

Published by



www.notpress.org

World Record Approved by



www.nobleworldrecords.net

IMPACT OF COVID-19 ON THE BUSINESS SECTOR

Chief Editor
Dr. M.Thiagarajan

IMPACT OF COVID-19 ON THE BUSINESS SECTOR (1st edition) (ISBN 13: 978-81-949524-1-1),
PUBLISHED BY Non-Olympic Times, New World Record Approved by NOBLE WORLD RECORDS
(Record No.NWR/2043/2021)

ISBN 978-81-949524-1-1



9 788194 952411

IMPACT OF COVID-19 ON THE BUSINESS SECTOR

A International Publication of Non-Olympic Times

by
Dr. M.Thiagarajan
Chief Editor
Assistant Professor & Head
Dept. of Business Administration
Alagappa Govt.Arts College
Karaikudi-630003



Editor Office: Alacrity Business Center, 10th floor, Levana Cyber Heights,
Vibhuti Khand,Gomti Nagar, Lucknow-226010, (U.P.) INDIA
Fax: +91-522-678- 6304; Phone: +91-9965408000

Asian Office: 42G-Mettuthottam, Chinnavedampatti, Coimbatore-641049, Tamilnadu, India.
E-mail: nobleworldrecords.net@gmail.com, Website: www.notpress.org



Published by:

Non Olympic Times

Publisher Office: 42G-Mettuthottam, Chinnavedampatti, Coimbatore-641049, Tamilnadu, India.

e-mail: info@nonolympictimes.org

Website: www.nonolympictimes.org

IMPACT OF COVID-19 ON THE BUSINESS SECTOR

Edition 1

© 2020 Records in the Noble World Records (NWR)

ISBN 978-81-949524-1-1



Printed in Publisher Office @ Tamilnadu, India.

Phone: +91-9965408000

All Rights Reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the Publisher or Editor.



Dr. M.Thiagarajan
Chief Editor

Message from the Chief Editor

The essential purpose of 'ISBN Book titled "Impact of covid 19 on the business sector" is to inform engage, inspire and diverse ridership including Academician, corporate, Research scholar and students by published an intimate, timely and honest. In the originality of its conception, in the excellence of its articles and its commitment to accuracy, health, discourse and article endeavors' to reflect the values and quality of the articles. By maintain the respect and interest of its author's ,the book aspires ultimately to inform their opinion of the Non-Olympic Times and to strengthen their commitment to its academic fraternity.

While the ultimate purpose of the book is to engage and strengthen its author's. In the context, these editorial standards are set forth to give authors and contributors a clear idea of what they can and should expect from the book.

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

With Regards,

A handwritten signature in blue ink that reads "M. Thiagarajan".

Dr. M.Thiagarajan
Chief Editor
Assistant Professor & Head
Dept. of Business Administration
Alagappa Govt.Arts College
Karaikudi-630003

Chief Editor

Dr.M.Thiagarajan

Head of the Department

Department of Business Administration

Alagappa Government Arts College, Karaikudi-630003



Editorial Board Review Members

Dr. S. RAJAMOHAN Professor & Director I/C, Alagappa Institute of Management, Alagappa University, Karaikudi-630003.	Dr.R.Magesh, Professor & Head Department of Management Studies Anna University, Guindy Chennai-600025
Dr.Ravichandran Head of the Department Department of Management Studies Anna University Trichy	Dr.Ranjith Pappachan Utilization Review Tech Prime Healthcare Services 2143 E Convention centre way Ontario,CA 91764 USA
Dr.K.A.Janardhanan Director Faculty of Management Studies Noorul Islam Centre for Higher Education Thuckaly,K.K.District	Dr.M.Janarthanan Pillai Professor & Head Faculty of Management Studies Noorul Islam Centre for Higher Education Thuckaly,K.K.District
Dr.B.Jayaprabha Professor & HOD School of Management Vel tech Ranagarajan Dr.Saguntahala R7D Institute of Science and Technology Avadi,Chennai-62	Dr.A.Sureshkumar Professor & Head Department of Management Sciences, Veltech High Tech Dr.Ranagarajan Dr.Sakunthala Engineering College Avadi,Chennai.
Dr.K.Selvi Associate Professor Department of Commerce JBAS College for women, Chennai	Dr.K.Maran Director Sri Sairam Institute of Management Studies Chennai.
Dr.N.Murugeswari Chair,School of social science Professor,Department of women studies Bharathidasan University Khajamalai Campus Tiruchirappalli	Dr.S.Vetrivel Deputy controller of Examination SANDIP University Nashik Maharashtra
Dr.V.Bastin Jerome Research Advisor Assistant Professor of commerce St.Joseph's college Tiruchirappalli	Dr.R.Kumar Gandhi Deputy Manager Tamil Nadu Civil Supplies Corporation (TNCSC) Govt.of Tamil Nadu
Dr.V.Gajapathy Professor Presidency University Bengaluru South India	Dr.G.Yoganandan Associate Professor, Department of Management Studies, Periyar University, Salem, India.
Dr.N.Muthukumar Professor-MBA Tecnica institute of advance studies Rohini Newdelhi	Dr.Thiyagu Nagaraj Publishing Editor Non-Olympic Times Lucknow, India

IMPACT OF COVID-19 ON THE BUSINESS SECTOR

S.No.	Contents	Page No.
1	ANALYSING THE EFFECTIVENESS ON EMPLOYEES RETENTION IN LEATHER INDUSTRIES AT CHENNAI, TAMIL NADU, INDIA <i>DR V. DHAMODHARAN & DR. V. AGALYA</i>	1-11
2	THE IMPACT OF COVID-19 ON THE IT (INFORMATION TECHNOLOGY) SECTOR <i>S.KAVIYA AND S.KRITHIGA</i>	12-15
3	ACTIVITIES OF NGOS IN CSR <i>DR. A. MORARJI, DR.K.GANESAMURTHY & MRS. M.AYSAMARIAM</i>	16-18
4	IMPACT OF COVID-19 IN INSURANCE INDUSTRY <i>G.REVATHI</i>	19-23
5	HOW COVID-19 AFFECTED SCHOOL EDUCATION INDUSTRY IN INDIA? <i>M.DOMINIC JAYAKUMAR & DR.B.AISWARYA</i>	24-30
6	COVID-19 AND ONLINE SMALL SCALE ARTISTIC ENDEAVOURS BY WOMEN <i>A. JAYASREE & DR. N. MURUGESWARI</i>	31-35
7	IMPACT OF COVID-19 ON SME'S IN INDIAN ECONOMY <i>PROF. LAKSHMANA. E</i>	36-41
8	COVID-19 IMPACT ON BUSINESS-AN OVERVIEW <i>DR.K.SHARMILA, DR.R.DEVI ,DR.J.JEBATHANGAM & DR.C.SHANTHI</i>	42-46
9	COVID-19 AND ITS IMPACT ON THE INDIAN IT INDUSTRY <i>DR.M.CHARLES AROCKIARAJ</i>	47-52
10	IMPACT OF COVID-19 ON INDIAN INDUSTRY: CHALLENGES AND OPPORTUNITIES <i>G.BHUVANESWARI & DR.A.ANVAR AHAMED</i>	53-56
11	A STUDY ON EMPLOYEE MOTIVATION <i>DR. SAI KUMARI .V & MS. V. SUNITHA</i>	57-63
12	IMPACT OF BANKING SECTOR ON INDIAN ECONOMY – WILL INDIAN BANKS REVIVE? <i>DR. M.SRINIVASA NARAYANA, DR.K.V.B.GANESH & DR. K SRINIVAS</i>	64-66
13	IMPACT OF COVID-19 ON THE BUSINESS SECTOR OF THE BAY ISLANDS <i>DR. N. RAJAVEL</i>	67-78
14	IMPACT OF COVID - 2019: A SCENARIO OF INDIAN MARKETS <i>DR. V DHAMODHARAN & DR. RAJANI B BHAT</i>	79-87
15	IMPACT OF COVID 19 ON TELECOMMUNICATION SECTOR IN INDIA <i>DR. SUJITH A S</i>	88-92
16	THE IMPACT OF COVID-19 ON THE INDIAN TRADE <i>MR.PRAVEEN P.M 93-97</i>	93-97

IMPACT OF COVID-19 ON THE BUSINESS SECTOR

S.No.	Contents	Page No.
17	IMPACT OF COVID-19 ON TOURISM INDUSTRY IN INDIA <i>DR. M. MAHALAKSHMI</i>	98-102
18	IMPACT OF COVID-19 ON TEXTILE INDUSTRY DR.K.SIVAGAMA SHUNMUGA SUNDARI	103-107
19	THE EFFECTS OF COVID-19 AND ITS PSYCHOLOGICAL IMPACT ON PEOPLE FROM DIFFERENT GROUPS IN INDIA <i>MRS.K.KALPANA & DR.S.ELANGO</i>	108-112
20	AN ANALYSIS OF WOMEN EMPOWERMENT THROUGH KUDUMBHASHREE MICRO FINANCE UNIT IN THE COVID SCENARIO <i>T.N.LEKHA & DR.M.THIAGARAJAN</i>	113-119
21	AN ANALYSIS OF THE RELATIONSHIP BETWEEN COVID-19 AND INDIAN STOCK MARKET <i>KIRTI DEVI</i>	120-126
22	IMPACT OF COVID-19 ON REAL ESTATE INDUSTRY WITH REFERENCE TO INDIA <i>S.MAHENDRAN & DR.A.ANVAR AHAMED</i>	127-132
23	COVID-19 IMPACT ON MSME AND ITS ECONOMIC REVIVAL STRATEGY <i>AMSAVENI.M</i>	133-139
24	A STUDY ON HOW COVID - 19 PANDEMIC HAS CHANGED THE EDUCATION SYSTEM <i>N.FIVEROSE & M.A.SHAKILA BANU</i>	140-145
25	EXPLORING SURGE IN THE NUMBER OF RETAIL INVESTORS IN INDIAN STOCK MARKET IN THE WAKE OF COVID-19 <i>DR. VISHAL B. JAVIYA</i>	146-151
26	SPORTS SECTOR – NO EXCEPTION TO THE IMPACT OF COVID19 <i>MR.B.VINCENT RAJU & MISS. V.S.SASHA JESSICA</i>	152-154
27	REBOOTING INDIAN ECONOMY? REASONS BEHIND THE INDIAN STOCK MARKET ARE BOOMING WHEN COVID 19 HIT INDIAN ECONOMY <i>GOHIL PANKITA DILAVARSINH & DR. SANDIPKUMAR G. PRAJAPATI</i>	155-158
28	STRESS MANAGEMENT OF EDUCATORS IN ARTS AND SCIENCE COLLEGE AT CHENNAI <i>DR. K. SELVI & S. M. JASIMA PARVEEN</i>	159-162
29	IMPACT OF COVID -19 ON HIGHER EDUCATION IN INDIA <i>MRS.V.SUMATHI & DR.S.ELANGO</i>	163-170
30	ECONOMIC IMPACT ON COVID-19 IN INDIA <i>MRS.V.SUMATHI & DR.S.ELANGO</i>	171-175
31	EFFECTIVENESS OF REMOTE LOGIN FACILITY DURING COVID-19 PANDEMIC <i>DR. YAVANA RANI S & Dr.N.MUTHUKUMAR</i>	176-181

IMPACT OF COVID-19 ON THE BUSINESS SECTOR

S.No.	Contents	Page No.
32	IMPACT OF COVID ON DIGITIZATION OF BANKS IN INDIA <i>Y. AYSHA FATHIMA</i>	182-186
33	UNLEASHED A REVOLUTION IN EDUCATION ! AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TOWARDS DRASTIC TURN FROM TRADITIONAL TO BLENDED LEARNING <i>DR.LEENA JENEFA, DR.M.S.R.MARIYAPPAN AND DR.K.LOGASAKTHI</i>	187-194

**ANALYSING THE EFFECTIVENESS ON EMPLOYEES RETENTION IN
LEATHER INDUSTRIES AT CHENNAI, TAMIL NADU, INDIA**

DR V. DHAMODHARAN,
HEAD OF THE DEPARTMENT,
DEPARTMENT OF BUSINESS ADMINISTRATION
GOVT. ARTS COLLEGE FOR MEN (AUTONOMOUS),
NANDANAM, CHENNAI-600 035.TAMIL NADU, INDIA.

DR. V. AGALYA
ASSISTANT PROFESSOR
DEPARTMENT OF BUSINESS ADMINISTRATION
KARPAGA VINAYAGA COLLEGE OF ENGINEERING AND TECHNOLOGY
CHINNAKOLAMBAKKAM, KANCHIPURAM, CHENNAI, TAMIL NADU, INDIA

ABSTRACT

PURPOSE - In the early days, retention of the employees was the most threatening period for the Indian leather industries. This study observes the association between the employees and organization and the impact of job retention. This study shares the views of the employees and the questionnaire is made up with employee usage of the same products, their workplace reachable, organization communication system, the status of job completion with a coworker and frequent feedback about their supervisor etc. This research was conducted to study the effective challenges for employee retention in leather industries in Chennai.

RESEARCH METHODS – The researcher has tested the questionnaire with the proposed hypothesis and the information has been collected from the employees. The collected data were analyzed with the reliability test, correlation test, t-test, and one -way ANOVA through using the statistical package.

SIGNIFICANCE OF THE RESEARCH - The findings of this study have clearly shown that the independent factors which are employee usage of the same products, workplace reachability, organization communication system, the status of job completion with a co-worker and frequent feedback about their supervisor have an immediate and positive influence on the dependable factors. It means the development of individual independent factor has an effect on the enhancement of the dependent variable which is improvement into employee retention.

LIMITATIONS OF THERESEARCH- Beyond the above-mentioned factors, there are several other factors which may affect employee retention. However, on the aspect of employees only it is taken for the study. Moreover, the sample is also restricted, while the only center of attention was on the juniors and mid-level of employees of leather industries in Chennai city. The exactness of the findings may be influenced by biases. The response might be lower than expected as the employees have constrained to express their opinions freely.

CONCLUSION- The outcome of this study explores the attitudes of employees towards their usage on products, workplace reachability, organization communication system, the status of job completion with a co-worker, conduction of exit interview and frequent feedback about their supervisor. These findings imply the execution of human resources management in practice that may possibly increase the level of employee retention in leather industries.

Keywords: *Employees retention, rewards, recognition, employees-workplace reachability, communication system, feedback systems, exit interview and challenges on leather goods industries.*

INTRODUCTION

Nowadays, effective employee retention is a major challenge for the organizations to generate and promote towards the advanced environment which motivates existing employees to stay behind by means of contemporary policies and practices in place that deal with their different desires. Turnover has a negative effect on production, manufacturing, quality of the goods and services and profitability etc. Boyens, (2007) states that the cost involved in hiring new employees is high and finding skilled employees can be difficult. Cappelli (2008) believes that retaining the organization's valuable employees has been very challenging for many organizations. As (Johnson, Griffeth and Griffin, 2000) have stated that recruiting and training new employees cost approximately 50 percent of the worker's annual salary. On this outlook, a retention strategy becomes a powerful recruitment tool for the companies. Intelligent employers always understand the importance of employees and retaining them to a long period. Employee retention matters, such as freedom at the workplace, integrity among the co-workers, especially in taking care and understanding.

OBJECTIVES OF THE STUDY

- To study the perception of employees on retention in leather industries.
- To explore the association between human resources practices and employees retention in leather industries.
- To evaluate the existing employees' retention strategies adopted by the leather industries.

REVIEW OF LITERATURE

The observation of employees' retention is generally applicable to all kinds of employers, but the same techniques are not applicable to all. Similarly, as different disease requires different medicines, the employers also need to prepare different techniques according to the category of the employees and depending on their environmental diversification.

A Stephen Tailor Analysis on Turnover and Retention Strategies:

According to (Stephen Tailor, 2002) in his book of "The employee retention Hand Book" states that it is possible to make a number of assertions about employee turnover and retention from the kind of analysis:

- Rising staff turnover rates are inevitable, given the nature of "the changing world of work"
- Staff turnover rates are going to rise a great deal more as the "new world of work" unfolds in the years ahead.
- General staff turnover should not concern employers too much- it is the price that has to be paid in order to gain the flexibility needed to achieve competitive advantage.
- Employers should focus their efforts on retaining the services of those performer and key persone who add considerable value and whose resignations constitute a loss of competitive advantage.

A Suzanna Dibble Perception on retention strategies:

According to (Suzanne Dibble, 1999) states that, keeping of valuable employees in an organization, its starts with the job description, recruitment, selection and orientation are the important foundation of the retention.

- If the job description does not define what we are looking for, we do not recruit people with the skills we require.
- If recruitment efforts reach a limited number of potential employees, we do not have enough good people to choose from.
- If our selection process does not focus on the competencies we have defined, we will not have the person who meets the recruitments of the position.
- If orientation does not begin to engage employees in our organization, they are not going to contribute to our goals.

The Kei's Perception on Employee Retention:

The Kei's has used this information to give employers the tools to meet the core needs that keep employees successful in their job and thus the companies can reduce the unwanted costs in terms of employees. The first step to improving employee retention is to understand why employees stay with their current employer. Many experts have researched the reasons for quitting the job by the employees when the reasons are groundless and unsuitable. The industries have undertaken different programs and benefits to hold satisfactory employees. Among the various existing encouragements, the following important factors are identified as essential practices.

- The worthiness of employing has conversed to the employees.
- The employer has communicated the career development path and attracts employees.
- The employer has acquires the opinion on the job environment from the employees periodically.
- The employer identifies the employees' job interest and provides appropriate training and management skill effectively.
- The employer enlightens the performance development plans to the employees.
- The employer has provided vital information to carryout the work efficiently.
- The employer has duly recognized effective employees through rewards and incentives.
- The employer has provided their milestone of success to employees for better understand and further support.

Herzberg's Theory on Employee Retention Strategies:

An alternative motivation theory to Maslow's Hierarchy of Needs is the Motivator-Hygiene (Herzberg's) theory. Herzberg's findings indicate that factors garnering job satisfaction are separate from factors leading to poor job satisfaction and employee turnover, Herzberg's system of needs is segmented into motivators and hygiene factors. Examples of hygiene factors include bathrooms, lighting and the appropriate tools for a given job. Employers must utilize positive reinforcement methods while maintaining expected hygiene factors to maximize employee satisfaction and minimize retention.

It is argued that the hygiene factors of Herzberg's theory, such as the job security and pay rewards, are related to the lower ranks of Maslow's hierarchy model, whereas the factors such as recognition through good career paths and challenging work are closely linked to the higher ranks.

A Steadfast Philosophy on Employees Retention Strategies:

The Steadfast strategies on employee retention indicates that the employer has meet the employee on a monthly bases, suggestion boxes, prizes and appreciation. They must identify the root causes of turnover and addressed the potential of the employees. And customize all past and current unique activities of the company to addressed to the employees to stimuli their

The employee is more likely to engage himself or herself into the job, once the P-J fit is good. Desirable pay structures and rewards maximize the employees' self-interest and as a consequence they stay, thus reducing the incentives to search with the possibility of findings a better-paying job (Balu and Kahn 1981). Additionally, the employees' anxieties about their financial state and enhanced perceived self-worth to the organization reduced (Lambert et al., 2001), and a result so are the quit rates. Similarly, adequate and fair compensation with benefit strategies employment security and career prospects have all been frequently cited and considered by employees as key motivational variables that shape their retention decisions in the firm (e.g.Kaur et al. 2013; Aggarwal and Bhargava, 2009; Maertz and Griffeth 2004; Harris 2000). According to Stanford's Jeffrey P feffer (2010), retention of talented employees by satisfying their altruistic motives and one of the most important factors in employee retention and motivation is trust in management.

Furthermore, many papers and reports relate the management of human resources to a greater generation of business value. According to (Arthur, J. 1994) the literature on strategic management of human resources has found sufficient evidence supporting the idea that a high commitment practices in human resource management lead to greater organizational performance. This set of practice, which is aimed at the management and development of human capital in organization, serves to establish long-term relationships between companies and their employees, thereby promoting the sharing of the same strategic goals as well as the creation of a strong commitment between parities an their respective objectives.

Employee retention is an important aspect in almost all cases, it is senseless to allow good people to leave the organization. When an employee leaves the organization permanently, his intellect, relationships, investments and so on go along with them. It is obvious that the trustworthiness and loyalty that the customers cherish in their minds towards the organization also get distorted.

METHODOLOGY

This field study was conducted by the help of the survey through questionnaires at MMJ Leather Fashions Private Limited, Chrompet. The data were then analyzed and hypotheses were tested using correlation and regression analysis. And the collected data were analyzed with reliability test, correlation coefficient, regression coefficient, and ANOVA through using the statistical package. From the help of previous researcher's articles and journals, the secondary data has been collected.

HYPOTHESES

Following hypotheses were formulated from the primary data.

H₁: Whether they use this product in any situation only due to independent factor (or) positively associated with employees retention.

H₂: Whether they referred anyone to join this company is an independent factor (or) positively associated with employee retention.

H₃: Whether they can finish a task if the co-worker is idle in accomplishing his work (the organization unable to get the work done from him) is an independent factor (or) positively associated with employee retention.

H₄: Whether their concern on updating the organization information is an independent factor (or) positively associated with employee retention.

H₅: Whether the organization informed about any matters affecting the employees is an independent factor (or) positively associated with employee retention.

H₆: Whether the organization has comfort reachability is an independent factor (or) positively associated with employee retention.

H₇: Whether the organization is located in the industrial area is an independent factor (or) positively associated with employee retention.

H₈: Whether they have a competition on completing the job with the co-workers is an independent factor (or) positively associated with employee retention.

H₉: Whether the organization conducts the exit interviews for employees is an independent factor (or) positively associated with employee retention.

H₁₀: Whether the employees frequently provide feedback about a supervisor is an independent factor (or) positively associated with employee retention.

DATA ANALYSIS AND INTERPRETATION

Table 1- Demographic Information of Participants

Gender	Frequency	%	Age group	Frequency	%	Managerial level	Frequency	%
Male	13	43.3	18 to 25	1	3.3	Skilled	10	33.3
Female	17	56.7	26 to 35	6	20.0	Semi-Skilled	13	43.3
			36 to 45	14	46.7	Others	7	23.3
			45 and above	9	30.0			
Total	30	100	Total	30	100	Total	30	100.0

RELIABILITY

Table 2 - Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.844	.839	10

Table 3 - Item-Total Statistics

Factors	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Whether you use this product in any situation	29.1667	42.557	0.588	0.727	0.825
Referred anyone to work in this company	29.5000	45.224	0.612	0.754	0.824
Finish a task if the co-worker is in a slack	29.6333	45.275	0.503	0.572	0.833
Concern on updating the organization information	29.6667	45.678	0.541	0.557	0.830
The Organization informed about any matters affecting the employees	29.3333	43.057	0.570	0.705	0.827
The Organization has a comfort reachability	29.5333	43.430	0.562	0.737	0.827
Organization is located in an industrial area	29.6333	42.585	0.636	0.698	0.820
Competition on completing the job with the co-workers	29.3000	40.562	0.760	0.738	0.807
Organization conducts the exit interviews for employees	29.5333	47.499	0.434	0.623	0.838
Employees frequently provided feedback about the supervisor	29.6000	51.214	0.169	0.519	0.857

CORRELATION**Table 4 - Correlation Coefficient**

Factors	Mean	Std. dev	WU SP	RO WC	FT CS	CU OI	CIA E	OC RA	OLI A	CC JC	OC EI	EPFS
WU SP	3.6000	1.30252	1									
RO WC	3.2667	0.98027	0.762**	1								
FTCS	3.1333	1.13664	0.433*	0.276	1							
CU OI	3.1000	1.02889	0.262	0.485**	0.224	1						
CIA E	3.4333	1.27802	0.253	0.180	0.600**	0.281	1					
OC RA	3.2333	1.25075	0.250	0.482**	0.171	0.571**	0.560**	1				
OLI	3.13	1.224	0.29	0.37	0.50	0.48	0.62	0.56	1			

A	33	28	4	2*	7**	2**	3**	4**				
CCJ C	3.46 67	1.2521 2	0.49 9**	0.51 3**	0.270	0.55 1**	0.51 6**	0.633 **	0.475 **	1		
OC EI	3.23 33	0.971 43	0.34 9	0.18 6	0.31 4	0.32 1	0.16 6	0.01 0	0.40 8*	0.47 4**	1	
EPF S	3.166 7	0.912 87	0.40 6*	0.21 8	0.07 8	- 0.09 2	- 0.00 5	- 0.09 6	- 0.17 5	0.3 52	0.38 2*	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 5–RegressionCoefficients^a

Model	Standardized Coefficients Beta (B)	t	Sig.
(Constant)		2.101	0.049
Whether you use this product in any situation	0.090	0.237	0.815
Referred anyone to work in this company	0.060	0.150	0.883
Finish a task if the co-worker is in a slack	0.236	0.776	0.447
Concern on updating the organization information	0.088	0.294	0.772
The Organization informed about any matters affecting the employees	0.036	0.098	0.923
The Organization has a comfort reachability	0.452	1.166	0.258
The Organization is located in an industrial area	0.553	1.530	0.143
Competition on completing the job with the co-workers	0.202	0.519	0.610
The Organization conducts the exit interviews for employees	0.144	0.444	0.662
Employees frequently provided feedback about the supervisor	0.336	1.174	0.255

a. Predictors: WUSP, ROWC, FTCS, CUOI, CIAE, OCRA, OLIA, CCJC, OCEI, EPFS

b. Dependent Variable: Gender

Table 6 - Regression

N= 30	R: 0.500	R square: 0.250
Adjusted R Square: 0.14	Std. error of the estimate :0.539	F: 0.632
Significance: 0.769	Dependent Variable: Gender	

Table 7 - Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.839	10	0.184	0.632
	Residual	5.527	19	0.291	
	Total	7.367	29		

a. Dependent Variable: Gender

b. Predictors: WUSP, ROWC, FTCS, CUOI, CIAE, OCRA, OLIA, CCJC, OCEI, EPFS

FINDINGS OF THE STUDY

The following are the decision regarding the stated hypotheses

Findings of Hypothesis One

The finding of H₁ shows that the value of reliability is 0.825, the correlation co-efficient of r value is 1 and the result of the correlation is significant at 0.01 level.

Further, the regression co-efficient value of beta on this factor showed as 0.090 that is 9 % have been influenced. Similarly, the value of t indicated as 0.237 approximately 23.7% positively correlated with respondents' opinion on whether they use this product in any situation. Therefore the outcome of the H₁ is acceptable.

Findings of Hypothesis Two

The finding of H₂ shows that the value of reliability is 0.824, the correlation coefficient of r value is 0.762** and the result of the correlation is significant at 0.01 level.

Further, the regression coefficient value of beta on this factor showed as 0.060 that is 6 % have been influenced. Similarly, the value of t indicated as 0.150 approximately 15% positively correlated with respondents opinion on employees referred anyone to work in this company. Therefore the outcome of the H₂ is acceptable.

Findings of Hypothesis Three

The finding of H₃ shows that the value of reliability is 0.833, the correlation coefficient of r value is 0.433* and the result of the correlation is significant at 0.05 level.

Further, the regression coefficient value of beta on this factor showed as 0.236 that is 23.6 % have been influenced. Similarly, the value of t indicated as 0.776 approximately 77.6 % positively correlated with respondents opinion on finish a task, if the co-worker is in slack. Therefore the outcome of the H₃ is acceptable.

Findings of Hypothesis Four

The finding of H₄ shows that the value of reliability is 0.830, the correlation coefficient of r value is 0.485** and the result of the correlation is significant at 0.01 level.

Further, the regression coefficient value of beta on this factor showed as 0.088 that is 8 % have been influenced. Similarly, the value of t indicated as 0.294 approximately 29.4 % positively correlated with respondents opinion on updating the organization information. Therefore the outcome of the H₄ is acceptable.

Findings of Hypothesis Five

The finding of H₅ shows that the value of reliability is 0.827, the correlation coefficient of r value is 0.600** and the result of the correlation is significant at 0.01 level.

Further, the regression coefficient value of beta on this factor showed as 0.036 that is 3.6 % have been influenced. Similarly, the value of t indicated as 0.098 approximately 9.8 % positively correlated with respondents opinion on organization informed about any matters affecting the employees. Therefore the outcome of the H₅ is acceptable.

Findings of Hypothesis Six

The finding of H₆ shows that the value of reliability is 0.827, the correlation coefficient of r value is 0.571** and the result of the correlation is significant at 0.01 level.

Further, the regression coefficient value of beta on this factor showed as 0.452 that is 45.2 % have been influenced. Similarly, the value of t indicated as 1.166 approximately 16.6 % positively correlated with respondents opinion on the organization has comfort reachability to the employees. Therefore the outcome of the H₆ is acceptable.

Findings of Hypothesis Seven

The finding of H_7 shows that the value of reliability is 0.820, the correlation coefficient of r value is 0.623** and the result of the correlation is significant at 0.01 level.

Further, the regression coefficient value of beta on this factor showed as 0.553 that is 55.3 % have been influenced. Similarly, the value of t indicates as 1.530 approximately 53% positively correlated with the respondents' opinion on the location of the organization is in the industrial area. Therefore the outcome of the H_7 is acceptable.

Findings of Hypothesis Eight

The finding of H_8 shows that the value of reliability is 0.807, the correlation coefficient of r values is 0.633** and the result of the correlation is significant at 0.01 level.

Further, the regression coefficient value of beta on this factor showed as 0.202 that is 20.2 % have been influenced. Similarly, the value of t indicates as 0.519 approximately 51.9 % positively correlated with the respondents' opinion on having competition on completing the job with the co-workers. Therefore the outcome of the H_8 is acceptable.

Findings of Hypothesis Nine

The finding of H_9 shows that the value of reliability is 0.838 and correlation coefficient of r values is 0.474** and the result of the correlation is significant at 0.01 level.

Further, the regression coefficient value of beta on this factor showed as 0.144 that is 14.4 % have been influenced. Similarly, the value of t indicates as 0.444 approximately 44.4 % positively correlated with the respondents' opinion on the organization has conducted the exit interviews for employees those who are providing notices. Therefore the outcome of the H_9 is acceptable.

Findings of Hypothesis Ten

The finding of H_{10} shown that the value of reliability is 0.857 and correlation coefficient of r values is 0.406* and the result of the correlation is significant at 0.05 level.

And the regression coefficient value of beta on this factor showed as 0.336 that is 33.6 % have been influenced. Similarly, the value of t indicates as 1.174 approximately 17.4 % positively correlated with the respondents' opinion on frequently providing feedbacks about the supervisor. Therefore the outcome of the H_{10} is acceptable.

SUMMARY OF THE RESEARCH

The table-1 shows the demographic information of participant and table 2 to table 5 shows the reliability statistics, Cronbach's alpha, correlation coefficient, and regression coefficients of the collected data. Based on the regression model (table-6) the value of significant is 0.769 it shows that 77% the leather industries considered the employees' retention. And since the value of R -square is 0.250, Adjusted R square is 0.14 that shows 14% of deviation is revealed for retaining the employees. Also, the std. error of the estimate is 0.539, the data is intensifying within the estimated line and the employees' retention in the regression model is validated. Finally, table-7 ANOVA shows the value for F and significance are same which is indicated in the regression table-6. During the past decade, retaining employees is the most important one for all types of industries. This study is an influence and too challenging as it validates the factors of employees retention in Leather Industries, Chennai. This study shows both the strength and weakness of the leather industries that they really move on employees' retention.

CONCLUSION

It is concluded that the employees belonging to most of the Indian Leather Industries have to quit their job on their own accord and engage themselves with some other jobs. The data reflects the fact that the employees' retention level has a significant and positive attitudes on factors like using this product in any situation, referring anyone to work in this company, finishing a task if the co-worker is in a slack, concerned on updating the organization information, organization informed about any matters affecting the employees, organization has comfort reachability, organization is located in industrial area, competition on completing the job with the co-workers, organization conducts the exit interviews for employees, employees frequently provided feedback about supervisor. Further, findings disclose that those leather industries which have successfully carry out the human resources management in day to day practices they could retain the capable and skilled employees in the field, this may possibly increase the level of employees retention in leather industries.

REFERENCES

1. Arthur, J., (1994), *Effects of human resource systems on manufacturing performance and turnover*, *Acad. Manag. J.*, 37: 670-687.
2. Blau and Kahn, (1981), *Research handbook on employee turnover*, new Horizons in Management, Edward Elgar Publishing, USA, page: 115.
3. Boyens, M, (2007). *Organizational socialization, career aspirations and turnover intentions among design engineers*. *Leadership and Organization Development Journal*, Emerald Group Publishing Limited, 26(6), 424-441.
4. Bowes, B.J., (2008), *being an employer of choice has bottom-line benefits*, *CMA Manag.*, 82(7): 14-15.
5. Cappelli, P,(2008), *Talent on Demand: Managing Talent in an Age of Uncertainty*, Boston, MA: Harvard Business School Press.
6. Gumbus, F.L. and C.R. Johnson, (2003), *Employee Friendly Initiatives at Futura. Leadership Survey, Certification and a Training Matrix and an Annual Performance and Personal Development Review*.
7. Herman, R.E., (2005), *HR managers as employee-retention specialists*. *Employment Relations Today*, 32(2): 1-7.
8. Herzberg, F, (1968), *One More Time: How Do You Motivate Employees?*, *Harvard Business Review*, 46:53-62.
9. Kaliprasad, M., (2006), *the human factor I: Attracting, retaining and motivating capable people*, *Cost Eng.*, 48(6): 20-26.
10. Jeffrey Pfeffer New York: Harper Business, (2010), *Power: Why Some People Have It — and Others Don't*, page: 386-387.
11. Johnson, J, Griffeth, R.W., & Griffin, M, (2000), *Factors discrimination functional and dysfunctional sales force turnover*. *Journal of Business & Industrial Marketing*, 15(6), 399-415.
12. Miles, S.J. and G. Mangold, (2004), *a conceptualization of the employee branding process*. *J. Relationship Market*, 3: 65-87.
13. Perez, M. (2008), *Turnover Intent. A dissertation submitted to the Department of Strategies and Human Resource Management. The University of Zurich*.
14. Shaw, J.D., J.E. Delery, G.D. Jenkins and N. Gupta, (1998), *An organization-level analysis of voluntary and involuntary turnover*. *Acad. Manage. J.*, 41: 511-525. Shen, J., 2005.
15. Stephen Tailor.(2002), *The employee retention Hand Book*, Chartered Insitute of Personnel and Development, CIPD House, London, page: 21-22.

