the fiscal year 2019-20. It is marginally extra from last year's Rs 3,353 crore. The government is eyeing new technologies this time, particularly Artificial Intelligence, Internet of Things, and robotics, to take Digital India forward in a country where talent attrition is a big challenge. Digital India came across as one of the crucial ingredients that Sitharaman stressed is essential to achieve Modi's dream of making India a \$5 trillion economy. The total number of digital payment transactions hit 332.34 crores in March 2019, from just 79.67 crores in October 2016. There are currently several low-cost digital modes of payment such as BHIM UPI, UPI-QR Code, Aadhaar Pay, certain Debit cards, NEFT, RTGS etc. which can be used to promote a less cash economy. All these programme is a Move towards digital India celebrated its fourth anniversary. In 2024 the next five years taking digitalization every corner of the economy. the aims of the Indian Government is to make one lakh villages into Digital Villages over next five years with the help of Common Service Centres (CSCs). there are more than 3 lakh CSCs are employing about 12 lakh people and are digitally delivering several services to citizens. CSCs are expanding their services and creating digital infrastructure in the villages, including connectivity, to convert the villages into "digital" villages. Terming the budget as a 'Budget for Digital India', economist and risk management specialist, according to them dramatic direction of the Budget could see the last year of the current political regime declare electronic voting doing away with huge ques and heavy deployment of security staff.

CONCLUSION

Beyond a doubt, through digital India scheme, we can anticipate future India as the first tech economy in the world. The postulates of Union Budget 2018-19 is capable of bringing out a sea change in the current Indian Economy. It looks forward to a digital cashless system that can be out many significant changes in our technologically advanced society. The human-mediated society is becoming a tech-mediated society which can curb out corruption and malpractices to a good extent, at the same time, it can increase the pace of this growth and development of our socio-economic systems.

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CUSTOMER RELATIONSHIP MANAGEMENT STRATEGIES IN LIC- COVID 19**Mrs. D. SAHAYA BEULA***Research Scholar, Noorul Islam Centre for higher Education,***Dr. V.P. VELMURGAN***Assistant professor, Noorul Islam Centre for higher Education,***Dr.K.A.JANARDHANAN,***Professor, Noorul Islam Centre for higher Education,***ABSTRACT**

Customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. It has been found that successful implementation of CRM results in customer loyalty and long run profitability and therefore companies are focused on maintaining harmonious relationships with customers and also retain the customer. The present research has been undertaken to study customer relationship management practices in LIC- covid 19.

KEYWORDS: *CRM, COVID, Customer satisfaction, Customer retention.*

INTRODUCTION

The customer relationship management (CRM) literature recognizes the long-run value of potential and current customers. Increased revenues, its, and shareholder value are the result of marketing activities directed toward developing, maintaining, and enhancing successful company-customer relationships. CRM is an integral part of a company's strategy, and its input should be actively considered in decisions regarding the development of organizational capabilities, the management of value creation, and the allocation of resources. It is a combination of people, processes and technology that seeks to understand a company's customers. It has been researched that successful implementation of CRM results are customer loyalty, customer retention, customer satisfaction and long run profitability. Companies are increasingly focused on managing customer relationships, and enhancing successful company relationship. Hence, customer relationship management is an approach that makes it necessary to form long-term relationships with customers for the purpose of increasing the profitability and productivity of the enterprise. Therefore, a modest attempt has been made in this study to measure the impact of COVID on CRM practices in LIC on the variables.

- Modern technology
- Knowledge level of employees

STRATEGIES OF LIC

The LIC premiums are accepted through several methods such as net banking, debit card, credit card and also through payment apps such as Paytm, PhonePe, Google Pay, BHIM UPI etc. Apart from online means, the policy premiums can also be paid at all IDBI Bank and Axis Bank branches and by cash through Common Service Centers (CSC), operating at the block level.

The insurance giant has assured that insurance claims because of death due to COVID-19 will be treated at par with other causes of death and that the payments shall be made on an urgent basis. LIC has said that death claims due to COVID-19 under 16 policies have been settled without any delays. The company has said that efforts have been made by its officials to locate COVID-19 victims on the basis of lists provided by government authorities to help the families. In the previous fiscal year 2019-20, the insurer has settled more than 7.5 lakh death claims with only 0.75 per cent of the total death claims reported remaining outstanding. Apart from this, policy payments such as survival benefit, policy maturity and annuities have been to the

policyholders on due date through direct bank transfers. LIC said that these payments were more than two crores in numbers in 2019-20.

In addition to online premium payment facilities, LIC is also selling five of its plans online which can be purchased with a click of a few buttons right from home. These are LIC's Tech Term, which is a pure protection plan, LIC's Jeevan Shanti Annuity plan, LIC's Cancer Cover, LIC's SIIP and Nivesh Plus – the last two being ULIP plans.

LIC customers can visit the website <https://licindia.in> for enquires and online services such as premium payment, buy online policies etc. All the registered users on the website can also view Policy Status, Bonus Status, Loan Status, Claims Status, Revival Quotation, Premium Due Calendar, Premium Paid Certificate, Claim History, etc.

The offices of LIC are currently operational with skeletal staff, whenever feasible, within the restrictions imposed by the local authorities. While other LIC employees are working from home.

LITERATURE REVIEW

Ganesan and Rajagopalan (2004) in their article on “E – CRM in Service Excellence”, addresses e-crm strategies to explore the all available possibilities in activation, pre-active and also proactive service which are at the peak of its excellence. They highlighted that the competitive environment, eroding the margin, which are at the need to reduce the costs and also to keep customers, as they are the prime drivers for the organizations to embrace e-crm. They conclude that a well executed crm strategies can result in a number of quantitative benefits which also includes greater ability to sell and also to cross – sell, and to improve customer retention besides, reduces cost of services.

Dash Biswamohan and Mishra Bidhubhusham, (2012) an article on “E- CRM practices and Customer Satisfaction in Insurance sectors” the paper has revealed that on a global scale that a number of insurance companies are competing in the market. The customers are demanding quick and also better service from the service provider, for the insurance companies to last in the market, they have to update the quality, transparency and the integrity to acquire and also to retain customers in a long- run in a long range.

Dr. Dhiraj Sharma, Mrs, JyotsmaPahwja (2015) an article on “E-CRM Practices in Indian Health Insurance: A Comparative study of Public and Private Sector Players” stated that Privatization and Globalization wave, Indian Insurance Industry has seen a drastic change in terms of better products and services as the Indian consumers have become more intelligent and careful in choosing the desired health products at the best price. The comparative analysis of strategic CRM policies, usage and impact on overall organizational performance with respect to profitability, providing services and commitments. Results revealed that both public and private sector work on CRM policies, the companies using CRM software have benefited more than companies not using any software or data base to maintain their data of customers.

Al-Azzam (2016) a study on “The Impact of Customer Relationship Management on Hotels Performance” he says that Customer Relationship Management, are leading to form customer oriented behavior, organizations have to improve a suitable working environment for service in work. For example giving staff with current tools, and technology, customer satisfaction, pursuing and complaint management systems, right reward systems can all make these behaviors, the achievement of CRM strategy depends upon the involvement of employees in the organization themselves, he concluded that customer orientation strategy is one of the organizational resources to increase customer satisfaction and business income.

Basman Al Dalayeen (2017) an article on “Impact of customer relationship management practices on customer satisfaction” he says that customer relationship management (CRM) is a combination of people, processes and technology that seeks to understand a company's customers. The present research has been undertaken to study the impact of customer

relationship management (CRM) in two Jordanian Banks namely Ahli Bank India and Al-Etihad.

OBJECTIVES

- To investigate the strategies of COVID on customer relationship management practice in LIC.

METHODOLOGY

The target population of this study consists of customers of LIC policy holders. The size of the sample is 100 respondents. A well designed questionnaire has been used for collecting data from selected branches in LIC. The questionnaire set on a five point Likert-scale (5-highly satisfied to 1-highly dissatisfied). A total of 120 questionnaires were distributed but the corrected questionnaires were found only 100. The collected data has been analyzed with the application of Kruskal-wallish test.

ANALYSIS AND INTERPRETATION

HYPOTHESIS I

Null Hypothesis: There is no significant difference between Mean Rank of qualification of policyholders with respect to Using Factors of Deployment of Technology

Table .1. Kruskal-Wallis test for significant difference among Mean Rank of qualification of policyholders with respect to Using Factors of Deployment of Technology

Factors Deployment of Modern Technology	Experience in years						Chi-square value	P value
	Below SSLC	SSLC	HSC	UG	PG	Others		
E-Payment	20.17	47.92	47.92	48.62	55.64	56.28	20.048	.001**
Mobile Communication	28.54	51.69	47.65	52.82	57.45	65.00	10.108	.072**
E-Application	27.54	46.69	51.54	53.07	58.38	64.63	11.143	.049*
E-News letters	29.04	42.08	49.00	56.37	58.83	49.75	11.702	.039*
E-Settlement	32.00	44.19	39.92	54.88	66.13	41.13	15.377	.009*
Communication through Social Media	36.63	46.38	44.00	53.89	56.73	63.25	6.308	.277

Note : 1. ** denotes significant at 1% level

2. * denotes significant at 5% level

All **

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to Factors of Deployment of Modern Technology, E-Payment and Mobile Communication of policy holders. Hence there is significance difference between Mean Rank of qualification of policyholders with respect to Factors of Deployment of Technology in the factors of E-Payment and Mobile Communication of policy holders.

All *

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to Factors of Deployment of Modern Technology, E-Application, E-Newsletters, E-Settlement of policy holders. Hence there is significance difference between Mean Rank of qualification of policyholders with respect to Factors of Deployment of Technology in the factors of E-Application, E-Newsletters, E-Settlement of policy holders. E-Payment and Mobile Communication of policy holders.

No Star

There is no significant difference between Mean Rank of qualification of policyholders with respect to Factors of Deployment of Technology factor Communication through Social Media, since P value is greater than 0.05. Hence the null hypothesis is accepted at 5% level with regard to Communication through Social Media.

SUGGESTIONS AND RECOMMENDATIONS

If the observed data that the branches have developed E-CRM. E- Customer Relationship Management is the key to success in the present pandemic situation. The Factors of Deployment of Technology like, E-Payment, Mobile Communication, E-Application, E-Newsletters, E-Settlement, Communication through Social Media, in these factors the settlement of claim is mean score is very high in this result there are difficulties facing to the policy holders at maturity period of time. The insurance companies changing new technology based settling the maturity amount to the policy holders.

CONCLUSION

This present study concludes that, strategies are CRM practices in LIC. In this context the modern technology used to the policy holders the Factors of E-Payment, Mobile Communication, E-Application, E-Newsletters, E-Settlement, and Communication through Social Media help to the customer in staying long run and retained the old LIC customers. In this pandemic situation strategies are online premium, and E-transaction definitely improve the customer's service in LIC of India. In this pandemic situation LIC encourage E-CRM activities to the policyholder's. These are more useful to the customers and also retained the LIC customers.

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AN ANALYTICAL STUDY ON CONTRIBUTION OF EMPLOYEES IN THE TOTAL QUALITY MANAGEMENT OF PANKAJAKASTHURI HERBAL INDIA PRIVATE LIMITED IN THE COVID SCENARIO

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INTRODUCTION

Total Quality Management (TQM) initiatives has been done to overcome the failure, because of common mistakes. The study of TQM is that much essential to an organization to find the level of implementation of TQM in the organization, as medicine is an important element of human life. This study helps to find out the employees' view of TQM as well as how they are implemented in this organization. An overwhelming desire for quality awards and certification organization perceiving TQM activities, as separate from day to day work responsibilities treated TQM as an odd with little attention given to required changes in the organization.

The current study titled" AN ANALYTICAL STUDY ON CONTRIBUTION OF EMPLOYEES IN THE TOTAL QUALITY MANAGEMENT OF PANKAJAKASTHURI HERBAL INDIA PRIVATE LIMITED IN THE COVID SCENARIO" is very significant to how effective the company is implementing this system. Total Quality Management is a part of organisation, as the organization is concerned with production purpose and maintaining quality in production. Through this study, opinion and suggestions of the employees are analysed and interpreted through which the system is improved in the organization by the use of adequate measures to correct the deviation in quality. As quality is, what a customer now need and so maintaining the quality means sustaining in the market. Hence the study is significant.

OBJECTIVES OF THE STUDY

- To find out the level of TQM implemented in the organization
- To find out the employees attitude towards TQM in the organization.
- To examine the benefit of practicing TQM in the organization.
- To examine the relationship between TQM practices and elements of TQM

REVIEW OF LITERATURE

TQM can be defined as a" set of organizational strategies, practices and tools for organizational performance improvement" (Lawler et al. 1995, p.45) and TQM advocates argue that it cannot be successful without employee involvement (Deming, 1986). "one of the most important principle of TQM concerns employee, or as it is often called empowerment" (Lawler, 1994, p.68 [3]. According to Wason and Bhalla [42], it is essentially composed of the tools to reduce variation and a humanistic view of employees as in MC Gregor's [43] theory Y, with the goal of meeting customers' need. Burney [44] found that the key to TQM success depends on the use of statistics and empowerment of employees.

According to Oakland "Total Quality Management (TQM) is an approach for improving the effectiveness and flexibility of business as a whole. It is essentially a way of organising and involving the whole organisation, every department, every activity, every single person at every level."

According to Zaire and Simintiras “Total Quality Management is a combination of socio-technical process towards doing the right things (externally), everything right (internally), first time and all the time with economic viability considered at each stage of each process.”

Foster and Whittle “TQM is the systematic analysis, but the focus is turning from a process driven by external controls through procedure compliance and enhancement to a process of habitual improvement where control is embedded within and is driven by the culture of the organization. As to Atkinson “TQM is a strategic approach to produce the best product and service possible through constant innovation.”

Price and Chell “TQM is a management system, not a series of programs, it is a system that puts customer satisfaction before profit. It is a system that comprises a set of integrated philosophies, tools and processes used to accomplish business objectives by creating delighted customers and happy employees. ”

From the above definitions, it is clear that TQM is a long term success strategy for the organization, it aims at customer satisfaction, employee satisfaction, product quality at all stages and brings about continuous improvements and innovations of total quality. TQM is a journey. It never ends and has become a necessity for every organization. TQM is “an all encompassing dynamic process in an organization to promote never ending involvement in the effectiveness and efficiency of all elements of a business.” Total quality management is a management approach that originated in 1950s and has steadily become more popular since the early 1980s. Total quality is a description of the culture, attitude and organization of the company that strives to provide customers with product and services that satisfy their needs. For the successful implementing of TQM, an organization must concentrate on the eight key elements. The eight key elements can be divided into four groups • FOUNDATION • BUILDING BRICKS • BINDING MORTAR • ROOF

SCOPE OF THE STUDY

The study was conducted in Pankajakasthuri Herbal Private Limited in Trivandrum. The sampling technique was simple random sampling and 60 respondents were interviewed.

SOURCES OF DATA

The required information for the study has been collected both from primary and secondary data.

(a) PRIMARY DATA:- Data were collected through questionnaires given to the employees of Pankajakasthuri to collect various information about TQM in their organization.

(b) SECONDARY DATA:- Data were collected from the records and websites of the company.

SAMPLE DESIGN

(a) Population: Population of the study covers the employees of Pankajakasthuri.

(b) Sample size: The size of sample used for the study was 60 samples from various departments of the organisation.

(c) Sampling method: The sampling method used is convenience sampling. Convenience sampling is a statistical method of drawing representatives for data collection by considering the ease of their availability or volunteering. The advantage of this type of sampling are the availability and quickness with which data can be collected.

(d) Data analysis technique: Percentage analysis is used to find out the percentage (%) of the respondents from the total number of respondents responded to each question. Analysis is done and inferences are drawn out for each statement. Percentage analysis = $\frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$.

INDUSTRIAL PROFILE

PANKAJAKASTHURI HERBAL INDIA PRIVATE LIMITED is an organization exclusively managed by a team of experts who belong to a single family .The organization was started in the year 1988, as a sole proprietorship, with the name of Sri. Dhanwanthari Ayurvedic. In the preliminary stage, it concentrated in the production of general medicine. Due to the inefficiency of the proprietor in administration, marketing, money management and personal management, it has become impossible to run the business successfully. As a result the business ended up with a huge loss in 1989 .In 1990 the proprietor realized some of the reasons for the failure and respond to the business by introducing a new product ‘‘PANKAJAKÄSTHURI’’ which is a medicine for sneezing and breathing disorder .From there , the firm started its journey of success. From such humble beginnings to reach the level of Kerala’s largest corporate has been a saga of dedication, commitment and application.

Today, Pankajakasthuri Herbals India has established an overwhelming presence across the globe with a vast range of products and services in Ayurvedic sectors. The company has recorded a phenomenal growth rate during the current year while totaling up the revenue of over Rs. 220 Millions. Moreover, strategically sound marketing sense and employed by a pool of professionals has seen to be increasing presence of the company’s products in the shop shelves around the world. The dream seen by a visionary, Dr. J. Hareendran Nair to Kerala’s first ISO 9000 Certified Company in Ayurvedic Medicine, Pankajakasthuri Herbals India Pvt. Ltd has come a long way originating from a small market ship Research and Development Centre and Clinic.

Ayurvedic medicines are produced by several thousand companies in India, but most of them are quite small, including numerous neighbourhood pharmacies that compound ingredients to make their own medicines. It is estimated that the total value of products from entire ayurvedic production in India is on the order of one billion dollars. The industry has been dominated by less than a dozen major companies for decades, joined recently by few others that have followed their lead, so that there are today 30 companies doing a million or more per year in business to meet the growing demand for ayurvedic medicine. The products of these companies are included within the broad category of fast moving consumer goods. Most of the larger ayurvedic medicine suppliers provide materials other than Ayurvedic internal medicines, particularly in the areas of food and toiletries, where there may be some overlap with Ayurveda such us having traditional herbal ingredients in the composition of toiletries. The key suppliers in Ayurveda are Dabur, Baidyanath, and Zandu, which together have about 85% of India’s domestic market.

Pankajakasthuri, the name synonymous with the ancient system of medicine, believed and proved to be corrected that hard work and dedication would culminate in making other wonder about its colossal achievement that too within a short span of time. The uniqueness of any individual or institution is appreciated on the basis of his or its capability to overcome fate. Pankajakasthuri offers only natural resources and way of treating disorders and promoting health. It emphasized prevention and empower everyone to take responsibility for their own well- being. This helped Pankajakathuri to achieve greater heights during the past 2 decades in Ayurveda. In fact it was a dream of an envisaged and made a reality by a great visionary, Dr.JHareendran Nair. His untiring efforts, dedication and commitment paved the way for its amazing and stupendous growth from a small makeshift research and development center and clinic to one of the Kerala’s largest corporate. Pankajakasthuri has established an overwhelming presence across the globe with a vast range of products and services in Ayurvedic sector.

Pankajakasthuri has a well-diversified product range and good number of institutions that too under the aegis of Dr.JHareendran Nair. The company was established under the name and style of Pankajakasthuri Herbal India (p) Ltd in 1988. It is Kerala's first ISO 9000 certified company in Ayurvedic medicine. It could make its presence globally and undertakes various projects in Manufacturing, Research and development, Education, Health care, Health tourism etc. Pankajakasthuri Herbal India (p) Ltd is vowed to explore the vast Indian flora to bring out lifesaving herbal preparation with no side effect and 100% efficiency. The dedication and enthusiasm shown by Dr J Hareendran Nair and research have made themselves capable in curing diseases in which other systems of medicines presumed incurable. The products are marketed by various divisions of the group. The over-the-counter division deals with 11 products, the FMCG divisions 9 products, Ethical division 13 products and the classical division more than 440 products. The flagship products of the company are Pankajakasthuri Granules for Asthma, which fetched 70% of the total revenue. After establishing itself in India, Pankajakasthuri has over a short period succeeded in carving a niche for itself in the international market with product being marketed in more than 15 countries. In all these countries, product acceptance was spontaneous. Pankajakasthuri contributed substantially to eliminate the misconception about Ayurveda with regards to diet restrictions.

The R&D department is focused on product development, quality control and standardization. All products are derived through years of primary research in a rigorous manner produced in state of art facilities. It represents the commitment to continuous investments in the best people, practices and technology. Raw materials are sourced from the best plantation, which are found on the slopes of Himalayas and various parts of India. A team of dedicated scientists and technologists ensure that raw materials and finished products undergo comprehensive testing. It is engaged in fundamental research on the efficiency of Ayurvedic medicines, establishment of acceptance standards for raw material, process control, toxicological and clinical studies. Many Ayurvedic medicines developed here are well accepted by the population and are providing cure and relief to millions all over India and abroad. Pankajakasthuri Herbal India Ltd. is an organization formed after the great dream of Managing Director Dr. J Hareendran Nair, has grown from local outfit to a company with a research outside India. Starting as a small scale, but intensive at his clinic, Dr. Nair made break through with his Ayurvedic cure for Asthma and launched a drug under the name Pankajakasthuri.

Research projects under taken by him have led to formulation of drug for the treatment of diseases like Asthma, Diabetes and Hepatitis B, on which the effect of allopathic medicines has been limited. The company has also diversified and marked entry into foreign markets. Pankajakasthuri is exclusively managed by the team of experts. The name Pankajakasthuri itself is derived from his beloved mother Pankajam and daughter Kasthuri. He was a graduate in Ayurvedic medicine and Ayurveda treatment, which impulse him to start venture in the production of Ayurvedic projects. He has conducted research work in ailment, where modern drugs had failed to achieve the desired results in diseases like diabetes, asthma and hepatitis -B etc. with the support of Kerala Government, the organization came out with its first product named Pankajakasthuri in 1988, the medicine for asthma and treating disorder. The company has the production not only in Ayurvedic medicine but also herbal soaps, oil and cream. All the medicines are approved by drug controller of Kerala to get ISO 9002 certification.

Today Pankajakasthuri has a well- diversified product range and good number of total turnover. Last year the turnover was Rs.25 crores and a 20 % growth rate compared with the previous year. The company is expecting 50% growth in the coming financial year. Panchakarma therapy is an ideal combination of five treatment procedures that include

Virechanam or Purgation, Vammanam or Emesis, Rathamoksham or bloodletting, Kashyavasti or Herbal enema therapy. Pankajakasthuri is running an ayurvedic medical college named Pankajakasthuri Medical College located in Thiruvananthapuram offers best education than anywhere in Kerala. The company is constantly concentrating on the research to develop drugs for Diabetes, Blood pressure, Hepatitis- B, piles, peptic ulcer etc. and manufacturing license have been obtained for the following medicines. • Illogenexcel for diabetes • Soma tone capsule for blood pressure • Live care plus tablet peptic ulcer • Femno care capsule for leucorrhoea • Orthonervin tablets for arthritis • Derma-o-tone tablets for fissured food • Amruthakasthuri an herbal rejuvenator for men • Urotone capsule for urine stone.

MISSION

Pankajakasthuri Herbal India limited, identifies in its mission as to fully utilize the potential of Ayurveda, the traditional Indian system of medicine and to provide benefit to common man. It also aims to eliminate all the difficulties involved in the traditional system using all the latest technologies and facilities available and to produce medicine in par with the international standard, without even one percent reduction in the quality and utility. The company also aims to popularize Panchakarma system, by starting many more Panchakarma centres within and outside the country, which in turn would promote the health and immunity to human.

MOTTO: Help us to build human being a healthy future.

VISION

The company has an inspiration and ambitious vision for growth. The vision 2002 target the systematic popularization of Ayurveda, so that by 2002, every human being shall use Ayurveda at least for meeting a part of his / her general health care needs. The Pankajakasthuri group has always taken initiative to bring Ayurveda closer to the people. This initiative is to help people learn about this traditional cure, a treatment methodology that has originated in this beautiful land of ours.

➤ **QUALITY POLICY:** To uphold legacy to time and Ayurveda by producing and developing quality medicines using scientific methods and innovative techniques.

➤ **QUALITY OBJECTS:** Work for the achievement of leadership in the field of ayurvedic products by the company. Ensure preventive measures to avoid wastage and non-conformance in the process of production of medicine.

➤ **PRODUCTS/ SERVICES OF THE COMPANY:** The product categories of the company are divided mainly into four divisions. They are OTC (over the counter), FMCG Fast Moving Consumer Goods & classical. OTC (Over the Counter)

1) Pankajakasthuri Breath EC: It gives cure to the shrinking of the bronchioles in the lungs, asthma causes difficulty in breathing. Pankajakasthuri, the first product presented by PKHIL, is a combination of rare herbs used in ancient remedies.

2) Pankajakasthurimygraine oil: It is a sure remedy against migraine, prepared using special ingredients like tribal juice of thumba and koovalathila. This oil provides permanent relief from even the oldest cases of migrane.

3) Kasthuri cough syrup: Pankajakasthuri brings the age-old, natural way of cough relief kasthuri cough mix. A blend of 100% herbal ingredients, kasthuri cough syrup mix contains no sedatives or steroids and is free from side effects.

4) Pankajakasthuri dandruff oil: It offers as sure remedy for even the toughest dandruff problems. It is prepared in pure coconut oil using ingredients like neem leaves, turmeric, kodithuva and padathali

5) Clear foot cream: A special combination of herbal ingredients to get relief from fissured foot, and fungal infection.

FMCG (Fast Moving Consumer Goods): (1) Kaveri fairness cream: A unique combination of herbal ingredients which protect your skin from all types of discoloration like periorbital melanosis, melisma ageing spots, black heads and white heads. (2) Kaveri no pimple cream: It is useful in all types of pimples, melisma, black heads etc. helps to protect the complexion from darkening rays of the sun. Gives fairness to the skin. (3) Kaveri hair tonic: Kaveri hair tonic is a highly effective remedy for falling hair and premature graying. Using it and rejuvenate your hair from the root up.

MAIN ETHICAL PRODUCTS: Soma tone It is a ayurvedic remedy extremely effective in controlling high blood pressure.

❖ Liv –care plus tablet: It restores the functional efficiency of the liver by protecting the hepatic parenchyma and promoting hepatocellular regeneration.

❖ Femino care capsules : has stimulatory action on the endometrium, its tonic property improves uterine circulation and its anti-microbial and astringent actions on the mucous membrane of the genital system control leucorrhoea.

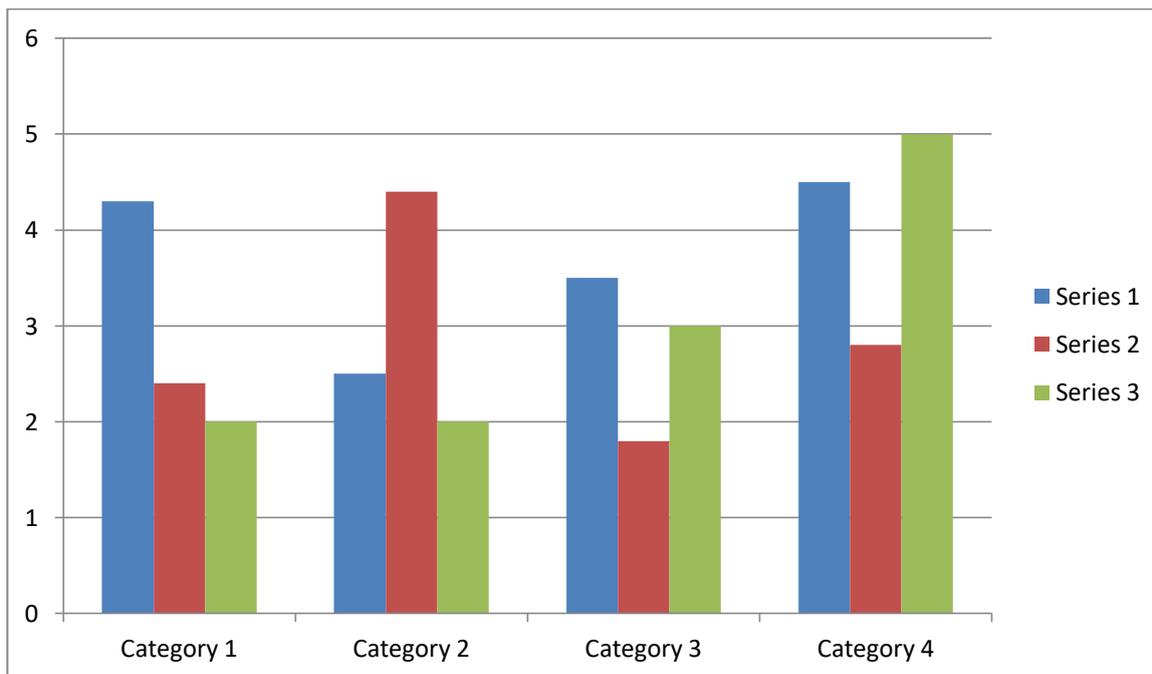
❖ Pile-o-tone : with its anti-inflammatory, and anti-Haemorrhoid properties, help to shrink the piles mass, controls bleeding and fastens the healing process in inflamed skin and mucous membrane.