16. *Suzanne Dibble.(1999), Keeping your valuable employees-Retention Strategy for your organisation's Most Important Resources, Page: 31-32.*
17. *Tang, T.L.P., J.K. Kim and D.S.H. Tang, (2000), Does attitude towards money moderate the relationship between intrinsic job satisfaction and voluntary turnover? Hum. Relations, 53(2): 213-245.*
18. *Walker, J.W., (2001), Perspectives. Hum. Resour. Plan, 24(1): 6-10.*
19. *Wallace, J., (2001), Future focus: After X comes Y. HR Mag., 46(4): 192.*
20. *Youndt, M.A., S.A. Snell, J.W. Dean and D.P. Lepak, (1996), Human resource management, manufacturing strategy and firm performance. Acad. Manag. J., 39: 836-865.*

THE IMPACT OF COVID-19 ON THE IT (INFORMATION TECHNOLOGY) SECTOR
S.KAVIYA AND S.KRITHIGA
STUDENTS, MBA, PANIMALAR ENGINEERING COLLEGE, CHENNAI.

Abstract

It is estimated that the novel Coronavirus (COVID-19) will impact most companies in India, either directly or indirectly. Economic instability is heightened, and risk may have major financial reporting consequences. Though India has managed well to control the spread of the virus to date, the COVID-19 pandemic has already disrupted our nation's usual economic activity and life. India is one of the global hubs for services allowed by information technology. Service sector businesses are directly affected by the steps taken to contain the prolonged pandemic lock-down and mobility restrictions. In order to report the obstacles, technology firms have mobilised resources to enforce their contracts in the case of workers in a safe workplace from home. In India, IT companies provide businesses with an extensive range of services across almost all commercial verticals. Customers in the retail, travel, transportation, manufacturing, energy and hospitality industries are assessed as being directly affected by the global pandemic. Others, like finance, would be affected by insurance with a lag. According to India, from offering company services involved in these industries, IT companies could have to determine the resulting effect on their setups. Similar income, impairment of non-financial assets, anticipated credit loss, hedge accounting, and current concern affected area. COVID-19's special effects are manipulated across the globe and have a significant impact on the technology industry. This paper presents the different issues facing in IT industry and how to overcome that issues.

Keywords

Pandemic, IT company, industry, resources, technology.

Introduction

The covid-19(coronavirus) is a disease based on an unknown virus. The first human case of covid-19, the disease caused by the novel coronavirus causing covid-19, subsequently named SARS – COV-2 were first reported by officials in wuhan city, china, in December 2019. This virus is one of the widely spread disease in recent history. In this article we are going to see about impacts of this covid- 19 in IT sector, benefits during this pandemic, some smart solutions around the world blooming opportunities and threats in the IT industry, cloud services in demand etc.

However, there was an influenza pandemic in 1918 with the exact number of deaths still unknown. Some believe that the death toll would have been about 50-100 million people. And because of this covid-19 in india there are over 10.5 million cases of covid-19 as of January 14, 2021 with more than 10 million of recoveries and about 151 thousand fatalities. At the time of this article, people are in the end of this pandemic situation and vaccines are invented as a temporary solution. But measures and precautions must be followed here as per the government rules.

This pandemic caused drastic changes in many industries, IT sectors are major among them. Negative effect during the situation are more compare to positive effects. The main objective of this article is to discuss the impact of covid-19 in IT (information technology) sectors.

Impacts of covid-19 in IT sector

IT expenditure projections suggest continued demand for cloud computing services and future rises in specialized software expenditure. As companies allow workers to work from home, and

schools switch to online classes, projections also expect increased demand for communications equipment and telecommunications services.

For a reliable business continuity strategy, most companies do not have a technical stack in place for BCP. IT departments will play a greater role in future BCPs due to enhanced remote work scenarios, and will require assistance from IT service providers in sourcing devices, setting up a resilient, versatile and safe.

Networking, systems for disaster recovery, IT protection, etc. As never before, the need for ever faster access to data and automation would improve the focus on network equipment and communications, speeding up 5G network implementations and 5G equipment.

IT industry faced a lot of struggles due to this situation decrease in the economy, these companies are asked their employees to work from the home itself for the purpose of public health concerns. It leads to massive loss in many companies who have international dealers. For example mobile phones is estimated to have atleast 10% fall in its shares because of the lack of availability of mobile phones in the market. The parts which required to build a mobile phones are need to come from china, and when it is facing major lockdown.

And also this disease caused a lot of drastic changes like tech conferences are get cancelled, which could have been a great opportunities for a many companies to expand their horizons. A few of them were shifted to tele conferencing , even though it is a tele conference it does'nt reach like tech conference. It face a lot of network issue so they were unable to involve in an actual conference. Due to the cancellation of these major tech conferences, there is an estimated loss of US\$1 billion.

There are many aspects that, with its attack, Covid-19 has made the IT sector disabled.

1) Dealing with Reduced Efficiency and Enforcement

On a group and person scale, A virus is affected the productivity. In certain cases, employers can need to change revenue and/or incentive expectations to account for unexpected conditions and consult their sales plans to decide the parameters. the management of day-to-day efficiency and performance-related issues is connected to the outbreak.

2) Closures of Facility and Workplace

To great country, the Coronavirus is a grave challenge. The welfare of the people is always first priority to companies. To minimise the incentive for people to move back from their hometowns to where they work during this crucial time, some governments have implemented even longer closure times.

Some smart solutions around the world

Many countries who are facing the shutdown have invested in smart city solution such as the cops in China are using drones attached with thermal sensors to identify the symptoms for coronavirus and get immediate medical help. In Australia, the government had launched a chat-bot to keep the citizens up to date with the situation and answer their questions so that they will be able to decrease the spread of misleading information and stop the panic that could be created in public. In india, The Government has launched an mobile application called AAROGYA SETU, to connect with essential health services only for an Indian people. In South Korea, the local government has launched a Smartphone app that keeps the self-quarantine employees in touch with their co-workers to keep the updates to the work process and to ask any questions.

In January, in China, the telecom AHS designed a 5G powered system to enable the consultations and diagnoses of people affected by the virus by connecting the physicians at West China Hospital to 27 other hospitals in the area to treat the illness affected people. This not only helps doctors to communicate faster and come up with a diagnosis but also helps to keep track of the emergency patients who need immediate medical help and if a hospital is not able to provide that the patient could immediately be shifted to the nearest equipped hospital for assistance.

Companies dealing with Corona Virus

1) Permit For Remote Workplace

Build a dispersed workforce as required and allow workers to work remotely. It would also ensure that, as a top-notch IT company in India, All employees do not contact any public transport or co-workers, as it reduces the risk of infection. Covid-19 will not be affected by this sort of social distance and remote working activities.

2) Encouraging sick staffs to stay at home

Recommend the workers to stay at home and not to come at work until they are free of fever for at least 25 hours if you can see any mild symptoms of fever or disease. Employees, if they are sick, should alert their team leaders and stay at home.

3) Train with Modern Digital Skills and tools

In India, multinational tech companies also take precautions and focus more on remote collaboration instruments. Among other services, several businesses are using Skype and Zoom to operate remotely.

IT sectors introduced a creative new tools, build substantial new abilities, digitally change society, and planned for something beyond Coronavirus and the distractions causing industries.

Comforts during pandemic on IT sector

Even during the pandemic, compared to many other countries, the IT industries is expected to have an enormous market boom from US\$ 131 billion to US\$ 295 in the next 5 years by 2025. The main reason for this increase in the economy for this sector is increased demand for social media platforms like zoom, whatsapp video call, google, Microsoft teams, hangouts. These are all the thing which is very much useful to stay connected with their family at that time and for conference meeting as well as work at the same time. The people also understood how much important the internet technology is, and also it is helping us stay safe by the way of communication between the doctors and public through the internet itself.

The outbreak of Covid-19 has had an impact on the global economy at large. This has created a lasting impact around the world on the tech industry. A need for remote work, which has been beneficial to some tech companies, was generated by the lockdown situation. During the lockdown, the greatest pain faced by small and medium companies is dealing with the challenge of a sudden move to remote work. Even, there are industries that during the lockdown have gained traction.

Education Tech

The lockdown has switched to online mode in classrooms. In a short period of time, most institutions had to digitalize. Post lockdown, ed-tech businesses have gained enormous prominence. During Covid-19, at least 15 ed-tech startups received a new round of funding. With positive sales, Byju's and Unacademy continue to lead the market. White Hat junior, another e-learning player, has seen a big jump in users since the lockdown. Every month, the company expects to recruit more than 2000 teachers and 400 staff to supplement the demand. It aims to recruit teachers in engineering, technology and science with a good history.

Gaming

When individuals remain at home, they spend more time on recreation. The gaming industry has seen a major increase after the lockdown. Gamerji, India's esports website, has seen a 2.5 times rise in numbers since the lockdown. The site was running on a monthly average of 55,000 new users, not adding 1.4 lakh of new users a month. Downloads of popular games on the Google Play Store are growing.

Healthcare Tech: The rising health and fitness issues have helped start-ups in healthcare technology to improve their scope. Online consultation platform skincare has experienced a 200 % rise in online consultation demand. Among the several healthcare technology starts that have raised a new round of funding during the pandemic are Qure.ai, DocsApp. These companies' long-term survival and success are focused on strategies and the creation of the right technology solutions to keep users engaged.

Blooming Opportunities and Threats in the IT industry: A lot of opportunities have opened up in the IT industry because of the coronavirus, such as the increasing need for 5th generation (5G) technology. This will help to improve links that enable remote interactions that are primed. Because of the pandemic, this has been the highest priority for many organizations. Telehealth is one of the emerging markets in crisis situations. This could allow individuals to be identified, treated and worked with a physician's need to be physically present. A number of applications have been developed to help accomplish Telehealth. There are many self-quarantined patients who require regular medical supervision and medical assistance, and these applications might help them.

Cloud service in demand: The cloud is being relied upon-and tested-like never before. Millions of jobs have been saved by the ability to work remotely. While not all jobs will remain remote at the end of shutdown. we have started to see more companies adopt to agile working environments. This cloud mean both a short term and long term increase in demand for remote connectivity like VPNs and related services.

Conclusion: The covid-19 pandemic has caused a great damage to the industry especially during the periods of lockdown. Still now, social distancing, avoiding or cancelling gatherings and use of masks and sanitizer should be strictly followed in the industry, not only in industries but everywhere till the eradication of virus.

However every crisis brings about a unique opportunity to rethink on the path undertaken for the development of a human being and society. The covid-19 pandemic has a clear message for the Indian economy to adopt a sustainable developmental models.

Reference

1. *Dr.Kannamani Ramasamy & Dr.L.Sudershan Reddy. (march 2020). UGC Care Journal: The challenges in the Indian IT industry due to COVID-19- An Introspection ,Vol-40-Issue-70.*
2. *M.K. Ganeshan Ph.D & Dr.C.Vethirajan (July 2020). Research gate: Impact of information technology industry in india (Conference at thiruchirapalli).*
3. *Kiran beladia (2020,march 20). What is the effect of COVID-19 Coronavirus on Outsourcing Companies in India?. <https://theonetechnologies.com/blog/post/what-is-the-effect-of-covid-19-on-outsourcing-companies-in-india>*
4. *2020 April 08, Impacts of Covid-19 on the information technology (IT) industry, <https://www.marketdataforecast.com/blog/impacts-of-covid19-on-information-technology-industry>*
5. *COVID-19 & the Technology Sector <https://www.aon.com/unitedkingdom/insights/covid-19-and-the-technology-sector.jsp>*
6. *2020 march 25. Understanding the sector impact of COVID-19 Technology sector , Deloitte.*
7. *2020 may 29, COVID-19 has benefited these tech-driven sectors in India, <https://content.techgig.com/covid-19-has-benefited-these-tech-driven-sectors-in-india/articleshow/76093815.cms>*

ACTIVITIES OF NGOs IN CSR

***Dr. A. MORARJI, **Dr.K.GANESAMURTHY & ***Mrs. M.AYSAMARIAM**

***PROFESSOR, DEPARTMENT OF CORPORATE SECRETARY SHIP, ALAGAPPA UNIVERSITY, KARAIKUDI**

****ASSISTANT PROFESSOR, DEPARTMENT OF CORPORATE SECRETARY SHIP, ALAGAPPA UNIVERSITY, KARAIKUDI**

*****RESEARCH SCHOLAR, DEPARTMENT OF CORPORATE SECRETARY SHIP, ALAGAPPA UNIVERSITY, KARAIKUDI**

Abstract

Corporate social responsibility (CSR) is how companies manage their business processes to produce an overall positive impact on society. Section 135(1) of Company Act 2013 mandates the CSR expenditure / CSR Applicability for the following companies– Every company having a) net worth of Rs.500 crore, b) turnover of Rs.1000 crore c) or net profit of Rs.5.00 crore. Company must form CSR committee which will formulate and recommend boarding the activities to be carried out & amount of expenditure to be incurred from time to time & monitor the CSR Policy. Corporate Social Responsibility is now an integral and important part of corporate. This helps companies to contribute to the betterment of the society, environment and nature. A non-governmental organization (NGO) is a non-profit group that functions independently of any government. The objectives of the study are 1) to study on the legal provisions and regulations of CSR under companies' act 2013. 2) to highlights the activities of NGOs in Tamilnadu under the direction of corporate in Tamilnadu .It is found that NGO you pick should provide effective monitoring and timely evaluation of the results. Today, some of the big brands have come up with their own trusts that help them to handle and fulfill the CSR. Look for the past performance, social activities and reputation of an NGO before making it a CSR partner

Keywords: CSR, NGO, Expenditure, Reputation

Introduction:

Corporate Social Responsibility is now an integral and important part of corporate. This helps companies to contribute to the betterment of the society, environment and nature. In order to fulfill this dream of corporate, NGOs play a vital role. They handle different social welfare programs and helps companies to gain different benefits. NGOs get a major part of the finance from such enterprises, donors, microfinance institutions, etc. NGOs are best CSR implementation partners who provide the right direction to the funds and implement in a social cause. When a company decide to allocate its funds in some social cause, it is necessary to pick the best team that can help to achieve the desired result. Here CSR implementation partners help to allocate funds in the right direction and help to easily track the performance. On the other hand, handling this task by self, corporate has to engage employees and may find it hard to execute the project. Some companies even do not have enough bandwidth to handle these responsibilities to handle CSR responsibilities.

So NGOs are best CSR implementation partners as they have enough experts, admission and a cause to work for accomplishing the social responsibility projects. They provide complete training to the candidates, employees and introduce additional manpower to execute different projects. They streamline the activities and customize the solutions. As a corporate, an agency can either provide financial support or other help based on their core service for the social cause. In the past few years, investment and participation of businesses have increased and NGOs successfully helping to execute the CSRs.

Statement of the problem:

Corporate-NGO partnerships constitute for addressing societal issues. Moreover, firms' methods of implementing CSR are highly related to their motivation. To develop successful business-

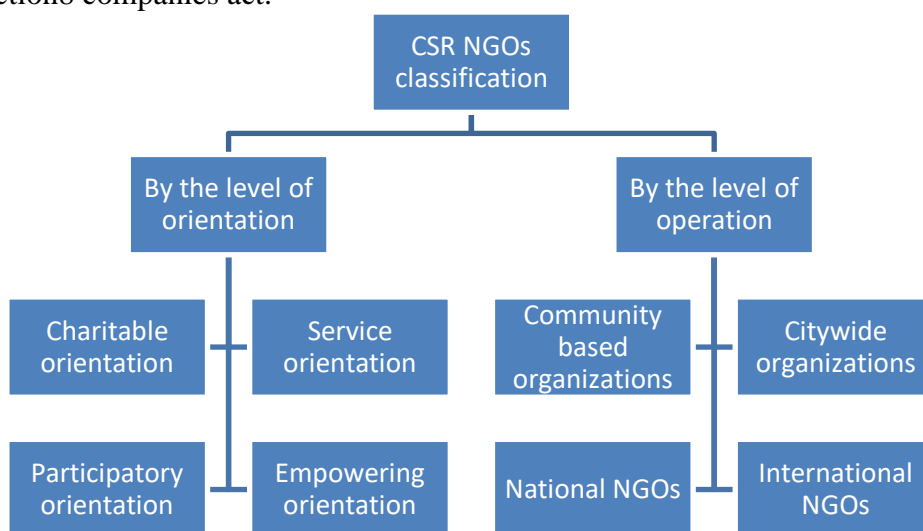
NGO partnerships, understanding the worldviews, interests, and risks of each party is important. Therefore, this paper aims to describe and analyze why and how corporate-NGO partnerships are implemented. Corporations form partnerships with NGOs because NGOs promote societal actions, provide technical assistance, elaborate certification schemes, promote and design CSR standards as well as management and reporting processes, and participate in CSR monitoring and auditing. The choice of an NGO partner is a crucial step for a corporation.

Objectives of the study:

1. To study on the legal provisions and regulations of CSR under companies act 2013.
2. To highlights the activities of NGOs in Tamilnadu under the direction of corporate in Tamilnadu.

Analysis and interpretation:

The CSR provisions within the Act is applicable to companies with an annual turnover of 1,000 crore INR and more, or a net worth of 500 crore INR and more, or a net profit of five crore INR and more. NGO can register itself as a legal entity in three ways in India-Trust, Society or section8 companies act.



Activities of NGOs:

1. Create awareness
2. Protect human rights
3. Encourage rehabilitation
4. Gainful employment
5. Combat man made crisis
6. Protect environment

Benefits of corporate –NGO partnership:

Benefits to the private sector

Image and credibility

For example: ITC ltd joins with NGOs like Exnora international and Sewa Bharat to develop community. Thereby it creates good image

Entering new markets and increasing long term profits

For example Unilever is integrating social innovation strategies. It teamed up with NGOs to create Shakti, a rural network that sells products to rural customers in more than 100,000 villages, employing 31,000 women.

Better CSR policy as a part of corporate strategy:

NGOs help to enhance the CSR policies as they have innovative idea to solve the social issues.

Requirements for successful implementation of CSR through NGOs:

1. Effective communication
2. Unity of vision and purpose
3. Having positive relation with local authorities and the public sector.

Accordingly, I analyze how to build and to implement a successful corporate-NGO partnership. A related question concerns the purpose of the partnership, which determines the company's CSR program. Moreover, it is important to note that CSR activities are part of a corporation's brand strategy. Thus, I analyze the different strategies that firms use to incorporate CSR activities into their brand management.

Conclusion:

When looking for the CSR implementation partners, it is necessary to consider a few factors. There is a long list of NGOs available across the world and it is necessary to find the partner that can easily and effectively execute the allocations of funds and provide the expected result. Ensure that NGO you pick should provide effective monitoring and timely evaluation of the results. Today, some of the big brands have come up with their own trusts that help them to handle and fulfill the CSR. Look for the past performance, social activities and reputation of an NGO before making it a CSR partner.

References:

1. *en.wikipedia.org/wiki/Non-governmental_organization*
2. *www.investopedia.com/terms/c/corp-social...*
3. *blog.ipleaders.in/corporate-social-responsibility-csr-laws-around-the-world/#*
4. *www.slideshare.net/PRAVINJAGDHANE1/csr-ngo*

IMPACT OF COVID-19 IN INSURANCE INDUSTRY

G.REVATHI

**HEAD&ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, AIMAN COLLEGE
OF ARTS & SCIENCE FOR WOMEN, TRICHY.**

ABSTRACT:

“RISK IS UNIVERSAL”

In these pandemic times, it is difficult to cope with what the new normal is. Wearing a mask every time, you leave the house, sanitize multiple times a day, wash hands frequently, and so on. In the insurance industry as well, we have noticed plenty of changes in term insurance and other financial instruments. The term insurance trends are looking positive. This paper consists of Impact on individual insurance sectors, challenges and opportunities in insurance industry

Keywords: Life Insurance, .Health Insurance, Automobile Insurance

INTRODUCTION

Coronavirus disease, scientifically reclassified as COVID-19, has assumed global pandemic proportions. It attained a pandemic status declared by the World Health Organization (WHO) on 11 March 2019. The coronavirus (COVID-19) outbreak is causing widespread concern and increasing economic hardship for consumers, businesses and communities. COVID-19 pandemic has posed a sudden and unexpected shock to the insurance industry. The financial impact is huge with profits dropping by 16.6% within the period under review—March to June 2020. Total premiums have dropped by 17.01% while claims have increased by 38.4%. Most companies have reduced market share with only a few maintaining their market share.

Traditionally, the insurance industry has been employee-centric. With the advent of digital disruption of the industry, there will be an impact on its vast employee bases in the foreseeable future. However, despite the switch to digital mode, a vast majority of the business will require one-on-one communication or face-to-face interactions. As a result, companies need to ensure that their agents have access not only to safety equipment in the office but also required data and applications to safely work from home.

OBJECTIVES

COVID-19 which began as a health crisis has now taken over as a financial one. With the global economy crashing and multiple sectors taking a major financial hit, the insurance industry has become a vital part of the new reality of the economy. COVID-19 crisis this is very difficult times and we hope this gets behind very quickly but you know crisis of this kind perhaps makes people more aware and think at least in terms of protecting both their life as well as their health. While the insurance industry like every other industry has taken a major hit during this pandemic, the future prospects of the industry seem hopeful.

IMPACT ON INDIVIDUAL INSURANCE SECTORS.

1.General Insurance

Since General Insurance undertakes the valuation of assets and businesses as well as their overall economic activity, it is benchmarked with the GDP of a country to measure the insurance penetration. Hence, a large proportion of the General Insurance sector is dependent on the performances of industries and individual businesses. So with the lockdown causing a hitch in

the business sector, the General Insurance market has subsequently suffered. The overall sector is believed to look up as the global economy stabilizes by 2022.

2. Health Insurance

India traditionally has been an underinsured country when it comes to Health Insurance. However, with Government initiatives such as Ayushman Bharat which aims to insure the poor and vulnerable, the gap has somewhat been bridged but the Private Insurance Schemes have reported covering only 18% of the urban population and a little over 14% of the rural population. While the demand for health insurance is expected to increase considerably, underwriting thresholds may also go up and thus the negative movement may not be offset. With the constant increase in the number of cases and the prolonged duration of the crisis, the IRDAI has mandated all general and health insurers to start offering Corona Kavach – an indemnity based health plan and Corona Rakshak – a fixed benefit health insurance – policies to their customers. These policies are meant for covering hospital and medical expenses of COVID 19 patients.

3. Life Insurance

Life insurance primarily protects the livelihoods of people and their future financial security. As a result, life insurance has a direct correlation with the earnings of people, their business performance, and net worth. Since the onset of the pandemic, there has been a rush to increase one's cover. According to the PwC report, pure life covers should see renewed interest, and thus, should see a boost in demand. While long-term guarantees will look attractive, insurers will still face constraints as the interest rates plummet with consumers becoming more cautious about their investments, leading to a shaky stock market.

4. Automobile Insurance

The automobile sector, which accounts for over 35% of the overall insurance premium collection, was already witnessing a slowdown when the COVID-19 outbreak took place. The pandemic and the resultant lockdown further impacted the automobile industry thus reducing significant revenue for the insurance industry. This blow turned out to be a major wake-up call for the industry experts who then started foraging for innovative approaches and solutions to keep their customer base engaged and interested. One of the innovative approaches is the “Pay-as-you-drive” model. With most companies adopting the work-from-home policy, there has happened a drastic reduction in the number of motor vehicles on Indian roads resulting in a nationwide reduction in the number of kilometers driven. Thus, insurance customers who see a reduced usage for their vehicles this year and show a lower chance of availing a high-priced insurance coverage can avail of an insurance policy at a discounted rate under the “pay-as-you-drive” model. This new type of car insurance policy allows car owners to insure their vehicles for only the kilometers that they tend to drive against a general average yearly driving distance.

CHALLENGES AND OPPORTUNITIES IN INSURANCE INDUSTRY

The COVID-19 crisis has given rise to both immediate and potential challenges for the insurance industry in near future.

Insurance companies are taking required measures to ensure a smooth transition of the industry into the post COVID world. From the front offices encouraging their customers to connect digitally to supporting their agents financially in these uncertain times by providing them advance commissions, the insurance industry is set to witness a major transition.

The major disruption will be caused by digitization which was already taking place in the insurance industry globally but the onset of the COVID crisis has accelerated the transition process. This would effectively mean that in the coming days the digital customers of the industry can expect only better choices and smoother delivery systems. While the front offices are changing the way the insurance industry operates and interacts with its customers, the back offices are set to provide several relaxations and updated guidelines for insurers.

The industry deals with the possibility of claims being made on a policy for the next seven years in the case of some risks. Hence, for long-term contracts in life and pension, the sustainability of investment returns and margins will have to be recalibrated.

Finally, the future of doing business has to be relooked at. While the insurance industry has to plan for long-term consequences, immediate focus should be aspects.

The insurance industry is supposed to help other industries and hence, cannot overlook any risks to its own existence. They must plan for business continuity in the light of future disturbances such as natural disasters, environmental issues, geopolitical crises, and the resulting instability of global regulations.

The industry must be prepared for reduced cash flows due to the non-payment of premiums or delayed renewals.

FINDINGS

The initial response of insurers was poor does not have recovery was quick as most insurance. Companies have now adapted to working from remote locations and enhanced their IT as well as security protocols. Before the outbreak of COVID-19 in India, only a meagre 10% of people showed interest in purchasing insurance to cover medical emergencies, including pandemics and infectious diseases.

- Insurance companies were affected differently depending on different factors such as liquidity, their portfolio at risk, reliance on reinsurance, level of free assets and protection that reinsurers have in place.
- Temporary slump in sales activity is forecasted in Term Insurance
- The coronavirus pandemic has forced many companies across different sectors to change the way they operate. The insurance industry is no different. Here are the term insurance trends that we have seen this year:
- It a larger scale, the introduction of pay-as-you-use shall prove to be a significant shift in the history of automobile insurance in India as it seeks to become more responsive to the usage (and consequently) needs of the customers
- The overall sector is believed to look up as the global economy stabilizes by 2022.
- While the demand for health insurance is expected to increase considerably
- While long-term guarantees will look attractive
- In most instances, the insurance industry and governments all over the world have become the beacons of hope to which people look for rescue from total annihilation. However, due to the fast increase in infection cases greater than the recovery of infected people, the pandemic has overwhelmed many governments and financially weakened some insurance companies.
- The insurance industry rides on the back of other industries. Hence, unless the overall economy bounces back or the insurance industry finds business in hitherto uncovered areas, the industry is likely to struggle in maintaining its momentum.

SUGGESTIONS:

1.Simplified procedures; They have particularly simplified the claim process to make policyholders access claims easily and set new rules to regulate the sector. Insurers must adapt to the new mode of business transaction and be able to quantify and manage their losses.

2.Positive work Environment: The World Bank can step in to assist insurers with training on crisis response strategies, training and facilitation to act decisively and offer financial bail-out to insurers who are unable to recover.

While the pandemic persists, insurers must learn to give up-to-date and truthful information to their clients; they must be proactive rather than reactive in their response and be prepared at all times for worst-case scenarios. They must continue to relate with clients in a positive working environment to maintain their trust.

3.Cover for Pandemics: -With coronavirus ravaging through this world and causing a pandemic, 2020 has been a rough year for many. To ensure that policyholders are protected in the future, many insurers have been offering protection against such diseases caused by viruses. This can be seen as a change in term insurance.

4.Customer-Focused Solutions:

Insurance companies used to have a more one-size-fits-all kind of approach, but that is not the case anymore. Customers have become more aware than ever and expect solutions customized for their requirements. To meet customer expectations, insurers are offering tailor-made policies. This is one of the term insurance trends that we will see going forward.

5.Digital Access:

With coronavirus cases increasing every day, there has been a substantial rise in online transactions and deals made online. An increasing amount of people are buying things online, and that goes for insurance as well. This is a major change in the term insurance industry. Online insurance means policyholders can make their payments online and upload their documents from the safety and comfort of their own homes.

6.Enhanced Claim Settling:

Along with digitalization and customer-centric solutions, insurance companies in 2020 will see an enhanced claim settlement mechanism as well. Now, claims can be raised faster, and policyholders can simply upload the documents required. Insurers can use this to increase their efficiency and settle claims faster and with more efficiency.

7.Increased Options & Benefits:

As the number of potential policyholders increases the competition among insurers will also grow. As a result, different kinds of policies be introduced along with riders and special benefits. Insurance companies will try to beat out the competition by offering added benefits to new customer

CONCLUSION

With the recent outbreak of coronavirus, an increasing number of people have become more aware of insurance. Many of them also consider insurance as a necessity to be ready in case of any other unforeseen circumstances in the future.

Coronavirus and the lockdown that follows have changed a lot in a short time. It is important to note how businesses operate, how they reach customers, and how they create new offerings to better suit the market needs. The Insurance sector is no different. Insurance is moving most of its business online where it can cater to customers within the safety of their own homes. Insurance companies are bringing about a change in term insurance, and new term insurance trends can be witnessed each day. Insurance industry must learn from the past and choose solutions with a preference for a pragmatic and fast approach rather than looking for perfect solutions to meet the future industry challenges. Industry experts should also facilitate building a robust and resilient frame of operations as insurers begin adapting to the new normal.

Reference:

1. https://www.business-standard.com/article/pf/covid-19-impact-here-s-why-insurance-may-never-be-the-same-again-120071000638_1.html
2. <https://www.indiatoday.in/business/story/insurance-pandemic-proofing-coronavirus-crisis-1699102-2020-07-10>
3. <https://www.financialexpress.com/money/insurance/from-term-insurance-to-investment-linked-insurance-how-covid-19-has-impacted-life-insurance-in-india/1996983/>
4. <https://www.livemint.com/money/personal-finance/covid-19-how-it-has-impacted-india-s-insurance-industry-11592387890202.html>
5. <https://www.canarashbclife.com/knowledge-centre/blog/top-5-life-insurance-industry-trends-in-2020.html>

How COVID-19 affected School Education industry in India?***M.DOMINIC JAYAKUMAR* & DR.B.AISWARYA*********RESEARCH SCHOLAR, LOYOLA INSTITUTE OF BUSINESS
ADMINISTRATION, CHENNAI********ASSOCIATE PROFESSOR, LOYOLA INSTITUTE OF BUSINESS
ADMINISTRATION, CHENNAI***

Introduction:

COVID-19 triggered a global crisis in the World! More than a year the entire world is battling both economic and health crisis. COVID-19 crippled our lives causing agony, anguish and fear and wiping away livelihood opportunities. Fear of death, fear of health and loss of lives gripped the world beyond one's imagination. The arrival of four vaccines on fast track brings greater hope to heal the infected humanity and end the pandemic. Contrarily, vaccine hesitancy looms larger due to non-transparency of its efficacy enshrouded in 'vaccine politics'. However, the strains of new variants of COVID-19, more virulent and deadly, rings death knoll in Europe and US and caused further lockdowns. Sadly the invisible virus topsy-turves the world. The objectives of the article are to critically look at the following:

1. How COVID-19 boomed new industries
2. What are the positive impacts and negative impacts of COVID-19 on Education sector?

The structure of the article is this. We give a short note on COVID-19 initially. Then highlights the sectors that boomed during pandemic and finally discusses the positive and negative impact on Education sector and concludes with few suggestions.

Glimpse of Corona History

On Feb 11, 2020 WHO (World health Organisation) named the new virus COVID-19 (Corona virus disease 2019) and declared pandemic on March 11, 2020. In Wuhan, China, it was first identified on December 31, 2019. The death of 61-year-old man on January 11, 2020 was the first reported death of COVID-19. In India, a student in Kerala with travel history from Wuhan was the first reported case on January 30, 2020 and the first death reported was on March 12, 2020.

Challenges posed by COVID-19?

COVID-19 pose myriad of challenges. The virus locked down the entire world. It restricted movements and travels. Distanced and disrupted social fabric and social relations. Slowed down economies. Destroyed businesses. Shuttered the industries. Wiped away profits. Made people jobless and reduced income. With no medicine/vaccines available it struck the world unforeseen and in unprecedented way. The virus masked the world mandating the need for sanitizers and social distancing. COVID-19 made everything uncertain in an already UVCA world. The virus has infected globally 93,201,362 and in India 10,527,683. It snapped the lives of 1,996, 256 worldwide and in India 151, 918 as per (John Hopkins data base- date)

Prior to COVID-19, the humankind faced numerous pandemic and contagions; the Spanish flu (1918-1920), Asian fly (1957-58), HIV-AIDS (1981- till now), H1N1 swine flu(2009-2010), Ebola (2014-to date) and zika (2015-todate). Generally, it is found that pandemics and epidemics have spread through wild animals. However deviating from old ways, for the first time countries announced lockdowns as a strategy to face the invisible virus. More than 100 countries practised lockdowns at one time or another, but less than a dozen succeeded

Is the lock down better solution?

Lockdown may or may not work. “For example in June 30 India had about 437 per million infection initially. But on Sep 30, infection grew to 4,712 equivalent to world average (4,486) after lockdown”. However, it is worth mentioning that poorer countries seem to have been affected less adversely than the richer, more advanced economies. Bhalla, S., & Bhasin, K. (2021) attribute to two reasons. “One possibility is that poorer countries have to live longer with diseases (and bad sanitation), and therefore, have developed some immunities which makes them less prone to infections. Secondly, East Asia has a very low incidence of Covid-19, even after excluding China. One possible explanation is that this region has had greater experience with flu (e.g., avian flu).”

Life during lockdown:

The Prime Minister's announcement of National lockdown from March 25, 2020 until May 31, 2020, was a bolt from the blue. With inadequate health and digital infrastructure, India and 1.30 billion people faced the shutdown and immensely suffered. Lockdown was in force to flatten the virus curve but flattened the economic growth also.

During lockdown, mobility was restricted. Only essential services allowed. Shops kept open with restricted time. No public transportation available. Police patrolled the empty roads. People were forced to stay indoors. Forced immobility affected rhythm, routines and food habits. Social distancing mandated no gatherings of people. Educational sector and IT service sector migrated to online platform. No gatherings for educational, social, religious, cultural, recreational, sporting reasons were allowed. Restricted persons attended marriages and the last rights of the beloved ones. For the first time the religious worship places like churches, mosques, temples and Gurudwaras were closed. Places of worship were not closed during world wars. Government of India took special missions namely *Vande Bharat* Mission to bring back Indians stranded in other countries. Ironically, elections campaigns were seamlessly held, roadshows and rallies were in full swing by the ruling party in India.

Impact of COVID-19 on business:

Wikipedia states the following: “In India up to 53% of businesses have specified a certain amount of impact of shutdowns caused due to corona virus on operations, as per a FICCI survey in March. By 24, 2020 April the unemployment rate had increased nearly 19% within a month, reaching 26% unemployment across India, according to the 'Centre for Monitoring Indian Economy. Around 140,000,000 (14 crores) Indians lost employment during the lockdown. More than 45% households across the nation reported an income drop as compared to the previous year.”