❖ Ortho nervin tablets: It possesses analgesic and arthritic properties. By regulating the mediators of inflammation, orthonervin tablets exerts a significant anti-inflammatory activity.

FIGURE: 1.

Elements of TQM in the organization

		Excellent	Good	Average	Poor	Very poor	Total
ETHICS	No of respondents	12	30	12	6	0	60
	Percentage	20%	50%	20%	10%	0%	100%
INTEGRITY	No of respondents	16	21	12	7	4	60
	Percentage	26.70%	35%	20%	11.70%	6.60%	100%
TRUST	No of respondents	10	24	19	5	2	60
	Percentage	16.70%	40%	31.70%	8.30%	3.30%	100%
TRAINING	No of respondents	8	13	23	11	5	60
	Percentage	13.30%	21.70%	38.30%	18.30%	8.30%	100%
TEAM WORK	No of respondents	22	28	10	0	0	60
	Percentage	36.70%	46.70%	16.60%	0.00%	0.00%	100%
LEADERSHIP	No of respondents	11	14	22	7	6	60
	Percentage	18.30%	23.30%	36.70%	11.70%	10%	100%
RECOGNITION	No of respondents	7	16	21	11	5	60
	Percentage	11.70%	26.70%	35%	18.30%	8.30%	100%
COMMUNICATION	No of respondents	4	24	23	6	3	60
	Percentage	6.70%	40%	38.30%	10%	5%	100%



Source: Primary Data

Interpretation: According to the above table & figure, it is inferred that there are certain elements of TQM in the organisation like ethics, integrity, trust, training, teamwork, leadership, recognition, communication etc. Majority of the respondents consider ethics as an important element of TQM in the organisation and a minority treat it as poor. So it is clear that there is an ethical atmosphere in the organisation. Integrity, yet another element of TQM in the organisation is considered as good by most of the respondents but a minority treat it as very poor. Trust among the employees in the organisation is also revealed as good by majority of the respondents and a minority does not support this. Training given by the organisation to its employees is treated as only average by the majority of the respondents and a few treat it as very poor. Team work in the organisation is considered as good by most of the respondents and a very few consider it as average. Another element of TQM, ie leadership quality prevailing in the organisation is treated as average by most of the respondents. Recognition of work done by employees is also treated as average by the majority. Minority treat it as very poor. Finally, communication among employees which is yet another important element of TQM is considered as good by most of the respondents and very poor by a minority group.

Thereby, it is clear that ethics prevailing in the organisation, integrity of the employees & trust worthiness among them are considered as comparatively good in the organisation. More over there is a good team work and moderate communication among the employees in the organisation. Thus all this elements have an impact on TQM process.

FINDINGS OF THE STUDY

- It is revealed that the organization can gain a lot of benefits with TQM like increasing productivity, improving morale, less wastage, less rework and new products can be generated.
- Quality information system in the organization is considered as effective by majority of the employees. Quality tools are used for finding out defects, variations, conflicts, delay in production process etc.
- Quality improvement measures like guidance, direction, motivation, training, rewards etc are being initiated in the organization.
- It is revealed that quality circles are conducted annually in the organization.

- Majority of the employees are satisfied with the TQM system in the organization.
- The organization assigns accountability for implementing the TQM plan.
- It is found that TQM assists in achieving organization goals as well as individual goals.
- Organization usually conducts meeting for TQM review process. And contribution of employees are being evaluated through suggestions, feedback, participation in decision making etc.
- Organization's philosophy and culture promotes TQM to a great extent.
- Working policies in the organization is considered as very good.
- Employees are satisfied with TQM process in the organization.
- TQM plays a vital role in improving the organization efficiency.
- Majority of the employees opinioned that the organization usually takes measures for its continuous development. For the up gradation, adequate training and market expansion process is applied.
- Employees can be updated by means of bulletins and meetings.
- Requirement of the organization to meet TQM are maintaining safety, hygiene etc.
- Certain elements like Ethics, Integrity, Trust, Communication & Team work are comparatively good in the organization and these factors affects TQM to a large extent.
- Employees are of the opinion that there is continuous improvement in the organization.

SUGGESTIONS and RECOMMENDATIONS

- Work load of the employees should be reduced so that they can achieve their target easily.
- Extra amenities should be provided to the employees for encouraging them.
- Working time should be reduced in order to avoid stress among the employees.
- Most of the employees are of the opinion that they are not getting enough incentives. So adequate incentives and bonus should be provided to enrich the employees.
- Free Medical facilities should be provided so that the employees can be inspired. Safety and hygiene is to be maintained in the organization.
- Quality of the products should be enhanced further in order to conquer the market.
- The usage of Ayurvedic products among the existing customers is considered as less. So introduction of more healthcare products and promotion of the existing healthcare products for creating awareness can increase the usage.
- As far as the elements of TQM are considered, effective training is to be conducted, leadership quality should be ensured and the work of employees should be recognized through rewards or incentives.
- As part of the quality improvement, guidance, direction, motivation and rewards are to be enhanced.
- Employees should be participated in decision making process in order to improve their contribution towards TQM.

CONCLUSION

Pankajakasthuri is one of the top Ayurvedic companies in India. Company is engaged in the production of drugs and also a company having good will in Ayurvedic treatment. Pankajakasthuri is a reputed organization with market potential for all its products. The study was done to find the contribution of employees in TQM of Pankajakasthuri products. It has good potential range in rural area, urban area and semi-urban area ensuring smooth movement of product from producers to consumers. It is found that the level of TQM implementation need to be improved. The TQM initiates substantial quality management and is an enhancement to the traditional way of doing business. It is an art of managing the whole organization. TQM is defined both as philosophy and a set of guiding principles that represents the foundation of a continuously improving organization. It is the application of quantitative methods and human

resources improve all the integrated processes within an organization. An excited customer needs to know the future fundamental management techniques, existing improvement efforts and technical tools under TQM. In this Covid scenario they developed a tablet, Zingiver-H for the prevention and easy recovery of Covid disease.

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THE PROSPECTS OF DIGITIZATION OF PUBLIC SERVICES AND THE NEED FOR POLICY INTERVENTION IN KERALA

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Abstract: The digital India campaign announced by the central government of India is one of the flagship programmes in the country with a view to developing a digitally equipped bunch of citizens and a knowledge economy. Digitalization of services means making your daily life less dependent on human interaction and avoiding delays in service delivery with the help of technology. The digitization of services ensures all the government services readily available to the general public at their fingertips electronically. As a state with higher literacy rates and technological know-how, digital literacy and e-governance have a huge potential to contribute towards the transparent delivery of services electronically in the present time. Kerala is one of the top states which is moving forward quickly in developing digital infrastructure to ensure inclusive and transparent governance to the public. The non-availability of educational services, health services, and banking services in the remote areas and similar problems can be addressed by ensuring a network of services available to all the citizens in the state electronically. The digital divide is a major problem faced by the state in implementing the scheme. In order to utilize the full benefits out of digitization, the government should overcome a lot of challenges. This paper deals with the advantages, challenges and impact of digitization in the state.

Keywords: *Digitization, Policy Intervention, Digital divide, e-governance*

Introduction

The unprecedented outbreak of Corona Virus disease 19 (COVID 19) has affected the economic sector, agricultural sector, small and medium enterprises and the physical and psychological health of the people across the world. The uncertainties and challenges associated with various sectors and industries lengthen the gap between investors and different businesses. It also affected the service and tourism industry due to the declarations of lockdowns and other control measures implemented by different countries and authorities. Schools, factories, offices, tourist spots, etc were closed and the world economy witnessed a rapid decline in revenue. The closure of service sectors due to lockdowns and quarantines also caused an economic downturn across the world. Almost all the organizations are ended up showcasing low margins or no margins as a result of declining demand and poor sales. China, the world's second-largest economy, showed a decline of 6.8% in GDP compared to the previous year due to the closure of factories, shops and also due to the travel restrictions to different regions in the country. This is the worst performance of China concerning Gross Domestic Product ever since the economic reforms of 1979. Some of the big organizations in the world are facing severe financial losses and job losses due to the pandemic situation. India, the second-largest country in the world concerning population, should have to work hard to control the spread of the epidemic. Despite implementing a large number of measures and COVID protocols, the country is in the second position with regard to the number of affected cases after the United States. The economic impact as a result of the pandemic is predicted to be worse and different sectors like retail and tourism will be affected negatively for in the current scenario. Multiple issues related to education, industry, commerce and agriculture along with health care have been witnessed by the Indian society since the COVID outbreak.

Amidst the pandemic, the growth of the Indian economy has declined by 3.1% (Ministry of Statistics) in the fourth quarter of the fiscal year 2020. The main reason behind such a steep

decline in the growth is accounted for the COVID 19 pandemic in the country along with other reasons. CRISIL also warned that India may have to witness the worst recession after independence. Most of the Indian companies had to temporarily suspend the operations or to reduce production because of the lockdown regulations and also because of poor demand from the domestic and international market. To hinder the spread of the virus in the country, the central government has announced a “Janata Curfew”, one-day lockdown, on 22nd March 2020 followed by other lockdowns with stringent regulations and lockdowns with relaxations later on. Even before the COVID Pandemic spread, India had been witnessing sluggishness in the growth rate of the GDP and an increase in the unemployment rate. Though the agriculture sector during the lockdown period has enjoyed some relaxations in the restrictions, the unavailability of transport facilities and laborers due to the restrictions made the farmers suffered in the pandemic times. The manufacturing sector is another important sector in the country which is accountable for a large portion of GDP is also affected negatively during the virus spread. The manufacturing sector has been affected mostly due to the lack of demand for consumer durables and the unavailability of credit facilities in the pandemic period. Finally, the service sector also had a big hit from the pandemic which contributes more than half of the GDP in the country. Being a developing country, India will have far-reaching consequences in all the sectors of the economy on account of the virus spread than other countries in the world.

In Kerala, COVID 19 harms its economy by affecting most of the sectors. Recent studies showed that the state needs at least three months to recover from the bad impacts of the virus attack. Some sectors like tourism and industry require more than six months for a recovery from the current situation. The return of the migrant laborers to their hometowns will also affect the state’s economy. A study conducted by the Kerala State Planning Board estimated a loss of 80,000 crore due to the restrictions of the lockdown period and virus spread to the state. Many problems are associated with the economy, society, tourism, agriculture and health are to be taken care of by the government authorities which is complicated at times of pandemic. As a state with higher literacy rates and technological know-how, digital literacy and e-governance have a huge potential to contribute towards the transparent delivery of services electronically in the present time. Kerala is one of the top states which is moving forward quickly in developing digital infrastructure to ensure inclusive and transparent governance to the public. The non-availability of educational services, health services and banking services in the remote areas and similar problems can be addressed by ensuring a network of services available to all the citizens in the state electronically.

Literature Review

Different articles and papers on the digitization of various sectors have been reviewed carefully to find out the impacts, opportunities and challenges associated with the initiative on different sectors of the country. Some of them are discussed below;

Daniel M G, Charly Samuel and Kiran (2012) conducted a case study on Kerala Secretariat Digitization. They mainly focused on the study to identify the different benefits of digitizing the Secretariat which has 42 departments. Each ministry has an average of 5 Million files which need to be maintained for 14 years. each file consists of at least 50 sheets of paper which are very difficult to manage. The hard paper-based file and document management system in the Secretariat makes it extremely difficult to manage and it is accounted for space management issues in different departments. A manager or a section officer who needs any of these files has to wait for at least 24 hours for the required information from the file. This is a time-consuming process that hinders the smooth operation of a department. They also pointed out the non-backup of files in any other form which may cause permanent loss of the data due to mishandling or fire. They also mentioned the implementation of an Electronic Data

Management System in the Secretariat which was not sufficient to store the entire data from across the sections.

Anindita Paul and Radhakrishna Pillai (2017) conducted a study on the importance of digitization of Government departments in Kerala. They found that, though most people are using the internet, the digitization of government departments are lagging. They also felt that Kerala state is an exception in this regard and they showcased many initiatives of the state which leads to the digitization of the public departments and services.

S.K.Kharade, K.G.Kharade and V.S.Kumbhar (2018) in their article, tried to study the impact of digitization of different sectors across the country. Apart from the implementation of digitization techniques in different facets of the country, they advocated the importance of ICT in public and private sectors and different fields ranging from social life to industrial automation.

Anshika Sharma (2019) studied the opportunities and challenges associated with the implementation and launch of digital India initiatives. She observed that in India, the recent developments in technology accelerated the economic and social growth of the communities. The aforesaid technical advancements allowed accessing data, remote and potential markets and even administrative services with ease. She identified the opportunities and challenges of digitization concerning different sectors and segments of the country. The author pointed out the significance of digitization and technology advancement in the field of administration which can be made available to people from different topographical territories. The article also focused on the importance of digitization and e-governance in areas like industry and finance, social life, environment and agriculture.

Digital India Initiative and Digitization

Digital India campaign has been launched by the central government of India in the year 2015 with an aim of digital development of the people in the country along with the growth of electronic media and devices. The authorities expected the rural and remote areas of the country to be connected along with urban areas and overall and inclusive development of all regions and parts of the country through electronically enabled techniques and digitally connected network. This will pave the way to a digitally empowered economy which can further make advancements in job opportunities and e-governance. The main objective of the campaign was to create an economy based on digital infrastructure and the delivery of government services to the concerned people digitally. Increasing the digital literacy of the general public was another important aim of the campaign.

Table 1.1

Top 5 Digitized States in India

Rank	State
1	Chhattisgarh
2	Maharashtra
3	Haryana
4	Andhra Pradesh
5	Madhya Pradesh

Source: Digital States of India 2019 by Coeus Age

The digital India initiative and other digitization efforts by the country have some specific advantages. Some of them can be discussed below;

- Almost all government and administrative services can be availed in the comfort of your own house with ease.
- Open information to all regarding all the products and services available with both private as well as government organizations

- Banking and other transactions can be done easily by people even from remote areas where banking facilities are not available
- Works made simple due to online real-time support and individuals can work together with their teammates online even from different locations.
- The change to digital transactions and digital money can eradicate the evils of corruption to a great extent.
- The development of Digital infrastructure can further create more job opportunities in the field of Information and technology.
- Children from remote areas can also have access to educational materials and courses.

Digitization in Kerala

Digitization can be explained as making your daily life less dependent and devoid of human interaction with the help of advanced technologies and devices. There are a lot of challenges associated with the implementation of digitization and the development of digital infrastructure in the state of Kerala. But, if implemented, the state can achieve efficiency in administration and can ensure all-inclusive development across all the districts accommodating every people from all regions. Digitization can create more opportunities for both the government and citizens of the state. The government is also planning to set up Wi-Fi hotspots in all local self-government institutions across all the districts. The state also aims to implement m-governance in the whole state. The government urges all the state universities to come up with at least one startup from each university. Kerala government also plans to create awareness among the government employees regarding e-governance and m-governance.

e-literacy and Akshayacenters in Kerala

Common Service Centers (CSC) in Kerala are known as Akshaya e-centres constitute intending to provide digital services to those who cannot afford or access the internet. Akshaya centers are the result of an e-literacy project by the government of Kerala and it is the largest rural e-literacy project in the world. Akshaya centers are managed by Kerala State IT Mission, local self-government institutions and village level entrepreneurs. Akshaya centers facilitate the rural development and economic empowerment of people from remote areas. It focuses on e-learning, e-transactions and e-governance within the state. It helps many people in the state to get familiarize with the basics of Information and Technology and basic computer skills. The main focus of Akshaya centers is to create and expand economic opportunities and the creation of an e-network that connects various communities in the state. It also creates e-content that can be made use of by the common man in their local language. One of its main aims of Akshaya is to set up service centers even in the most remote areas of the state. E-pay, e-Krishi, e-ticketing and e-vidya are some of the services provided by the Akshaya centers in the state to facilitate digitization.

e-Governance in Kerala

With e-governance, the state government can reach its citizens with information, digital inclusion and other services. E-district, e-office, citizen call centers, etc are some of the important services provided by the IT mission under e-Governance.

e-Jaalakam

The first and foremost aim of digital initiatives in the state is to minimize the digital divide and to educate the common people in the state to make the maximum utilization of digital initiatives. E-Jaalakam aims to equip the general public to live in a digital society. The important objective of the e-Jaalakam project is to educate the general public including women about e-governance and other digital services.

e-health

e-health initiative helps the government to provide better medical services to its citizens and to foreigners who come to the state for medical treatments. E-health also ensures centralized data storage which can further monitor and control the services to the citizens. It consists of an Integrated Hospital Management System, Disease Surveillance, Management Information System and Healthcare Planning.

Impact of Digitization

The large scale investments and advancements in infrastructure development and innovations contributed towards the recent development in the state economy and generated several job opportunities in the IT sector. This has changed the image of the state from a slow-developing and non-industrial friendly state to a technologically advanced state of innovative players in Information and Technology. Further developments in the infrastructure facilities and digitization of the existing sectors can change the state from a rural underdeveloped region to a world-class IT hub. There are a few advantages to the state of Kerala concerning the digitization of services. Some of them can be discussed in detail;

1. Impact on Economy

According to the reports by experts, the digital India initiatives can contribute up to \$1 Trillion towards the total GDP of the country by 2025. As an IT hub, the state of Kerala can also make use of the situation in the coming years. Digitization can also help in improving the work efficiency of the individuals and also can make positive impacts on the working age of the employees with high potential. Digitization of the departments and other administrative services can minimize the delays and more and more new organizations may join the economic processes. The investments and innovations in the field of digitization can create a large number of job opportunities in the field of IT, telecom and electronics.

2. Impact on Society

The digitization of the state can ensure all the government services available to the citizens of the state through Akshaya centers (Common Service Centers). Banking and other facilities can be used by people from remote areas as a result of digitization. E-governance will also help in reducing the corruption associated with government offices and public departments. The general public can make use of the digital locker to safeguard their documents and certificates under the cloud server. The additional costs that used to incur for middlemen can also be avoided due to the advent of digitization in the state in many areas. Mobile banking and internet banking can help to make sure the financial inclusion of people from backward and rural areas in the state. Digitization can ensure more transparency in services and transactions.

3. Impact on Environment

Digitization of the services associated with government and private institutions not only benefit the economic and social segments of the state, but it can also contribute towards favorable environmental changes. Advancements in technological networks and infrastructure can reduce pollution, fuel consumption etc. It can pave the way towards green workplaces and a clean environment. Digitization and cloud computing can contribute a lot to the green ecosystem in the state.

4. Impact on Education

Digitization of educational services in Kerala can make significant changes in the education level of people from the rural and tribal areas. Education is considered as one of the most important sectors in the state. Digitization can contribute a lot in providing quality education to the students at different age levels. E-learning applications,

solutions and e-books can improve the educational standards in the state. Several free software and paid software are available already in the educational field to assist the students in many courses and grades.

5. Impact on Health

One of the most important sectors which are in need of digitization is health care services. Kerala is a state where a large number of foreign travelers are visited to avail of medical services from across the globe. To cater to the various needs of the patients from different parts of the world, a central digital system to collect and retrieve data about the patients and the types of treatment will help the sector to serve the customers. By implementing digital initiatives in the field of health can make the state a world-class destination for foreign as well as for domestic travelers.

6. Impact on Agriculture and Tourism

Farmers constitute the major portion of the workforce in the country, though the contribution of agriculture to GDP is very less. Farmers may find digitization more useful as they can get awareness and education online. They are well informed of the new techniques, seeds, and fertilizers. Digital integration of tasks associated with agriculture can ensure more profit to farmers at less cost.

The Need for Policy Intervention

The digital illiteracy among the majority of the population hinders the digitization and also the benefits of digitization in the state. As we all know, a large number of people are still unaware of the internet and its usage. The government should make the general public aware and educated about e-governance and digital services in the state. The speed and quality of the internet available in the state is also another important problem that needs to be addressed. The absence of ISPs (Internet Service providers) in village and remote areas is another problem faced by the authorities to offer the benefits of digitization to the masses. The digital infrastructure which is required to address the growing number of online transactions and services is also insufficient in the state. The participation of private players in the field of information and Technology also may be ensured for the overall and all-inclusive development of digitization in Kerala. A wide digital divide needs to be eradicated in the state to ensure that people from all the sections can benefit from the initiative.

Digital initiatives of the government should not be implemented without adequate policy changes related to all the stakeholders in the state in order to make it a success. Fair policy interventions should be made to make sure that the illiteracy level among the general public with respect to electronic services is minimized. Awareness programmes and campaigns can be conducted in rural areas for educating potential beneficiaries. Public-Private Partnerships can be allowed and legalized to develop infrastructure facilities for digitization through policy changes. Approval of projects and investments in the field of IT can be optimized. The participation of all the departments is another prerequisite for the success of the initiative. The authorities should also make enough cyber security measures to safeguard the data and privacy of the government and users.

Conclusion

The advantages and impacts of the development of digital infrastructure in the state is a big step towards the networking of all the public services and governance to make it available to the citizens of the state. But, as a state with limited infrastructure and facilities with respect to telecommunication and information, the state needs to be constantly and continuously working for the successful implementation of digital initiatives. Since the general literacy rate and awareness of technology are better when compared to most of the other states in the country, the implementation of the initiative would make a potential market of digital users across the

state. The implementation can further develop society and the economy through electronic initiatives like e-health, e-Jaalakam, telemedicine, etc. Such a society and citizens can enjoy a cashless economy, transparency, e-governance, m-governance and the like.

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A STUDY ON POLICY LEVEL INTERVENTIONS REQUIRED DURING COVID 19 EPIDEMICS IN INDIA

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Abstract

The COVID-19 pandemic has tested the overall well-being management agency and the global psychological well-being framework on a global scale. Initiative, communication, disaster preparedness, psychosocial response, asset arrangement and allocation, multi-sectoral cooperation, directing resources into evidence-based practice and open communication and effort, just like the power of existing emotional well-being management institutions. In alleviating people's interest, it is basically the same as the difficulties caused by the COVID-19 plague from various countries. If the COVID-19 pandemic intensifies, the spread of the Coronavirus will fluctuate, but the severity of the scourge will increase day by day. How will this scourge affect its economy and the limitations of its public and mental health framework, and it will not be able to make a successful emergency response and reaction. Some low and middle-paid countries do have experience dealing with the plague, such as HIV, SARS, Middle East Respiratory Syndrome and Ebola. Considering these past experiences, we will study how the framework-level intercession, avoidance procedures, relief arrangements, and social response in low- and middle-income countries during the scourge of COVID-19 can best improve the arrangements of mental health management institutions and reduce the level of psychological endurance. Hence, the current study has been conducted with a view to give highlight on the policy level interventions required during COVID-19 epidemics in India.

Keywords: Multisectoral Collaboration, Resources Allocation, Public Communication, Impact of Epidemics, Health Systems and Prevention Strategies.

INTRODUCTION

As of January 30, 2020, the first case of COVID-19 occurred immediately, and the number of cases continued to rise. Chief Administrative Officer Modi (Modi) reported on March 24 that the entire country will be under lockdown, and the limited lockdown of the controlled area will continue until November 30. Prior to the March 24 statement, various control estimates were implemented, which differed in powers over the country, including travel restrictions. Close educational foundations, entertainment centers, art galleries, and theaters; prohibit social occasions; and urge companies to promote long-term work. The financial impact of COVID-19 is significant and widespread. Due to the rare stagnation measures to control the spread of COVID-19, gross domestic product (GDP) experienced a strong contraction in the second quarter of 2020 (a year-on-year decrease of 23.9%).

RESEARCH OBJECTIVES

The present study associated with following primary and secondary objectives:

1. To know the fact of state about the economic reopening of India during COVID-19 epidemics.
2. To study the up-to-date policy level interventions at various dimensions in India during COVID-19.

DATA COLLECTION AND SCOPE FOR THE STUDY

Current study entitled on 'a study on policy level interventions required during COVID-19 epidemics in India' is both primary and secondary data based study. The scope confined to the study area which applies to the whole India.

ECONOMIC REOPENING OF INDIA DURING COVID-19 EPIDEMICS

On April 15th, with the ultimate goal of supporting financial activities, the government authorities reported some relaxation measures designated as non-hot spots, which will take effect from April 20th, 2020. On April 29, government authorities allowed development between states. Abandoned individuals supervised by node experts appointed by the state, including temporary experts. On May 4, some assessments of monetary easing were allowed in the geographical areas allocated as orange and green areas, and local air travel resumed on May 25. On May 12, the Prime Minister announced a mitigation plan accounting for about 10% of GDP financial and monetary measures. On July 29, the focus government provided the "open 3.0" rule to further prepare for the phased reopening of the nationwide exercise and restrict the lock-in area to the controlled area until August 31. On August 29th, the government provided ("Unlock 4.0") to reopen the economy in September. Starting from September 7th, the restrictions on the subway will be removed in an evaluation manner, taking into account social, academic, sports, entertainment and other It can accommodate up to 100 people. On September 30, the Focus Government provided an "open 5.0" rule to allow state/association

regional governments to settle in returning schools and training institutions after October 15 in a vetted manner. Movies/theaters/cineplexes will be allowed to open without exceeding half of the seat limit, and the diversion park will be open from October 15th. The assembled roof has reached 200 people. The latest statement issued by the government on October 27th extended the limited lock-out period to November 30th. The specific measures are similar to the rules in "Opening 5.0".

UP-TO-DATE POLICY LEVEL INTERVENTIONS AT VARIOUS DIMENSIONS

Fiscal Policy

India's monetary assistance measures can be divided into two categories: (I) Contains online estimates of government expenditures (about 3.1% of GDP, of which GDP for the current fiscal year accounts for about 2.2% of GDP), unavoidable or concessional revenue (About 0.3% of the current year's GDP) and auxiliary expenditure (about 0.3% of the current year's GDP); (ii) Based on offline estimates, it aims to help organize and expand credit arrangements to some regions (About 5.2% of GDP). At the beginning of the pandemic response, online usage estimates were basically zero in terms of social insurance and medical services. What these people remember is the type (food; cooking gas), and the movement of money reduces family wages (1% of GDP); provide wage support and business arrangements for low-wage laborers (0.5% of GDP); Workers in the medical field provide protection and protection; and medical foundations (0.1% of GDP). Later measures reported in October and November included additional open-ended investments (increased capital consumption by key governments and free grants to states, accounting for about 0.2% of GDP) and support programs for specific areas. The last item incorporates production-related incentive plans for 13 demand areas, requiring spending of about 0.8% of GDP over a period of more than 5 years. A higher proportion of fertilizer allocations will benefit agribusiness (0.3% of GDP), and provide support for the development of metropolitan accommodation (0.1% of GDP). Some measures have also been announced to promote a range of assessment consistency issues, including delays in some duty records and other consistency deadlines, and reduction of punitive loan fees for overdue goods and services tax declarations. Measures that did not immediately affect public authority's under-employment plan give credit support to organizations (1.9% of GDP), and helpless families, especially temporary residents and ranchers (1.6% of GDP), decentralize power The organization caused trouble (0.4% of GDP) and focused on helping the horticulture sector (0.7% of GDP), just like some incidental help

measures (about 0.3% of GDP). The key component of the business support package is the different currency regional measurement standards for micro, small and medium-sized enterprises and non-bank monetary organizations, and the additional help for ranchers is basically by providing preferential credit to ranchers, just like the credit office Same as a road passenger. Adhering to the rural principle is mainly to promote the development of the foundation.