Vast literatures are available on the adverse effect of COVID-19 on Global economy and Indian Economy. High human contact businesses such as hospitality, entertainment, transports, and airlines were severely affected and laid off employees. However, I would like to highlight few industries that boomed during this pandemic.

Industries that boomed during COVID-19**1. IT companies**

Most of the IT companies and ITES boomed during lockdown. Adapting to the work from home they exploited the surging demand for IT products and solutions. “In fact a significant part of the IT industry has seen increased productivity with the work from home, as the employees save a lot of commuting time.” Working from home makes the firms profitable as it cuts down the operational costs such as office/rent, transportation, electricity, sanitation products, housekeeping staff etc.). In fact, I visited a famous logistics company in the last week of December in Chennai. Very few employees were present. Then the officer told me that they are closing down the office opting for work from Home as it is really profitable for the company.”

2. Online Businesses

National lockdown mandated restricted mobility and social distancing. Hence, many online businesses flourished during Pandemic. Online platforms like Zoom, cisco teams, MS teams, google meet, etc., became instantly popular. Innovation and digital adaptation fetched them huge profits. Products of technological solutions for Educational institutions became huge demand. Many started upskilling their skills and competencies on emerging technologies such IT, IOT, AI through online learning and online platforms especially Digital products such as WhatsApp, OTT platforms for entertain saw the light of the day. People started using their time productively in learning and knowing. “Many new YouTube channels for education, cooking, music, art, yoga/exercise, talks/discussions have been created to keep themselves engaged and to keep their viewers engaged in a productive way.” Moreover online businesses amazon, flipkart etc. and food delivery business such as swiggy, zomato etc. flourished hitting huge profits.

3. Health care industry

Hospitals and pharma companies became super rich during the pandemic responding to the demand. Putting themselves at risk, the health professionals-doctor, nurses and attenders stressed them out in treating the patients. The enforced use of Masks, sanitisers for everyone and PPE kits, ventilators, thermal scanner boomed the pharma companies. Moreover, the production vaccines gave comparative advantage to the leading pharma companies and made their owners billionaires.

4. Digital transformation in Education Sector

Jena, P.K, (2020) in his article points out the following positive impact of COVID-19 on Education: “Indian education system got the opportunity for transformation from traditional system to a new era of blended learning; Use of Learning Management Systems and soft copy of study materials dramatically rose. Collaborative efforts in teaching- learning, and conducting webinars & e-conferences, online meetings exponentially grew across the globe. Digital literacy and online content creation increased. Electronic media and social media were extensively used to share educational contents. Encouraged Open and Distance Learning (ODL), which stimulated self-learning and opportunities to learn from diverse resources and customized learning as per their needs.

Indian School Education Industry- At a glance

Education sector or education industry is one of the most affected sector. The scale of mass gatherings in the school campuses and thickly packed classrooms make them vulnerable for infection. In education sector, there are many private players offer globally competitive premium education at premium cost. To prevent the rate of spread of the virus, schools and colleges were among the first of many organizations to shut down. “As of 31st March, 185 countries around the globe have implemented or announced the closure of schools and universities. UNESCO reports that 157 crore students are affected globally. In India about 32 crore students both in schools and colleges were affected (The print). UNICEF report states, “The Indian Education System is one of the largest in the world with more than 1.5 million schools, 8.5 million teachers and 250 million children from varied socio economic backgrounds.”

According to website IBEF “From the In 2020-21, there were 9,700 total AICTE approved institutes. Number of colleges and universities in India reached 39,931 and 993, respectively, in FY19. India had 37.4 million students enrolled in higher education in 2018-19. Gross Enrolment Ratio in higher education reached 26.3% in FY19. With the Government policy of 100% Foreign Direct Investment (FDI) in the education sector through the automatic route since 2002, India’s education sector received total FDI inflow at US\$ 3.24 billion between April 2000 to March 2020. Education sector in India is expected to reach US\$ 180 billion in FY20. In India,

the edtech market is expected to reach ~US\$ 3.5 billion by 2022; received investments worth ~US\$ 1.5 billion in the first nine months of 2020, against US\$ 409 million in entire 2019.” The newly passed National Education Policy 2020, making way for large scale, transformational reforms in both school and higher education sectors.

Students of various levels of education (tertiary, secondary and primary), studying different types of education affiliated to different Governmental bodies; completely stand to lose a year of academic learning. Above all, they are at risk of losing one year of human and character formation. All academic activities- admissions, learning and teaching, assessments, evaluation and placement- are affected. In this article, we restrict ourselves only to School education sector. The authors point out that the lockdown triggered crisis in education industry. They enlist below various challenges- socio-economic disparity causing digital exclusion, physical, psychological, financial challenges faced by different stakeholders of school education sector. These challenges are not comprehensive.

Negative impact of COVID- 19 on Education sector

1. Digital Exclusion: Inequitable access

To engage the student community most educational institutions migrated to online delivery of teaching and learning, assessment. It is to be admitted both the teachers and students were not prepared for online learning and teaching. It is possible due to Digital India initiative, availability cheap internet connectivity and mobile penetration, which is increasing exponentially. According to Sood et al., 2019 approximately 73.3% of the India’s population is said to be connected by mobile phones but the utilisation of digital resources especially in mainstream education had remained virtually unexplored as of now. However, October 2020 report says about 40% people use feature phones and 10 % has no access to phone at all. Therefore, nearly 50% people from low-income families are excluded from online education.

The COVID-19 pandemic exposed the terrifying digital divide in education sector. The virus brought to the light the differences between the kinds of schools, social classes and urban and rural divide. Agnihotri, R.K (The Front line, 2021) affirms that the pandemic has exposed the striking differences and shocking contrast among different kind of schools such as Government schools (corporation, municipal, central, Navodaya, etc) and public schools (private elite schools in urban metros, International residential schools, urban street, rural English medium and so on). Online delivery of learning and teaching exposed the socio-economic disparity to access and use of digital gadgets such as smartphone, laptop/computer powered by internet-technology. So socio-economic disparity in accessing and using gadgets create academic stress. The children and parents who cannot afford find extremely frustrating and go through symptoms of depression, anxiety and suicide. I was deeply saddened to learn that “ a 15-year old girl died by suicide after being unable to access online classes from her village . In a similar incident, a 50-year old farmer, died by suicide after being unable to buy a smartphone for her daughter’s online classes”

Consider the economic disparity. In urban elite family every one may have a dedicated high-end digital device (smartphone, tablet or laptop) with a high speed uninterrupted broadband connectivity. The semi-urban families may also have dedicated or shared devices among the school/college going members with a middle-level device and uninterrupted brand band connectivity; the rural areas, populated by the most marginalised sections of society, likely to have at best a low-end Android or Reliance Jio phone with extremely low connectivity” p. 94.

The unequal, unevenly spread and growth of online education makes the rural students lag behind in education. Personally, I faced connectivity issue to attend online classes. The digital divide makes huge impact on the future of the children as the lack access and means to avail

online education and to be educationally empowered. Devices, data and connectivity cost money. For many poor children these are mirage and remain elusive.

2. Lost opportunity for peer learning and from teachers

Online learning robbed the opportunities to learn. The two-way dialogue between teachers and students is lost. Teachers read the facial expressions and body languages of the children to know if the concepts understood or not. In virtual mode, opportunity to raise questions and clarify doubts is lost. Moreover, children learn faster from their peers than teachers. Since March 16, 2020 all educational activities stopped, children lost opportunity to connect with their friends and learn from them. Children also experience emotional trauma without meeting their friends and play with them, which is an integral part of learning. As no one was sure of the reopening of the educational institutions, everyone experiences stress. The worst affected are the rural children. Their schooling, emotional connect and digital transformation look dismal. Can we snap the opportunity to learn of more than 250 million school going students in India?

3. Children's exposure to online risks

In view of online classes children have access to phone for a long time due to online classes. ASER report 2020 states that many parents bought smart phones for their children in spite of financial constraints. Longer hours of online classes gave an opportunity to spend time on gaming, social media and surfing unwanted contents. The children become prey to the strangers online. They are exposed to information overload and online abusive contents. In the course of time, parents observe behavioural changes in their wards. Parents are unable to monitor the online behaviour of the children, who are with mobile phones for a longer period in a day.

4. Stressed-out parents

Mahapatra, A., & Sharma, P. (2020) spell out the parental challenges in Pandemic induced lockdown in their article. Pandemic burdened the parents with twin roles: care giving and responsible for kids learning. Parents had to be with the children 24x7 for more than 3 months. Even when lockdown continued with certain relaxation, the parents were thrust with the extra burden of kids learning and care giving. Earlier the children were in the school nearly six hours. The parents were free to do go for their jobs. Now online learning at home leads to a serious problem for the parents. Many have to handle the stress of financial crisis due to loss of job, lay-off or unemployment. Some parents need to work from home. Others go to fields or other places to work. For daily labourers it is an impossible task to find income to stay alive and to supervise education of the children. Moreover, not all the parents both educated and illiterate are equipped with to access/ handle technological platforms, or capable of teaching the children and helping them in assignment. Keeping in mind the gender disparity of Indian household women are stressed out, as they need care for the children amidst doing household. Disruption of academic activities and the imposed role of care giving as well as supervising their learning made the parents stressed out, frustrated and burnt out.

5. Parental struggles of special children

The pandemic wiped away the opportunity to deliver special education and vocational rehabilitation of special children. Children with disability and special needs are the worst affected. Their limited mobility with assistance were restricted and brought curtains down on their learning and development. The special centres were not equipped with to provide online educational services nor were capable to home-deliver their services. This added stress to both the parents and special children.

6. Growing unemployment

COVID-19 brought the economy to its knees and slowed down the economic activity. So many companies downsized their through termination, lay-off or reduced their pay. Therefore, the fresh graduates faced this new scenario of ‘No recruitment’ either through public or private companies. “The Centre for Monitoring Indian Economy’s estimates on unemployment shot up from 8.4% in mid-March to 23% in early April and the urban unemployment rate to 30.9%” Moreover, due to travel restrictions, many students who got admissions in foreign universities as well as those who got placements in multinational corporations may not be able to travel. In addition, those who returned home due to loss of job abroad may compete for job market. With economic slowdown, the fresher may find it extremely difficult to get job in India due to stiff competition and in abroad as well due to closed borders.

7. Nutrition loss to school children

GOVERNMENT OF INDIA RUNS NUTRITIONAL FOOD TO SCHOOL-AGE CHILDREN NATIONWIDE. THERE WERE NUMEROUS REPORTS IN THE MEDIA THAT DUE TO LOCKDOWN THE CHILDREN WERE DENIED OF THE ONE FREE HOT MEAL, WHICH IS ESSENTIAL FOR THEIR HOLISTIC GROWTH AND DEVELOPMENT. ALREADY INDIA RANKS 94 OUT OF 107 COUNTRIES, UNDER ‘SERIOUS’ CATEGORY AS PER GLOBAL HUNGER INDEX 2020. IT IS WORTH REMEMBERING SCHOOLS IN TAMILNADU PROVIDED UNCOOKED RATION TO FEED THE SCHOOLCHILDREN.

8. Financial loss to the Education Industry

Long back, I worked in a Tamil Medium unaided private school in village. Due to the lock down the parents could not get job regularly. Therefore, they could not pay the minimum school fees. Being a committed educational institute, the management continue to pay the teaching and non-teaching staff with great difficulty. Shockingly I come to know many private managements stopped payments. No collection of school fees. So no payment.

9. Financial crisis of teaching and Non-teaching staff in private Institutions

No Government employees and teachers of Government schools/ Government aided schools faced financial problems during lockdown. Similarly, teachers working high profile private & residential schools had no financial hardships. The lives of teachers who work in private schools in rural and semi urban areas are miserable. Usually they are paid pittance. Due to persisting unemployment, they are ready to work even for Rs 5000/ per month. Personally, I know many schools terminated the teachers or laid of teachers, as they could not pay. They have lost their sources of income. Pandemic brought in untold sufferings on their lives.

Conclusion:

The authors believe COVID-19 triggered huge crises in educational Industry all across the world. Particularly in India, about 32 million children and their families are affected. The children stand to lose one year learning. They have lost the opportunity to learn from the teachers and their peers. Children are psychologically isolated from their friends and peers with no chances to play and to have fun. Besides COVID-19 also exposed socio-economic disparity and the digital divide existing between various systems of schooling and the places of learning. Moreover, the authors underscored the parental stress of caring their children and supervising their learning. Finally financial loss to the educational institutions and consequently to the teaching and non-teaching staff who solely depend on their salary for livelihood. While appreciating the effort of Government of India’s Initiatives to facilitate online & offline learning contents, we suggest that the Government of India must strengthen its effort of digital India and bridge the digital divide. In addition, it must bring out policies to make quality education for all and allocate more resources for education.

References:

1. *Bhalla, S., & Bhasin, K. (2020, January 13). India: Success with herd immunity? Financial Express, P.6*
2. *Chaudhary, M., Sodani, P.R., & Shankar Das. (2020). Effect of COVID-19 on Economy in India: Some Reflections for Policy and Programme. Journal of Health Management 22(2), 169–180, [https://doi.org/ 10.1177/0972063420935541](https://doi.org/10.1177/0972063420935541)*
3. *Dev, S.M & Sengupta,R. (2020). Covid-19: Impact on the Indian Economy, WP-2020-013. Indira Gandhi Institute of Development Research, Mumbai*
4. *Editorial, (2020). The Global Impact of and Responses to the COVID-19 Pandemic. The International Journal of Community and Social Development 2(2) 111–120. [https://doi.org/ 10.1177/2516602620938542](https://doi.org/10.1177/2516602620938542)*
5. *Jena, P.K. (2020). Impact of Pandemic Covid-19 on Education in India. International Journal of Current Research 12(07), 12582-12586. ISSN: 0975-833X. <https://doi.org/10.24941/ijcr.39209.07.2020>*
6. *Mahapatra, A., & Sharma, P. (2020). Education in times of COVID-19 pandemic: Academic stress and its psychosocial impact on children and adolescents in India. International Journal of Social Psychiatry, 00(0), 1-3. <https://doi.org/10.1177/0020764020961801>*
7. *Mishra, M., & Majumdar, P. (2020). Social Distancing During COVID-19: Will it Change the Indian Society? Journal of Health Management 22(2), 224–235 [https://doi.org/ 10.1177/0972063420935547](https://doi.org/10.1177/0972063420935547)*
8. *Shanmugam, G. (2020). Impact of COVID-19 in our day-to-day life: Experiential learning, beyond textbooks. Journal of Management & Entrepreneurship, 14(13), 44-55. ISSN: 2229- 5348*
9. *Sundararajan, S. (2020). Impact of COVID-19 in all aspects in India. SJJC Management Research Review, 10(1), 26-40. ISSN: 2229- 4359. <https://doi.org/10.35737/sjccmrr/V10/i2/2020/155302>*

Periodicals

1. *Agnihotri, R.K., Digital Exclusion, Frontline Jan 15, 2021, PP-94-95*
2. *Sethi, S., (2020). Interconnectedness of illegal wildlife Trade and COVID- 19. Economic Political weekly, 13-16, LV (49). ISSN: 0012-9976*
3. *Bhalla, S & Bhasin, K. Financial Express. India: success with herd immunity?*

Websites:

1. www.educationasia.in
2. <https://www.indiatoday.in/india/story/pm-narendra-modi-on-coronavirus-read-prime-minister-full-speech-on-covid-19-outbreak-1657677-2020-03-20>
3. *Economic impact of the COVID-19 pandemic in India - Wikipedia*
4. [https://www.ibef.org/industry/education-presentation#:~:text=India's%20education%20sector%20offers%20a,%24%2035.03%20billion\)%20by%202025.](https://www.ibef.org/industry/education-presentation#:~:text=India's%20education%20sector%20offers%20a,%24%2035.03%20billion)%20by%202025.)
5. *Global Hunger Index 2020: India ranks 94 out of 107 countries, under ‘serious’ category | India News, The Indian Express*
6. *NSSO report: Report_585_75th_round_Education_final_1507_0.pdf*

COVID-19 and Online Small Scale Artistic Endeavours by Women

A. JAYASREE¹

¹RESEARCH SCHOLAR IN WOMEN'S STUDIES, BHARATHIDASAN UNIVERSITY,
TAMIL NADU, INDIA

DR. N. MURUGESWARI²

²RESEARCH SUPERVISOR, PROFESSOR IN WOMEN'S STUDIES, BHARATHIDASAN
UNIVERSITY, TAMIL NADU.

Abstract

“There's no retirement for an artist, it's your way of living so there's no end to it.” Just like artist Henry Moore, every woman artist can boost up the positive energy within and no pandemic can prevent her from withdrawing from her way of living. Instead of lamenting on the negative impact of COVID-19 on the business sector, some silver lines are shown first in this article and further possibilities in online small scale artistic endeavours by women are discussed thereafter. Adjusting to the new normal on the horizon is the best way to cope up with the present struggle for existence.

Key words: Women artists, Online, Small Scale, Artistic Endeavours.

Introduction

“To be an artist is to believe in life” Just like Henry Moore artists believe in life and want to make others believe in life. Immediately after declaration of COVID-19 as a pandemic in March 2020 by WHO, art industry with art galleries, museums, fairs came to a stand still. **COVID-19 had curtailed performing arts in open areas and cinema theatres were closed. Schools shifted classes to virtual platforms. All online business increased during lock down, which is used and must be used effectively by women artists. General artistic endeavours and possibilities in online small scale artistic endeavours by women are discussed here to boost up COVID- strained economy.**

General Artistic Endeavours during COVID-19

The devastating effect of the pandemic spread led to unprecedented challenges in health, work and food systems worldwide. Millions were in extreme poverty and frustrations of many led them to pathetic mental states. Here art therapy offers peace of mind. *Out of several hobbies during pandemic, art and craft are seen to be very popular. As many girls may not return to school after the pandemic, they also must be made self sufficient. It is to be noted that United States citizenship and student visa applications are increasing tremendously in India. If the circumstances to work here are better, atleast 50% of these able youngsters will serve India. Amidst the reports that rich are getting richer during pandemic, these ideas must get more space in discussions of policy makers.*

Thus knowing the value of art, UNESCO arranged online exhibitions and debates during lock down period of COVID-19. **On World Art Day (April 15), ResiliArt Debate was conducted to assist artists and cultural industries. Similarly on Earth day, April 22, world's ministers of cultural affairs were called in an online meeting to discuss about the impact of closure of cultural activities and its remedial measures. On World Art Day, the head of the UN Educational Scientific and Cultural Organization said that art has the power to unite and connect in times of crisis even when people are battling the pandemic. Similarly, CRPF conducted national poster making competition in April 2020 to make students to stay creative during crisis. UNICEF also developed a story book of COVID-19 to avoid misunderstanding and panic among children about pandemic, based on a survey conducted**

in different countries. Psychosocial services and inclusion of needs of the youngsters in containment measures are also advised by them. Those having awareness in life skills can act according to changing situations. *Reports in indianexpress.com on 7 September 2020 show a good example of three girls who have raised a huge amount by selling their paintings and donating half the amount to PM CARES fund. So many small scale endeavours began during COVID -19 period all over the world. In Mann Ki Baat, several beautiful examples are mentioned on 31 January 2021, like that of Bhagyashree of Odisha regarding her painting endeavour.*

Online Small Scale Endeavours

Digital India initiative of Government of India launched on 1 July 2015 aiming at high-speed Internet networking all over India, especially in rural areas has a supportive role in lock down period in avoiding isolation of Indians during COVID-19. From Make in India to Atmanirbhar Bharat announced on 12 November 2020 to move COVID- affected economy, self reliant dreams of Gandhiji also boost up Indian minds. This became true on 16 January 2021 when Indians used their own vaccine for the new pandemic. With the self confidence acquired from digital literacy and *Swadeshi* drives, online small scale artistic endeavours of Indians can also go a long way by the passage of time. From 2015 to 2021, the growth of Byju's learning app, with millions of registered students is an apt example, where visual lessons make learning a joy. Thus areas to be improved are to be spotted out to have an inclusive growth in online small scale artistic endeavours of Indian women. Self reliant or self sufficient Bharat is possible, if all from 6 years to 60 years try for it. For this "whenever you hear the name of Bharat, your heart should swell with pride" ("Bharatam enna peru kettal abhimana puridam aaganam antarangam" - Malayalam poet Mahakavi Vallathol Narayana Menon), as quoted in Parliament on 29 January 2021 by the President of India. But nationalism must go hand in hand with globalisation. Slogans will not alleviate poverty. Work must be worship. There is no caste or creed for this worship.

COVID-19 is a reminder of the Nature to the humanity that they are not omnipotent and there are very minute organisms which can make their everyday activities to a stand still. At the same time the invention of preventive medicine with in one year shows the capacity of a human being to cope up with challenging situations. These two factors must also go hand in hand to have a balance in life as well as in business activities. There are whims and fancies or up and downs in business. Depression or ecstasy should meet at a middle point.

According to hindustantimes.com there is no bad time for art and COVID-19 raised online art auctions. arabnews.com reported on 22 January 2021 that restrictions on movement made art galleries in Middle East to sell the art in virtual fairs. Melanie Gerlis in theartnewspaper.com goes further ahead of this and considers this epidemic as a silver lining not to return to a family unfriendly art business. fastcompany.com thinks that art matters more central to life now. As per the news in theartnewspaper.com, smaller dealers are struggling in art industry and dw.com sees it as a turning point. American Art Therapy association with those having past experience in epidemic like Ebola and SARS have worked for sharpening mental health during the crisis. accessart.org.uk/art-covid-19 is offering calm well being through art for all ages and mymodernmet.com/coronavirus-quarantine-art-club connects people through art clubs, during COVID-19. Similarly how they felt is expressed through art in santafenewmexican.com. In December 2020, fatherly.com/play/online-art-classes-kids-drawing-painting-crafts offered 1000 free online art classes for 30 days as well as allowed to upload their art into central portfolio and in kid's profile. my.wealthyaffiliate.com is finding positives in COVID and artworkarchive.com is speaking of art business.

Online Small Scale Artistic Endeavours by Women

While entering the 75th year of independence, with a huge increase of population in millions

from 1947, human resource is very powerful here. Co-ordination and co-operation need to be imbibed through life skill studies using beautiful pictures. Translating the dreams to reality is to be done with confidence. Resilient women artists can make Indians a strong part of the global economy through online small scale artistic endeavours. The objective of connecting art lovers all over the world including those in rural areas is a bigger and competitive endeavour. For this, announcements through internet must reach up to the ground level. Efficient and self confident persons can use these platforms to increase the promotion of their products, within no time. The storey of women-led start up for mental health is a good model for all in the crisis period. The Bengaluru based start up Heart It Out provides help after collecting fee from 2017 onwards. During COVID-19, they set up a free two-month-long network of psychologists to help several individuals to overcome anxiety. Like wise, a Happiness project was started by a 17 year old youngster for students in schools.

India is more digital now and so expanding business from small groups to larger areas of the universe is not a Utopian dream. Painting for mental well being, selling Photos, selling paintings, selling creative images, be a tutor, You-tuber, free lancing, advertising in websites of paintings, start up for art therapy by artists and psychologists, online classes and webinars, all are going on and can be taken up by interested parties easily.

Painting for Mental well being

Some women artists take painting as a hobby and like to utilize it for mental well being of self, family and all around them. Artists who paint for self satisfaction and joy can also think of using it for other women and girls in cities and villages. For example, such initiatives are taken up by the investigator from 2001 onwards through online sites to improve life skills of rural women and girls using digital paintings drawn by herself. Girls are encouraged to draw and sell pictures. No language is needed for understanding simple pictures. Therefore, for people with internet connectivity all over the world, paintings spreading positive thoughts and positive energy can be taken as a means for uplifting their inner potential in the aftermath of COVID-19.

Selling Photos

Selling photos of paintings is another way of online small scale artistic endeavours by women. In this lock down situation, men are more concerned about spending of huge sums for art and culture.

Hence photos of beautiful paintings can be sold easily using online facilities at reasonable rates.

Selling paintings

As an innovative entrepreneur, reinventing the sale of painting business is also not impossible online. During the year 2020-2021 almost all people on earth are enjoying the inner space of homes. Paintings with positive thoughts can be sold at minimum prices, especially in middle to top class families. *deccanherald.com reports indicated that Chitra Santhe, Bengaluru's mega annual art carnival dedicated to COVID-19 warriors was held online on January 3.*

Selling creative images

Unique designs painted by women artists can be sold online to various companies for greeting cards, bags, calendars etc. When they see these prints in large numbers it will fill their heart with joy and hand with money.

Online classes

Globally so many online classes are going on at the same time, which may set a record in 2020-2021. Art supports visual and social development of children. If girls of middle schools are encouraged in drawing or painting, it improves their confidence in academic and creative activities. It stimulates their imagination and thereby increases happiness in daily life. Several women and youngsters are taking online classes of painting for kids and adults. Painting class for teenagers, drawing for old people, positive energy art class for adult, etc. are very popular as hobbies are now known to be de-stressing capsules for all.

Online webinars

Those women who are well versed in a field of painting or art therapy can conduct 1hour webinars or webinar series for weeks or months as they wish. They can charge a nominal fee for attending the webinar classes lasting for a long period. This is a good online small scale business for women artists, who lost jobs in art schools.

Be a tutor

Tutors are essential for online art activities all over the world. Experts can spend a few hours online to be an e-tutor earning a decent income from her own table top in her home itself, without sacrificing daily routines of life.

Freelancing

As there is a universal digital literacy in commercial fields, creating graphic designs for firms will be a very nice area for a young woman artist. After ascertaining what people want most during lock down period, small functions can be taken up for decorating with photos of paintings for freelancing in online mode. In this way services can be made available to the needy.

You-tuber

Another trend of the day is uploading small videos in You tube by all, especially women with some skill in any area like cooking, music, dance, traditional tips, etc., to name a few. This is common online business concern for women artists in the *struggle to overcome economic lock down in crisis*. When the likes exceed a limit they get advertisements from leading firms, which will be profitable for the you tuber.

Advertising in websites of paintings

The women or girl with a thrill to continue a site systematically will also get advertisements from companies in sites. Clicking such items by subscribers or by those who visit the site will also be a profitable endeavour for the artist.

Start up for Art therapy by artists and psychologists

When the after effect is unknown, there is fear which forms the stigma associated with **COVID-19**. *Mental wellness is equally vital as physical health during pandemic times. Stress, in this time of uncertainty will lead to depression and suicides. Therefore, art therapy is famous as a means to cope up with stress.* If a women artist is confident enough in her knowledge in art therapy, she can begin a start-up for *clients* online. If some efficient psychologists are there as partners, it can usher up to greater heights. In the long run with well organised management it can be turned into a very good business endeavour started during the pandemic year. This can be shown as an ever-shining model of positive impact of COVID-19 on the business sector for womanhood, that is, by women for women.

Licenses and rules to be followed in online business are also to be taken care of. “INTERPOL report shows alarming rate of cyber attacks during COVID” is a news to be read together with this. Investment from private or public sectors will also be an additional initiative helping artistic endeavours of women to reach normalcy soon.

Conclusion

With a stable digital infrastructure, women artists can strive through draw backs in artistic fields using online small scale artistic endeavours. Even after returning to normal rhythm of life, this wonderful creation of nature can bring the world under the umbrella of oneness. She can envision transforming digitally empowered India to a self sufficient nation, always considering humanity as one ‘*Vasudhaivakutumbakam*’.

References

1. *arttherapyonline.org/covid-19*
2. *arttherapy.org/blog-art-therapy-journal-covid-19-resources*
 - *COVID-19:CRPF announces national poster-making contest. retrieved 14 April 2020 from timesofindia.indiatimes.com/home/education/news/covid-19-crpf...*
3. *dw.com/en/global-art-market-prices-the-coronavirus...*
4. *economictimes.indiatimes.com/magazines/panache/rich-get-richer-in-pandemic*
5. *Even during COVID-19, art ‘brings us closer together than ever’. retrieved on 15 April 2020 from news.un.org/en/story/2020/04/1061802*
6. *forbes.com*
7. *indianexpress.com*
 - *indiatimes.com/nri/visa-*
 - *Indian nationals formed the biggest chunk of EB-5 applicants. retrieved on 30 January 2021 fromeconomictimes.*
8. *interpol.int/News-and-Events/News/2020/INTERPOL-report...in.usembassy.gov/student-visa-day-welcoming-students-on.retrieved on 30 January 2021.*
9. *Impact of COVID-19 on people's livelihoods, their health and our ..who.int/news/item/13-10-2020-impact-of-covid-19-on-people*
10. *Nirandhi Gowthaman, Five women-led startups are ensuring mental healthcare is accessible to all .retrieved on 18 June 20 from https://yourstory.com/herstory/2020/06/covid-19-anxiety-women-mental-health-care-*
11. *yourstory.com/herstory/2020/06/covid-19-anxiety-women-mental-health-care-startups*

IMPACT OF COVID-19 ON SME'S IN INDIAN ECONOMY

Prof. LAKSHMANA. E
PRINCIPAL, SRI BASAVESHWARA GOVERNMENT FIRST GRADE COLLEGE,
MAYAKONDA – 577534
DAVANAGERE DISTRICT KARNATAKA

Abstract:

The Indian economy is undergoing significant field of growth in SME's with diverse businesses, including machinery and equipment production, metal and electrical goods, cement, food and beverages, materials for building and development, rubber and plastic items and automation technology. The Covid-19 pandemic has had an effect on all economic sectors but nowhere is it affected so much as the MSMEs in India. The paper studies the present impact of coronavirus on SME's in India. After the dust settles, SME's find it necessary, with time to stay competitive, to evolve and alter. The responses to this issue include the introduction of protection procedures, sanitation and sanitization methods, an updated sourcing policy, the incorporation of new vendors, the streamlining of their product portfolio, a more responsive evaluation of supply chain resilience, an analysis of disaster or emergency management plans. In this way SME's can cope with the coronavirus pandemic.

Keywords: SME's, Covid-19, coronavirus pandemic, impact

Introduction:

As a very important segment of the Indian economy, micro, small and medium-sized enterprise (MSME) sectors have arisen, making a major contribution to the production, creativity, export and inclusive economic development. The socio-economic growth of our country is focused

on micro, small and medium-sized enterprises (MSME). It also accounts for 45% of overall factory output, 40 % of total exports and provides a huge contributor to GDP. In the MSME development market, 7.09% of GDP is produced. In comparison, MSMEs contribute 30.5% to facilities. The MSMED Act 2006, which allowed the growth and advancement of the industry in a system for MSME, established a Mechanism for MSMEs to grow and boost the competitiveness of MSMEs, provided for credit flow to the sector and paved the way for government procurement preferential treatment of MSE products and services, tackled the problem of lending to the sector. The new legislation is supposed to face the main challenges of physical infrastructure bottlenecks, lack of formalization, implementation of technology, construction of power, backward and forward links; lack of access to credit; and risk-capital, perennial problem of delayed payments, etc. These concerns impede the creation of a commercial climate favorable to growing the industry. The MSME Ministry has noted that a flourishing market eco-system is a policy necessity in order to realize the sector's potential and to ensure a sustainable sector development. Global developments in classifying micro-enterprises indicate that they vary considerably between various jurisdictions. A comparison of some countries has shown, however, that most workers use a vector to describe micro-enterprises, in India, the concept of micro-enterprise is currently focused on the expenditure in equipment and machinery. The new requirements for the designation of micro, small and medium-sized businesses based on profitability, which would be of benefit for microenterprises, have been adopted by government in order to encourage market easing.

There was not a legal concept for medium-sized companies in India before the implementation of the MSMED Act in 2006. Consequently, there was no formal concept for small and medium scale enterprises [SME's] as well as for what was generally known then as large and medium scale enterprises [LME's]. The official meaning was small business (SSIs) because what wasn't a small business unit by design simply became a big and medium company or anon-SSI entity. According to the latest definition, a little unit with investments of up to Rs 1 crore in plant and machinery was specified before the enactment of the MSMED Act in 2006, provided it is not owned by or controlled by a subsidiary of any other industrial undertaking. This condition was set to prevent big firms from grabbing the benefits extended to small-scale industries by setting up their subsidiaries as small-scale undertakings. In addition, it was intended to discourage the misuse of incentives by establishing more than one SSI unit by the same person. The various definitions of SSI over the years are given in the Table below.

Studies by Small Industries Development Bank of India (SIDBI) found that although the ceiling limit for investments in the SSI sector was lifted globally, the actual impact of the revision was not important. However, the 1997 reform of the allocation criteria presented small units with potential for higher expenditure. In the meantime, the government of India has agreed to reduce from 300 lakhs to 100 lakhs the expenditure limit. Particularly within the US government, there is no widely agreed concept of a SME. In the US, businesses with less than 500 workers are Listed by SMEs. The related U.S. meanings Commerce Agency, United States. Administration for Small Business (SBA) and the United States This 2010 study of the US Foreign Trade Commission is applicable to the Department of Agriculture (USDA).

The MSME is a Chinese corporation with between 1 and 3000 workers with a gross asset between 40 with 400 million yen. Depending on the field market turnover is between 10 and 300 million yen. In 1966, a subsidiary unit with an investment cap of up to a maximum of Rs ten lakhs was established. An auxiliary Unit is defined as a commercial enterprise engaged or proposed to engage in the production or manufacture of parts, components, sub-assemblies, equipment, or intermediates, or in the provision or rendering of services and enterprises for or the supply or rendering, as the case might be, of at least 50% of its production or services to one or more of the indigenous enterprises.

A small unit with investment in machinery and plants up to one lakh in rural areas or towns with up to 50,000 inhabitants was established by the 1971 census in 1977. The new description for a small unit has an expenditure cap of Rs 25 lakh, regardless of where the unit is situated (in factories and machinery). Since 1982 the Small Scale Business Establishments (SSSE) have been known as business focused businesses. This included service-oriented companies with expenditure in capital assets, except land and development and up to Rs. 2 lakhs if situated in rural or population-dwelling towns of up to 5 lakhs. Small Scale Enterprises (SSSBEs) was introduced in 1991 with the exception of property and construction, up to Rs. 5 lakhs and irrespective of areas, like units invested in fixed assets. Both benefits and services for tiny units accessible are eligible to SSSBE's. This limit has been enhanced to Rs. 10 lacs in 2000.