Table 1: The Economic Scenario of India's GDP during COVID-19 Pandemic in Different Quarters (Estimates)

Year and Quarterly	Scenario	GDP Growth Estimates from FY 2020 to FY 2021
FY 2021, Q2	Scenario 1	1 to 2
FY 2021, Q3	Scenario 2	-2 to -3
FY 2021, Q4	Scenario 3	-8 to -10

Source: Ministry of Statistics and Programme Implementation, India

Exchange Rate and Balance Of Payments

On March 16, RBI reported its second foreign exchange transaction (US\$2 billion, half a year, liquidation), despite the same volume and duration in the past. The discount point for FPI's equity in the company's securities has been expanded to 15% of Extraordinary shares in the 2020/21 fiscal year. Elimination of the Central Government's restrictions on expressly protecting the interests of Central African occupiers. The unfamiliar direct speculation strategy has changed, and it is necessary for the substance of a country that shares the land with India to make a contribution after being recognized by the public authorities.

Table 2: Analysis on Potential Impact of COVID-19 from Financial Year 2020 (Q4) to Financial Year 2021 (Q1) – Estimates in Various Sectors

Different Sectors	Change of Output during the period	GDP Share
Agriculture	-15 %	15
Airlines and Hotels	-70 % – -75 %	2
Auto and Advanced Industries	-50 % – -80 %	2
Chemicals	-15 % – -20 %	2
Construction and Real Estate	- 50 %	8
Consumer and Retail	-20 % – -25 %	11

Freight and Logistics	-40 % – -45 %	8
IT Services	-10 % – -15 %	5
Metals and Mining	-35 % – -40 %	7
Oil and Gas	-20 % – -25 %	7
Pharmaceuticals	-10 % – -15 %	1
Power	-20 % – -25 %	2
Telecommunications	0 % – -5 %	2
Textiles	- 50 %	2
Total		67

Source: Ministry of Statistics and Programme Implementation, India

Monetary and Macro-Financial

Since March 2020, the Reserve Bank of India (RBI) has reduced the repurchase and relative repurchase rates by 115 and 155 prerequisite priorities (bps), respectively, to 4.0% and 3.35%, and reported that they include long-term repurchase Operation (LTRO) including three estimated liquidity indicators), the savings ratio (CRR) was reduced by 100 basis points, and the insignificant standing office (MSF) was expanded to 3% of the legal liquidity ratio (SLR) , Currently valid until March 2021, and open market transactions (calculation of mergers and acquisitions and government protection transactions) until September, the total liquidity has accounted for 5.9% of GDP. The Reserve Bank of India has reduced the debt burden of the two borrowers and banks (as of the end of August), and the Securities and Exchange Commission of India (SEBI) has accidentally relaxed the established criteria for defaulting on assessment tools and reduced public shareholding Necessary normal market value and minimum release time. The use of the net stabilization subsidy ratio and the final stage of the implementation of the capital protection support phase were postponed for half a year (September 29 was postponed to April 2021). On April 1, the Reserve Bank of India (RBI) opened an office to help meet the government's temporary liquidity needs and eased the fare for the take-home cut-off point. Previously, the Reserve Bank of India was familiar with administrative measures, increased the flow of credit to retail areas, and realized small, medium and small activities (MSME), and avoided the resource arrangement of advance payments for MSMEs and land engineers (later extended to NBFC's Prepayments). The CRR support for all additional retail prepayments was cancelled, and the demand area order for bank credit to the NBFC was extended to provide loans in the 2020/21 fiscal year.

During the period from April 17 to 20, the Reserve Bank of India, together with additional financial support, reported: (a) TLTRO-2.0 (investing resources in risk-grade bonds, commercial paper and non-convertible bonds of NBFC); (b) Uncommon provincial bank renegotiation offices, accommodation organizations, small and medium-sized enterprises; (c) The liquidity coverage ratio (LCR) has temporarily decreased, restricting banks from making profit payments; (d) The characterization of resources is suspended during the credit ban period. It is necessary to provide a 10% reserve and extend the time limit for recording the huge amount of default events by 90 days. In addition, the state's "Way and Progress Standards" (WMA) limits have been expanded by 60% and have now been extended to March 2021. The Reserve Bank of India asked the Monetary Organization to assess its impact on the quality of resources, liquidity and the different boundaries of the COVID-19 shock. And take quick possible measures. On April 27th, the Reserve Bank of India announced an unusual general asset liquidity office (SLF-MF) and provided banks with a fixed interest rate 90-day repurchase campaign, whose purpose is only to meet the liquidity needs of shared assets. At the same time, it also promoted the basis of the office through administrative management, and later (April 30) expanded to the bank's own assets; SEBI reduced the dealer's turnover fee and included it in the public offering, rights issue and repurchase offer report. Expenses are recorded. On May 13, public agencies announced measures against organizations:

- (i) Unsecured loan schemes with 100% guarantee;
- (ii) Focus on the subordinate obligations of MSMEs with incomplete guarantees;
- (iii) Intermediate credit guarantees are public. The area provides land non-bank monetary organizations, accommodation finance organizations (HFC) and banks for lending to micro-account foundations.

The public agency also announced (I) funds to fund the value injection of MSME, and (ii) the purchase of qualified non-bank monetary organizations and accommodation account organizations' unique cause vehicle (SPV) for instant debt, and it is entirely under public authority, And supervised by the public area bank. On May 22, the Reserve Bank of India (RBI) took further administrative assistance measures, remembering to expand the huge display restrictions, cancel some state government financing standards, provide credit support to exporters and shippers, and increase independent companies Renegotiation of office deadlines. . On June 4, the Reserve Bank of India expanded the advantage of interest payments, and the short-term reimbursement motive prompted the rural areas to temporarily advance loans until August 31, 2020. On June 12, the Goods and Services Tax Commission announced

that it would apportion the cost of loans collected by independent companies for overdue applications.

On June 21, the Reserve Bank of India (RBI) instructed banks to require zero risk weights provided to credit institutions in the event of a crisis credit line guarantee. On August 6, the Reserve Bank of India (RBI) allowed banks to rebuild existing MSMEs authorized to "standards" (as of March 1, 2020) without reducing the order of resources. There is also a need to maintain an additional arrangement of 5%, which is far beyond what they had previously had for rebuilding accounts. The Reserve Bank of India also announced a target plan for advances from companies and individuals. The plan has been decentralized as a "standard" from March 1, 2020, but for these reasons, the target should be before the end of December 2020 Completed and qualified advance payment will always be authorized as "standard" until the target plan is used. After the target plan is executed, a 10% provisioning is required. On August 31, banks are allowed to hold the newly acquired SLR protection from September 1, 2020, and hold it until development, until March 31, 2021, with a general limit of 22%. On September 22, the Parliament accepted the Indian Bankruptcy Law, and there were no debt cases until December 25, 2020. On October 9, the Reserve Bank of India reported that the dangerous burden of new accommodation credits approved until March 31, 2022 will not be related to the size of the advance payment, but will be related to the ratio of LTV. The bank simplified the maximum single counterparty statement limit for retail prepayments from 5 to 75 million. The Reserve Bank of India announced on October 16 that it accepted OMO protection from the state government. It was announced on October 21 that the 3-year period of convertible TLTROs is 3 years, and the total amount is up to 100 billion Indian rupees, which is related to the entry repurchase interest rate. The government first expanded the Emergency Credit Line Guarantee Scheme (ECLGS) for MSMEs before November 30, 2020, and then before March 31, 2021, and relaxed eligibility requirements.

DISCUSSION AND CONCLUSION

Given that the incident has not yet reached its peak, the full scale of the expected strategic response to combat COVID-19 is unclear. From a broader perspective, what is needed is an interest in the welfare framework, ensuring the continuity of standard welfare management institutions and improving the degree of preparedness for welfare crises. India should cautiously change spending, engage in mechanical speculation to accelerate development, and solve the problem of rising unemployment. However, in the coming year,

India can hope to maintain a state of emergency. Given the current status of COVID-19 and its initial response, India should take five measures:

1. *Assist helpless experts.* Steps to assist helpless traveller labor include the plan provided by the Ministry of Housing and Urban Poverty Alleviation in its 2017 report. These strategies include reasonable accommodation arrangements, crisis business plans, and acceptance of social privileges and administrative arrangements. The ongoing declaration on providing basic food supplies to 800 million people is a positive development.
2. *Enable watchful observation.* Formulate and protect public information protection laws to improve India's welfare crisis response and prevent information security issues.
3. *Take crisis measures.* Implement reasonable social isolation, compulsory isolation strategies, mandatory wearing of veils and hand washing habits, and improve identification, supervision and relief.
4. *Increase the test limit.* India can do this quickly by restricting the private areas of research facilities, test kits and supplies. In any case, public institutions also need to establish the thickness and boundaries of test sites and research facilities, and improve access and complete links. The personal protective equipment sector produced locally in India is an incredible example of overcoming adversity, which inspires confidence.
5. *Maintain habitual welfare management.* Maintain basic well-being management and disease programs to avoid immune preventable diseases, irresistible infections and recurrence of persistent diseases. Both the focus state and state governments should hope to expand important businesses and organizations to private areas, improve associates, and establish networks with welfare workers to strengthen flood restrictions and ensure consistency in welfare arrangements.

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A STUDY ON THE IMPACT ON WOMEN IN INDIA DURING COVID -19 THE GLOBAL PANDEMIC--EMPOWERMENT

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Abstract

Novel coronavirus 19 was found in China by December 2019 in Wuhan. It has affected the whole world and in India it was reported in Kerala at the first time and later announced locked down which has affected the entire sector especially education tourism, health, industries and all other unorganized sectors. As per report from world bank economy reduced to 5.2 percentage and GDP of India come to 3.2 percentage. Most women are working in various unorganized sectors especially in hotels, tourism, retail shops and others etc were severely affected even for their livelihood. Women in particular have their work cut for them. Empowerment of women is essential in the present Covid-19 pandemics.

1. INTRODUCTION

In India, the pandemic has had a differential impact on women. Despite gas, India had seen progress in maternal mortality. There have been significant gains in infant mortality, institutional births and replacement level fertility. However, there is still a high unmet need for family planning and improved access required to contraceptive services and safe abortions. A recent modelling study showed study showed that because of the reduction in coverage of essential services, the prevalence of wasting in children could increase by 10 percentage to 50 percentage. There could also be 60 percentage more maternal deaths because interventions like the administration of uterotonics and antibiotics, and clean birth environments are no longer available.

A few months ago, the world health organization emphasised the importance of gender analysis and gender-responsive public health policies. One of the major issues is the lack of availability of data that is disaggregated by sex and age, we also do not have data on violence against women and children. We have urged WHO member states to collect data, report and analyse it, disaggregated by sex, and include responses to violence against women as an essential service.

2. LITERATURE REVIEW

From November 25 to December 23, 2020 midnight, about 33,000 passengers disembarked at various Indian airports from the U.K. All these passengers are being tracked and subjected by States/Union Territories to RT-PCR tests. So far 114 have been found positive.

The Health Ministry said that apart from the six found positive on Tuesday these cases were reported in Delhi and Bengaluru.

India has reported 14 more positive cases of the variant of SARS- CoV-2 virus from the United Kingdom here on Wednesday.

This takes the total number of positive cases for the new variant to 20 now.

Confirming this, the Health Ministry said that apart from the six found positive on Tuesday these cases were reported from persons in Delhi and Bengaluru. The persons have been isolated, confirmed the Ministry.

The new mutated version of the coronavirus detected in the U.K. and South Africa are significantly more transmissible than other known strains, experts have said.



Fig 1: Women had to find a spot in the society during the pandemic

Public health officials are investigating other potential cases and performing contact tracing to determine the spread of the variant throughout the State.

The first reported U.S. case of the COVID-19 variant that's been seen in the United Kingdom has been discovered in Colorado, Governor Jared Polis announced.

The coronavirus variant was found in a man in his 20s who is in isolation southeast of Denver and has no travel history, State health officials said on Tuesday.

The Colorado State Laboratory confirmed the virus variant, and the Centers for Disease Control and Prevention was notified.

Scientists in the U.K. believe the new virus variant is more contagious than previously identified strains of the SARS-CoV-2.

“Only those who are confirmed COVID-19 positive can avail of medical leave”
 “Coming in contact with a COVID-positive patient” may no longer be a valid reason to avail of leave for Delhi policemen.

Call it a sign of normalcy returning to the city or a depleted force trying to optimise the available human resource, leave requests that were being granted on this precautionary ground for the past few months will have to go through a stricter scrutiny now. Only those who are confirmed COVID-19 positive and have the documents declaring the same can take pandemic-related medical leave.

An order issued by the office of a senior police officer has instructed all police districts and other units to allow leave only to those police personnel who have tested positive for COVID-19.

“Earlier during lockdown, many police personnel were allowed home quarantine leave after they came in contact with a COVID-19 positive person or were identified during contact tracing. But it was seen that many police personnel were misusing this provision and other police personnel who were regularly exposed during deployment were unable to get leave due to shortage of manpower,” said the officer.



Fig 2: Women doctors and nurses struggled during the pandemic balancing work and home

The ECDC said in a report that “although there is no information that infections with these strains are more severe,” the fact that they would spread more easily means that the impact on “hospitalisations and deaths is assessed as high.”

The EU health agency ECDC said Tuesday that the risk was “high” that newly discovered virus variants causing Covid-19 could further strain healthcare and cause more deaths due to “increased transmissibility.”

The Stockholm-based European Centre Disease Prevention and Control (ECDC) said in a report that “although there is no information that infections with these strains are more severe,” the fact that they would spread more easily means that the impact on “hospitalisations and deaths is assessed as high.”

Just like previously circulating virus variants, this was particularly true for “those in older age groups or with co-morbidities,” the agency added.

The Rajasthan government has started preparations for the first phase of the COVID-19 vaccination and identified 2,444 cold chain points at district hospitals and community health centres for administering the vaccine to prevent the infectious disease. A steering committee has been appointed and training of health workers taken up.

Chief Secretary Niranjana Arya said here on Tuesday that the officials would work with a team spirit to establish coordination among different departments during the vaccination drive. “Health care workers and frontline workers have been identified for the first set of vaccination as per the Centre’s guidelines,” he said.

While the health workers had been trained at the State and district levels, an orientation programme for elected representatives would be started shortly to equip them to generate awareness among the people, Mr. Arya said. School teachers, Anganwadi workers and accredited social health activists will also be trained.

UNICEF, UNDP and the World Health Organisation (WHO) will extend technical assistance to the State government during the vaccination. Health Minister Raghu Sharma has discussed the COVID-19 vaccine operation guide with the department's officers.



Fig 3: Migration of workers from Urban areas to Rural India. Many workers including women lost their job and had to leave everything behind to survive



Fig 4. Elderly women had to suffer the most during the pandemic, financially, emotionally, mentally and physically

3. METHODOLOGY

The method used is analytic and data collected from various secondary sources. Using the articles from various Government sources and the articles from reading daily. Took about 50 samples from unorganized sector especially from fishermen community. By using different tests like chi-square tests, percentage analysis the collected data was analysed and interpreted.

4. ANALYSIS

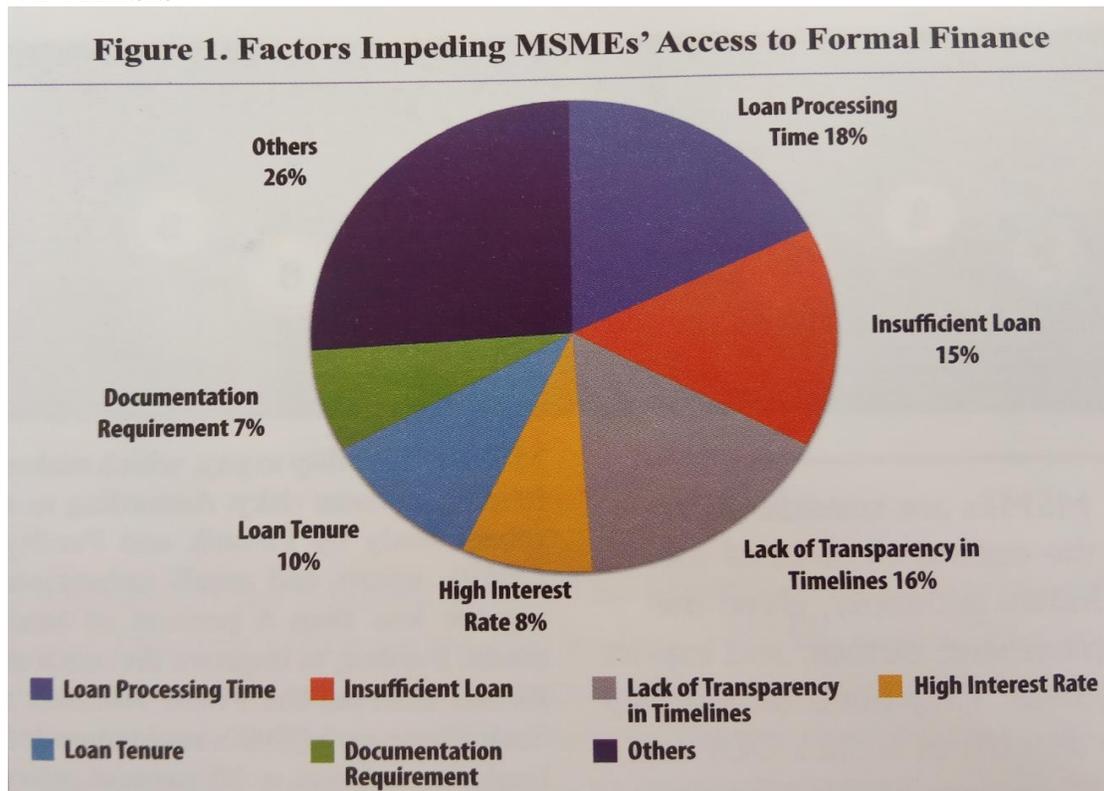


Fig 5: Statistical data

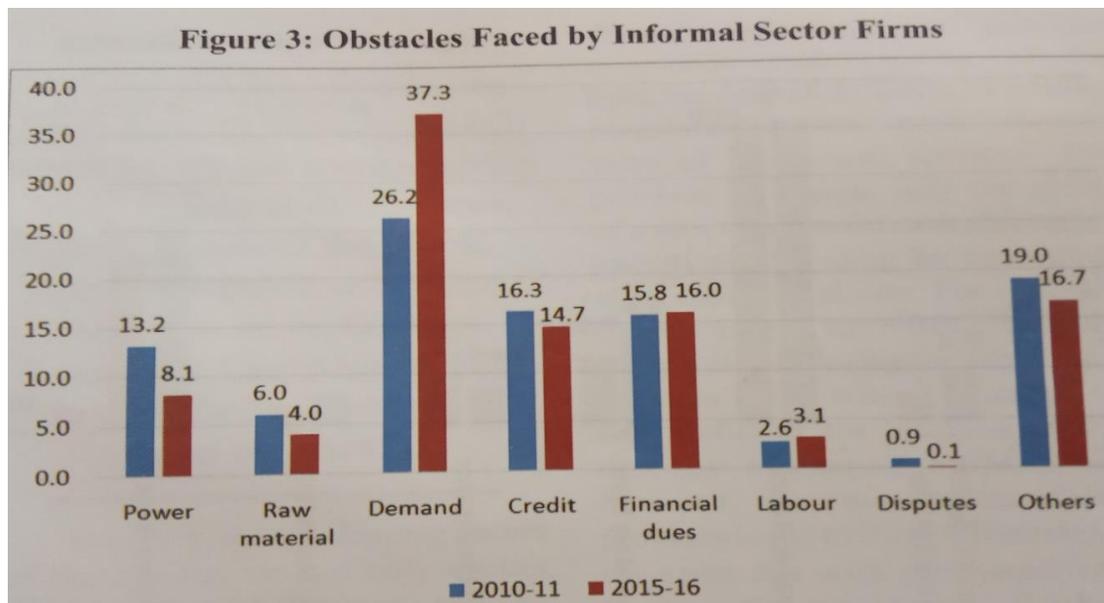


Fig 5: Statistical data

5. FINDINGS

1. The government must reduce its role in directing investments and facilitate market forces in different sectors requires a relook in the light of the covid-19 pandemic.
2. The risks of this approach have come to the force due to the fact that India is dependent on a few countries for not only medical supplies, devices, and pharmaceuticals, but also for other sectors like electronics, machinery and chemicals.
3. The government has also announced the Aatmanirbhar Bharat Abhiyan or self-reliant India movement. The idea behind it is rebuilding economic capabilities and capacities via a number of measures and incentives to reduce dependence on imports, especially imports of critical components.
4. The pandemic has taught us a few key lessons like reducing import dependence for certain critical inputs, boosting domestic capacity and making supply chains more resilient.

6. SUGGESTIONS

1. Making India for facing covid-19 requires focusing on sectors like industries will enable us to reduce critical dependence on any country and developing self-reliance for items like drugs, power equipment, consumer goods and different products.
2. Employment generation is not enough unless it helps in reducing poverty and inequality. So, women should be ensured with high employee productivity and employment generation.
3. Digital India has brought in digital revolution and it helps the women to become potent tool in making their livelihood during this pandemic.
4. Government of India has undertaken a range of schemes and initiatives like Make in India, Skill India, Digital India, Start-up India and Stand-up India to accomplish faster socio-economic development among the women.
5. The small and medium enterprises, based on agricultural produce need special attention and promotion to improve the economy of women. Agricultural and rural start-ups of women also need to be encouraged with different policies and incentives.

7. CONCLUSION

The government seems to be committed to inclusive growth and employment generation so as to accomplish the goal of economy while ensuring that no one is left out in the race for holistic development. The Gram Panchayats who are active participants in skill planning and implementation for women would not only help to handle the present challenges of rural distress and need for sustained livelihood arising out of covid-19 but also improve qualitative growth of the labour market with enhanced skills for improved productivity and a sound economic position for the women equitable share in the economy. Apart from various NGO's (Non-Government Organizations) can also take initiatives, provide training and give employment to women also leads the economic growth of India as well as the society. Not only help to handle the present challenges especially in rural women for sustained livelihood arising out of

covid-19 but also improve quality to growth of the labour market and productivity. Also, the proverbial saying goes, “Necessity is the mother of invention”, the pandemic has certainly created the need for innovative policies to rescue the ailing MSME sector.

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IMPACT OF COVID 19 PANDEMIC AND STRATEGIES TO COMPACT ITS AFTERMATH ON INDIAN ECONOMY AND BANKING INDUSTRY

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Abstract

The outbreak of COVID-19 has brought social and economic life to a standstill. COVID-19 which originated in china was reported on 30 January 2020 in India. Currently India has the largest number of confirmed cases in Asia and has the second highest number of confirmed cases in the world after the United States. With more than 9 million reported cases of COVID-19 infection and more than 100 thousand deaths. The per day cases peaked in mid-September in India with over 90,000 cases reported per day and have since come down to below 40000 in December. In this study the focus is on affected sectors such as aviation, tourism, retail, banking, capital markets, MSMEs, and oil. International and internal mobility is restricted and the revenue generated by these sectors which contributed 9.2% of the GDP has taken a major toll on the GDP growth rate. Work from home, wearing mask, gloves, using sanitizers, social distancing has become the order of day. This paper is also exhibiting the challenges faced by the economy and banking industry because of covid-19 pandemic and remedial measures taken to mitigate its impact in our country and covid-19 relied measures.

Key words: Digital banking, COVID-19, Alternative delivery products (ADC), Pandemic.

Introduction:

The outbreak of COVID-19 has impacted the Indian economy in an enormous way, especially the nationwide lockdowns which have brought social and economic life to a standstill. The World which forever busy with activities has fallen silent and all the resources have been diverted to meeting the never experienced-before crisis. There is a multi sectoral impact of the virus as the economic activities of nations has slowed down and that is an alarm bell which was rung in 2019 by the World Health Organization about the world's inability to fight a global pandemic. A 2019 joint report from the WHO and the World Bank estimated the impact of such pandemic at 202 percent to 4.8 percent of global GDP. International Monetary Fund (IMF) chief said that, "World is faced with extraordinary uncertainty about the depth and duration of this crisis and it was the worst economic fallout ever since the Great Depression. The covid-19 endemic affected the manufacturing and the service sector, hospitality tours and travels, health care, retail, banks, hotels, real estate, education, health IT, recreation, media and others. The economic stress has started and will grow rapidly. While lockdown and social distancing result in productivity loss on the one hand, they cause a sharp declain in demand for goods and services by the consumers in the market on the other hand, thus leading to a collapse in economic activity. However lockdown and social distancing are the only cost-effective tools available to prevent the spread of COVID-19.

Review of literature:

Article in IBA magazine by Arif A. Khan 2020 by name Pandemic Induced Crisis way forward for bankers.

This article focused mainly on the challenges and risks faced by banks after the eruption of covid-19 and the various measures taken by the government of India, RBI and the precaution taken by the people in our country. Journal of health management effect of covid-19 on economy in India: some reflections for policy and programme by Monika Chowdery 2020. This journal focus the attention on economic impact of epidemic on various sectors of the economy and its impact on GDP growth rate, migratory labour, implication on capital markets, global oil markets and its impact on India. Impact of COVID 19 on education in India by Pravat kumar jena (IGNOU) 2020. Mr.Pravat kumar has conducted a study to examine the impact of covid-19 pandemic education in terms of cancellation of classes, examinations, internship and employment and to choose online model. Article by Mr.Sauraj Kumar Shoundki of IBA on Future of MSME s posit covid-19. This article focus on various problems faced by MSMEs and the various government initiatives taken by the government to resurrect the sector in an elaborate way.

Statement of the problem:

Covid-19 pandemic has led to a dramatic loss of human life worldwide and presents unprecedented challenges to public health, food systems and the world of work. The economic and social disruption caused by the pandemic is devastating tens of millions of people and made them to fall into extreme poverty. Millions of enterprises face an existential threat. Nearly half of the world's 3.3 billion global workforces are at risk of losing their livelihoods. Informal economy workers are particularly vulnerable because the majority lack social protection and access to quality health care and have lost access to productive assets. Without the means to earn an income during lockdown, many are unable to feed themselves and their families. The pandemic has resulted in border closures, trade restrictions and confinement measures have been preventing farmers from accessing the markets, including for buying inputs and selling their products and agricultural workers from harvesting crops thus disrupting domestic and international food supply chains and reducing access to healthy, safe and diverse diets. The global economy has shrunk by over 3 percent in 2020.

Objectives of the study:

1. Understand the impact of covid19 pandemic in the economy, banking.
2. Remedial measures announced by Govt. of India to mitigate the impact of Covid -19.
3. way forward for recovery from the impact of covid.19 in economy and banking.

Impact on Indian Economy:

The economic impact of COVID-19 is very disturbing. No one has been spared of its ill effects. Economies of about 100 plus countries have been destroyed out of which some of them have asked for monetary help from IMF. Businesses across the world namely hospitality, entertainment, aviation etc have seen a major negative impact. Various sports events such as IPL

and Olympics have been postponed. Schools and colleges have been closed. The virus has also disrupted the functioning of various online giants such as Amazon. Countries such as USA, Italy and Spain are suffering the most since their death toll is very high.

There is a big shift in the world economic market and the share market has witnessed crashes day by day. Factories, Restaurants, Pubs, Markets, Flights, Super Markets, Malls, Universities and Colleges etc. were shut down. Fear of corona virus has limited the movement of the individuals. People were not even going to buy the daily essentials and these all were somewhere impacting the economy of the world as a whole. The Organization for Economic Co-operation and Development (OECD) reveals that they have cut their expectation for global growth to 2.4% from 2.9%, and warns that it could fall as low as 1.5%.