Review of Literature

Yi Lu and his co-authors observed that, because of lack of disease prevention resources, workers' failure to return to work, production lines interrupted, and a decreased business demand, most SMEs were unable to restart work. A number of SMEs often experienced cash flow problems, and while they did not have many to no sales, they also had to compensate for different fixed expenses. Because these delays in the resumption of work have placed immense strain on the viability of several small and medium-sized businesses, guidelines relating to cash-flow relief for China and the other countries involved, work restarting and stimulating demand help SMEs thrive and recover from catastrophe. (Yi Lu, 2020).

Mahajan describes the factors that drive Indian millennials to a particular online retailer in India and perceptions of millennial towards these online retailers. The paper studies the same in the Indian context. It is found that millennial are more or less satisfied with the services of selected online retailers. It was also found that four factors were statistically significant for millennials for selecting a particular online retailer (Mahajan, 2017; Mahajan, 2015).

The effect of MCOs on SMEs was categorized as organizational challenges (i.e. instability of businesses; disturbance in the supply chain; planning of potential course in the business) and financial difficulties (i.e. disparity of cash flow; access to funding packages; danger of bankruptcy). In the meantime, strategic and communication techniques address key elements in modern survival methods. The paper proposes few guidelines for potential studies, companies and agencies (Ahmad, 2020)

Narula claimed that the threats and opportunities would be different in the long term based on the SME form. Instead of a one-size-fits-all solution, policy initiatives can also be sensitive to various forms of SMEs. The policy mix would have to transition from its original emphasis on short-term sustainability to a longer-term, strategic solution that will encourage transformation and development through creativity, internationalization and networking. The policy mix will be a significant subject of concern (Narula, 2020).

Objectives of the study:

- 1) To study the impact of coronavirus on SME's in India
- 2) To study the impact of coronavirus pandemic on employment in SME's in India
- 3) To suggest measures to improve the present situation of SME's in India

Research Methodology

The paper studies the present impact of coronavirus on SME's in India. The study is descriptive in nature. The study uses secondary data for the analysis of the SME's. The secondary data is collected from websites, blogs, magazines and newspapers in India. The study critically analyses the present situation of manufacturing industry in India and its impact on employment. The geographical scope of the study is India. The paper first studies impact of coronavirus on SME's. Then the impact of coronavirus pandemic is studied employment in this sector.

Data Analysis and Interpretation

The Covid 19 pandemic has had an effect on all economic sectors but nowhere is it affected so much as the MSMEs in India. All the available empirical data, such as the hundreds of thousands of stranded migrant workers throughout the world, indicates that the Covid-19 lockdown triggered MSMEs worst death. Like the first relief package, which the government declared on 26 March, PM Garib Kalyan Yojana, the second package, was also reportedly based primarily on the MSME market. In deeper analysis of the nature of the MSME field, MSMEs are so prone to economic stress. According to the latest available (2018-19) Annual Report of Department of MSMEs, there are 6.34 crore MSMEs in the country. Around 51 percent of these are situated in rural India. Together, they employ a little over 11 crore people but 55 per cent of the employment happens in the urban MSMEs.

There are 6.34 crore MSMEs in the world, as defined in the latest Annual Report (2018-19) forms ME Department. Roughly 51% of these are in rural India. They have over 11 crore-workers together, but the urban MSMEs account for 55% of jobs. On average, fewer than two workers per MSME are recorded in these statistics. On a basis that provides an explanation of the smallness of these. However, it is much more obvious that all MSME are broken into large, tiny

and medium groups. 99.5% of all MSMEs fell into the micro category according to the available info. Whereas small and medium-size companies are spread similarly through out and urban India, they are mainly urban India. In other terms, micro-enterprises apply generally to a single person or wife who operates at home. The other 5 crore-odd workers of the medium-sized and small companies — that is, 0.5% of all MSMEs. The company's caste allocation extends the image more. Around 6 percent of all micro-small and medium-sized businesses are operated by persons of the Scheduled Castes (12.5 percent).

At around 80% of men and 20% of women, the gender distribution of workers is relatively stable across the board. Seven Indian states alone account for 50% of all MSMEs in terms of regional distribution. They are Uttar Pradesh (14%), West Bengal (14%), Tamil Nadu (6%), Maharashtra (8%), Karnataka (6%), Bihar (5%) and Andhra Pradesh (5%). Most are not even registered. One big explanation is that they're so little. Even GST does not count and most micro-enterprises do not. This inherent invisibility appears to work both with and against corporations. They may not have to manage account, pay taxes or meet with regulatory requirements since they are beyond the structured network. This raising the prices. Although that still constrains the willingness of a country to assist them, which is evident in a period of crisis. For example, the government has sought to offer pay and extra credit for smaller businesses in certain developing nations, but it might do so when the smaller companies were identified.

This could be the greatest obstacle posed by MSMEs – lack of support. According to a study from 2018 by the IFC (part of the World Bank), less than a one-third (or around Rs 11 lakh crore) of the MSME credit requirement is supplied by structured banking structure that it may theoretically finance (Chart 5). This is because this explains why attempts by the Bank of India Reserve to raise liquidity in the MSMEs have had such a small effect. The bulk of the fund srema in from informal outlets. In other terms, this reality is critical. The high proportion of incorrect credits, which suggests higher slip estimates for comparatively larger firms, is a primary explanation why banks should not allocate credits to MSMEs. The other significant challenge for the business is the pause with respect to MSME payments — whether that is from their customers (including the government) or items like GST refunds, etc.

Impact of Covid-19 on SME's in India

Modern nightmares like COVID-19 are being faced across the planet, which has left the whole community muddled and in the grasp of how one epidemic has halted the nation. This deadly epidemic has spread over about 195 nations, and has been labeled a pandemic by the WHO. This virus also presents a significant challenge to the increasingly fragile global economy. There is little question that the sputtering Indian economy in the past six years has been rising at one of the lowest rates. Right still, several industries are devastated by a fresh collection of economic problems raised by the virus. It is a well-known reality that in the global supply chain, China plays a very crucial position for India and its MSME industry as well, this industry is largely dependent on China for its raw material. For eg, Indian drug makers import almost 70 per cent of their ingredients from Chinese factories and Chinese products worth \$30 billion. As a consequence of the full Chinese shutdown and partial Indian shutdown, different concerns involve export declines, stoppage of production, unavailability of jobs, demand instability and liquidity constraints on the industry. Online retailing of SME's will also be affected by the Corona pandemic (Mahajan, 2020).

Accordingly, 70 million traders in India and the bulk of them are MSMEs are CAIT. The Confederation of All India Traders (CAIT). The trade influence in India is valued at about Rs 380 lakh, with a major strike of Rs 12 crore 90 lakh in the chemical industry. Tiny, SMEs are the

sector still in immense trouble due to demonetisation, then due to badly executed GST accompanied by sustained stagnation, and the largest of all – COVID-19 – which in this particular sector would worsen the crisis further. After the COVID-19 pandemic in India has already reached the second stage and as many experts claim, we will very soon reach the third stage involving a cluster-to-community spread. One thing is fairly certain while the nation is locked down to 3 May that the MSME will strike as many as possible and that the trouble deconomy will leave many workers unemployed and will forever carry thousands of manufacturing outlets to a halt. In India, over 75 million MSMEs now operate, and almost 25 thousand of those businesses risk closure, the lockout enforced by the AIMO is about four weeks longer and an astounding 43% shuts off if a crisis stretches beside for more than eight weeks. MSME is the pillar of the Indian economy and one of the main sectors that have helped spring and boundary economy to develop. One of these difficult stages is the industry, which provides more than 114 million citizens with work and contributes over 30% of GDP, so decisive intervention is expected.

Given the widespread havoc of the COVID-19, a constant monitoring system is required by the government and urgent relief steps should be announced to improve trust in this very critical industry which has been beaten by the government's flurry of disturbances. To re-energize the consumer economy, a financial stimulus package is needed. A number of reform initiatives were adopted by countries such as the USA and China in order to preserve the COVID 19 MSMEs. The complete shutdown posed a lot of concerns, especially as these businesses are not cash-intensive enough to wait for the crisis. That's why he said work cuts. A new study for "small and medium businesses" in manufacturing shows that, once their company is suspended, only 7% of them would be able to live with their cash in their hands for about three months. The shortage of jobs available is a huge barrier to restarting now.

The government would have a long time to do its part otherwise, otherwise it will be too late to reverse the error. Indian start-ups and SMEs are among the worst hits to control the spread of COVID-19 as a result of a sudden pause in economic operations during the national lockout. About 80% of start-ups and small and medium-sized companies in the country plan their activities either to decrease or to shutter or to sell off in the next six months. According to a survey of local circles, 47 percent of start-ups and small- and medium-sized businesses in India are left with less than one month of cash and several of them have already run out of money. The survey, which was conducted in over 90 Indian districts, earned over 13,970 responses from small firms, including start-ups, SMEs and entrepreneurs. In comparison, 24% claimed cash would only be available for up to three months and 23% only for up to six months. Just 6% of entrepreneurs and small companies have registered being insured for more than six months. The loan taken by the kirana stores through government schemes like mudra loans (Mahajan, 2019) will be difficult to repay. The CSR activities of the SME's will also be affected (Mahajan, 2018).

The COVID-19 epidemic has flooded industries across the globe, with some businesses impacted more than others. The shutdown that was introduced to combat the epidemic has made several businesses cash-dry, as business growth has ground to a halt as their profits unexpectedly slows down. Start-ups and small and medium-sized businesses in India have reached out to the government for assistance with the ongoing crisis. They submitted numerous applications through Local Circles, some of them repaying 50% of startup employees' salaries for one month, or granting one-time Rs 20 lakh registered startups

.In March, the financing of Indian start-ups dropped by more than 50 percent. According to data from Venture Intelligence company market tracker, they raised around \$354 million in 34 deals in March 2020, which is less than half of the \$714 million generated in February in 46 deals. More than a dozen entrepreneurs have requested danger debt companies to fund their loan over a longer period of time than initially negotiated, as was stated earlier this month. The study stated

that those in industries that have been affected hardest by the pandemic – leisure, lodging, transport and also the distribution companies – have demanded up to 6 months longer than initially expected.

Conclusion

During the COVID-19 era all the SME' are struggling. Their biggest problems have been declining demand and broken supply chain. Yet there is hope for the challenge. After the dustsettles, SME's find it necessary, with time to stay competitive, to evolve and alter. There sponses to this issue include the introduction of protection procedures, sanitation and sanitization methods, an updated sourcing policy, the incorporation of new vendors, the streamlining of their product portfolio, a more responsive evaluation of supply chain resilience,an analysis of disaster or emergency management plans. In this way SME's can cope with the coronavirus pandemic.

References

1. *Juergensen, J., Guimón, J., & Narula, R. (2020). European SMEs amidst the COVID-19crisis: assessing impact and policy responses. Journal of Industrial and Business Economics,1-12.*
2. *Lu, Y., Wu, J., Peng, J., & Lu, L. (2020). The perceived impact of the Covid-19 epidemic:evidence from a sample of 4807 SMEs in Sichuan Province, China. Environmental Hazards,1-18.*
3. *Millennials for Online Retailers. Indira Management Review, 11(2), 59-66.*
4. *(Rural Upliftment), with Special Reference to Project Category- 'Drainage'. Indira*
5. *Management Review, 12(2), 18-29.*
6. *Mahajan, Y. D. (2019). A study and review of pradhan mantri mudra yojana (pmm) in thestate of maharashtra. Advance and Innovative Research, 1.*
7. *Yogesh Mahajan;Meena Goyal. (2020). Review of buy orders and returns from Amazon . in inIndia : Implications for Amazon and its vendors. Journal of Xi'an University of*
8. *Architecture & Technology, XII(Vi), 786–799.*

COVID-19 IMPACT ON BUSINESS-AN OVERVIEW**Dr.K.Sharmila¹, Dr.R.Devi², Dr.J.Jebathangam³, Dr.C.shanthi⁴****1.ASSOCIATE PROFESSOR , DEPT. OF COMPUTER SCIENCE , VISTAS , CHENNAI ,****2.ASSISTANT PROFESSOR , DEPT. OF COMPUTER SCIENCE , VISTAS , CHENNAI****3.ASSISTANT PROFESSOR , DEPT. OF COMPUTER SCIENCE , VISTAS , CHENNAI ,****4.ASSISTANT PROFESSOR , DEPT. OF COMPUTER SCIENCE , VISTAS , CHENNAI ,**

Abstract:

The epidemic of corona virus disease (COVID-19) has severely affected the global and the major victims of the COVID-19 outbreak are micro, small, and medium-sized enterprises (MSMEs). Their foremost problems are declining demand and broken supply chain. The Indian economy is contributed by SMEs, which is an income opportunity for the society, and also creates employment opportunities for the youth, women and the entire society. COVID 19 has grown into an unprecedented health, economic, social, business and the entire cycle of the life. Current outbreak has severe economic consequences across the globe as well as increased the risk of economic recession. Though COVID 19 impacted the economy, it also unconstructively impacts the opportunities in health, education, social, employment and employment etc. Country's sources of income including the remittances, livestock export to other countries and the aid from international partners were also decreased. SME's can cope with the corona virus pandemic by the introduction of protection procedures, sanitation and sanitization methods, an updated sourcing policy, the incorporation of new vendors, the streamlining of their product portfolio, a more responsive evaluation of supply chain resilience, an analysis of disaster or emergency management plans. The paper studies the present impact of corona virus on SME's in India especially in Tamilnadu.

Keywords: COVID 19, SME, MSME, Economy

Introduction:

The outbreak of corona virus disease-20191 (COVID-19) has severely affected national and global economies by facing different issues with a certain degree of losses. Particularly, enterprises are facing a variety of tribulations such as a decrease in demand, supply chain disruptions, cancelation of export orders, raw material shortage, and transportation disruptions, among others. Nevertheless, it is quite understandable that enterprises around the globe are experiencing the significant impact of COVID-19 outbreak on their businesses. As a very important segment of the Indian economy, micro, small and medium-sized enterprise (MSME) sectors have arisen, making a major contribution to the production, creativity, export and inclusive economic development. The major victims of COVID-19 outbreak are the micro, small & medium-sized enterprises (MSMEs) because MSMEs, in comparison to large enterprises, usually do not possess sufficient resources, especially financial and managerial, and are not prepared for such disruptions likely to go longer than expected[1].

MSMEs are the backbone of many economies worldwide that provide income and employment generation to a large number of people around the globe. They are highly dependent on their routine business transactions and a small number of customers and hence many MSMEs are running out of stock, some hardly continue to operate, and some will be running out of stock soon[2].

Literature Review

The Hindu "reported that as per the recent survey of 5000 MSMEs conducted by the All India Manufacturers" Organization, it was found that 71% of them could not pay salaries to their employees in the month of March. Reports from across the country similar findings of how these

enterprises are unable to meet their immediate financial and capital requirements. The report published by „The Hindu” stated that as per the study commissioned by All India Manufacturers Organization, at present India is home to over 75 million MSMEs and around 25 per cent of these firms will face closure, if the lockdown imposed due to the COVID-19 goes beyond four weeks while a whopping 43 per cent will shut shop if panic extends beyond eight weeks. Unfortunately the lockdown period is continuing which will lead the situation to become more worsen than ever before[3].

As stated in the literature [4], the Indian Government declared a nationwide lockdown for limiting the spread of corona virus. However, the consequences of a lockdown were catastrophic. The MSME sector in India was badly hit. For example, the MSME sector suffered from lack of manpower as a majority of workers returned to their hometowns. Many people migrated from rural regions to urban regions in search of better job opportunities. Therefore, it became difficult for managers of MSMEs in rural regions to persuade such workers to return and join their earlier workplaces.

The nationwide lockdown led to a complete freeze of economic activities to a large extent [5]. The manufacturing firms and service providing firms were highly affected by the COVID-19 pandemic. On the other hand, the role of remedial measures in the fiscal packages is to facilitate “Ease of doing business” and attract the attention of foreign investors [6]. The fiscal packages should be distributed among MSMEs on the basis of their annual turnover rates. This gives a scope to ensure optimum allocation of resources such as amounts of subsidies such that business entrepreneurs of MSMEs are benefitted.

Impact of COVID-19 in Indian economy

The COVID-19 pandemic differs markedly from past triggers of downturns. Infections reduce labor supply. Quarantines, regional lockdowns, and social distancing are usually adopted to contain the virus. Workplace closures disrupt supply chains and lower productivity. Layoffs, income declines, fear of contagion, and heightened uncertainty make people spend less, triggering further business closures and job losses. All lead to a shutdown of a significant portion of the economy (IMF)[7].

GDP (gross domestic product) growth rate has been on a downward trajectory since 2015-16. According to the official statistics, GDP growth slowed down to 4.2% in 2019-20, the lowest level since 2002-03. Industry, which accounts for 30% of GDP, shrank by 0.58% in Q4, 2019-20. Unemployment reached a 45-year high. A major driver of growth in any economy is investment by the private corporate sector. In the pre-Covid19 period, nominal values of private sector investment have been declining. The total outstanding investment projects between 2015-16 and 2019-20 declined by 2.4%, whereas new projects announced fell by 4%, as per data from the CMIE (Centre for Monitoring Indian Economy). Consumption expenditure had also been falling, for the first time in several decades[8]. India's GDP growth for the current financial year is expected to tumble to 4.3 per cent in Q4. The COVID-19 pandemic will impact in significant adverse economic crash globally.

Year Quarter	2015-16	2016-17	2017-18	2018-19	2019-20
Q1	7.5%	7.2%	5.9%	7.7%	5.0%
Q2	7.6%	7.4%	6.6%	6.9%	4.5%
Q3	7.3%	7.0%	7.3%	6.3%	4.7%
Q4	7.9%	6.1%	7.9%	5.7%	

Table 1: India GDP Trend

Impact of lockdown on Industries due to COVID-19

When the epidemic is still going on in many countries, the impact of the primary industry will be further intensified due to lockdown. The development of materials, just as fuels and people, has overall reached a sudden stop. MSMEs solely flexibly different industries, which have likewise quit working, bringing about decreased interest and abrogation of requests as no matter how you look at it, except for bottom line industries[10]. According to a study [8], small businesses in India experienced a drastic contraction in business due to a negative growth rate of net sales. There were 747 small business enterprises which experienced a reduction in the growth rate of net sales by -66.7% in Q1 of FY 2020-21. The situation worsened further when the Indian Government announced a nationwide lockdown amidst the COVID-19 crisis.

The manufacturing sector is a major part of the economy as it accounts for nearly 16% of the global GDP in 2018. As per the estimation by United Nations Conference on Trade and Development (UNCTAD), the COVID-19 outbreak could cause global FDI to shrink by 5%-15%, due to the downfall in manufacturing sector coupled with factory shutdown. The travel and tourism sector with COVID-19 outbreak, has been particularly hard hit[7].

Impact of COVID-19 in different sectors

The impact can be classified as long term and short term due to COVID-19. A Short-term impacts of COVID-19 pandemic includes demand changes, regulation revisions, research and development process changes and the shift towards tele-communication and tele-medicine.



Fig1: Potential winners and Losers in the short term

During this time when the COVID-19 pandemic is crippling various industries, public construction has been one of the few industries that has been maintained to some extent. Although activity will likely continue in the short-term, the work is expected to halt soon given various factors including supply chains disruption, shortage of subcontractors and materials, and the termination of contracts to control expenses. This article looks at the short-term stress in the industries subsectors as well as long-term impacts of a weak project pipeline for the entire industry[11].

Sector	Short term Impact
Consumer & Retail Business	Slow down of cash alteration for all categories though food and grocery retail would be less impacted.
Auto	Short term fluctuations in raw material prices have been witnessed.
Power	Cost may increase if prolonged for longer period. Since electricity is an essential services hence limited impact
Telecom	Slow down the demand for new subscriptions. Slow down the demand for mobile phones
Aviation and Tourism	Demand for turbine fuel will gradually decline due to shut down of international and domestic travel. The World Travel and Tourism Council(WTTC) estimates "the crisis to cost the tourism sector at least USD 22 billion, the travel sector shrinking by up to 25% in 2020 resulting in a loss of 50 million jobs".
Food & Agriculture	E-commerce based food delivery platforms that have constraints are likely to be impacted. Low impact on vegetables, milk, fruits etc.. Edible oils are major imports and this may have low impact.
Transportation & Logistics	Short term variations in material cost. Low impact due to raw material supply challenges. Demand for labour availability will be reduced.

Table 2: Short term impact

Sector	Long term Impact
Consumer & Retail Business	Supply chain will be a major challenge. Demand for the non-essentials product would be a large impact since it wont boost immediately because consumers will hesitate to purchase unnecessarily due to the fear of infection.
Auto	China imports 25% of India's automotive part. Disturbances in supply of raw materials would impact the import.
Power	Reformations likely to be slow if COVID-19 is sustained for a longer time. Government grants for funding may cause delay due to diversion of financial support to other sectors.
Telecom	Suspension of manufacturing facilities is will largely affect the telecom sectors due to COVID-19.
Avaition and Tourism	As per international Air Transport Association 2020 "Global revenue loss for the passenger business is estimated between USD 63 billion and USD 114 Billion".
Food & Agriculture	Supply chain will be the major challenge as many states are evolving their strategies for food supply chain. Food categories like tea, meat, spices, seafood that are exported to U.S, Europe, China are heavily impacted due to both decrease in demand and domestic supply chain issues.

Table 3: Long term impact

Findings

Outbreak of corona virus has pressed the complete world into state of uncertainty. The present misery is a entire change from recessions that faced in 2008. This has many consequences such as changed the mind set of people, challenge for the industry, shakeup the world economic order. Risks to supply chains are significant and will have long term impact.

Conclusion

There are multiple measures that the government can do for the people and the country with the economic and health crisis. The government could also fix alternate days for trading and could even use the debt restructuring scheme which should be introduced by the government to allow debt extension in this deadly period. The financing structures of 750 billion for the Micro, small, and medium enterprises (MSME) would also boost the economic balancing schemes[9]. The capital base of companies should become strong again with the investments and Atma Nirbhar scheme started by the government which will promote products made in India itself and the circulation of money would become helpful to our country. The thought of sustainable development can also be considered for getting benefits in the long run and even the durability for the most vulnerable section of society, the daily wage workers who have lost their employment. Better facilities to them will provide better life expectancy and a resilient economy in crisis.

References:

1. Prasad, S., Su, H. C., Altay, N., & Tata, J. (2015). *Building disaster-resilient micro enterprises in the developing world. Disasters, 39(3), 447-466.*
2. Williams, S., & Schaefer, A. (2013). *Small and medium-sized enterprises and sustainability: Managers' values and engagement with environmental and climate change issues. Business Strategy and the Environment, 22(3), 173-186.*
3. Sipahi, E. (2020). *COVID 19 and MSMEs: A revival framework. Research Journal in Advanced Humanities, 1(2), 7-21.*
4. Biswas.T.K, Das.M.C *Ops. Res. in Engg. Sci: Theory and App., 2020, 3, 1-12.*
5. <https://www.cnbc.com/2020/06/22/economic-impact-of-indias-coronavirus-lockdown-in-four-charts.html>
6. Jena.N.R, ThatteL.R, *Acad. of Entre. Journ., 2018, 24, 1-15.*
7. Mou, J. (2020, July). *Research on the Impact of COVID19 on Global Economy. In IOP Conference Series: Earth and Environmental Science (Vol. 546, No. 3, p. 032043). IOP Publishing.*

8. Roy, A., Patnaik, B. C. M., & Satpathy, I. (2020). *Impact of Covid-19 crisis on Indian MSME sector: A study on remedial measures*. *Eurasian Chemical Communications*, 2(9), 991-1000.
9. Aman Srivastava, *After COVID-19, 5 Ways India Can Pursue a Sustainable and Resilient Recovery* World Resources Institute (2020), <https://www.wri.org/blog/2020/04/after-covid-19-5-ways-india-can-pursue-sustainable-and-resilient-recovery>.
10. Sidhu, G. S., Rai, J. S., Khaira, K. S., & Kaur, S. (2020). *The Impact of Covid-19 Pandemic on Different Sectors of the Indian Economy: A Descriptive Study*. *International Journal of Economics and Financial Issues*, 10(5), 113-120.
11. <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/covid-19/understanding-the-sector-impact-of-covid-19--engineering---const.html>

COVID-19 AND ITS IMPACT ON THE INDIAN IT INDUSTRY

Dr.M.CHARLES AROCKIARAJ

*Asst.Professor,Department of Computer Application,Patrician College of Arts and Science,
Chennai. India*

Abstract

The Covid-19 explosion has put a strain on the global economy, disrupting businesses in various sectors around the world. Outbreaks appear to be exacerbated during the crisis in countries with low income and fear of recession. Because the virus is so prevalent in many developed countries, its impact on the Republic of India is relatively low but it also has a significant commercial and economic impact. With about fifty-five world p.c of foreign physics from China, this has now dropped to forty p.c due to coronavirus outbreaks and future imprisonment. Over the past few decades, IT trading has become India's leading sector in the economic process. It plays a key role in achieving many of the world's dreams of the elite and the aspirations. However, due to the outbreak of coronavirus Covid-19, India's IT service players, in line with commercial analysts, could see significant delays in growth throughout the year. Reports say that high-end retailers, as well as Tata practice Services, Infosys, and HCL Technologies, will be meeting more with reduced consumer deployment technology in North America and Europe following global cuts.

I INTRODUCTION:

Covid-19 is one of the biggest problems facing people these days. It has been a rare time since the last human catastrophe, and we are still not sure how long this epidemic can last. An endless stream of people losing their lives around the world every minute, but the global economy has become a tough game.

While the impact of Covid-19 is severe in several developed countries, as well as the United States, India, UK, Italy, Spain, Russia, France, and FRG, it has also damaged the rest of Europe. Several sectors, especially those associated with tourism, are completely devastated. Hotels and restaurants, flight, cabin area among the most affected. With HDPC security, the IT industry revenue could see a 2-7 pc cut due to delays in high intelligence process over the next six months and businesses are evaluating the impact of the virus. Customers expect to reduce their IT budgets and reduce new systems due to concerns about the uncertain economic situation and the economic downturn.

While most industrial areas are concerned, according to IBEF, IT industry revenue was estimated at US \$ 191 million in FY20, growing at an average of seven.7 p.c per year. It is expected to achieve US \$ 350 billion by 2025. Domestic IT business revenue was estimated at \$ 40 billion, while foreign exchange earnings were estimated at US \$ 147 billion in FY20.

The main reason for the economic growth of this trade is the use of exaggerated code such as Google Meet, Zoom, and Microsoft. In these teleconference tools a wider area is welcomed not only by working people but in addition by young people such as local universities that teach far and wide with these tools. In addition, these tools have helped people to continue to tolerate their loved ones who come from all over the world without leaving. These tools also compete for an important role in medicine, working for people to stay safe in their homes.

IT'S all over to save lives all over the world

India was among the leading countries to rapidly develop a crazy mobile app - AarogyaSetu, which helps to monitor the potential space of potential Covid-19 patients within the neck of a user's forest and warns in case it finds a nearby patient. The app is on the market for individual robot and iOS devices. At that time various world governments had created sites to issue E-passports to those who suffered throughout the work.

In Australia, voters may work with the government. chatbot to stay updated and answer their questions. This has helped to stem the tide of misinformation and to stifle public outrage. In South Korea, govt. has launched an app that helps segregated home workers to be more tolerant of colleagues at work to ensure good progress.

There is a local area for several reasons for IT trading to go faster than ever before. the world has seen the net as a savior that cracked businesses are alive. It has helped people stay in touch with their family and friends. It has helped companies to stay active in these times that have never been seen as a home workplace unit. a place for young people who travel the fields of intelligence far and wide. After that food apps helped people order their monthly supply online. this is often an example of how technology has improved the way we live, work, and play. Online payment apps like Google Pay and Paytm have made life easier for people. They also help save the North American country by hand-making payments.

Governments around the world, as well as the Republic of India, are rolling out local units based on 5G technology. This could provide impetus to telemedicine in the Republic of India. 5G will offer a bonus of sensible cities across the country. it is better and can always provide the most important energy for the growth and development of the world.

II INDIA'S IT BUSINESS GROWTH SLOWS DOWN, BUT NOT SIGNIFICANTLY

Due to the negative impact of COVID-19, the annual growth of the Republic of India IT & business services market is expected to grow by half. Five percent won \$ 14 billion in December 2020, according to the International Information Company (IDC) forecast on Tuesday. According to an earlier forecast from the IDC in the Gregorian calendar last year, before rumors surfaced, the IT & services market is expected to grow annually by half a decade. 8 percent will be calculated at \$ 14.2 billion in Dec a pair020.

Some of the best solutions around the world:

In many countries the UN agency is facing a ban on investment in the city's positive response as police in China square measure the abuse of drones connected to sensory nerves to detect coronavirus symptoms and seek immediate medical attention. In Australia, govt. launch a chat-bot to keep voters up to date with the truth and to answer their questions in order to be prepared to reduce the emergence of dishonest details and stop the panic that will be made public. In the Asian nation, the state has introduced a Smartphone app that keeps isolated employees open and co-workers to keep track of performance and raise any questions.

In January, China, AHS Central designed a paid 5G system to change consultation and identification | of people} affected by the virus by linking West China Hospital doctors and 27 other non-hospital hospitals to treat the ill health of people. This not only helps physicians to speak faster and better by name but collectively helps keep track of emergency patients The UN is seeking immediate medical attention and if the hospital is not ready to provide that the patient can be transferred in real time to the nearest equipped hospital.

III OPTIMIZING OPPORTUNITIES AND THREATS IN THE IT INDUSTRY:

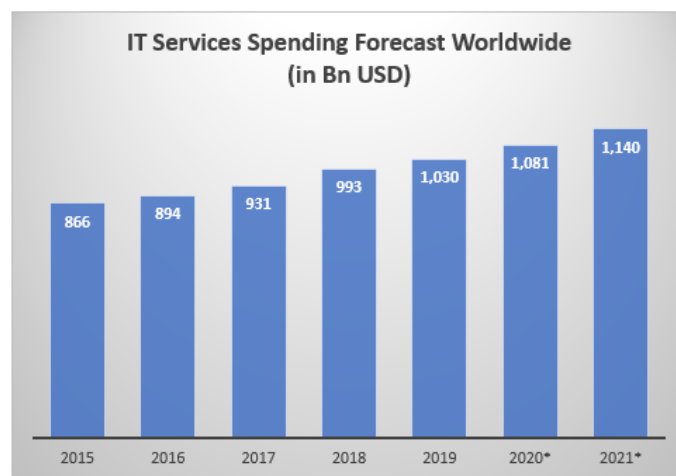
Thanks to coronavirus, a number of opportunities have been identified within the IT business, such as the growing demand for 5G technology. This can facilitate the escalation of connections that support remote integration. This has been a major concern for several organizations as a result of the epidemic. Telehealth is one of the most emerging industries within disasters. this may help people to appeal to be found, treated and driven by the need for a medical man to be a physical gift. Dozens of applications have been built over the past few months to help accomplish this. There is a square measure measuring several patients The UN agency measures the isolation scale UN

agency seeks daily medical guidance and medical assistance, and these programs can help them achieve that.

There is a square that measures many threats as well, such as when the epidemic is over what will happen in the IT sector? Exporters in this period of trading feel that it will not be ready to stabilize once it has deteriorated, not like the global economic and financial meltdown. Back then, big banks helped to increase market stability, yet even now even central banks are not balanced.

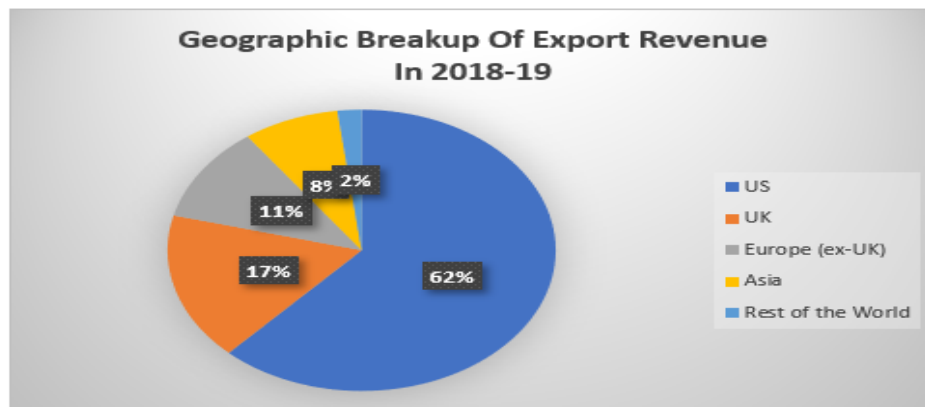
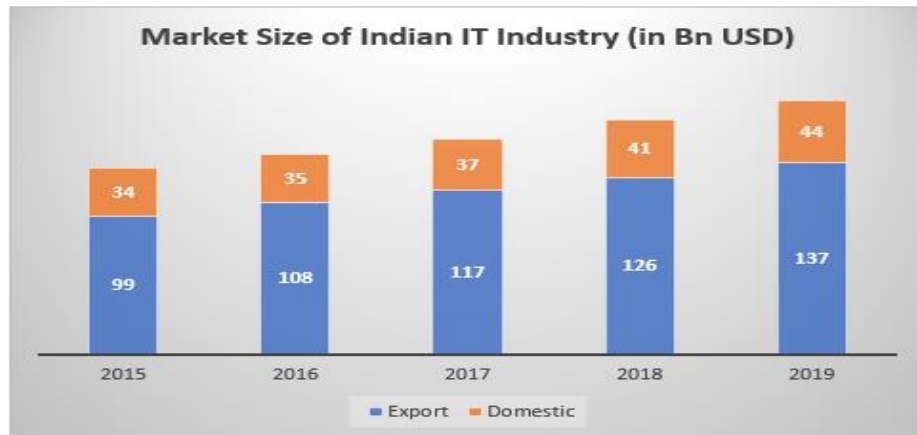
IV HOW ECONOMIC POLICY DUE TO COVID-19 AFFECTS MARKET SIZE

Information Technology and enabled services have become one of the most important driving modes that undermine the global economic process. The IT sector includes IT services, Business Process Management, package sales and engineering and hardware services. The outsourcing of IT is the use of strategies by external service providers to effectively provide an IT-related business approach, application service and end-to-end business solution solutions that are typically managed by internal resources. firms prefer outsourcing, especially to reduce the cost of their business, to speed up the completion of a project, to rely on external experience to perform tasks that are completely different from their basic skills and asset benefits among others. According to Statista, in 2019, the global market size of Data Technology Outsourcing (ITO) data was \$ 6.66 billion which was seventy-two in the global market size of export services. The IT services market has grown significantly by USD 166 billion since 2015 (total size of USD 866 billion) and is expected to grow by another 100 million between 2019 and 2021.