India faces a huge decline in government revenues and growth of the income for at least two quarters as the corona virus hits economic activity of the country as a whole. A fall in investor sentiment impacts privatization plans, government and industry.

The lockdown in India will have a sizeable impact on the economy mainly on consumption which is the biggest component of GDP.

India's total electronic imports is equal to 45% that of China. Around one-third of machinery and almost two-fifths of organic chemicals that India purchases come from China. For automotive parts and fertilizers China's share in India's import is more than 25%. Around 65 to 70% of active pharmaceutical ingredients and around 90% of certain mobile phones come from China to India.

Disruption of supply chain and global trade

Covid-19 has disrupted global supply chains and this is generating spillover effects throughout different levels of supplier networks. Global trade in 2020 will fall in every region of the world, and will affect all sectors of the economy. This will impact countries that are strong exporters (no output for their local companies), but also those that are importers (lack of raw materials). The World Trade Organization (WTO) expects global trade to fall up to 32% this year due to the corona virus pandemic.

The impact of COVID-19 pandemic on India's banking sector,

The rating agency Fitch said Corona virus impact to bring more worries for Indian banks and therefore revised downside the operating environment score for the critical sector by a notch (ET Market New: March 26, 2020). The agency said Indian banking system is under-capitalized and continues to saddled with bad loans, despite some successes. From a banking perspective, travel, which forms 2.2 per cent of all loans and small business lending that accounts for 5.4 per cent will be the hardest hit, along with sectors such as auto that depend on inputs from China.

Rakesh Kumar, MD and CEO, Trans Union CIBIL says, the ongoing COVID-19 pandemic poses new threat to businesses, especially for small and medium enterprises. Out of the loans worth Rs 2.32 lakh crore of MSME are at a risk, Rs 13,500 crore of micro enterprises may become NPA, in the coming 12 months, as they fall in the risk category of 7 to 10, which is the highest risk category according to Trans Union CIBIL, a credit Information firm (quoted in Financial Express

Online, April 27, 2020). Thus, banks and NBFCs are going to be ultimately affected if the huge part of loans of micro enterprises turns bad.

India's banking sector was facing a big crisis of mounting bad debts due to which RBI had to come forward with a bailout package for a private sector bank, named- Yes Bank. Banking sector in India was just on the verge of seeing signs of stability, when COVID-19 forced the Reserve Bank of India to further loosen liquidity and bad loan rules. Saswata Guha, the head of financial institutions at Fitch Ratings in India stated that there is an expectation of a sharp slowdown in credit growth and deterioration of asset quality across all private banks in India because of shut down of economic activities due to Pandemic of Corona virus. The individual impact will depend upon the relative exposure to vulnerable small businesses and the risky unsecured retail segment.

Amita Bodla, Assistant Professor of Finance at GMN College, Ambala Cantt., expressed a concern for Private sector banks in an interview conducted by the author on April 22, 2020 telephonically. She said that the private banks namely HDFC Bank Ltd., Kotak Mahindra Bank Ltd. and ICICI Bank Ltd. have performed in the past as best banks of the nation. They have successfully kept the NPAs significantly lower as compared to their counterparts state-owned banks for many years. However, these private banks have been unable to escape the effects of India's lockdown of its economy, which is expected to devastate many of their retail and corporate customers. If they now work on strategy of curtailing new loans even to healthy borrowers, that may lead to serious consequences for the Indian economy.

India's banking stocks have encountered a sizeable value erosion since the beginning of pandemic of Novel Corona. For instance, Nifty Bank- the benchmark index of India's banks has fallen alarmingly since the beginning of March. Kotak Mahindra Bank's loan growth dropped to 6.7% in the first quarter of the current year (i.e. 2020), the slowest in at least three years and down from 10.3% in the previous three months. HDFC Bank, has the lowest bad-debt ratio among its peers. But, Aditya Puri, managing director of HDFC Bank stated that they also become more stringent about taking on new lending,

According to a recent study by McKinsey & Co., mentions that India's lockdown extended until May 3 has left businesses struggling. The RBI's Financial Stability Report of Dec 2020 has stated that the Bank's gross NPA may raise sharply to 14.5 by September 2021. At 9.3%, India already has the worst soured asset ratio of any major nation.

In the beginning of March, the impact of Corona virus on Non-Banking Financial Companies (NBFC) was termed as 'fairly insignificant' as the sluggish economy remained one of the biggest worries. But, two-weeks later the financial sector looked to be in the crosshairs, hit by a lockdown across the nation and subsequent shut down of businesses. The research report of Emkay Global titled "For Asia-Pacific Banks, COVID-19 Crisis Could Add USD 300 Billion to Credit Costs" mentions that the impact of the pandemic would be partial during Q4FY20 earnings. However, the full impact of Covid-19 on growth would be visible from Q1FY21 (quoted in Financial Express- online, March 25, 2020)

A report of S&P Global Ratings said, banks in India are likely to witness a spike in their non-performing assets ratio by 1.9 per cent and credit cost ratios by 130 basis point in 2020, following the economic slowdown on account of COVID-19 crisis.

Christopher Wood, Global Head of Equity Strategy at Jefferies (ET- April 24, 2020) said, "Lockdown in countries like India is more disastrous both for human welfare and economies. It is because in India neither there is any help for small enterprises nor unemployment benefits for the people. He further added, countries such as India, with young demographics, such a lockdown causes more human suffering than Covid-19 itself. Due to ongoing lockdown India is likely to see a change in consumer lending cycle. On his portfolio strategy, Wood said it does not make sense to own Indian banks in such a macro environment. Wood never saw a negative consumer credit cycle since the inception of his portfolio in 2002, in India, however, probably it is going to happen very soon now.

Sony Mathews, a Senior Market Strategist at Geojit Financial Services expresses that lockdown will have a cascading effect on personal incomes and the individual's ability on repaying personal loans. Personal loans accounted for 28 per cent of total credit. RBI's moratorium on loans has given temporary relief but it needs to be seen how fast the recovery happens and the repayment capacity. Micro and Small Enterprises loans accounted for 12 per cent of the total non-food credit, and this sector is listed as one of the most vulnerable in this lockdown period. The slowdown in economic activity will no doubt impact the debt servicing ability of many borrowers. The moratorium on loans, announced by the RBI, will enable banks to postpone NPA recognition. But eventually, NPAs are expected to spike in the next couple of quarters.

Although the pace of credit growth to NBFCs has slowed down, as a percentage of total credit, NBFC exposure of bank loans have increased to 7.9 per cent, from 6.9 per cent, a year ago. Some of the NBFCs were already struggling with liquidity issues and this lockdown will only make it worse for them. After large corporate lending and housing loans, NBFC sector accounts for the largest percentage of bank borrowings.

India's financial stocks have experienced a sizable worth disintegration since the beginning of the pandemic of Novel Corona. For example, Nifty Bank-the benchmark file of India's banks has fallen alarmingly since the start of March. Kotak Mahindra Bank's credit development dropped to 6.7% in the primary quarter of the current year (i.e.2020), the slowest, in any event, three years and down from 10.3% in the past three months. HDFC Bank has the least terrible obligation proportion among its friends. Yet, Aditya Puri, managing director of HDFC Bank expressed that they likewise become tougher about taking on new lending. In the start of March, the effect of Coronavirus on Non-Banking Financial Companies (NBFC) was named as 'genuinely inconsequential' as the lazy economy stayed one of the biggest stresses. However, after fourteen days the monetary area seemed to be in the focus, hit by a lockdown the country over and ensuing shut down of organizations. The examination report of Emkay Global named "For Asia-Pacific Banks, COVID-19 Crisis Could Add USD 300 Billion to Credit Costs" specifies that the effect of the pandemic would be fractional during Q4FY20 income. In any case, the full effect of Covid-19 on development would be obvious from Q1FY21. © 2020 IJRAR September 2020, Volume 7, Issue 3 www.ijrar.org (E-ISSN 2348-1269, P- ISSN 2349-5138)

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Challenges faced by the banking sector can be classified as follows

When there is a slowdown in the economy, banks cannot be remained untouched by the adverse effect of the Covid-19. Banks are going to face a number of challenges during Covid-19 and post Covid-19 period. Low credit growth, increasing NPAs, low net interest margin (NIM) and shrinking current account and savings account (CASA) will be the key challenges before the banking industry. Even before Covid-19, the banking industry was under pressure because of many incidents that happened, including the NBFCs and Yes Bank crisis. Other challenge are mentioned as under.

1. Products

- Decline in credit demand – Triggered by the fall in business activity and non-essential spend
- Lower deposits and investments growth – Led by continued rate reductions and increasing volatility

2. Sales and servicing – branches

- Decline in branch-driven sales – Driven by reducing customer walk-ins
- Limited serviceability – Constrained by reduced staff and operational timing

3. Sales and servicing – other physical networks

- Restricted operations – Due to movement restrictions and lack of clarity on banking correspondents as an essential service

4. Sales and servicing – digital

- Constrained capacity – Due to increased volume and a variety of service requirements on digital channels

5. Operations Low productivity

- Due to lack of adequate infrastructure and staff-given manual processes.

6. Collections

- Muted collections – As a result of disruptions to physical collections, reduced ability to pay, and moratorium

7. Risk management and compliance

- Inadequacy of risk models – Given the unprecedented nature and extent of the crisis.
- Cyber security concerns- Around data privacy and information security, given the increased dependency on contactless channels

8. Treasury and capital management

- Liquidity management challenges – Excessive liquidity with banks, given restricted lending; liquidity constraints also faced by NBFCs

9. People

- Low employee productivity and morale – Caused by lockdown restrictions and concerns regarding job security

10. Technology

- Limited data access – Inability to access data/ systems, leading to reduced serviceability
- IT constraints – Limited bandwidth and system capabilities, and architectural constraints

Key challenges faced by businesses:

With the pandemic bringing businesses and industries to a halt because of the nationwide lockdown in most of the countries, promoters are storming their brains on how to continue the business in these circumstances. The businesses and industries which are having enough core strength to survive are what we call here as having business immunity-- they have room to wait for lifting the lockdown. But many businesses, particularly small retailers and the small-scale industries cannot be put on hold for a long time. For this reason, governments in many countries have decided to relax the lockdown in steps. The Indian government also has decided to relax the lockdown with certain restrictions to restart the business activities that were on hold during the nationwide lockdown. The key challenges that the businesses are facing during the pandemic are-

- Forming the strategies for moving forward in the restricted environment.
- Adopting the business model with digital infrastructure.
- Safety and well-being of their employees.
- Keeping a healthy mind-set with all-around negativity.
- Keeping the workforce motivated and engaged.
- Disruption in the supply chain.
- Decrease in demand due to all around lockdown.

Despite all these challenges, one thing is certain that the business must go on. Business and economic activities should continue and to ensure continuity, industries have been forced to reconsider their moves and strategies, forced to adopt new business models, forced to make themselves fit for survival.

Data analysis and Discussion on Covid 19 infected countries

Situation by Country, Territory & Area

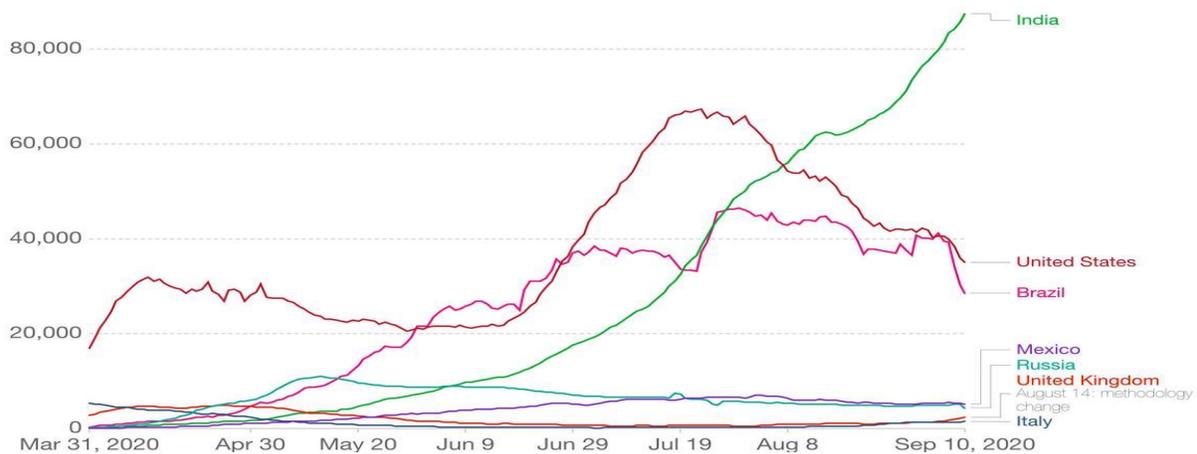
Name	Cases - cumulative total	Cases - newly reported in last 24 hours	Deaths - cumulative total	Deaths - newly reported in last 24 hours	Transmission Classification
Global	78,194,947	655,041	1,736,752	11,654	
 United States o...	18,311,405 	221,145	323,527	3,347	Community transmission
 India	10,146,845 	23,067	147,092	336	Clusters of cases
 Brazil	7,365,517 	46,696	189,220	961	Community transmission
 Russian Feder...	2,992,706 	29,018	53,659	563	Clusters of cases
 France	2,484,875 	21,496	61,892	290	Community transmission
 The United Kin...	2,188,591 	39,036	69,625	574	Community transmission
 Italy	2,009,317 	18,039	70,900	505	Clusters of cases
 Spain	1,854,951 	6,581	49,824	26	Community transmission

From the above table we can understand that the USA stands first in number of cases of covid-19 infected persons and death caused by covid-19 infection. India stands second. Even though the number of cases of covid-19 infection and death is less as compared to the total population, its impact on the economy as a whole is very disastrous and alarming.

Despite being a biological concept, it is more relevant to the business and economy, particularly at the time when the world economy is struggling due to the severe impact of the corona virus pandemic outbreak all over the world. The severity of the impact can be estimated by the fact that the most developed economies like the US, UK and Germany having a sound healthcare system and infrastructure, are struggling to save their lives and livelihood. There is an urgent need to adapt to the change to survive, for human beings, for businesses, for economies and for nations. Businesses need to change their model to what is best suited to the current situation. There is an all-around need for change, and those who will adapt to change will survive.

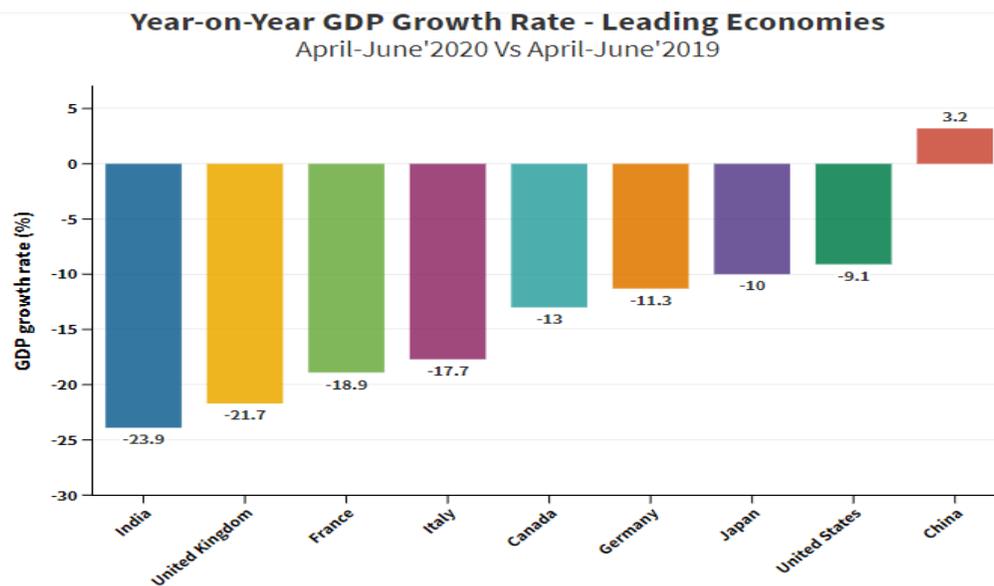
Graphical representation of impact of COVID19 on the people of India

Daily confirmed Covid-19 cases, rolling 7-day average, in seven major countries. India in the only country with a graph that hasn't dipped.



The above graph clearly shows that the covid19 infected cases are on the increase continuously whereas in other countries it is on the declining trend from the month of August 2020. The reason being lack of awareness and observance of precaution prescribed by the Government of India and health care facilities.

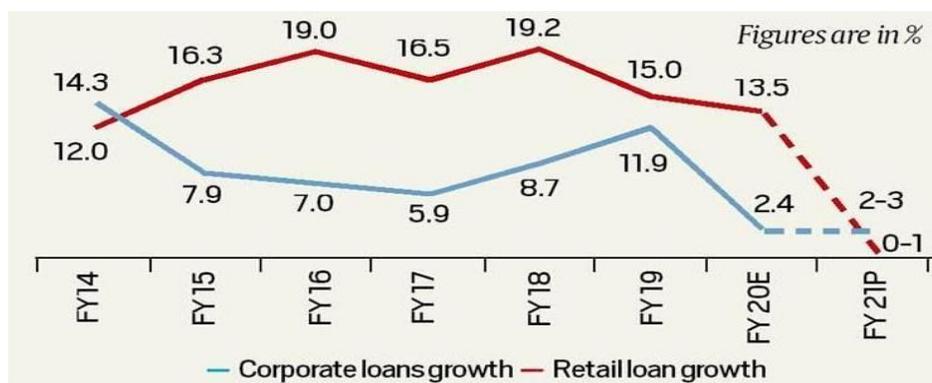
Graphical representation of impact of COVID19 on GDP



The GDP of our country has come down by 23.9% whereas the level of GDP decline is less as manifested by the above graph.

Graphical representation of impact of COVID19 on Banking in India

Growth in Corporate and Retail Loan Expected to plummet



The above graph indicates that the Corporate loan growth and retail loan growth has come down sharply from 2020 due to the Impact of this pandemic.

Remedial measures to be adopted to manage the impact caused by Covid-19 pandemic on economy, Business and Banking

The changing business model

Industries such as retail, education, media and technology are witnessing a sea change in their business model and in the way they used to do the business. The use of digital infrastructure is playing a major role.

Digital infrastructure and virtual assistance

In the field of training and development, the virtual training is replacing the physical classroom training -- no movement of the students is required. The online retails chains now have an added advantage. They are already having enough digital infrastructure: now with some relaxation in the lockdown, they have started to supply the grocery and other ordered items on the apps and website. In the media and entertainment industry, Over The Top (OTT) platforms like Hot star, Netflix and amazon prime have seen a significant increase in usage. The media houses and the producers are presenting content through these OTT platforms, and it is very popular also. Covid-19 has enforced upon us a digital transformation.

The feasibility check

Before adopting a business model, it is very important to check the feasibility of that business model because the market conditions are changing continuously. The cost and benefit analysis also has great importance before adopting any business model. Businesses need to evaluate the impact on sales and revenues with a new model.

Remote working and Work from Home

Businesses are facing the challenges from ensuring the safety of employees to restoring of the supply chain. They have to seek possibilities of remote working with the help of technology and digital infrastructure. The organizations that were having enough digital infrastructure before Covid-19, they can perform better than their peers and the companies that are not having a digital infrastructure with an online presence, are struggling. Since it is difficult to predict how long this pandemic will last, it is important to be prepared for all scenarios. They need to prepare alternative plans and reconfigure their business strategy to reduce the expenses.

The Immunity check of a business

In the human body, the immune system fights with many of the harmful infections and diseases so the body can function normally. Similarly, businesses also have an immune system. The immune system of an organization develops by the systems, procedures and the mind-sets. The immunity of the business refers to the inner core strength of the business that protects the business in a difficult time. The continuity of the business largely depends on the immunity of the business.

How to develop immunity in business?

The ingredients that develop the immunity in business differ from business-to-business -- it may be the capital infused, it may be the technical know-how of the business, it may be the market, and it may be the business model of that particular business.

The question here is:

Which factors are going to support your business? In this difficult time when all the supermarkets and malls were closed, the small Kirana shops performed well to fulfil the daily public needs. Similarly, when the big factories are on hold, the small business that can be handled from home has performed well. Digitalization and automation are other ways to enhance the immunity of the business.

Digital customer interaction

Covid-19 has changed the way we were interacting with our customers. Social distancing and WFH have become the norms now, and we have to deal and interact with customers within these norms only. Virtual assistance and online support now become the ways how we deal with the customers. Employees also need to be re-skilled with the ability to work in this digital environment.

Here, the mind-set and attitude of the employees play an important role to make them ready to work within the changing environment. When any organization is going to adopt a new business model for survival, the immune system of the organization plays a very important role.

The business immunity programme of Indian Government

The government is also trying to infuse immunity by way of various stimulus packages to save the businesses. Government has launched Invest India business immunity platform. It is the platform which provides real-time information to the businesses and investors about the various initiatives related to India's fight against the corona virus pandemic. This platform also provides information related to the decisions taken to help various sectors of the economy by the concerned ministries. This also provides various solutions related to business like how to protect the workforce from corona virus and the supply of goods and services.

Creation of a supportive environment by the government

Government of India has announced Atmanirbhar Bharat Abhiyan to boost the businesses and economy, which focuses on economy, infrastructure, system, vibrant demography and demand. A comprehensive package of INR 20 lac crores has been announced to cater to various sections including cottage industries, MSMEs, laborers, middle class and industries. Many initiatives have been taken by the Government and Reserve bank of India (RBI) to boost the businesses including MSMEs, it includes

- INR 3 lac crore collateral-free automatic loans for businesses, including MSMEs,
- INR 20,000 crore subordinated debt for MSME
- INR 50000 equity infusion via MSME fund of funds,
- Global render to be disallowed up to INR 200 cores,
- INR 2500 crores EPF support for businesses and workers for three more months,
- EPF contribution reduced for businesses and workers for three months- INR 6750,
- INR 30000 crores liquidity facility for NBFC / Housing Companies (HCs) / Micro Finance Institutions (MFIs),
- INR 90000 crore liquidity injection for Distribution Companies (DISCOMs),
- INR 50000 crore liquidity through TDS / TCS reductions.

Under INR three lac crore collateral-free loans Emergency Credit-Line Guarantee Scheme (ECLGS) has been announced which is being provided by The National credit Guarantee Trustee Company to banks, NBFC sand Financial Institutions. According to this scheme, eligible businesses, including MSMEs, will get a pre-approved sanction limit of up to 20 percent of the loan outstanding as on 29th February 2020. This is in the form of additional working capital term loan facility. This scheme will help small businesses to come out from the impact of Covid-19.

Support from banking Sector:

RBI has announced that banks and other lending entities, including NBFCs and microfinance companies, are permitted to pass on the relief as forbearance measure to borrowers due to precarious situation of Covid-19. It includes three months moratorium on payment of installments for a term loan, deferment of interest payment for three months for working capital loans, easing of working capital finance, classification as special mention account (SMA) and some relief in credit card operations.

Digital lending infrastructure

Indian banks are now having enough digital infrastructure, and they are providing almost all the banking products through digital channels, whether it is an asset product or a liabilities product. Various digital initiatives have been taken by the government and RBI as far as the banking products are concerned. These include:

- TReDS-Trade receivable bill discounting platform
- E-way bill system
- Psbloanin59minutes.com
- Udyamimitra portal
- Vidyaxmi portal for education loan

These platforms are providing enough digital lending infrastructure for needy business enterprises. With the ongoing pandemic stress, we can observe that the digital channels are the best options to deliver the transactions and services. The offline transactions have reduced significantly because the physical currencies may be a carrier of the virus. With the help of the QR code-based payment system, internet banking, point of sale terminal cards, mobile banking and the mobile wallets, people are doing their transactions and enjoying banking services.

The dual responsibility of banking

Banking has dual responsibilities. On the one hand, they have to maintain their internal immunity and secondly they have to work as a blood bank for the economy and businesses by continuous credit flow. The responsibilities of the banking are huge to be redesigned and reshaped for the businesses and economy. The business may have very good strategies to transform their business model and to stand again, but it requires funding, and here the role of banking comes into the picture. Banks may face difficulties to appraise the business proposal amid all negative waves because of the Covid-19 pandemic, but the trust and support from the government side will support the decision-making capabilities of the bankers.

Digital Banking

Banks have to adopt Digital banking for ensuring the safety of the employees, help the businesses and pass the benefits as announced by the government and the RBI and also their own business continuity. They have to emerge stronger than earlier with the transformation of their systems and procedures with the help of technology and automation. The good thing is that the Indian banking industry is already on the path of transformation because Of the government push towards a cashless economy, and the various government measures including Public Securities Association (PSA) framework, Enhanced Access and Service Excellence (EASE) reforms, Merger and Amalgamation of the public sector banks and the capital infusion in the banks. Amidst the challenges and opportunities, the banking industry in India is performing its role as an immunity booster for individuals, for society, for businesses and economy and also for the nation.

Business continuity plan

Amidst all turbulences in the environment, one thing is certain - 'The business must go on'. It has to be continued for survival—the ability of a business to tide over a difficult situation when challenged is critical. The novel corona virus pandemic has compelled businesses to think over the strategy and plan for revival. It includes preventive measures to reduce the impact of the disaster. The focus should be to bring the business back to normalcy with the least delay and cost. It requires continuous immunity check and immunity boosters at regular intervals when needed.

The business and organization need to prepare a sustainable plan which includes minimal disruption in the service, safety and well-being of employees and supply chain and delivery infrastructure. The cyber-security standard is another important area because of the shift towards the digital platform. Among all these factors, inspiring and motivating the employees is another important aspect because, in this changing business environment, it is very important for the employees to adopt the changes in system and procedures.

The way forward

Businesses need to be fitter than earlier to survive in tough situations. Businesses need to follow a well-defined strategy for that which includes-

- Immunity checks to identify the core and inner strength of the business.
- To transform the business model that is feasible in the current scenario of Covid-19.
- Adaptation of the digital infrastructure and automation.
- Review the business continuation policy and procedure.
- Take support from the Government and RBI initiatives.
- Design the framework for the well-being of the employees.
- Approach the customer base by various digital means.
- Maintaining a healthy relationship with business partners.
- Inspiring and motivating the workforce to adopt the changes.
- To popularize the concept of work from home.
- To popularize Alternative delivery channel products (ADC) namely Net Banking, Mobile Banking, ATM, point of sale machines, Multi-functional Kiosks, E-commerce websites to avoid covid-19 infection.

Conclusion

A global recession now seems inevitable due covid-19 pandemic impact. But how deep and long the downturn will be depends on the success of measures taken to prevent the spread of COVID-19, the effects of government policies to alleviate liquidity problems in SMEs and to support families under financial distress. It also depends upon how companies react and prepare for the re-start of economic activities. And, above all, it depends on how long the current lockdown will last. Country is facing an extra ordinary challenging time in this financial year. India has to urgently find a way to cushion the demand side shocks induced by potential lockdowns and other ongoing containment measure.

Developing countries like India has more fragile economic and social fabric and the present situation will create more suffering for the unorganized sectors and migrant labour. Borrowing the words of former RBI governor C Rangarajan “Government of India must provide lifelines to businesses - extend loans and tax waivers to small businesses and the self-employed to retain staff -- give direct support to severely affected industries and provide more funds to states, tax waivers to households etc.”

Those who are fit enough will survive and grow, those who are not, need to increase their immunity to save themselves from such type of pandemics in future. It is not only applicable to businesses and organizations, but it is also applicable to economies as well. The inner strength of the economy, the immunity booster by the government and the central bank plays the key role. One thing is certain that the Indian economy has sufficient immunity to fight against situation arisen by the corona virus pandemic and the Government and RBI are leaving no room to provide the boosters. Our Domestic demand is our strength; our young population is our strength, our agriculture, our forests are our strength, and our well-regulated financial sector is our strength. With these immunity boosters, our businesses will be fit and survive; our economy will grow, our nation will flourish despite the devastation caused by covid-19 pandemic.

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