Source: Statista (*- forecasted figures)

While Europe, the Middle East, and Africa (EMEA) measure hold the highest share of IT outsourcing, the Republic of India continues to be ahead of the trend of generating USD 137 billion IT exports mainly through enabled services IT. Indian organizations have established more than 000 international delivery centers in about eighty countries around the world. Coding outsourcing as one of the most mature industries in the Republic of India, is the owner of many IT technology specialists where the country benefits from 5-6 times (or 80%) cheaper than US IT trading offers about 7. to the country's GDP in 2018 and it is predicted that it will contribute 100 per cent of India's GDP by 2025. In FY 2019, trading generated revenue of USD 181 billion, which was largely driven by IT exports and domestic revenue was USD forty-four. Most of the foreign exchange earnings were generated from the North American nation for nearly sixty-two years followed by a united states in the Revolutionary Organization on November 17 and the rest of Europe on November 11. The graph below shows an increase in exports which increased at a faster rate compared to domestic income over the years.



To build a distributed distribution, India's leading IT service providers such as Infosys, Wipro and TCS square measure offer a wide range of sales, showcasing leading blockchain and AI concepts for clients in creative design, research and development centers. Overall, in 2017, the trade provided direct employment to nearly four million people and indirect employment to more than ten million. By 2019, TCS revenue reached almost one bureau.5 trillion (USD 21 billion), thus building a large IT services company based in India that year. The ideal IT services market of the Republic of India has attracted significant investment from major countries. According to free information by the Department of Trade and Industry Promotion, pc code and hardware sector in the Republic of India has drawn the entry point of Foreign Direct Investment (FDI) at a price of USD 43.58 billion between the calendar month Gregory 2000 and December 2019 second in overall FDI migration. Recently, Tata practice Services partnered with a North American country based on the drug company Walgreens Boots Alliance and also contracted ten priced offices, valued at 650 billion dollars (USD one.5 billion).

V IMPACT OF ECONOMIC POLICY DUE TO COVID-19

- IT outsourcing is one of the most exciting industries in the world. However, with a coronavirus outbreak; a mixed impact is expected on IT outsourcing.
- As a number of economic measures continue to be jailed as a result of the Covid-19 crisis, revenue generation in many sectors in all sectors has been affected and the level of governance has skyrocketed. At a time of concern about worsening economic conditions, countries and firms have largely engaged in expulsions trying to manage the delivery of IT services in order to utilize their resources in the designated work. for example, 2 major Australian companies - Telstra and Optus and the British Virgin Media, which had partnered with a roadblock with the Republic of India and the Philippines, have announced that they are leaving workers' interests in the host country alone.

- According to a UN report, the Republic of India is one of 15 economies most affected by the COVID-19 epidemic. and no contract cancellations have yet been made by service partners in various geographies, with many consumers requesting a reduction in support for application and retention services. The disruption of world trade as a result of the epidemic is expected to have a trade impact of USD 348 million on the Republic of India, albeit very low compared to its counterparts such as Europe (including the UK), the US, Japan and the Asian nation.
- In the midst of a difficult situation due to the epidemic seen by the IT business, a proportion of businesses are expected to see their growth slow. major players such as TCS, Infosys, and HCL technology are the foremost square in contact with the largest jolt because demand from consumers within the North American nation and Europe, that square measure strongly hit by COVID-19, is expected to fall. Revenue is expected to be reduced by approximately 2-7% for the most part combined by adherence to a higher level of understanding, delays in pipeline conversion and project implementation and the impact of equity on conventional businesses. However, in a number of businesses the UN agency has never offered the idea of a layoff that may expand the model to partner with more outsourcing companies across the country now to extend their wings. currently square companies that use the service from a remote location, thus need more cloud services and IT applications to successfully develop and strengthen their data linked to security from cyber-attacks. Thus in another phase, where Indian IT trade is expected to prove pressure on new contracts and measurements, there are square segments within the IT domain where releases are expected to increase. Time problems are likely to continue, although the ever-present challenges undoubtedly unlock new opportunities for others within the space of outsourcing services.

VI CONCLUDING REMARKS

- We live in the midst of the worst international catastrophe and part of history wherever human civilization works to regenerate normalcy. One outstanding issue among all the challenges and lessons learned from this health problem is that technology will empower people to deal with weaknesses in various ways.
- Because of the increasing epidemic, many countries around the world have used locks.

VII DEFINING THE FUTURE OF WORK

Long-term job description - Businesses can work specifically with participants on the right combination of knowledge and experience to achieve their goals, while enabling new ways to implement and improve work support systems. Not only this, real hiring of IT skills can be a common occurrence and home-based interactions can be an intimate area for staff culture. In addition, businesses can be resilient due to the fully distributed environment of the WFH model - they are less risky and more like business continuity and light, and employees can have more flexibility than their schedules. In the coming days - in communications and savings and partnerships, funding can shift from reality to new technologies that will create more efficient, productive and encrypted remote operation.

- Cloud and information can stay under the guise of digital transformation - The COVID crisis calls for digital transformation - currently the most important business start-up for every CIO. Companies can still embrace digital transformation, wherever cloud acceptance and cloud awareness can see an upward graph. Each organization has been able to recover and sustain itself throughout the epidemic - thanks to a hybrid infrastructure economy and information. According to a recent IDC study, an average of sixty-four Indian organizations are expected to increase the demand for cloud computing and fifty-six cloud software, to support this new tradition. Going forward, companies can take a number of steps to continue their business quickly and effectively.
- Ensuring post covid security time - New reality is being distributed geographically by multiple devices at work. Therefore, focusing on information security may be required for businesses to participate in technology and ensure that information and data are not compromised. in line with

the Asian National Information Council (DSCI), the trade in cyber security services could grow to \$ 7.6 billion by 2022. In the coming days and months, cyber security can be considered, where people can protect the most important thing - important information, to avoid financial obstacles.

- Digital education and training / high-level training can return to the forefront - With the advent of the public outcry right now, many companies have considered home or remote employee policies. This can significantly increase the chances of workers being able to use their new strengths and self-help. and online learning has become more common now, the post Covid era can still see an increase in skills training and company training. in line with a recent LinkedIn survey, sixty-three Indian workers view skills development as a priority in these unprecedented times. Employees can find the best opportunities to develop and try many ways to introduce new online methods. Going forward, we will see companies develop a talent strategy that will enhance the digital and psychological skills of employees, their social and emotional skills, and their flexibility and resilience. firms can invest heavily in their study budgets and try to re-energize firms that can consistently strengthen firms in future disruptions.

- Fintech platforms can see an increase in new users - Rate the rating that proves the potential for strong collaborative planning and dynamic digital acquisition. A recent report from the NPCI revealed that digital payments have doubled during the month of power, with the volume of group action at UPI, FASTag and Barat Bill Pay olympian March. and Covid has already accelerated digital adoption, reaffirming the Asian digital world initiative, we will still see an increase in new users - supported age, category, business, etc.

The volatile situation provided an opportunity and hampered opportunities to build a strong economy right now for trade. it's time for the IT industry to stand at my feet to challenge, push boundaries and tie the technology space to strengthen recovery and a better, connected world plan.

References

1. *Barclays . (2020). How will India lockdown play out for economy & markets: 4 scenarios. Economic Times.*
<https://economictimes.indiatimes.com/markets/stocks/news/how-will-india-lockdown-play-out-for-economy-markets-4-scenarios/articleshow/74804087.cms>
2. *Bloom, E., Wit, V. d., Jose, M. J.-S. (2005). Potential economic impact of an Avian Flu Pandemic on Asia. Asian Development Bank.* <https://www.think-asia.org/handle/11540/2165>.
3. *Godman Sachs . (2020). Goldman Sachs estimates India's GDP growth rate at 1.6%, predicts RBI will reduce interest rates by another 50 basis points.*
<https://www.news18.com/news/business/goldman-sachs-estimates-indias-gdp-growth-rate-at-1-6-predicts-rbi-will-reduce-interest-rates-2569465.html> Google Scholar
4. *IIPS . (2001). Major net migration flows. Indian Institute of Population Sciences.*Google Scholar
5. *International Labour Organisation . (2020). COVID-19 and the world of work, impact and policy responses. ILO.*Google Scholar
6. *JaganMohan, M. (2020). Travel and tourism industry in India, statistics and facts.*
<https://www.statista.com/topics/2076/travel-and-tourism-industry-in-india/>Google Scholar
7. *Jan Saahas Survey . (2020). Lockdown is only the beginning of misery for India's migrant labourers. Quartz.com.* <https://qz.com/india/1833814/coronavirus-lockdown-hits-india-migrant-workers-pay-food-supply/> Google Scholar

IMPACT OF COVID-19 ON INDIAN INDUSTRY: CHALLENGES AND OPPORTUNITIES

**G.BHUVANESWARI, M.Com.,M.Phil.,
RESEARCH SCHOLAR,**

**Dr.A.ANVAR AHAMED,
ASSISTANT PROFESSOR,
P.G. AND RESEARCH DEPARTMENT OF COMMERCE,
THIRU.VI. KA. GOVT. ARTS COLLEGE,
TIRUVARUR.**

Abstract:

The outbreak of the Covid-19 pandemic is an unprecedented shock to the Indian economy. The Government of India has announced a variety of measures to tackle the situation, from food security and extra funds for healthcare, to sector related incentives and tax deadline extensions. With the prolonged country-wide lockdown, global economic downturn and associated disruption of demand and supply chains, the economy is likely to face a protracted period of slowdown. This study revealed the potential impact of the shock on various sectors like manufacturing, financial services, banking, infrastructure, real estate, and services and put forward a set of policy recommendations for specific sectors.

Key Words: Indian Economy, Economic Downturn, Corona Pandemic, Supply Chain,

Introduction:

The Indian economy has been experiencing significant slowdown over the past few quarters. In the third quarter of the current fiscal, the economy grew at a six-year low rate of 4.7%. There was a strong hope of recovery in the last quarter of the current fiscal. However, the new coronavirus epidemic has made the recovery extremely difficult in the near to medium term. The outbreak has presented fresh challenges for the Indian economy now, causing severe disruptive impact on both demand and supply side elements which has the potential to derail India's growth story. India reported its first confirmed case on January 30.

However, there are only some signs of community transmission the percentage of affected people is still low, with most cases related to travel. That said, the domestic situation remains fluid and warrants constant monitoring. The impact on the Indian economy could be significant if the virus continues to penetrate the country which will have a longer lasting effect. While the impact on economic prospects due to activity being affecting in countries like China, S Korea, Japan, Italy, etc. would be through trade, investment and services routes, it could be more damaging if there is any shutdown in India. The objective of the Survey is to understand the opinion from the business fraternity regarding the downside risks to the Indian economy on the backdrop of outbreak and spreading of this virus.

Literature review:

The answer would depend largely on the extent of spread within India. So far, India is among the Asian economies that are not deeply impacted. With the number of Covid-19 cases nearing 2 lakh and the death toll topping 7,800, the impact of the virus on global sentiment, economic and otherwise, has been immense. While new afflictions have been declining in China – the epicentre of the outbreak – since the end of February, it is spreading fast outside. New cases outside China now surpasses those in China, with Italy, Iran and South Korea being the worst affected. With more than 160 countries reporting confirmed cases of Covid-19, its implications on the global economy is more threatening than envisaged a month ago.

India's Growth Projections Revised Down

Most multilateral agencies and credit rating agencies have therefore revised their 2020 and 2021 growth projections for India keeping in view the negative impact of coronavirus-induced travel restrictions, supply chain disruptions, subdued consumption and investment levels on the growth of both global and the Indian economy.

Fitch Ratings - Fitch has also cut its forecast for India's economic growth to 4.9% for 2019-20 from 5.1% projected earlier.

Moodys - Moody's Investors Service has revised down its growth forecast for India to 5.3% for 2020 from its earlier estimate of 5.4% made in February.

S&P Global Ratings – S&P has lowered India's economic growth forecast to 5.2% for 2020 as against 5.7% projected earlier.

Barclays – Barclays has lowered India's economic growth forecast to 5.6% for 2020 as against 6.5% projected earlier.

(Sunil et al., 2020) The trade impact of the coronavirus epidemic for India is estimated to be about 348 million dollars and the country figures among the top 15 economies most affected as slowdown of manufacturing in China disrupts world trade, according to a UN report. Whereas according to Asian Development Bank (ADB) the Covid-19 outbreak could cost the Indian economy between \$387 million and \$29.9 billion in personal consumption losses. A survey by FICCI (2020) found that most industry respondents did not foresee positive demand account during the entire fiscal year. Demand side impact on tourism, hospitality and aviation is among the worst affected sectors that are facing the maximum burnt of the present crisis. Consumption is also getting impacted due to job losses and decline in income levels of people particularly the daily wage earners due to slowing activity in several sectors including retail, construction, entertainment, etc. Some sectors like automobiles, pharmaceuticals, electronics, chemicals products etc. are facing an imminent raw material and component shortage.

CII identifies some policy / regulatory measures, which would help ease doing business in the wake of the outbreak of the COVID-19 pandemic and minimise the adverse effects on the health of the industry and economy.

1. Enhance Validity of licenses / approvals / NoCs
2. Easy & quick disbursal of pending dues
3. Provide speedy clearances
4. Relaxation / dispensation of labour law compliances
5. Contribution to PF & ESI funds
6. Facilitate ease of doing business for MSMEs
7. Facilitate trading across borders
8. Ease licensing requirement for production of Sanitizer

(CARE ratings, 2020) The objective of the Survey is to understand the opinion from the business fraternity regarding the downside risks to the Indian economy on the backdrop of outbreak and spreading of this virus. Pick up in retail inflation by June 2020. (Dev and Sengupta, 2020) We are in the middle of a global pandemic, which is indicting two kinds of shocks on countries: a health shock and an economic shock. Right now, most of the policy focus is on the health shock, but soon it will become clear that the economy is also facing a serious problem. In this, India is not unique. All countries in the world will have to deal with the economic mess that the health shock will leave behind. But the mess may be particularly bad in India because the economy was in a weakened state when the shock hit us. And while the health shock will be temporary, the economic crisis it is triggering will affect us for a much longer period.

Objectives

The major objectives of this study are:

1. To understand impact of Covid-19 on overall Indian Economy

2. To understand impact of Covid-19 on different sectors
3. To find out the challenges for different sectors in Indian economy

Research Methodology

In this study I have taken survey reports & study reports by various agencies like CRISIL, FICCI, PwC, ASSOCHAM, CII, McKinsey & Company and CARE Ratings for detail study. I have chosen the reports mostly published in March and April months to understand the impact of COVID-19 on Indian economy and various sectors. Also, I have studied few research papers and News articles which publish in these two months.

Results and Findings

It is revealed that when the global economy is on a slowdown mode no emerging economy can grow at its normal pace. The Indian economy was grappling with its own issues and COVID-19 made the matters worse. India's GDP has been on a consistent decline after peaking out at 7.9 in Q4 of FY 2018 to 4.5 in Q2 of FY 2020. The industry was facing demand problems, due to which business houses were reluctant to undertake capex plans, unemployment was at its peak and exports which were consistently down for several months. India has the problem could be more acute and longer lasting, the economy was in parlous state due to Covid-19 struck.

Due to the measures adopted to prevent the spread of the Coronavirus Disease 2019 (Covid-19), especially social distancing and lockdown, non-essential expenditures are being postponed. This is causing aggregate demand to collapse across the India. In addition to the demand reduction, there will also be widespread supply chain disruptions, as some people stay home, others go back to their villages, imports are disrupted, and foreign travel is stopped. This will negatively affect production in almost all industries. Gradually the shock will spread to manufacturing, mining, agriculture, public administration, construction – all sectors of the economy. This will adversely affect investment, employment, income, and consumption, pulling down the aggregate growth rate of the economy.

Like India, several international economies are becoming cognizant of the risk they face by being overly dependent on one market. Making the current situation a learning opportunity, this is the time India can work on capturing potentially 40% of their competitor's market share by looking at indigenous production of goods, furthering the country's Make in India campaign.

Recommendations:

Here are a few suggestions that the policymakers can consider as they gear up to deal with the economic crisis.

1. The first measure must be to protect the workers in the informal sector, who will be badly affected, and yet have little savings to tide them over the shock. This will not be easy to do, but there are two mechanisms that could be utilised: MNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) and Jan Dhan accounts.
2. For organised sector as discussed above, the objective should be to make the banks somewhat less risk averse in their overall lending, while preserving their authority to distinguish between viable and non-viable firms.
3. To increase liquidity and increase consumer confidence, the Government of India should provide a pay roll tax holiday for a quarter to help support demand in these stressful times.
4. MSMEs should be provided concessional working capital loan, equivalent to one to three month's (based upon the extent of disruption) average turnover of last year. To support them, when the supply chains have been impacted globally, MSMEs should also be provided concessional finance at a rate of 5% for three months through SIDBI. The interest payment for such financing can be adjusted over the next three years as part of GST.
5. CSR spending by corporate organisations should be directed towards a response fund dedicated for the management of the pandemic.

6. A disaster management framework focused on managing disease outbreak will become essential in the large and densely populated country.

Conclusion:

In India, this has not yet started in a systematic manner and needs to be prioritised alongside steps to deal with the health crisis. By rationalizing tax rates or providing tax relief curb the impact of COVID-19 on the Indian economy might know after implementation of measures. About necessary measures to combat the economic impact from the rapidly spreading coronavirus, the Government policymakers would need to implement a substantial targeted fiscal, broader monetary stimulus, and policy rate cuts to help normalize the economic situation. As the COVID-19 crisis continues to expand, manufacturers will likely face challenges on numerous fronts. Manufacturers will also need to look beyond their own economic viability. They will need to coordinate closely with the public sector to forge plans that are essential to both public safety and the solvency of their workforce, while keeping the lights on in their operations. Challenging climate. Some will be austere, but austerity measures should be tempered to preserve long-term objectives.

References:

1. ASSOCHAM-Primus Partners Survey, (2020). *Recommendations for a National Response to the Economic Impact of Covid-19*. https://www.assochem.org/upload/Recommendations-for-a-National-Response-to-the-Economic-Impact-of-Covid-19_Final.pdf
2. CARE ratings (2020). *Survey on 'Impact of the Coronavirus on the Indian Economy*. 16th March 2020. [https://invest-india-revamp-static-files.s3.ap-south-1.amazonaws.com/s3fs-public/2020-](https://invest-india-revamp-static-files.s3.ap-south-1.amazonaws.com/s3fs-public/2020-1.amazonaws.com/s3fs-public/2020-1)
3. Carlsson-Szlezak, Martin Reeves and Paul Swartz "What Coronavirus means for the Global Economy", BCG Henderson Institute, <https://hbr.org/2020/03/what-coronavirus-could-mean-for-the-global-economy>
4. Chaddha, N, A Das, S Gangopadhyay and N Mehta (2017), 'Reassessing the Impact of Demonetisation on Agriculture and Informal Sector', India Development Foundation (IDF), New Delhi, January.
5. CII (2020). *COVID-19 Impact on Industry and Economy*, 24th March 2020. <https://www.mycii.in/KmResourceApplication/65567.COVID19PMOnote20Mar202002.pdf>
6. CRISIL (2020). *The COVID-19 fall out quantifying first-cut impact of the pandemic*. 19th March 2020. <https://www.crisil.com/en/home/our-analysis/views-and-commentaries/2020/03/the-covid-19-fallout.html>
7. Dev, S, Mahendra (2020), "Addressing COVID-19 impacts on agriculture, food security, and livelihoods in India", IFPRI Blog, April 8.
8. <https://www.ifpri.org/blog/addressing-covid-19-impacts-agriculture-food-security-and-livelihoods-india>
9. Dev and Sengupta (2020). *Covid-19: Impact on the Indian Economy*, Indira Gandhi Institute of Development Research, Mumbai. 1-42.
10. FICCI (2020). *COVID-19, Impact on Indian Industry issues and suggestions*., 23rd March 2020. <http://www.ficci.in/publication.asp?spid=23196>
11. Himanshu (2019), "India's farm crisis: decades old and with deep roots", *The India Forum*, <https://www.theindiaforum.in/article/farm-crisis-runs-deep-higher-msps-and-cash-handouts-are-not-enough>
12. Kapur, Dev and Subramanian, Arvind (2020), "How coronavirus crisis can be converted to opportunity to fundamentally strengthen Indian economy", *Indian Express*, April 3, 2020.

A STUDY ON EMPLOYEE MOTIVATION***DR. SAI KUMARI .V & **MS. V. SUNITHA*****PROFESSOR & HEAD, DEPARTMENT OF MANAGEMENT STUDIES,
EASWARI ENGINEERING COLLEGE******Assistant Professor, Department of Management Studies, Easwari Engineering College**

ABSTRACT:

Motivation is the word derived from the word "motive" which means needs, wants, desires or urges within people. It is the process that inspires people to take action to achieve goals. In the context of work goals, psychological factors motivating people's behavior can be the need for money, respect, job satisfaction, achievement, etc. Motivation occupies a crucial place and position within the entire management process.

This paper presents a study to detect important factors influencing motivation of employees in the organization and the factors through which the employees are motivated whether it is monetary (Bonus, Incentive) or non-monetary (recognition, rewards) benefits.

A descriptive research design was used to collect data from primary and secondary sources.

Questionnaire and interview will be considered as the research instrument for the study.

Simple random sampling method with a sample of 100 respondents. Appropriate statistical tools will be applied for testing the data.

For this study the samples were collected from the 100 respondents through questionnaire in that 62.9% female and 37.1% were male reported. In our result we got that employees give equal importance to both monetary (Incentive) and non-monetary (Promotion) benefits. Most of the employees believe that their performance is influenced by their incentives. In our study we also analyze that work environment and company policy are the two major factors which demotivates the employee in the organization. We suggest that once in 6 months every organization should analyze the employee performance in the organization and according to that they should provide them monetary or non- monetary benefits to motivate them and increase their satisfaction towards their job.

Keywords: Motivation; Performance; Productivity; Rewards; Workplace.

INTRODUCTION OF THE STUDY:

The only way to get people to work hard is to motivate them. Today, people must understand why they're working hard. Every individual in a corporation is motivated by some different way. When talking in term of employee motivation, it can be simply defined as a reflection of the level of energy, commitment, and creativity that a company's workers bring to their jobs. The job of a manager within the workplace is to urge thing done through employees. To do this the manager should be ready to motivate employees. But that's easier said than done! Motivation practice and theory are difficult subjects, pertaining to several disciplines. Motivation arises from the interplay of conscious and unconscious factors such as the intensity of the desire or need, the incentive or reward value of the goal and the expectations of the individual and his colleagues. These factors are the explanations one has for behaving a particular way. An example may be a student that spends overtime studying for a test because he or she wants a far better grade within the class. Internal and external factors that stimulate desire and energy in people to be continually interested and committed to employment, role or subject, or to form an attempt to attain a goal. Most employees in the organization need motivation to feel good about their job role and perform effectively. Some employees in the organisation are money motivated.

Motivation levels within the workplace have an immediate impact on employee productivity. Workers who are motivated and excited about their jobs perform their responsibilities to the simplest of their ability and production numbers increase as a result. Employers use several sorts of incentives to extend production numbers. Employee incentives are available a spread of forms including paid day off , bonuses, cash and travel perks. Incentives drive employee motivation because they provide workers more to strive for than a daily paycheck. Many employees need recognition from their employers to supply quality work. Recognition and employee reward systems identify the employee's effectiveness who perform their jobs perfectly. Acknowledging a job well done makes employees feel good and encourages them to do good things. Employers recognize workers by tracking progress and providing feedback about how they need improved over time. Public recognition is additionally an interesting factor that drives worker productivity.

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

To study the important factors which are needed to motivate the workers.

SECONDARY OBJECTIVE:

- To identify the effects of monetary and non- monetary benefits of employees provided by organization on the employee's performance.
- To study the effect of job promotion of the employees in the organization.
- To learn the worker satisfaction on the interpersonal relationship exists within the organization.
- To provide the sensible suggestion for the development of organization's performance.

NEED FOR THE STUDY:

- To know what are the de-motivation factors.
- To study how supervisor can influence motivation
- To study level of monetary motivation non- financial motivation
- To study the extent of employee motivation

RESEARCH METHODOLOGY:

RESEARCH DESIGN: Descriptive **SAMPLE SIZE:** 100 responses randomly.

SAMPLE TECHNIQUE: Simple sampling **DATA:** Primary and Secondary data

DATA SOURCES:

There are two sorts of data sources available to the research processes. 1. Primary data. 2. Secondary data.

Primary Data: the first data is collected by using primary methods such questionnaires and observations etc. For this study questionnaires are wont to collect primary data from the workers of the industries.

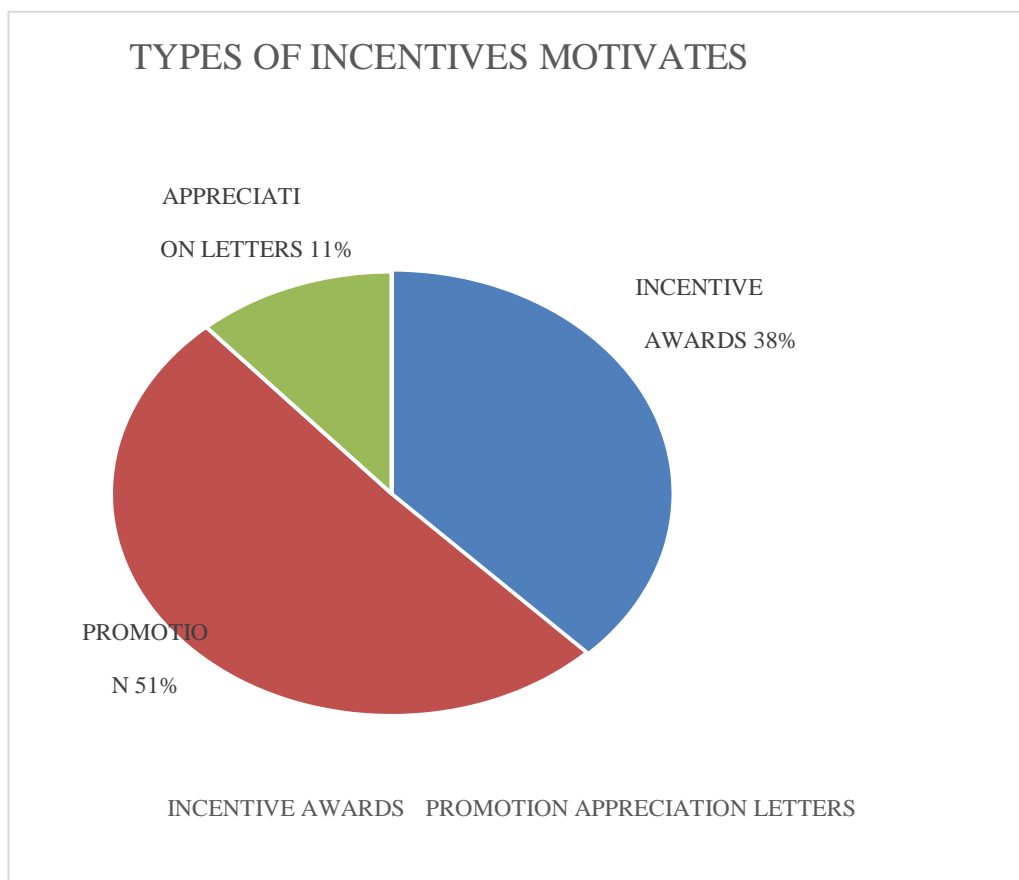
Secondary Data: Secondary data is collected from various books, websites and old research reports.

DATA ANALYSIS TOOL: Chi - square test and Regression method

REGRESSION METHOD: We used multivariate analysis to explain the relationships between a group of independent variables (Rating employees Focus towards work) and therefore the dependent variables (Outcome variable – Incentives and Rewards).

CHI-SQUARE TEST: Chi square test is employed to work out the many frequency (Motivational factor) and expected frequency (High productivity).

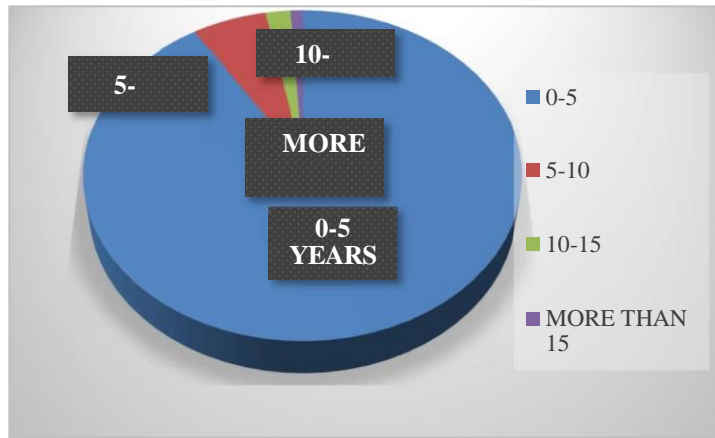
ANALYSIS:



INCENTIVES THAT MOTIVATES EMPLOYEES:

Interpretation: The employees Incentives motivates are classified based on the Incentive awards 38%, Promotion 51% and Appreciation letters 11%

WORKING EXPERIENCE:



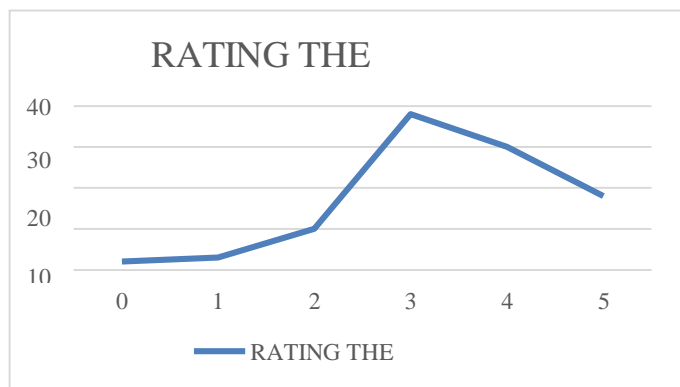
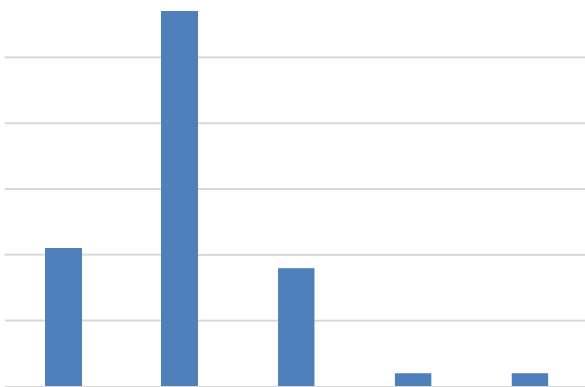
Interpretation: The employees are classified on the basis of working experience 0-5 years, 5-10 years, 10-15 years and more than 15 years. It reveals that 91% employees are 0-5 years of experience, 6% of the employees are 5-10 years of experience, 2% employees are 10-15 years of experience and 1% of the employees are more than 15 years of experience.

Interpretation: The employee motivation program in organization rating level is given in above diagram.

WORKING CULTURE OF THE ORGANIZATION:

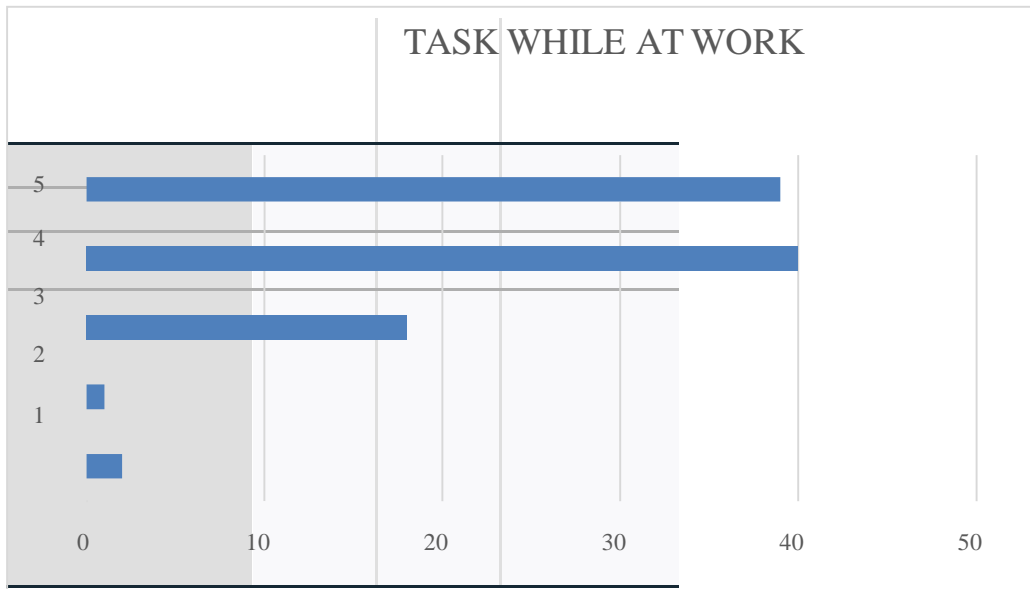
Interpretation: The working culture in the organization highly satisfied is 21%, satisfied is 58%, average is 17, dissatisfied 2% and highly dissatisfied is also 2%.

RATING THE MOTIVATION PROGRAM:



TASKS WHILE AT WORK :

Chi-Square Tests



a. 10 cells (66.7%) have expected count less than 5. The minimum expected count is .44.

REGRESSION

Interpretation: The employee’s tasks while at work in organization rating level is given in above diagram.

USING SPSS TOOLS

CHI-SQUARE TESTS

The chi-square test, also spelled χ^2 , can be any statistical hypothesis test where the sample distribution of the test statistic is a chi-square distribution if the null hypothesis is true. The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies. Regression analysis is a set of statistical processes for estimating the relationships between a dependent variable (often called the 'outcome variable') and one or more independent variables (often called 'predictors', 'covariates', or 'features').

Descriptive Statistics

	Mean	Std. Deviation	N
How focused are you on your tasks while at work?	4.16	.840	61
How would you rate the motivation program in your company?	3.44	1.103	61

FINDINGS OF THE STUDY :

- According to the study, the respondents of the questionnaire were 37.7% male and 62.3% were female.
- Most of the respondents were very young as 83.6% respondents are less than 25 years.
- From the research we can see that 90% of the respondents were less experienced i.e., they are working in the organization for 0-5 years.
- According to the study, 55.7% believe that top management is interested in motivating the employees and 11.5% believe that their company's top management is not interested towards motivating the employees.
- In one of the samples, the respondents were asked to answer for their satisfactory support from HR department. For this, 47.5% respondents agree that they are satisfied with their company's HR department, 24.6% employees felt that they either satisfied nor dissatisfied and 6% respondents felt that they are not satisfied with the support from HR department.
- According to the questionnaire data from 1-5 ranking, 41% respondents were focused on their tasks at work while 39.3% respondents were fully focused on their tasks at work.
- When ranking which incentives were most motivating to them, employees in the sample selected promotion rather than incentive awards and appreciation letters.
- According to the study, regarding decision making 49.2% respondents felt that they are connected to their department while taking decisions, 36.1% respondents felt they are involved seldomly and 14.8% believes that they are not at all considered while taking decisions.
- When respondents were asked to answer about motivational factors, 45.9% employees believe that they get motivated if their salary is increased, 24.6% employees believes that they get motivated if they get proper recognition from their managers as well as from their teams and 16.4% employees supports for promotion.
- According to the study, 37.7% respondents will get de-motivated by their company policies for instance, code of conduct, workplace safety, equal opportunity etc. and 34.4% were get de-motivated by work environment.
- The training programs provided to the employees are in-adequate. Proper training must be provided to the employees as well as new innovative methods of training are to be adopted.

SUGGESTIONS

- Employee empowerment may be provided to employees in achieving high employee satisfaction and motivation.
- Effective promotional activities may be provided to improve employee morale, achieving the desired unity and concern for employee well-being with reduction in HR cost.
- Rewards should be given to employees based on performance to motivate them.
- Acknowledgement may be provided to employees that refer to the process of identifying and accomplishing the employee's career objective through systematic way of skill identification

assessment and development.

- Human relation in the company should be improved. The management should give importance to it.

CONCLUSION

Motivation is an important aspect within any organization and consequently ought to be overseen appropriately if high profitability in the association is normal. Motivation covers almost all the employee from the managing directors to his peon. The motivation is a live issue for all. Authoritative administrators should in this manner target impacting positive representative directs through inspiring them to guarantee that they submit their endeavors towards hierarchical achievement. In any case, directors should begin by adjusting representative needs with authoritative targets if such duty is normal. Certain inspirational speculations can assume a significant job in directing authoritative administrators through the representative inspiration process. This would guarantee that they receive compelling persuasive Methodologies that can tolerate positive outcomes.

REFERENCES

1. *Navaneetha et. al., Vol.5 (Iss.5): May 2018] A STUDY ON EMPLOYEE MOTIVATION AT WORK PLACE WITH REFERENCE TO BSNL, KADAPA, International Journal of Engineering Technologies and Management Research, 1-5*
2. *Employee Motivation: A Leadership Imperative," International Journal of Business Administration, International Journal of Business Administration, Sciedu Press, vol. 9(2), pages 93-98, March.*
3. *Consortium Journal of Hospitality & Tourism 2009, Vol. 14 Issue 1, p63-75. 13p. Honore, John EMPLOYEE MOTIVATION*
4. *Kuranchie-Mensah,Elizabeth Boye Amponsah-Tawiah, Kwesi Journal:] Journal of Industrial Engineering and Management (JIEM) [ISSN:] 2013-0953 [Volume:] 9 [Year:] 2016 [Issue:]2[Pages:]255-309*
5. *Stephen A. Furlich, Ph.D. Texas A&M University- Commerce, USA Journal of Integrated Social Sciences www.JISS.org, 2016 - 6(1): 17-37*
6. *Irum Shahzadi, Ayesha Javed, European Journal of Business and Management www.iiste.org ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.6, No.23, 2014*

IMPACT OF BANKING SECTOR ON INDIAN ECONOMY – WILL INDIAN BANKS REVIVE?

*Dr. M.Srinivasa Narayana, Professor, KL Business School, KL University, Vijayawada, A.P.
Dr.K.V.B.Ganesh, Assistant Professor, KL Business School, KL University, Vijayawada, A.P.
Dr. K Srinivas, Assistant Professor, KL Business School, KL University, Vijayawada, A.P.*

ABSTRACT

The Covid 19 is one of the serious issues faced by financial sector in India. The impact on banking sector can be visualized through a fall in demand, reduction of incomes. The people who have taken loans and businesses lost jobs, reduced sales, slowdown in profits since the virus continues to hit across the globe. To manage the financial impact of the Covid-19, banking institutions should design a different plan to protect the employees and customers from spreading the disease. There is a need to gear up the banking system which is essential for their stability. In this paper an attempt is made to present the influence of COVID 19 on banking sector in India economy.

Key words: COVID 19, Indian Banks, Economy, Central Bank.

Introduction:

The adverse affects of the COVID-19 are influencing all important sectors of the Indian economy including manufacturing, automobile, retail and hospitality industries, This has badly influenced the digital transactions which are closely associated with the above sectors. The ratings of Moody's on Indian banking sector reveals that quality of assets will be affected in all corporate, small and medium companies and retail operations which are lead to the impact on profits and capital.

1. Amalgamation of public sector banks:

The move of the Government to amalgamate 27 plus PSBs into 10 big banks is currently taking place when Covid-19 is influencing another disturbance to sectors like travel, transpiration and tourism etc. The anchor banks such as Union Bank of India, Punjab National Bank, Indian Bank, and Canara Bank are implementing changes in rationalization of branches and people and technology integration and stressed loan strategy etc.,

2. Private sector banks – not out of danger:

For many years, public sector banks carry the blame for bad corporate governance and leadership, but now it is the turn of private sector banks too. Chandra Kocher and Rana Kapoor came under the scanner of investigating agencies for corruption charges or violating the service rules. Many private sector banks are increasing their base of capital. In fact the equity dilution will be higher now as their valuation has fallen over the last few months.

3. Loss of faith in the banking entities:

After many years of the existence of the private sector banks, the private sector banks are under the pressure from RBI as moratorium was imposed on them. A massive amount of Rs. 3 lakh crore of Yes Banks balance size has created heavy pressure in the market. The collapse of

multi state co-operative bank Punjab and Maharashtra Co-operative Bank and Yes Bank have lost confidence in the banking industry. The recent incidents of banking industry have done damage to the interest of small depositors of banking industry.

4. Credit management:

Though the Government and RBI implemented various liquidity measures banks are expecting an increase in loan defaults for various types of loans and borrowers across customer groups struggle to make payments in the face of an economic crisis resulting from lost business and jobs. Besides the moratorium facility announced by the RBI for all term loans as part of Covid 19 packages. Lenders should consider proactively restructuring loans to reduce the cash flow burden in the near term, thus reducing defaults in the immediate future.

5. Revenue pressure:

Revenue from retail and commercial banking is falling sharply as underlying assumption and transactions have seen an exponential dip.. While central banks around the world slash interest rates, banks are reducing yields to generate business, thus significantly reducing net interest margins. Income from payments and other fee based services are hit by a general decline in economic activity.

6. Connecting with changing customer's habit:

The global covid 19 pandemic has forever changed our experiences and as customers, employees, citizens, humans and our attitudes and behaviours are changing as a result. These emerging new behaviours organisations have an opportunity to accelerate the pivot to digital commerce, by expanding existing offerings and creating new lines of service, like the retailers rallying to provide contact less delivery and curb –side pickup services for consumers.

7. Banking and capital markets:

The re-regulation following the 2008 global financial crisis put banks in good stead when entering the Covid 19 pandemic. The strategy of reducing interest rates to a low level as a significant impact on the interest incomes of the banks. This strategy may force banks to incur heavy losses. Another important aspect that is to be carefully observed is that the impact of a liquidity crunch on banks frauds and the possible influence for legal entities and branches within the banking group is increasing.

8. Profitability and expense of hazard:

The low interest rate scenario, along with the significant influence of covid 19 is reducing the core banking profitability in mature markets. Financial institutions are thus shifting towards commission-based income from the likes of payments and tech businesses. The immediate effects of the health emergency on the real global economy are the increased credit risk of corporate and retail clients of the banks.

The key areas for banks to focus during covid 19 period:

Banks will need to look at short and medium term tactical initiatives during the crisis, along with focusing on long term strategic initiatives. Most Indians continue to use physical channels for their banking needs. While banks are encouraging their clients to use low touch mediums they will have to manage their touch points while adhering to the guidelines on social distancing. This will require deployment and adoption of technology, development and

implementation of the new standard operating procedure for both customer facing and internal branch operations. The revenues are under pressure, banks need to optimize costs to ensure that the bottom line is protected.

Banks need to change their revenue view point due to reduced ability to lend, low interest income and an increase in stressed assets. They should also be ready to adopt new customer and employee behaviours which might force them to change their business models and strategy. These changes may not be immediately visible, but will eventually have an impact on business. Banks should look to educate and help their customers slowly migrate to digital channels without compromising on their convenience and comfort.

Conclusion:

The world wide spreads of Covid 19, the bank operations have been hampered. Banks and their wider financial sector are facing multiple challenges from the ongoing global influence of covid 19. Banks must continue to leverage technology and build flexibility in their infrastructure to navigate these challenges. Indian banks which are already on line with some core banking functions will focus on a complete transition by digitization of all other functions, process and systems.

References:

1. *Asif Perwej “Effective management of customer relationship management in Banking industry” Management Journal of KITE Group ISSN -0974-7079, Yojana, Vol 2 & 3, No.1 pages 46-50, 2010.*
2. *Kim R.Y “The influence of covid 19 on consumers: Preparing for digital sales” IEEE Engineering Management Review 2020 pages 1-16.*
3. *Dr Asif Perwej “The impact of pandemic Covid 19 on the Indian Banking system” International journal of recent scientific research, vol11 Oct 2020.*

IMPACT OF COVID-19 ON THE BUSINESS SECTOR OF THE BAY ISLANDS

Dr. N. Rajavel

Associate Professor & Head, P G Dept. of Commerce

J N R Mahavidyalaya, Port Blair – 744104

Abstract

Bay Islands, popularly known as Andaman & Nicobar Islands (A & N Islands) as one of the union territories is situated in the Bay of Bengal constitutes the most isolated part of the Indian Union. Once it was coined as KALAPANI (the Black water) indicating the dreaded transportation, punishment of the British Government of India. These islands are historically important and economically resourceful. The union territory of Bay Islands is a new world having different patterns of life, manners, habits, social traditions, cultural traditions, hospitality, peace, festivals etc., with attractive sites and scenarios. This is a place where people of heterogeneous characters from all states of India are living happily with unity. Fairs and festivals which were in infant stages started moving towards its next growing stage. The people from different parts of India i.e. from various regions, religions, beliefs, castes creeds, are living in these islands without any differences of opinion and are living happily by understanding each other. Slowly these islands are passing towards the self sufficiency in the essential commodities to some extent. Except for the Primary Vegetables, the people of the Bay Islands started getting the essentials from the Bay islands itself. The Business Sector of the Bay Islands started showing its twinkling eyes, by recording the growths. The whole business sector of these islands has been affected due to the pandemic life killing disease Corona virus. An attempt has been in this piece of work to throw a light on how the Study Area has been affected by the COVID-19. Views have been obtained, analysisation has been done to find out the extent of their losses. Suitable Suggestions were offered to rejuvenate the situation.

BAY ISLANDS

Bay Islands, popularly known as Andaman & Nicobar Islands (A & N Islands) as one of the union territories is situated in the Bay of Bengal and it is located between 6° and 14° of North Latitude and 92° and 94° of East Longitudes surrounded by Burma, Thailand, Malaysia and Indonesia, constitutes the most isolate part of the Indian Union, separated from the Mainland of India by vast stretches of sea. These islands are historically important and economically resourceful& The inky, blue waters of the Bay of Bengal and the Andaman Sea of the Andaman Islands, once it was coined as **KALAPANI**¹ (the Black water) indicating the dreaded transportation, punishment of the British Government of India. The population of Bay Islands when we gained Independence was just 30,000 of which the tribal population was about 12,000. Since Independence, the population started increasing, people from the mainland started finding these islands suitable for living. Administration also invited people from mainland for the settlement. Academicians, anthropologists, economists, researchers identified the resources etc. These great changes have now induced the social scientists, academicians, researchers, anthropologists to be engaged in the study of the social and economic change. As per the Census Year 2011, the Population of Andaman & Nicobar Islands (A & N Islands) is 380581 consisting of 344331 in Andaman Islands and the rest are in Nicobar Islands. This total population consists of 2,02,871 males and 1,77,710 females. It is estimated by the census department that the present population will be 3,98,774. These islands

comprise two separate groups, namely, the Andaman Groups of Islands and the Nicobar Groups of Islands. The Seat of Administration of this territory at Port Blair, the capital of A & N Islands which is connected with Kolkata by a sea distance of 1,225 Kms. and with Chennai by 1,191 Kms. and with Vishakhapatnam by 1,200 Kms.

RATIONALE OF THE STUDY

The union territory of Bay Islands is a new world, owned by India, having different patterns of life, manners, habits, social traditions, cultural traditions, hospitality, peace, festivals etc., with attractive sites and scenes. The economy of these islands in general consists of Trade Commerce and Industry, Forest, Plantation and Agriculture² Social and Cultural activities of the A&N Islands are the most important motivating and influencing factors on the tourists to visit these islands. This is a place where people of heterogeneous characters from all states of India are living happily with unity. The society of these islands consists of three groups, namely Local Borns, Settlers and govt. employees, etc.. After independence, these islands started flourishing slowly with the growth and development of each sectors including the social and cultural sectors of the economy. Fairs and festivals which were in infant stages started moving towards its next growing stage. Slowly these islands are passing towards the self sufficiency in the essential commodities to some extent. Except for the Primary Vegetables³, the people of the Bay Islands started getting the essentials from the Bay islands itself. The Business Sector of the Bay Islands started showing its twinkling eyes, by recording the growths. The resources of these islands are started attracting the entrepreneurs to start the business ventures. There is no doubt that the Bay Islands is a Tourist's paradise. The tourism facinations of these islands started attracting the tourists from various parts of the world. The business entrepreneurs for the allied activities are attracted by the resources and tourism business. But from the beginning of the first quarter of the Year 2020 onwards, a sudden shock has come to these islands in the name of Corona Virus declared as a dangerous Pandemic which shacked the Business Sector of the Bay Islands. The students, people, and consumers, manufacturers, sellers, traders, vendors, bankers and administrators, everybody sustained heavy losses. The whole business sector of these islands has been affected. To rejuvenate the business sector, it is decided to study the whole business sector to find out their actual problems, nature of the problems with a view to offer a suitable measures to increase the business activities in the Bay Islands and hence this study.

OBJECTIVES, DATA AND METHODOLOGY: The objectives of this study are to highlight about the resourceful union territory of Bay Islands since independence, to highlight about the life Style in A & N islands, to show the account for the growth of business sector of Bay Islands, to infer the information about the impact of Covid-19 on the business sector of these Resourceful Islands, to share the information about the dangerousness of the corona virus (Covid-19) and to offer suitable suggestions to rejuvenate the terribly affected business sector of Bay Islands. As far as the data for this study is concerned, both primary and secondary data are collected from the offices and the owners or/and managers of the business units. Since it is the period under the declaration of lockdown with some relaxation and restricted transportations to the inter islands, the data have been collected over the phone by restricting the number of questions as well as by personal interview and through the possible ways – social distance meet in the possible places with the SOP⁴ and over mobile to know the impact in the form of their views and feelings. It is understood from them that they have been affected badly. But the respondents were informing about their present problems of loss and nil income along with the other problems, difficulties to

run their day to day to business, personal and family life, and about the non availability of essential items. To some extent by telling few consoling words, the required information have been collected. Those information are analysed and interpreted with the statistical tools of ratios, percentages and have been presented.

LIFE STYLE IN A & N ISLANDS

The people from different parts of India i.e. from various regions, religions, beliefs, castes creeds, are living in these islands without any differences of opinion and are living happily by understanding each other. This is a miniature of India. The private functions like Marriages, Birthdays, Grahapravesham⁵, Anniversaries etc., one can find all people from all religions and regions. There are lot of Temples, Churches, Gurdwaras, Mosques etc., meant for each religious group . Socio-cultural life of this Bay Islands attracts many researchers to concentrate and study the areas of the peculiar life of the people of this territory. Social and Cultural development and the tourism development are interrelated. Fairs and festivals are always associated with joy and happiness.. Fairs and festivals have important role to play in the Bay Islands and particularly in the field of tourism. Generally, fairs are celebrated by the people of the concerned religious groups. No doubt, all religions celebrate their own festivals according to their economic condition and their own style. Some festivals are more popular in Bay Islands. But people from all religious groups participate without any hesitation and difference of opinion.

ECONOMY OF A & N ISLANDS

The economy of Bay Islands consists of the major sectors namely agriculture, plantation, marine, forest, business-industry, commerce, trade, tourism, - education etc. While there is a severe threatening to the industrial units particularly wood based and forest based, Tourism, a smokeless business and its allied activities are the only hope of the economic growth of these islands has recorded a marvelous and significant growth which has brought, is bringing the positive and favourable changes in the Socio economic system of these Islands. Initially shortage of capital, shortage of entrepreneur, shortages of entrepreneurial ability, shortage of skills, shortage of technical know- how, inadequacy of transport, inadequate credit system were the problematic situation in Bay Islands. But now the Tourism⁶ is really the next change in the diary of Bay Islands. This has been enabling those, engaged in tourism, promotional activities in the whole of the union territory of Bay Islands to become eligible for concessions/incentives as applicable to the economic industrial sector from time to time wherever such schemes are relevant to tourism activities. Socio-economic changes have started their visibilities in the education, industry, commerce, trade, employment, per capita income, small savings, capital mobilization, entrepreneurial development etc. All such changes are only due to the growth and development of tourism business with inter-developmental nature. There is no doubt that Bay Islands is a Tourist's paradise. The people of Bay Islands started to get all their essential agricultural items in the islands itself. Transports, Banking, Insurance, Weekly Vegetable, Daily Fish Markets, Shops, Head loaders, Hawkers, Peddlers, Street Vendors, Wholesale Trade and Retail Trade, Export Trade etc. started growing slowly due to the encouragements, services and supports of the administrative and executive officers working in these islands.

IMPORTANCE OF GROWTH AND DEVELOPMENT

For any region, area, country, industrial growth, trade growth and commerce growth are very essential for the development⁷: Growth is a Natural Phenomenon. Nobody can execute control over the growth. But development is not exactly the same like growth but it is related to the

growth. The development is the process of increasing the productivity of the factors by using the resources at the optimum level. The factors are dependents to each other. Growth of a particular factor will be a inducing factor for the development of the other factor and even the resources. Like that, in the Green Paradise Bay Islands, though many resources and factors are responsible for the growth and development, the tourism resource and tourism factor is the main factor and resource. The growth and development of the other factors are fully depending on the growth and development of the Tourism since it started to contribute to the regional development of trade, commerce, manufacturing sectors, tax revenue to the government and national income of the country as a whole. The Life is Precious. The Ultimate Purpose of the Life is Happiness. Life is Gifted by GOD EASWAR. It is to be lived happily without disturbing self and others. Life in India for all the living beings has been free from all problems, since the people are living here in a pollution free atmosphere, environment and in the blessing of the Nature. But sometimes due to the wrong, faulty, indiscipline, uncultured, immoral, illegal, unethical, cheating, infatuation, sensuality with selfishness activities or mistakes and wilful fraudulent activities committed by somebody somewhere etc., such people make and bring all problems not only for self but also for the whole human, animal races and all the other living beings. Corona virus in general and COVID-19 and changed Corona (COVID 20) in particular also also few among such bad, harmful, evil and ruining Pandemic. It has affected the whole Global Population. An attempt has been in this piece of work to throw a light on how the Study Area has been affected by the COVID-19.

BUSINESS SECTOR

The liberalization and supportive policies of the Government have gained momentum in the last few years with major plans of diversifications, expansion and modernization of industrial sector in the country⁸ Hence the small business activities are highly encouraged in these islands. Moreover, small business activities are the only possible economic activities in these islands when considering the population and its spread, density, area etc. Business is the Life Giving Aspect (Rajavel:1990)⁹ to the people of the Bay Islands. This is because, the people of these islands depend totally the mainland for all their essential, construction and industrial goods and services. The Businessmen are supplying all the above mentioned goods and services to the people of these islands. Now just from the recent past only, these islands started getting their needs and requirements from the islands itself sine the people of these islands started slowly exploiting the resources. The infant entrepreneurs started to understand the meaning of the term Business and what are all included in the Business Activities etc. These activities are Advertising Agencies, Assembling Computers and sales & Services. Auto & Taxi operators, Auto repair, services and garages, Bakery shops, Book Binding, Book Sellers, Desktop printing etc, Eatable Powders Mills and Sales Outlets, Electronic Repairing, Fish Retailers, Fish Wholesalers, Flour Mills with sales outlet, Manufacturing of Food items with the sales Outlet, Manufacturing of Furniture and Sales, Marketing consultancy,, Pan Shops, Photo Frames, Pooja Materials selling shops, Printing Press & Job Works, Retail Trade of all Consumer Products, Running Cars for Travels, Show room of Consumer Goods, Small Studio, Tailoring and allied Activities, Tea Shops, Tender Coconuts selling spots, Ticket Booking Agency, Tours and Travels, Vegetable Retailers, Vegetable wholesalers, and Wholesale Trade of all Consumer Products. Of the small business activities identified above in Andaman Islands, almost all the activities are consumer goods and service oriented. That means the service sector has emerged as the major segment of this Islands' Economy.

CLASSIFICATION OF THE SMALL BUSINESS: The business is a regular process of producing or purchasing and selling of goods with the object of earning profits and acquiring wealth through the satisfaction of human wants¹⁰. All the Small Business Units purchase the goods from the Wholesalers of the local and sell the same locally. Some units purchase from the Capital – Port Blair or the nearby Taluk Headquarters. For example, a Small Businessmen in Billy ground Village will buy goods and materials either from the Mayabunder or Rangat, or from the Port Blair. Normally since their business is with very limited capital and the number of employees is proportionately less, they will not purchase from the mainland. However, whenever they visit mainland occasionally they bring goods from there for their trade / business. Hence the Small Business Units are classified into three categories on the basis of the Place of Business activities namely 1. Inter-Island Business, 2. Local Business and 3. Commission Businesses (Island-Mainland, Inter-Island as well as Local)

SMALL BUSINESS - GROWTH

Since there is no compulsion to go for registration, majority of the small business units does not maintain proper accounts for their sale and purchase and other routine transactions. Even the government departments do not monitor the growth and development of the Small Business in these islands. Few units do maintain the records for their own purpose and they feel it must be always under secrete. Moreover, due to the COVID period, there is general feelings of fear among the owners of the Small Business Units. Hence, they fear to share the data, information and particulars needed for the research purpose. So the respondents were reluctant to provide the data on the actual value of the purchase and sales. The related institutions also have not recorded any data on sales and purchases, the number of units coming every year etc., So determining the growth of Small Business has become very difficult. However, with the help of the available data collected both from secondary source and from primary source like interviewing the elderly people from the interior places, the growth of Small Business in Andaman Islands has been traced to the extent possible with the help of the (1) Number of Small Business Shops only registered and (2) Number of Employees in the Registered Small Business shops. To trace the growth of the small business, the number of Small Business Shops including small restaurants and the persons employed in such business units have been taken from the year 1975 onwards till March 2020¹¹ and are shown in once in five years. The following table shows the number of units and employees year-wise and the growth rates based on the Previous Five Years and on the Base Five Years in Andaman and Nicobar Islands.

Table – 01

Growth of Small Business Units

Sl No.	Period	Units (Nos)	Cum (Nos.)	% OPFY	% OBFY	Emp (Nos)	Cum (Nos)	% OPFY	% OBFY
1.	1975-80	98	98	0.0	0.0	486	486	0.0	0.0
2.	1980-85	229	327	233.7	233.7	1974	2460	406.2	406.2
3.	1985-90	359	686	109.8	600.0	1660	4120	67.5	747.7
4.	1990-95	314	1000	45.8	920.4	1310	5430	31.8	1017.3
5.	1995-'00	296	1296	29.6	1222.4	999	6429	18.4	1222.8
6.	2000-05	420	1716	32.4	1651.0	1565	7994	24.3	1544.9
7.	2005-10	245	1961	14.3	1901.0	1112	9106	13.9	1773.7
8.	2010-15	472	2433	24.1	2382.7	3234	12340	35.5	2439.1
9.	2015-20	5217	7650	214.4	7706.1	19786	32126	160.3	6510.3

Source: DIC, Port Blair, 2021. Emp –Employment; OPFY- Over the Previous Five Years; OBFY – Over the Base Five Years

It is very clear from the table that number of business units has been growing from the first five year block of 1975-80 to the five year block of 2000-05 recording the growth rates of 233.7%, 109.8%, 45.8%, 29.6% and 32.4%. But from the five year block of 2000-05 onwards the growth rate has been decreased suddenly to 14.3%. This is the effect due to the fact that the majority of the shop owners left Andaman Islands due to the earthquake and Tsunami occurred in the year 2004 (26.12.2004). However, the number shops have started increasing from the five year block 2000-05 onwards by making of growth rates of 24.1% in the five block of 2005-10 and marvelous growth rate of 214.4% in the five year block of 2015-20 respectively over the respective previous five years. However, the growth rates based on the base year 1975-80 has been gradual, steady and markable that is 233.7% in 1980-85, 600.0% in 1985-90, 920.4% 1990-95; 1222.4% in 1995-2000; 1651.0% in 2000-05; 1901.0% in 2005-10; 2382.7% in 2010-15; and 7706.1% in 2015-20.

As far as the number of persons employed in such units is concerned, it is very clear from the table that number of employment has been growing from the first five year block of 1975-80 to the five year block of 2000-05 recording the growth rates of 406.2%, 67.5%, 31.8%, 18.4% and 24.3%. But from the five year block of 2000-05 onwards the growth rate has been decreased suddenly to 13.9%. This is the effect due to the fact that the majority of the shop owners left Andaman Islands due to the earthquake and Tsunami occurred in the year 2004 (26.12.2004). However, the number shops have started increasing from the five year block 2000-05 onwards by making of growth rates of 35.5% in the five block of 2005-10 and marvelous growth rate of 160.3% in the five year block of 2015-20 respectively over the respective previous five years. However, the growth rates based on the base year 1975-80 has been gradual, steady and markable that is 406.2% in 1980-85, 747.7% in 1985-90, 1017.3% 1990-95; 1222.8% in 1995-2000; 1544.9 in 2000-05; 1773.7% in 2005-10; 2439.1% in 2010-15; and 6510.3% in 2015-20.

WHAT IS CORONA VIRUS?

Generally the Viruses are microscopic organisms that exist almost everywhere on earth. They can infect animals, plants, fungi, and even bacteria. A virus may also have one effect on one type of organism, but a different effect on another. That is, how a virus that affects a cat may not affect a dog. Viruses vary in complexity. They consist of genetic material, RNA or DNA, surrounded by a coat of protein, lipid (fat), or glycoprotein. Viruses cannot replicate without a host, so they are classified as Parasitic. A corona virus is a common form of virus that typically Causes Upper-respiratory Tract Illnesses. The common cold results from a kind of corona virus. A Corona Virus was first isolated in 1937 from an infectious bronchitis virus in birds that has the ability to seriously devastate poultry stocks. Six different kinds of corona virus are known to infect humans. Four of these are common, and most people will experience at least one of them at some time in their life. The two other types cause Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome (MERS). These are less common but far more deadly. It first appeared in China in November 2002 and was identified in February 2003. This COVID-19 also appeared in China in December 2020 and spread over almost all the countries by taking the lives of human in terms of Lakhs. They can spread through Droplets from Coughing & Sneezing, Touching, Exchanges of saliva,, Kissing, Embarrassing, Hugging, Sexual contact, Contaminated food or water, Insects that carry them from one person to another. As the virus replicates in the body, it starts to affect the host. After a period known as the incubation

period, symptoms may start to show. There is no cure for a virus. Prevention by self protection is the only way.

CORONA VIRUS & BUSINESS SECTOR

The outbreak of COVID-19 brought social and economic life to a standstill in these green islands.. In this study the focus is on assessing the impact on affected units of the business sector, such as vegetable, fruits travel and tourism, retail trade, wholesale trade, industrial units, education, public utilities, internal mobility, religious activities etc. and on the effective role played by the related great persons. The Business Sector of the Bay Islands has been terribly affected. The people of these resourceful islands were unable to come out to get their daily needs and essentials and still that situation continues in some remote islands. In some islands initially the people were starving without the supply of essentials items due to this pandemic corona. The first case of the COVID-19 pandemic in India was reported on 30 January 2020, originating from China. Slowly, the pandemic spread to various states and union territories including the union territory of Bay Islands. The first case was recorded in this region on 26 March 2020. This COVID-19 pandemic affected the manufacturing and the services sector-Banks, Education, Health, Healthcare, Hospitality, Hotels, Information Technology, Media, Real Estate, Recreation, Retail, Tours and Travels – and finally created a heavy social, psychological, economical, educational and religious stress among the sectors and people of Andaman and Nicobar Islands. As on 14th October, 2020, the total number of COVID-19 affected identified cases is 4036, cases recovered from the COVID-19 are 3782, active cases are 199 and death cases were 55.

Whereas as on 10 January 2021, total number of cases in Andaman and Nicobar Islands was 4960, out of which 4875 have been recovered and 23 cases were on active while and 62 cases were dead. Economies of almost all the islands in this union territory of Bay Islands have been destroyed. There is a big shift in the inter island economic activities has witnessed crashes day by day. Industrial Units, Restaurants, Shops, Hotels, Markets, Flights, Super Markets, Malls, Schools and Colleges etc. were shut down. Fear of corona virus has limited the movement of the individuals. People were not even coming out of their house to buy the daily essentials and these all were somewhere impacting the economy of the Bay Islands as a whole. The tourist spots, related organizers faces a huge decline in revenues and growth of the income for at least two quarters as the corona virus hits economic activity of these Island as a whole.

ANALYSIS & DISCUSSION: The lockdown in these islands is having a sizeable impact on the Business Sector mainly on consumption. The people of these islands could not get their medicine, vegetables, provisions, cloths, and other daily needs. The students could not get their study materials, could not meet their teachers. The essential urgent transports were totally stopped. The postal materials were held up in Port Blair, Kolkata and Chennai. Inter Islands transports were totally affected. The inter-islands traders, employees, consumers, were stranded then and there without movements. Inter Islands business transactions were totally damaged so the people of inter islands and interior islands were terribly affected for the want of essential items. Tourism Industry totally lost its scope and hope and hence all the dependent business activities did not have any income and revenue with Heavy Loss, Manageable Loss, Loss, Less Income and No Income. The impact of the COVID-19 in the Business Sector of the Bay Islands has been tabulated which clearly shows that all the 18 types of business units have been adversely affected by the COVID-19. The impact has been labelled as HL-Heavy Loss; LO-Loss; ML- Manageable Loss; LI- Less Income; and NI- No Income.

Table 02

Impact of the COVID-19 in the Economy of the Andaman and Nicobar Islands

Sl No	Sectors of the Economy	Number of Respondents Expressed that they faced											
		H L	LO	M L	LI	NI	Total	HL%	LO%	ML%	LI%	NI%	Total %
1	Truck Operators	14	09	03	04	0	30	46.7	30.0	10.0	13.3	0.0	100.0
2	Industrial Units	6	0	0	0	8	14	42.9	0.0	0.0	0.0	57.1	100.0
3	Wholesale Traders (Provisions)	8	2	2	3	0	15	53.3	13.3	13.3	20.0	00.0	100.0
4	Retail Traders (Provisions)	9	1	1	3	1	15	60.0	06.7	06.7	20.0	06.7	100.0
5	Peddlers & Head Loaders	4	2	0	1	5	12	33.3	16.7	00.0	08.3	41.7	100.0
6	Street Sellers	5	1	1	1	4	12	41.7	8.3	08.3	08.3	33.3	100.0
7	Taxi & Autos Owners	7	0	0	1	8	16	43.8	0.0	00.0	06.3	50.0	100.0
8	Boat Operators	5	1	0	0	4	10	50.0	10.0	00.0	00.0	40.0	100.0
9	Hoteliers	5	1	0	0	4	10	50.0	10.0	00.0	00.0	40.0	100.0
10	Restaurants	3	1	0	0	4	08	37.5	12.5	00.0	00.0	50.0	100.0
11	Mutton & Chicken Stalls	2	2	0	1	8	13	15.4	15.4	00.0	07.7	61.5	100.0
12	Vegetable Sellers	14	2	1	3	8	28	57.1	07.1	07.1	21.4	07.1	100.0
13	Milk Producers	9	1	0	0	4	14	64.3	07.1	00.0	00.0	28.6	100.0
14	Bakery Shops	4	2	0	1	6	13	30.8	15.4	00.0	07.7	46.2	100.0
15	Medical shops	4	1	1	3	1	10	40.0	10.0	10.0	30.0	10.0	100.0
16	Tourists Season Traders	0	0	0	0	10	10	00.0	00.0	00.0	00.0	100.0	100.0
17	Beach petty sellers/shoppers	0	0	0	0	10	10	00.0	00.0	00.0	00.0	100.0	100.0
18	Total/Average	99	26	09	21	85	240	41.3	10.8	03.8	08.7	35.4	100.0

Source: Primary Data – 2021. Note: HL-Heavy Loss; LO-Loss; LI- Less Income; NI- No Income; ML- Manageable Loss

Out of the total respondents, 99 respondents representing 41.3% have informed that they are affected with “Heavy / Maximum Loss”. This includes 46.7%, Truck Operators, 42.9% Industrial Units, 53.3% Wholesale Traders (Provisions), 60.0% Retail Traders Provisions, 33.3% Peddlers & Head Loaders, 41.7% Street Sellers, 43.8% Taxi & Auto Drivers/Owners, 50.0% Boat Operators, 50.0% Hoteliers, 37.5% Restaurants, 15.4% Mutton & Chicken Stalls, 57.1% Vegetable Sellers, 64.3% Milk Producers, 30.8% Bakery Shops, 40.0% Medical shops, 0.0% Tourist Season Traders, and 0.0% Beach Petty Sellers/Shoppers,

Out of the total respondents, 26 respondents representing 10.8% have informed that they are affected with “Loss” but not heavy loss. This includes 30.0%, Truck Operators, 0.0% Industrial Units, 13.3% Wholesale Traders (Provisions), 06.7% Retail Traders Provisions, 16.7% Peddlers & Head Loaders, 08.3% Street Sellers, 0.0% Taxi & Auto Drivers/Owners, 10.0% Boat Operators, 10.0% Hoteliers, 12.5% Restaurants, 15.4% Mutton & Chicken Stalls, 07.1% Vegetable Sellers, 07.1% Milk Producers, 15.4% Bakery Shops, 10.0% Medical shops, 0.0% Tourist Season Traders, and 0.0% Beach Petty Sellers/Shoppers,

Out of the total respondents, 09 respondents representing 03.8% have informed that they are affected with “Manageable Loss” but not heavy loss. This includes 10.0%, Truck Operators, 0.0% Industrial Units, 13.3% Wholesale Traders (Provisions), 06.7% Retail Traders Provisions, 0.0% Peddlers & Head Loaders, 08.30% Street Sellers, 0.0% Taxi & Auto Drivers/Owners, 0.0% Boat Operators, 0.0% Hoteliers, 0.0% Restaurants, 0.0% Mutton & Chicken Stalls, 07.1% Vegetable Sellers, 0.0% Milk Producers, 0.0% Bakery Shops, 10.0% Medical shops, 0.0% Tourist Season Traders, and 0.0% Beach Petty Sellers/Shoppers,

Out of the total respondents, 21 respondents representing 08.7% have informed that they are affected with “Less Income” but not heavy loss. This includes 13.3%, Truck Operators, 0.0% Industrial Units, 20.0% Wholesale Traders (Provisions), 20.0% Retail Traders Provisions, 08.3% Peddlers & Head Loaders, 08.30% Street Sellers, 06.3% Taxi & Auto Drivers/Owners, 0.0% Boat Operators, 0.0% Hoteliers, 0.0% Restaurants, 07.7% Mutton & Chicken Stalls, 21.4% Vegetable Sellers, 0.0% Milk Producers, 07.7% Bakery Shops, 30.0% Medical shops, 0.0% Tourist Season Traders, and 0.0% Beach Petty Sellers/Shoppers,

Out of the total respondents, 85 respondents representing 35.4% have informed that they are affected with “No Income”. This includes 0.0%, Truck Operators, 57.1% Industrial Units, 0.0% Wholesale Traders (Provisions), 06.7% Retail Traders Provisions, 41.7% Peddlers & Head Loaders, 33.3% Street Sellers, 50.0% Taxi & Auto Drivers/Owners, 40.0% Boat Operators, 40.0% Hoteliers, 50.0% Restaurants, 61.5% Mutton & Chicken Stalls, 07.1% Vegetable Sellers, 28.6% Milk Producers, 46.2% Bakery Shops, 10.0% Medical shops, 100.0% Tourist Season Traders, and 100.0% Beach Petty Sellers/Shoppers.

Suggestions

No doubt the Pandemic COVID-19 has badly affected the economy of these unique resourceful islands. Now these islands are to be totally rejuvenated and restructured. The tourism business is to be given a new boost dosage for its revitalisation. The results of the above analysis are the evidences for the adverse impact of the COVID-19 on the business sector of these Islands. Hence the following measures are suggested for the development and rejuvenation of the A & N islands.

- The awareness about the Corona Virus is to be given to all the people who are residing in A & N Islands and for the people who are planning to visit these islands. Thanks to the Government of India and the Local Administration who have taken timely steps to save the people of A & N Islands by making all arrangement in all respects. Now the people are having awareness about the corona virus to some extent. But they are yet to be given the various methods of self care-taking and self saving of their welfare and life. Still some people do not adopt the safety measures in the public places by taking the welfare and safeness of the others. Teachers are the suitable person to give the awareness to the people through the students since they are the right person to guide, lead, direct, advice, motivate and counsel and to show the correct path¹².
- The usages of mask, sanitizer, and the habit of frequent washing their hands and keeping the social distance of at least 1.5 meters from others, are to be made compulsory. The people are to be urged to follow the safety measures in the order i.e. first everybody should frequently Hand (HA) Wash (WA), second they should compulsorily keep a Social (SO) Distancing((DI), thirdly they should be made to wear Mask (MA) compulsorily, and fifth they should use quality Sanitizer (SA) The people whoever it is including police personnel, officers of all types who do not follow the HAWASODIMASA, they should be strictly punished without any lenience by taking the welfare of our country.
- The Schools and colleges can very well be opened with the strong and strict supervision of the teachers and faculties to follow HAWASODIMASA. All students should be screened with the thermal temperature and with the abnormal symptoms like sneezing, coughing, etc. Even in the classrooms, the seating arrangements are to be made with a minimum sitting chair distance of 04 feet between two students in all directions. The students are to be under the supervision of the faculties.
- The flights can very well be operated with the strong and strict instruction of HAWASODIMASA every place. The officials in the ticket booking counter, boarding pass counter, counterfoil checking counter, baggage checking counter, are to be given reasonable instruction to speak with the passengers only in the languages in which the passengers are comfortable by keeping a distance of at least 1.5 meters. They are not supposed to use any maidenly pronounced stylish language by which the passengers are getting confusion. While speaking the droplets should not come out. While operating the flights, the concerned officials should ensure that the flight owners are adopting the safety measures as prescribed by the government. The sense of responsibility accounting is to be introduced to the flight owners and the responsible officers to follow the strict instructions related to the safety measures.
- All the Tourist Attractions Spots including the beaches in A & N islands may be opened immediately for the usages of the tourists with the instruction that HAWASODIMASA is to be followed in all the tourist spots. Necessary provisions are to be made available for the tourists.
- All the Hotels, Restaurants and Messes in A & N islands may be opened immediately for the usages of the tourists with the instruction that HAWASODIMASA is to be followed in all the tourist spots. In the hotels, all the employees are to be present with neatly cleaned dress, mask and gloves. They should talk with the guests by keeping a distance of 2 meters. Even in

restaurants also the waiters are to be present with neatly cleaned dress, mask and gloves. Necessary provisions are to be made available for the tourists.

➤ All the Cinema Halls and Malls in A & N islands may be opened immediately for the usages of the tourists with the instruction that HAWASODIMASA is to be followed in all the tourist spots. In Cinema Halls the distance between two chairs is to be at least 1.5 meters, without Air Conditions, with 100% working condition of the air extinguisher in once in 10 feet minimum on the ceiling of the walls. Necessary provisions are to be made available for the tourists. Only one show will be shown for one day and that too between 1800 Hrs to 2100 Hrs initially for the period of at least one year. During the cinema hours, all the doors are to be on open status. If need, to stop the frequent movements, the doors will be on the fencing with huge gaps. Without Mask nobody will be allowed to enter in the hall and mall.

➤ The Taxi and Auto Rickshaws may be allowed to ply their normal routes with full sanitisation inside the taxi and Auto by following the instruction that HAWASODIMASA Necessary provisions are to be made available for the guests and travellers inside the tax and auto.

➤ The producers and sellers of the agricultural, vegetable and plantation products, street vendors, head loaders, peddlers, shoulder loaders, traders, wholesalers, etc. are to be tested by the concerned authorities and they should be issued with a valid certificate stating that they are free from COVID-19 and they are permitted to sell their goods and services. The related concerned officers should not entertain any bribe and corruption while issuing such certificate (this suggestion is given just to avoid such problem and not to wound anybody)

➤ All industrial units whether it is wood based or chemical based whatever they are, are to be allowed to start their production with 100% employees. But the instruction related to HAWASODIMASA, are to be strictly followed. Necessary provisions are to be made available in the factory or in the industrial units. The whole factory or the industrial units are to be sanitised properly at least once in a day preferably after the works are over. .

CONCLUSION

So, we have to jointly fight against this antagonizing executioner COVID19. Our rich Food Culture which is an inbuilt secure and safety that will reject all the dangerous life killing viruses like COVID 19. So no doubt we are very safe. But the people, who are coming from outside our country without proper care, bring such dangerous viruses into these islands. Our carelessness should not be a cause to acquire the COVID-19 since there is no medicine for the same till date; Few measures have been suggested by the author to be adopted to protect ourselves from such COVID 19. Once if the suggested measures are implemented without corruption through the dedicated and sincere officers, certainly it is believed that the economy of A & N islands will regain the strength and will be rejuvenated and will start its normal speed of growth. This article is written only with purpose to give awareness to the population of these islands with a view to save their lives, and the measures given are for purpose to increase the growth and development of the economy of our God Gifted Green Paradise Andaman and Nicobar Islands. The measures given are only my suggestions which may attract few criticisms. Accepting or Rejecting is up to the Readers.

REFERENCES

1. Rajavel. N. 1998 “**Tourism in Andaman and Nicobar Islands**”, Manas Publications, Ansari Road, Darya Gunj, New Delhi, p21
2. Rajavel. N. 2006 . “ **Planning for Growth and Development**” Kalpaz Publications, Delhi, p42
3. Rajavel. N. 1990 “**Primary Vegetables**” the name was given by Dr. N. Rajavel, the author of this article first time in his Ph.D Research Thesis Work on “The Problems and Prospects of Trade, Commerce and Industry in A & N islands” in the year 1986-90, Kumaun University, Almora, . The vegetables named as Primary Vegetables by the author are Tomato, Potato and Onion.
 - SOP - Guidelines issued by the Government of India **Standard Operating Procedure** to be adopted to fight against the COVID-19.
 - Rajavel. N. 1998, **Tourism in Andaman & Nicobar Islands**, Manas Publications, New Delhi, p 62
 - Rajavel. N. 2007, “Development of Tourism in Andaman & Nicobar Islands” **JOHAR**, Journal of Hospitality, Application & Research, Department of Hotel Management, BIT, Mesra Ranchi, pp46-61.
 - Rajavel. N, 2006. “**Planning for Growth and Development**” Kalpaz Publications, Delhi-110052 p 11
4. Batra G S, 1999. “Foreign Investments and its implications for Indian Economy, in Encyclopedia of Business Management” Volume 1 of the Globalization and Business Management , Deep & Deep Publications Pvt. Ltd, New Delhi- 110 027. p100.
5. Rajavel. N. 1990 “**Business is the Life Giving Aspect** ” the name was given by Dr. N. Rajavel, the author of this article first time in his Ph.D Research Thesis Work on “The Problems and Prospects of Trade, Commerce and Industry in A & N islands” in the year 1986-90, Kumaun University, Almora,
6. Sankaran S., 2014. “ **Business Environment**”, Margham Publications, ` Chennai-17, p. 2
7. District Industries Centre, Port Blair 2021
 - Rajavel N. 2020, “Management of Problems in Term End Examinations with special reference to Invigilation Duties (An Educative, analytical & Ethical Approach for understanding)”, **International Journal of Management and Information Technology**, Anwash, COER Scholl of Management, Roorkee, pp24-28

IMPACT OF COVID - 2019: A SCENARIO OF INDIAN MARKETS

Dr. V DHAMODHARAN

*Assistant Professor and Head Department of Business Administration
Government Arts College for Men, Nandanam, Chennai 600 035, Tamil Nadu*

Dr. RAJANI B BHAT

*Assistant Professor, P G and Research Department of Commerce
The Cochin College, Kochi 682002, Kerala*

ABSTRACT

International economists name the corona virus as economically contagious as it is medically contagious. It amounts to a triple whammy for the manufacturing sector in most major economies: outright closures in many Asian plants, supply chain disruptions all over, and topped off with a plunge in demand for cars, electronics, and many other manufactured goods as people take a wait-and-see attitude to the crisis. The fear now gripping financial markets reflects a recognition of this growing economic impact. The coronavirus, which had already disrupted factories and trade in China and across East Asia, is now wreaking havoc in Europe. Japan's economy shrank last quarter even more than initially thought, and Tokyo is toying with another huge fiscal stimulus to goose the economy back to life. Germany, too, is mulling a multibillion-euro economic injection to offset the worst of the crisis, while France is staring at now-stagnant growth. Italy has essentially shut down the industrial northern part of the country as cases and fatalities continue to mount, all but guaranteeing another recession. The economic fallout of the virus is making clear just how interdependent the global economy really is. What's not yet clear is whether the ultimate fallout of the virus will be to accelerate the breakdown of globalization, sending firms scurrying to bring manufacturing back home so as to avoid these kinds of disruptions, or just the opposite. The present study is an attempt to throw some light on the impact of COVID 2019 on various sectors of Indian Markets and also the challenges faced by them. The study uses secondary data for coming up with relevant conclusions.

Keywords – COVID -2019, Indian Markets, Impact.

INTRODUCTION

The new entrant of the virus named COVID 19 (Corona Virus) to the world has made not only carrying of high risk of infection but also impacted lockdown measures among the countries. This leads to a crisis which has a drastic impact on work-force and also requires immediate relief for low income workforces and industries particularly in developing nations. All the regions of the world are now affected by this outbreak of COVID 19. China was initially affected, by that time, every nation did not expect that it would also affect them in future course of time. Now, 136 million health and social professionals are determinedly working towards fighting against eradicating this new entrant – COVID 19. Now this virus has entered all over world and it directly strikes the employment, livelihood of the people, demand, supply, industries etc., The result is the economic slowdown and lockdown of the regions of all over the world. Now, everywhere, the immediate policy response of the countries took lockdown measures to safeguard their livelihoods of the people and to protect them from COVID 19 pandemic. And, the biggest challenge of the Governments is to contain the spread of virus among the people of nation. It has been reported that this present crisis is worse than the SARS epidemic in 2003 and also the financial crisis of 2008-2009 and also 195 million jobs would be losses in next three months (UN Labour Agency). ILO believes that the working hours will likely decline by 6.7

percent for the second quarter (April to June 2020). And, this will result in loss of jobs of 195 million full time workers. It has been understood that the immediate relief is to protect livelihood of the people and economically viable businesses throughout the world. The current lockdown measures completely stopped the functions of various industrial sectors - Manufacturing, Administration, Food, Retail and Wholesale, Accommodation, Business services, Tourism, Travel etc.,

COVID 19 AND GLOBAL SCENARIO

In this modern world all the economies of the world are closely integrated. That is if anything happens in any part of the world it would have medium to high level of impact throughout the world. So effect on one of the biggest economies like China would significantly impact all the economies of the world. China is the 2nd biggest economy of the world, worth \$13.6 trillion. Its position is just after USA. About 16% of the total World's GDP is contributed by China. Many companies are dependent on China for forward & backward linkage. Due to the factory closures of China the production of many important companies has stopped. China is not only important for its supply of goods & service it has also great deal of Consumers with significant purchasing power, due to which many international brands executes in China. (Mahmud, 2020)

Due to COVID-19 pandemic, the global economy could shrink by 1 %. It may even fall down further if restrictions on economic activities are extended to few more months. This COVID-19 pandemic affects global supply and international trade, majorly. Almost all countries are severely affected due to non-performance of the sectors such as tourism, transportation services, commodity exports and mostly the financial sector. Particularly, developing countries are mainly depending on the above said sectors like tourism and commodity exports. Global manufacturing companies also have also shrunken their production which has directly hurt the millions of low skilled workers. The decline in commodity related revenues would result in debt stress for many companies. To this response, the companies would cut off their expenditure for sometime till they have recovered from this problem.

According to forecast, lockdowns in Europe and North America has hit the service industries such as Retail, Leisure, Hospitality, Recreation and Transportation services, very badly. Both losses of revenue and unemployment would be major problems for the global economy in coming days. Hence, the present bold policy measures are to not only saving lives of the people and sustaining economic stability but also to protect from the COVID 19 pandemic. A sharp decline in consumer spending will result in reduction of imports from developing nations.

COVID 19 IMPACTS ON INDIAN INDUSTRIES

As far as Indian market is concerned, India's GDP rate was estimated at 5 % and now preliminary forecasted (Based on data) to slow down to 4.8 % for the period of 2020-2021 (As per UN report). This is the warning note to countries to have adverse economic impacts, globally. RBI also pointed that how far the outbreak of COVID 19 is controlled and economic activities return to normalcy. As far as RBI is concerned, the domestic inflation for fiscal 2021 will be in the range of 3.6-3.8%. In India, 53% of businesses have mentioned about a certain amount of slowdown due to COVID 19. Businesses like hotels and airlines have already started to cut the salaries and lay off employees. Live events industry would be facing a loss of 3000 crores as well.

A number of manufacturing factories across the country have put a stop to production and many companies have decided to remain closed till the further orders. Companies like Hero Motocorp and Tata Group have asked their task forces to work from home and conducting meeting through

video call. Two-wheeler and four-wheeler markets have for the time being temporarily suspended their operations. The companies, which sell their commodities through online have stopped their sale in India. Supply Chains and Logistical industries are completely affected due to lockdown of tea estates. Tea Industry will also have significant fall in their revenue. Tea exports will also be affected. Tourism industry is expecting to have a loss of 15000 crore (US \$ 2.1 billion) for March- April 2020, alone. Due to the lockdown, the daily wages workers and migrant workers are having no employment. This lockdown restriction has put full restrictions on mobility of buses and trains. As a protective measure, Indian Government has urged businesses to take care of economic needs of all those who provide them services.

COVID 19 AND INDIAN SECURITIES MARKET

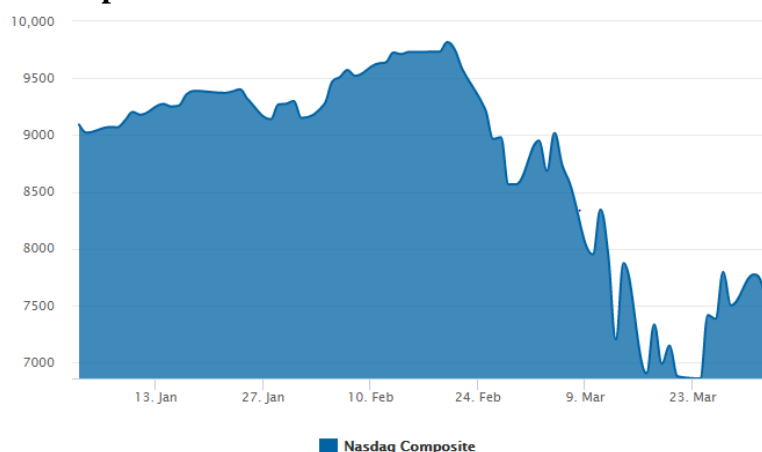
The financial markets have been under much pressure, volatility and uncertainty since COVID-19. At the end of February 2020, the global equity markets were in a freefall. Many are still doubting the severity of this quickly spreading disease, but as these bottom buyers are finding out, the big picture still views this uncontained epidemic as not seen through. (Lary, 2020)

The ongoing spread of the new corona virus has become one of the biggest threats to the global economy and financial markets. Even though, time and again our Indian economists have assured the country that Indian economy stands relatively insulated from the global value chain, but being integrated into world economy, there has to be some impact. This was reflected in the Nifty when the stock market took a great plunge down in last week of February, 2020.

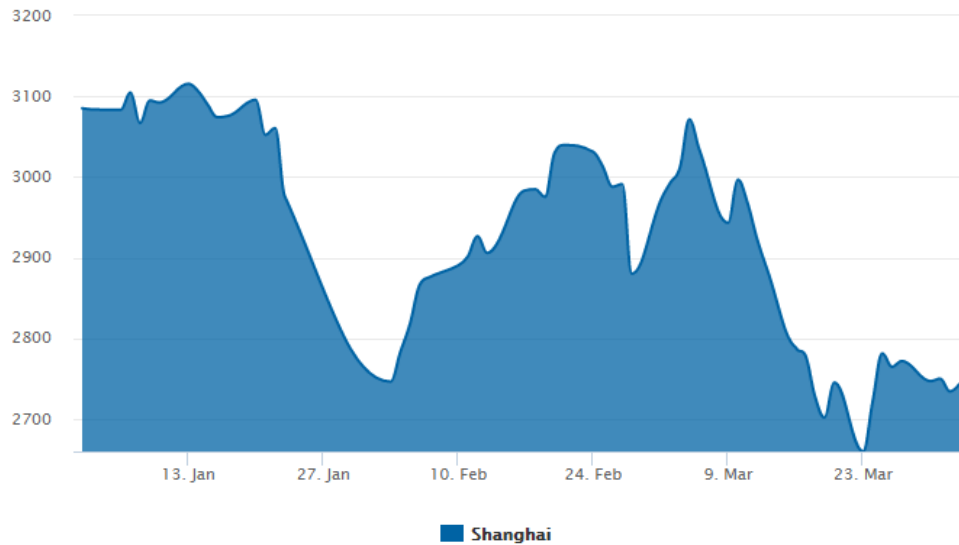
Referencing financial data, current and historical, it is seen that the pace that COVID-19 is spreading much faster than prior epidemics (SARS, swine flu) in a limited time frame. The timing of this contagion has also been an issue to deal with. China has been working to see an economic recover from a tepid 2019 and the first wave of trade negotiations with the U.S. were just underway. The effect of imports to China has directly affected the export economy of countries around the world. This has an immediate effect within oil, LNG, agricultural goods and metals. In oil, it is clearly evident that demand from China, the largest net importer of crude oil, take away nearly ten percent of global demand in January.

The charts for Nasdaq and Shanghai stock indices for the period from 01/01/2020 to 31/03/2020 clearly depicts a downward trend which is clearly reflected in Indian benchmark index of Nifty. A clearly expected upward trend is figured in India Volatility Index.

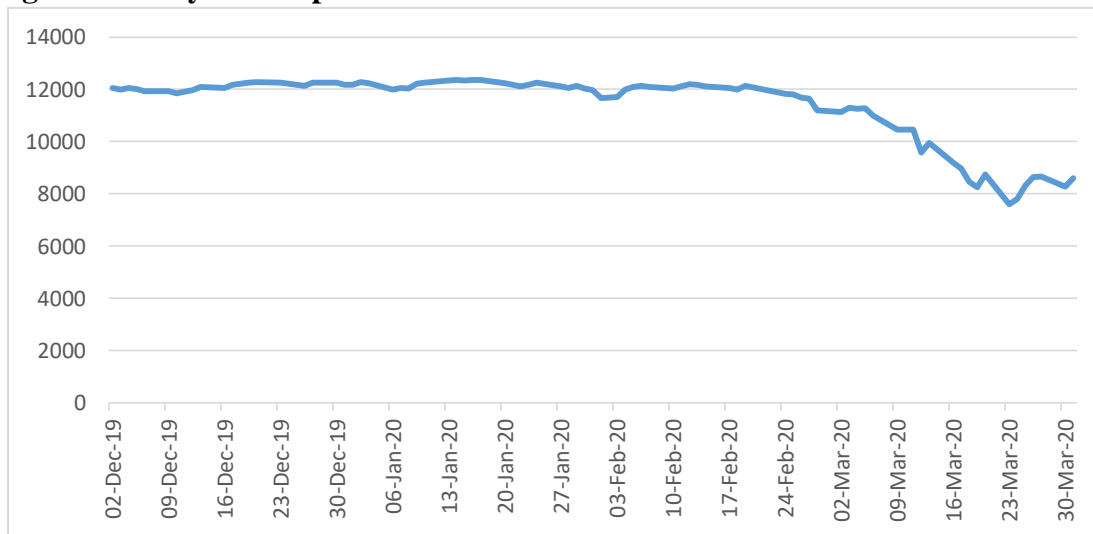
Figure 1 - Nasdaq for the period from 01/01/2020 to 31/03/2020



Source: www.moneycontrol.com

Figure 2 - Shanghai for the period from 01/01/2020 to 31/03/2020

Source: www.moneycontrol.com

Figure 3 - Nifty for the period 1/12/2019 to 31/03/2020

Source: www1.nseindia.com

OBJECTIVES OF THE STUDY

The study has two major aims. They are:

1. Finding the current impact of COVID 19 on various sectors of Indian Markets.
2. Understanding challenges and futuristic of Indian Markets.

ANALYTICAL METHODS FOR THE RESEARCH

The study adopts exploratory method for the design of research. It is secondary data on which the study banks for collection of data. The concerned websites of World Health Organization, International Labour Organization, official websites of all major newspapers, reports of Deolite

and KPMG etc. have been extensively referred for. The collected data has been presented with the help of graphs and charts.

DATA ANALYSIS AND INTERPRETATION

(A) Impact of COVID 2019 on Global Economy

The first part of the analysis section takes a look at the impact of COVID 2019 on global economy. The variables selected for this purpose are real GDP growth rates, credit to non-financial sector and market volatility during COVID period and GFC crisis.

I. GDP Growth Rates of Countries

Table 1 – GDP Growth Rates of Countries across the Globe

Top 10 countries by GDP		Real GDP growth rates %		
		2017	2018	2019
1	U.S.	2.4	2.9	2.3
2	China	6.9	6.7	6.1
3	Japan	2.2	0.3	0.7
4	Germany	2.8	1.5	0.6
5	U.K.	1.9	1.3	1.4
6	France	2.4	1.7	1.3
7	India	6.5	6.7	5.3
8	Italy	1.7	0.7	0.3
9	Brazil	1.3	1.3	1.1
10	Canada	3.2	2.0	1.6

Notes: Annual growth rate y/y%

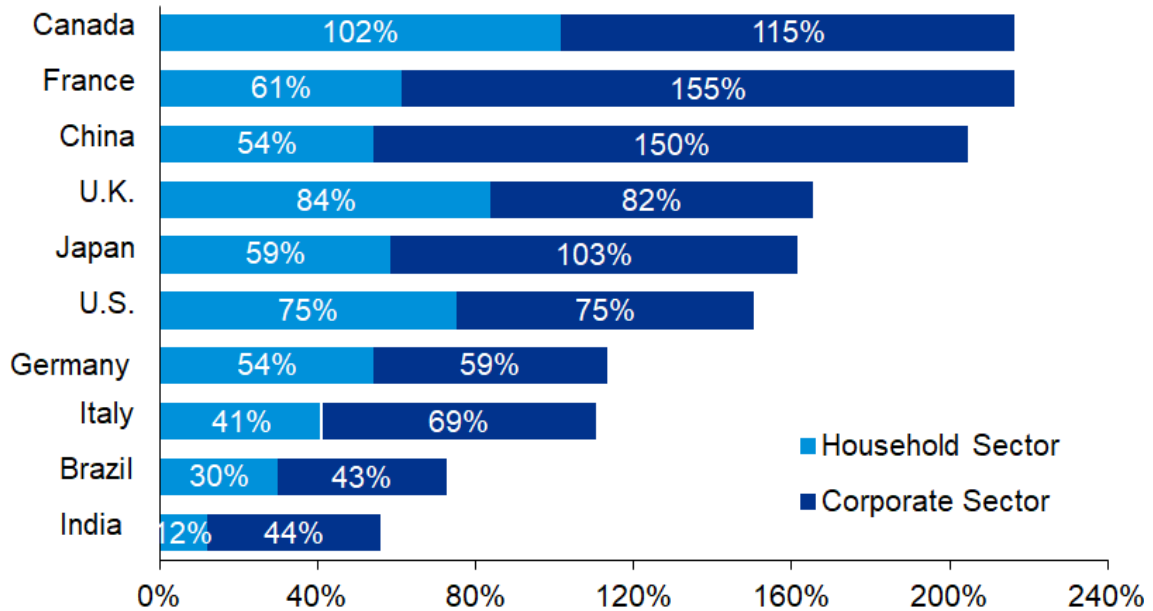
Source: Respective countries' National Statistics Office, Haver Analytics, KPMG's analysis 2020 based on secondary research

Table 1 depicts the GDP growth rates of various countries across the globe. Figures provide a falling trend in the real GDP rates for all countries except for Japan and UK. The global economy was already in a precarious place in 2019; risk of global recession in 2020 is extremely high as nations shutdown economic activity to limit the spread of COVID-19. As production is curtailed around the world, many firms will not have necessary inputs. A severe demand shock is predicted in near future across discretionary spend categories.

II. Credit extension to private non- financial sector

Table 2 presents the extension of credit granted to non -financial sector by financial institutions. All countries have really given a huge extension in credit repayment. Government efforts to extend credit terms for households and businesses may not come in time to avoid significant debt defaults. The higher the debt levels, the costlier and economically damaging social distancing is for an economy. U.S. debt capital markets have seen significant strain as COVID-19 spreads globally. But at least maximum efforts from the governments of all countries is visible here.

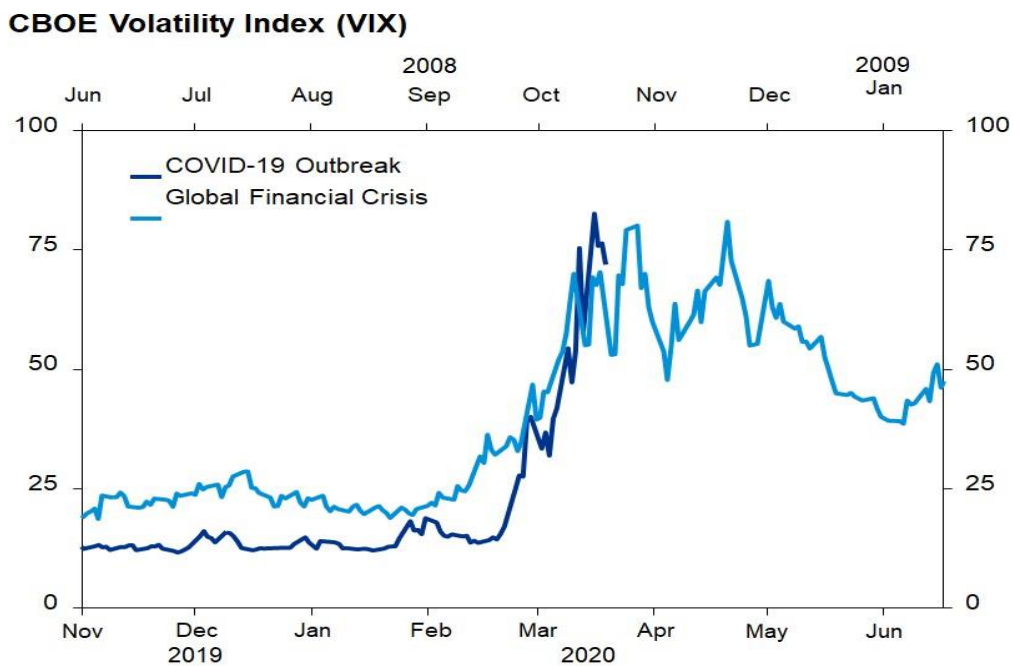
Table 2 – Private Non – Financial Sector credit availability of various countries
Private non-financial sector credit
 (% of GDP)



Source: BIS, Haver Analytics (Q32019), KPMG's analysis 2020 based on secondary research
 Excludes Luxembourg, Netherlands, Sweden and others with higher ratios due to smaller GDP size

III. Comparison of current Volatility Index with GFC crisis

Table 3 – Volatility levels during COVID and GFC crisis



Source: Wall Street Journal (19 March 2020), Haver Analytics, KPMG's analysis 2020 based on secondary research

Table 3 presents the figure comparing the volatility levels during COVID 2019 and GFC crisis times. It is very clearly evident the volatility is much steeper during the current period than GFC crisis.

(B) Impact of COVID 2019 on Indian Economy

The latter part of the study examines how the various sectors of Indian markets are affected by the COVID 2019 pandemic. The discussion is as follows:

1. Aviation and tourism sector - India's tourism and aviation sector has been the first industry to be hit. Many believe, this crisis is a greater threat than earlier ones such as 9/11 and the financial meltdown of 2008-09 and India's tourism and aviation sector faces questions around its very survival. The World Travel and Tourism Council (WTTC) estimates the crisis to cost the tourism sector at least USD22 billion, the travel sector shrinking by up to 25 per cent in 2020, resulting in a loss of 50 million jobs. As per International Air Transport Association (IATA), 2020 global revenue loss for the passenger business is estimated between USD63 billion (11 per cent) and USD114 Billion (19 per cent). On account of COVID-19, the Indian tourism and hospitality industry is staring at a potential job loss of around 38 million, which is around 70 per cent of the total workforce.

2. Real estate sector – The real estate sector is one of the largest employment generators in the country and has a multiplier effect on around 250 allied industries. The sector is expected to contribute to around 13 per cent to the country's GDP by 2025 and become the third-largest globally at USD1 trillion by 2030. However, the year 2019 has been a mixed bag for the Indian real estate industry, having attracted investments worth approx. USD5 billion. Around 66 per cent of these investments were in the commercial real estate market owing to healthy demand from private equity investors for stable rent yielding assets. On the other hand, the residential real estate sector has witnessed poor demand and lower absorption in the past few years owing to the economic slowdown, the NBFC crisis, cynical buyer sentiment and developer defaults. This has led to higher unsold inventory across the major cities in India.

There will be a profound impact on sourcing of building material and labour, which will lead the sector to weakening sale velocity. Restricted travel would impact the cash flows in the residential, hospitality and retail segments. Estimated job loss is approximately 30 per cent in the real estate sector.

3. Consumer, retail and internet business – This is a sector which contributes to 10% of GDP and 8 % of employment. The market size of this sector amounts to USD950 billion in 2018- 19 and e-commerce market size amounts to USD 64 billion. This sector is the fifth largest in retail space across the world.

Raw material supplies could be a challenge due to disrupted supply chains. A fall in imports could severely impact select categories in retail and durables. Production for specific categories especially non-essentials would be a major challenge, with demand unlikely to pick up immediately. Cash rotation would slow down for all categories, though food and grocery retail would be less impacted. Large retail and real estate companies can be expected to renegotiate rental contracts by invoking the force majeure clause. It is still unclear whether and how banks will step in to support companies in such a situation. Supply chain seems to be the big challenge and needs realignment given recent announcements on essentials. Labour needs to be aligned to service essentials-based services.

4. Financial services – Banking and NBFCs – Banks profitability will be under pressure due to - reduced offtake of loans under recessionary market conditions and cautious customer

outlook, increased delinquencies post the moratorium period, due to the lockdown, depressed NIMs in a low interest rate regime, fall in transaction banking income due to lower cross border trade and drop in fee income on distribution of wealth products, due to volatility in the capital market.

These could be partially offset by lowering the cost of funds, harvesting profits from the SLR portfolio and medium-term measures around cost optimisation, digitisation and focusing on non-interest based revenue streams. Retail financing industry, which was one of the key drivers of credit growth will be impacted for at least two quarters, as the demand for housing assets, consumer goods and working capital financing will get hit due to general slowdown in economic activity. There is a potential risk of defaults and insolvencies unless the regulatory framework is tweaked urgently to address the unprecedented challenge that corporate sector, and retail sector is witnessing at present. From a reporting perspective, banks follow Indian GAAP whilst NBFCs follow Ind-AS. The difference in quantification and reporting of credit costs (Ind-AS is more stringent) is likely to have a greater impact on the reported results of NBFCs.

Liquidity in financial institutions (FIs) maybe cushioned by RBIs recent policy announcements relating to CRR and Marginal Standing Facility. However, weaker private banks, co-operative banks and Small Finance Banks may be impacted due to their customer's 'flight to safety', as they begin to place deposits with stronger banks. Banks and NBFCs will need to strike the right balance between continuity of repayment cash flows vs. extending the three-month moratorium to the required borrowers. While avoiding panic selling of bonds, scenario analysis on bond prices may be needed for banks to assess the capital impact under different interest rate scenarios. Buyers of existing securitized pools may choose to enforce the Credit Enhancements during the moratorium period, thus impacting the liquidity of the seller and the credit rating of the pool.

5. Food and agriculture – This sector contributes to 16.5 per cent of GVA and 43 per cent of employment (2019-20). Primary agriculture is the backbone of the country and part of government announced essential category, the impact is likely to be low on both primary agricultural production and usage of agri-inputs like seeds, pesticides and fertilizers. Migratory labour movement for harvesting wheat, paddy, pulses etc. should be allowed for the ongoing Rabi season. Insulating the rural food production areas in the coming weeks will hold a great answer to the macro impact of COVID-19 on Indian food sector as well as larger economy. Post Ministry of Agriculture's press release, crop procurement and mandi operations are yet to be streamlined and this may result in low sowing in the upcoming crop season and also impact sale of agri inputs in the Kharif season.

6. MSMEs – A study by the All India Manufacturer's Organisation (AIMO) estimates that about a quarter of over 75 million MSMEs in India will face closure if the lockdown due to COVID-19 goes beyond four weeks and this figure is estimated to touch a whopping 43 per cent if the situation extends beyond eight weeks. The impact will be high considering the fact that these MSMEs provide employment to more than 114 million people and contribute around 30-35 per cent to the GDP. The MSMEs are affected at several levels - with the national lockdown, the production facilities and retail has been hit big time. Micro enterprises specifically in the services sector are considerably impacted MSMEs engaged in hotel industry, tourism sector and logistics have been witnessing a sharp drop in business for some time now. MSMEs engaged in essential services are still operational; however, it is unlikely to remain isolated from the slowdown owing to liquidity constraints, plunging general sentiments and purchasing capacity. Moreover, the impact on businesses is likely to have a cascading effect across the value chain. Consumer goods, garments, footwear, utensils, automotive segments will see a major direct impact. Sectors which are dependent on high imports (of raw material) such as electronics,

consumer durables, pharma etc. are facing bottlenecks and so are the export oriented sectors due to a major drop in demand globally. RBI's announcement of a three-month moratorium on repayment of term loans and a reduction in the repo rate will provide some relief.

CONCLUSION

As the new financial year commences, COVID 2019 has infected more than eight hundred thousand people in more than 200 countries. Even before the onset of this pandemic, the global economy was confronting turbulence on account of disruptions in trade flows and attenuated growth. This situation has been aggravated by the demand, supply and liquidity of shocks that COVID 2019 has inflicted. The UNCTAD in its latest report has predicted that major economies least exposed to recession would be China and India (KPMG Report, 2020).

Even though, the place of origination of pandemic is in China, the Asian as well as global stock markets were affected because of the significant strain on US debt capital markets. Regarding the controlling of this pandemic, reports pouring in are favourable to India. The rate of cases confirmed has not grown exponentially high as it was in the case of China, Italy, Spain or France. This situation gives a small ray of hope for India.

Summing up, it can be said, this crisis is a story with an uncertain ending. However, it's clear that COVID -2019 has introduced new challenges to the businesses across the globe which calls for a measured, practical and informed approach from the political and business leaders.

REFERENCE

1. <https://news.un.org/en/story/2020/04/1061322>
2. <https://economictimes.indiatimes.com/news/economy/indicators/indias-gdp-for-fy21-projected-at-4-8-covid-19-to-have-adverse-economic-impact-globally-un-report/articleshow/75060555.cms>
3. <https://www.thehindubusinessline.com/economy/covid-19-impact-global-economy-could-shrink-by-almost-1-per-cent-in-2020-say-un/article31233688.ece#>
4. <https://www.livemint.com/news/india/covid-19-impact-global-economy-to-fall-into-recession-in-2020-says-rbi-11586417889831.html>
5. https://en.wikipedia.org/wiki/Economic_impact_of_the_2019%E2%80%9320_coronavirus_pandemic_in_India
6. <https://www.theguardian.com/world/2020/mar/09/panic-hits-global-markets-amid-threat-of-coronavirus-and-oil-price-slump>. (n.d.).
7. Johnson, K. (2020, March 9). *An Economic Pandemic*.
8. KPMG Report. (2020, March).
9. Lary, C. (2020, March 3). *Corona Virus Impact on Financial Markets*.
10. World Federation of Exchanges. (2020). *Exchanges and CCPs support market participants in the face of the global pandemic corona virus economic shutdown*. London.
11. World Health Organisation. (2020). *Situation Report COVID - 2019*.

IMPACT OF COVID 19 ON TELECOMMUNICATION SECTOR IN INDIA

DR. SUJITH A S

*ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE, BHARATA MATA COLLEGE,
THRIKKAKARA, ERNAKULAM DISTRICT, KERALA*

Abstract

Globally, the telecommunications sector is proving to be a core and essential infrastructure service to national economies, with data infrastructure becoming critical in a connected world and will likely increasingly attract a new class of investors such as large infrastructure funds. The publisher expects the Indian telecommunications industry to remain steady thanks to the defensiveness nature of the industry, amid the political uncertainties and an uncertain economic outlook due to the COVID-19 pandemic. In this article I tried to understand the impact of Covid 19 on telecommunications Sector in India. This paper is based of secondary data available from various sources.

Key words: Covid 19, Service Sector, Telecommunication Sector

Introduction

The COVID-19 wave has smashed every industry. The telecommunications industry has been largely disrupted, as it is the core of communications required for medical, government and private sector business functions to operate seamlessly.

For example, reliable, high-speed Internet access is key to ensuring that hospitals and medical institutions have access to global information networks and resources necessary to fight the virus. Broadband connectivity is also now absolutely crucial for educational institutions and businesses to continue to provide essential services. The unprecedented global health emergency is taxing networks and platforms to the limit, with some operators and platforms reporting demand spikes as high as 800%.

The sudden disruption of normal business operations caused by the coronavirus has forced companies to drive their businesses remotely. That shift has spiked the demand for better network connectivity and improved internet coverage, especially in remote or rural areas.

The COVID-19 outbreak and the resultant lockdown has come at a time when the telecommunications sector was already grappling with the issue of payment of Adjusted Gross Revenue (AGR). The Supreme Court had recently rejected the self-assessments of AGR dues undertaken by a few Telcos and had refused to take up the Centre's submission to allow telecom companies an extended period of 20 years to pay the AGR dues, stating that the matter will be listed in two weeks.

Now, due to COVID-19, there is uncertainty around the listing of the matter in the Supreme Court. However, reports state that as of now, no notices have been sent to the Telcos for AGR dues and the focus of DoT is to ensure smooth operations during the pandemic.

In the event the sought relief is not granted by the Supreme Court, and the Telcos would be required to pay the AGR in full or without any deferment, the financial impact on Telcos could be severe. If the revenues and available cash are not sufficient to pay the license fees (based on the revised interpretation of AGR), Telcos may be forced to consider increasing debt to meet demand. But, given the precarious financial conditions, lenders willing to extend financial assistance will be scarce and cost of borrowing will be higher (as compared to the pre-COVID situation), given the impact on the sector, creating a vicious cycle.

To help the industry and the economy, the RBI has issued certain relaxations to ease repayment and access to working capital, such as a moratorium of three months on payments of all instalments falling due between March 1, 2020 and May 31, 2020.

Specific objectives of the study

To understand the impact of COVID-19 on telecommunication sector.

Methodology

The study is based on secondary data. The data collected from various sources like journals, magazines, reports, newspaper, and various websites.

IMPACT OF COVID-19 ON TELECOMMUNICATIONS SECTOR

There is increasing demand for telecom services; the telecom sector is dependent on several other industries, which have been adversely affected by the lockdown.

1. Impact on Manufacturing of hardware and other systems

According to reports, handset and network equipment manufacturers will be impacted due to global disruption in supply chains, which will lead to increased costs and lack of availability. Under the MHA order dated May 1, 2020, manufacturing of IT hardware has been permitted even in red zones, however no such activities can be undertaken in areas designated as containment zones.

According to industry body Indian Cellular and Electronics Association (ICEA), manufacturers may incur losses to the tune of nearly INR 15,000 crore due to suspension of production. Market analysts have recommended easing taxes and levies and relaxing costs on financial aid to ease the burden on the manufacturing sector, which will have a domino effect on the telecom industry.

2. Addition of new subscribers

Given the movement restrictions during this lockdown, there has been a sharp dip in the number of customers purchasing new SIM cards (including for migration to 4G networks).

COAI has indicated that during a regular month, the average net addition is 3 million subscribers, but due to COVID-19, the number in March may be below 1 million. We are likely to see impact on revenues only in the first quarter of FY 2020-21. COAI has stated that it takes around 30-45 days for new subscriptions to impact revenue and therefore the impact of a dip in new subscriptions will be seen only around April end or early May.

Additionally, the lockdown is also likely to delay 5G spectrum auctions and its consequent rollout as network operators are currently focused on meeting increased demand without a dip in service quality. Due to restrictions on manufacturing and movement of goods, this will also limit the ability to roll out 5G enabled handsets.

3. Impact on tariffs

Even after the last round of tariff hikes late last year, India continues to have the lowest tariff rates in the world. The lower tariffs, as a result of increased competition due to new entrants in the market, led to a situation where the revenues of the incumbent Telcos were considered almost unsustainable for their balance sheets.

Reports indicate that a second round of tariff hikes had been planned in the April-June quarter of 2020, however, given (i) the impact of COVID-19 on spending ability (especially of low income

subscribers), (ii) the benefits required to be extended by Telcos (as stated above) and (iii) the dip in subscriptions, the planned tariff hikes may be delayed to the second half of 2020.

TRAI had floated a consultation paper on the need to set floor price (so as to ensure reasonable return on capital) and the COAI had written to TRAI, requesting that an open house be conducted digitally to fix floor pricing. This would, while being within the authority of TRAI, be a departure from the existing regulatory forbearance maintained by TRAI in relation to tariff fixation. The proposed discussions on setting up the floor tariff has been deferred until the current situation eases.

4. Subscriber Retention

Market share is one of the most important performance metric held closest to the chest by Telcos. Given the challenges of increasing market share in such times, focus would automatically move towards preserving the existing subscriber base. This is most challenging with respect to low ARPU (Average Revenue Per User) subscribers. During this lockdown period, there are reports that Telcos have granted dispensations to their subscribers – like extended validity, additional talk time benefits, etc., as attractions to continue service.[10] TRAI, raising concerns around price discrimination, has, on April 7, 2020, written to Telcos, alleging that they were selectively increasing validity of prepaid users during the lockdown. However, the Telcos have written back to the regulator, contending that they have provided benefits worth at least INR 600 crores to subscribers who are at the bottom of the pyramid to ensure connectivity during this time. These initiatives would be towards reducing drop-outs for low ARPU subscribers, who otherwise would not necessarily have been in a position to make timely recharges, either due to monetary reasons or access to online recharging facilities. This initiative also helps towards ensuring connectivity of larger masses and for widespread information dissemination, which is critical at this point. This is consistent with the representation by the Telcos to TRAI, where they have stated that if these benefits were offered to an extended pool, this would amount to “*an unjustified subsidy*” to the customers who can afford these services and cause a steep loss to the industry.

Subsequently, TRAI has undertaken a detailed review and has decided not to issue any further directives at present.

5. Power tariffs

Given the increased burden on the existing telecom infrastructure, the Tower and Infrastructure Providers Association (TAIPA), which includes Bharti Infratel, and Indus Towers as its members, has written to various states, seeking relief in power tariffs. The Maharashtra State Electricity Regulatory Commission (MSERC) has proposed to reduce tariffs in the state by up to 10-15 percent. TAIPA has stated that similar relief from other state authorities would support telecom infrastructure providers in the present situation.

6. Cloud computing increases amidst the lockdown

As businesses are proceeding with their work remotely, demand for video conferencing services and SaaS applications is continuously rising. Businesses are keen to adopt this new cloud-based model of working as they realize increased productivity with less investment in office space. Therefore, companies gain business benefits over the long-term.

7. Payments with pin and chip are the new normal

Following the social distancing norm, people nowadays prefer to do payments digitally i.e. via UPI apps, credit/debit cards or Internet banking. Due to COVID-19, the rise in digital payments is expected to reach 67% as per research conducted by Bain & Company.

8. Security to combat vulnerabilities

Cloud resources are accessed online and ease in restrictions is increasing the risk of cyber attacks. Cyber security engineers need to act on developing strategies to strengthen remote connectivity with proper authorization procedures. Mobile customer transactions need enhanced security with mobile-intelligence based approaches to prevent fraudulent transactions.

9. Free access to online learning resources

In order to support distance learning and home-schooling during school closures, access to remote learning opportunities and educational platforms has been made available at no cost by a number of operators.

10. Facilitating mobile money transactions

Banks and telecommunications companies are encouraging consumers to avoid cash payment in favour of digital transactions to avoid the spread of the coronavirus.

11. Increasing Broadband Speeds

Operators are upgrading Internet speeds – including transmission and backhaul capacity – to better accommodate the unprecedented number of people working and learning from home which has been up to a 70 percent in certain country markets.

12. Free access to health/government information

MNOs are providing free access to information contained in government and social welfare sites, as well as to websites containing health information relevant to coronavirus crisis.

13. Providing other free services

MNOs have also commenced a variety of other initiatives for their customers, at no extra cost. These include free access to networks and waiving overcharge fees.

Conclusion

The general outlook, globally as well as in India, considers the telecom sector to be one of the few that may escape unscathed from the pandemic and the resultant lockdown. The government and all stakeholders are also cognizant of the importance of these services, given the current scenario. We are seeing steps being taken to address short-term issues as and when they come to light. Despite the issues, the increased demand for services may help offset any dip in revenues, especially the high-end subscribers and other people who have been working from home and those who need strong and reliable network to continue functioning.

References

1. <https://techblog.comsoc.org/2020/08/27/covid-19-challenges-faced-by-telcos-and-impact-on-the-telecom-sector/>
2. <https://corporate.cyrilamarchandblogs.com/2020/05/covid-19-its-impact-on-the-telecommunications-sector-in-india/>

3. https://www.business-standard.com/podcast/current-affairs/how-telecom-sector-is-coping-with-a-10-data-demand-spike-amid-covid-19-120032301553_1.html
4. <https://economictimes.indiatimes.com/industry/telecom/telecom-news/no-extra-spectrum-needed-to-maintain-network-stability-quality-coai/articleshow/74930062.cms?from=mdr>
5. <https://www.livemint.com/industry/telecom/covid-19-lockdown-coai-urges-government-to-provide-telcos-additional-spectrum-11585124047318.html>
6. <https://home.kpmg/content/dam/kpmg/in/pdf/2020/04/potential-impact-of-covid-19-on-the-Indian-economy.pdf>
7. <https://economictimes.indiatimes.com/news/economy/policy/mobile-phone-makers-seek-rollback-of-gst-increase/articleshow/74853958.cms?from=mdr>
8. <https://economictimes.indiatimes.com/industry/telecom/telecom-news/covid-19-telcos-push-back-on-trai-diktat-for-more-offers/articleshow/75067189.cms?from=mdr>
9. <https://techblog.comsoc.org/2020/08/27/covid-19-challenges-faced-by-telcos-and-impact-on-the-telecom-sector/>
10. <https://telecoms.com/opinion/telcos-have-a-huge-role-to-play-in-navigating-the-covid-19-pandemic/>
11. <https://www.bain.com/insights/covid-19-how-telcos-can-reset-their-customer-strategy/>
12. <https://www.datacenterknowledge.com/networks/covid-19-five-recommendations-telco-it-leaders>
13. <https://www.weforum.org/agenda/2020/03/coronavirus-and-corporate-social-innovation/>
14. <https://www.crn.com/slide-shows/networking/here-s-how-telecom-companies-are-helping-customers-during-coronavirus/8>
15. https://www.itu.int/en/ITU-D/Regulatory-Market/Documents/REG4COVID/2020/Summary_Key_Covid19_Initiatives.pdf
16. <https://www.insidetelecom.com/covid-19-impacts-on-the-telecoms-industry/>
17. <https://www.fcc.gov/keep-americans-connected> <https://www.comarch.com/telecommunications/blog/how-covid-19-affects-telecoms-telco-operations-during-pandemic/>
18. <https://economictimes.indiatimes.com/industry/telecom/telecom-news/no-need-for-fresh-directive-on-prepaid-validity-benefits-as-telcos-have-complied-feels-trai/articleshow/75390821.cms>
19. <https://economictimes.indiatimes.com/industry/telecom/telecom-news/telecom-infra-players-urge-states-to-slash-power-tariff/articleshow/75321729.cms>
20. <https://economictimes.indiatimes.com/industry/telecom/telecom-news/dot-focuses-on-covid-agr-on-backburner-for-now/articleshow/74810782.cms?from=mdr>
21. <https://indianexpress.com/article/business/telecom-sector-will-not-be-impacted-by-coronavirus-covid-19-icra-report-6365489/>
22. <https://economictimes.indiatimes.com/industry/telecom/telecom-news/telcos-dot-in-sync-with-states-to-track-patients/articleshow/75395651.cms>

THE IMPACT OF COVID-19 ON THE INDIAN TRADE

Mr.Praveen P.M;

Assistant Professor in Commerce; St. Aloysius College, Elthuruth-Thrissur-Kerala

Abstract

Covid-19 is caused by virus called Corona Virus. It has been affected India and world at large for so many months and is still struggling to get rid of from it. Our medical team is continuously trying to develop a medicine or vaccine for Corona Virus and is in the progression stage. Covid-19 has affected the life style, habits, job environment, working of organisations etc. It has affected the Indian trade and commerce in such a way that, it shattered the very prospects of even large and well established organisations. The trade and commerce of a country has a very significant influence on the economy of a country by having its effect on national income, GDP, Exchange deficit, productivity etc. All this resulted a new generality of Indian Economy.

Key words: INDIAN TRADE STATISTICS-AGRICULTURE &FOOD INDUSTRY-TOURISM & HOSPITALITY INDUSTRY- INDIAN EXPORTS-E-COMMECE- RETAIL INDUSTRY.

INTRODUCTION

The classical economists are having the opinion that the production and trade of each country with low cost will fetch the competitive advantage which is needed for the economic growth of the country. The prosperity and the healthy competition existing among the organisations have far reaching effect on the standard of living of consumers, appropriate and efficient utilisation of resources, job opportunities, national income, productivity etc. The health of the trade and commerce of a country shapes the GDP and economy to a large extent.

The Central Govt. of India has declared a complete national lock down in the month of March 2020. Complete lock down continued for almost 2 months and after that gradually lifting of lock down was implemented. But the lock down broken the spine of Industrial world of the country except healthcare and online industry. It led to the economic recession which may take several years to recover. Through this study, I would like to have an analysis of Impact of Covid-19 on Indian trade.

METHODOLOGY

The approach used for this study is collection of data from various secondary sources like websites, publications, journals, research articles, information notes, reports etc.

OBJECTIVES

1. To depict the general trade statics during the Covid-19.
 2. To understand the effect of Covid-19 on Indian Trade by different sector wise.
- The Covid-19 Pandemic is expected to have an unprecedented effect on Indian Trade.

STATISTICS ABOUT INDIAN TRADE DURING COVID-19

General Statistics

- In the fourth quarter of 2020, India's Growth rate has went down to 3.1%
- Ministry of Statistics has estimated a 24% contraction in GDP in the quarter of April-June 2021
- During the lock down 14 crore people lost job.

- More than 45% households affected by Income drop.
- Sensex and Nifty has reported highest growth of last 11 years in the I phase of lock down
- Even big and larger companies reduced or temporarily closed their operations.
- Govt. of India announced Rs.1,70,000 Crore package to resurge the food and health care industry.
- Reserve bank of India announced Rs.3,74,000 crores to strengthen the Indian financial system
- To make India as self-reliant nation, Govt. of India announced another 20 lakh crores.

Agriculture & Food Industry

- India saw an increase in agricultural export of 23.24% during March-June 2020. The export amounted to 3.50 US billion Dollars.
- Grapes export was 43.10 US billion Dollars.
- Pulse export was 98.24 Us Million Dollars.
- Diary export amounted to 46.62 US million dollars.
- India stood first in the production of Mangoes, banana and Papaya with the 21.28 MMT (Million Metric Tonnes), 29.64 MMT and 5.64 MMT respectively.
- Milk Production increased by 10% compared with the previous year.
- World's largest population of buffalos is in India.
- India ranks second in the world with vegetables.

Tourism and Hospitality Industry

- Indian hotels saw a 80% slash of Occupancy rate on YoY basis
- It faced 12-14% reduction in Average Daily rate.
- It is estimated that Indian hotel and hospitality industry will lose 5 lack crores
- The revenue loss of travel agents and tour operators is estimated to be 35,070 crores.
- Covid-19 put 87 million jobs at risk
- It is estimated that more than 50,000 tour operators have shut their shops
- Room rates slashed by 50% across the market.

Retail Industry

- A survey conducted by Retailers Association of India, revealed the following:
 - Compared to the pre-Corona, non-food retail sector will account only 40% during the period of June-December.
 - Food retail sector's revenue will be 56% during June-December Period.
 - It is expected that there will be 30%, 12% and 5% lay off of manpower in Small, medium and large retailers respectively.
- Organised Retail trade share is expected to reach 22 to 25% by 2021.
- Organised Retail sector may approach to 140-160 billion dollars.
- The share of Un-organised Retail sector may limit to 77%.
- India's Retail Trade is expected to be 1.75 trillion dollars by 2026.

E-Commerce Industry

- E-commerce industry recorded a 17% order –volume growth by June 2020.
- 65% of brands developed their own websites.
- Brand website touched 88% order volume growth during the year 2020.

- Brands from beauty & wellness, Fashion and accessories and FMCG & Agricultural sectors were the top of the list in Direct to Customer E-Commerce with 130%, 55% and 38% increase in order volume-growth respectively.
- Indian E-Retail industry is expected to be 200 billion by 2026.
- Expected to have a market penetration of 12%.
- 100% FDI Investment is allowed

Following table shows the Domestic Expenditure on Tourism

Years	Expenditure (\$billion)
2012	131
2013	140
2014	150
2015	164
2016	179
2017	186
2018	199
2019	406

TABLE-1: Domestic Expenditure on Tourism
 Source: Grant Thornton/Ficci

Years	Contribution to GDP (%)	
	Domestic Spending	Foreign Visitor Spending
2019	83	17
2028 (Expected)	88.85	11.15

TABLE-2: Contribution to GDP in percentage
 Source: Grant Thornton/Ficci

Export Industry:

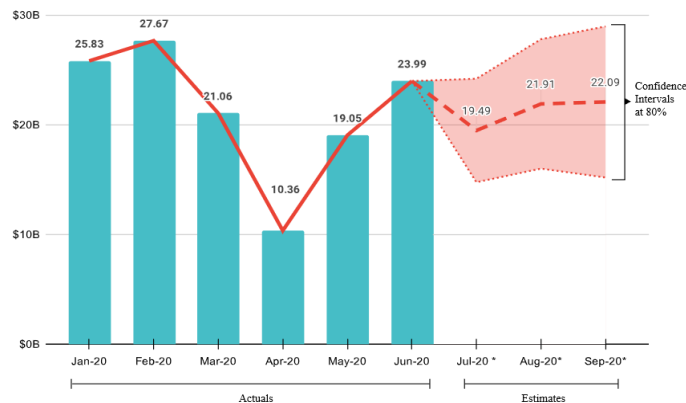


CHART-1: Indian Export Outlook Q3-2020

Source: DGFT, Drip Capital Analysis

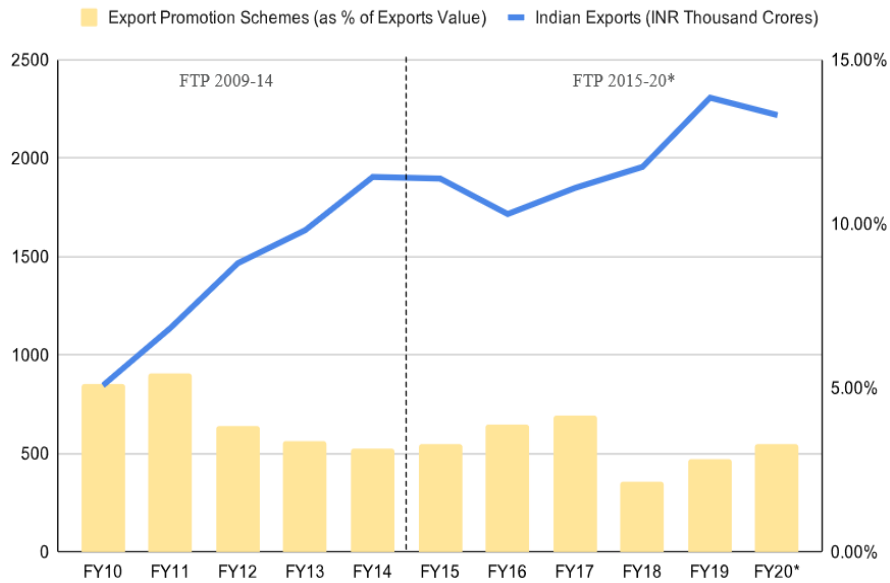


CHART-2: Indian Exports between FY 2010-20 and Revenue forgone by GoI under Export Promotion Schemes

Source: DGFT, Union Budget of India

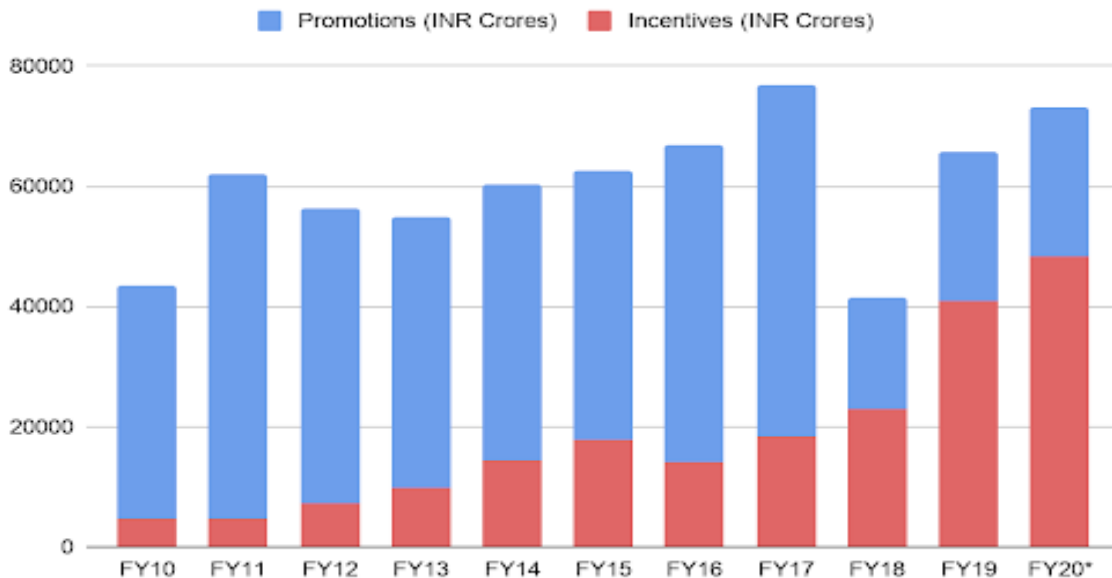


CHART-3: Revenue forgone by GoI under Export Promotion Schemes

Source: Union Budget of India

CONCLUSION

The crisis thrown out by the outbreak of Corona Virus is expected to have a far reaching effect on the Indian economy in coming years also. In this Pandemic time, International collaborations, co-operation and support are needed to recover. Tensions and competitions

between different states and countries should be discarded at least in this pandemic situation. A lot of measures of resurgence of financial, manufacturing and service industries have to take up.

REFERENCES

Websites:

1. <https://www.ibef.org/exports/agriculture-and-food-industry-india.aspx>
2. https://en.Wikipedia.org/wiki/Economic_impact_of_the_COVID-19_pandemic_in_India
3. <https://wits.worldbank.org/CountryProfile/en/IND>
4. <https://transfin.in/impact-of-coronavirus-on-indian-tourism-and-travel-industry>
5. <https://www.financialexpress.com/industry/travel-and-tourism-sector-likely-to-lose-rs-5-lakh-cr-due-to-covid-19-crisis-report/2078881/>
6. <https://qz.com/india/1868793/covid-19-puts-85-million-india-tourism-jobs-at-risk/>
7. <https://www.thenationalnews.com/business/india-s-tourism-sector-struggles-despite-reopening-of-historic-monuments-1.108355>
8. <https://www.dripcapital.com/en-in/resources/blog/coronavirus-impact-indian-exports-global-trade-part3>
9. <https://blog.euromonitor.com/coronavirus-effect-on-indian-fmcg-industries-and-services/>
10. <https://www.investindia.gov.in/sector/retail-e-commerce>
11. <https://www.investindia.gov.in/sector/retail-e-commerce/e-commerce>
12. <https://www.expresscomputer.in/internet/e-commerce-witnesses-17-growth-post-covid-19-65-growth-in-brands-establishing-own-website-report/62652/>
13. <https://www.retail4growth.com/viewpoints/impact-of-covid-19-on-indian-retail-770>

IMPACT OF COVID-19 ON TOURISM INDUSTRY IN INDIA

Dr. M. MAHALAKSHMI,

Assistant Professor,

*PG and Research Department of Economics, A.V.C College (Autonomous), Mannampandal,
Mayiladuthurai, TamilNadu- 609 305.*

Abstract

Tourism is considered to be the largest and rapidly growing industry. The tourism industry as compared to the other important industries of a country is highly affected due to the internal and external shocks. Adverse effects of this deadly virus have been experienced in equally developed and developing economies. In the past few months, the drastic outbreak of the covid-19 has caused great losses to the tourism industry. The Indian tourism industry accounted for 9.2% of India's GDP in 2018 and braced 42.673 million jobs, 8.1% of its total employment. The Indian tourism and hospitality industry is now gawking at a likely job loss of around 38 million. The governments across the world are trying to woo back visitors from domestic and international markets. Travel and tourism companies will have to recuperate the trust and confidence of people in the recovery period to travel again after the pandemic. This study is to examine the effect of Covid-19 on the Tourism industry in India.

Keywords: Tourism, Hospitality, Covid-19, Industry, GDP, Employment, Impact

Introduction

Indian travel and tourism industry is one of the worst-impacted sectors by the covid-19 pandemic. Due to the sphere of pandemics and infectious diseases, the tourism industry has become very unstable. The tourism industry as compared to the other important industries of a country is highly affected due to the internal and external shocks. In recent months, the drastic outbreak of the novel Covid-19 has caused great losses to the tourism industry. Its most affected hospitality, food, transport, stock markets, construction materials and beverage sectors are severely stalled. The entire value chain linked to travel and tourism is likely to lose around ₹5 lakh crore, or \$65.6 billion, with the organized sector alone likely to lose \$25 billion, they said in the report submitted to the Ministry of Tourism.

Importance of Tourism Industry in India

In 2018, travel and tourism contributed 9.2% in India's GDP and generated 26.7 million jobs in that year. This industry not only employs workers in cities but also provides an earning base for the rural population. The tourism sector accounts for 12.75% of employment in India, 5.56% of it is direct and 7.19% is indirect. Over 87 million people were employed in the travel sector in 2018-19 in India, according to the Ministry of Tourism (MOT) annual report for 2019-20. It is estimated that in India, branded and organised hotels annual revenue is ₹38,000 crore (\$5 billion). The restaurant industry in India, has an annual turnover of approx ₹4 lakh crore (\$53 billion). This industry provides direct employment to more than 7 million people. India's air transport industry employs over 400,000 people directly and 940,000 are employed in related supply chains.

Objectives of the Study

The Present study tries to know the contribution of Tourism Industry to GDP; to know the challenges of Tourism Industry in India; to study the impact of Covid-19 on the Tourism Industry; and to find out the various Measures of the Government of India.

Methodology

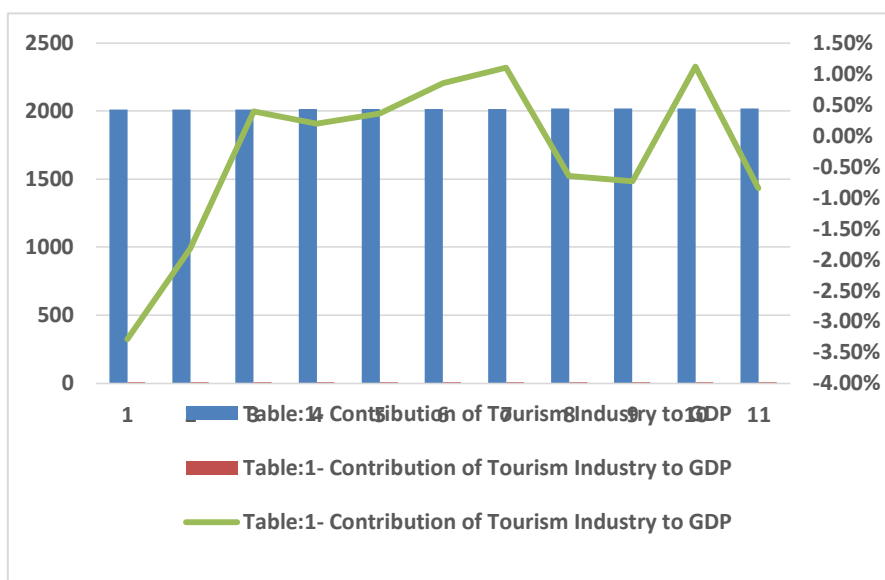
This paper is review paper, based on information gathered from Secondary sources. The data has been collected from Internet, Books, Journals, Web-sites, Newspapers, and Articles.

Review of Literature

Nidhi Singh (2020), studied the travel & tourism industry in India has been a significant contributor to the country's GDP. The sector even generates a large employment base. So, when by mid-March, the popular tourist attractions in India started to close down, and the news on putting a halt on flying began to make rounds, we all started to predict the grim future of the travel industry in the country already. In fact, the shutting down of the iconic Taj Mahal on March 17, 2020, which attracts millions of visitors every year, was a sign enough to assess the hard blow this pandemic was launching at us. In this blog, we will try to understand the importance of the tourism sector in India's economy; the present and future impacts of the pandemic; and the proposed measures and recovery plans. **Archana L** (2020), opinion the India is one of the favourite preferred destinations to travel for both domestic and overseas travelers. The growth of the country's economy is one of the main reasons behind the expansion of tourism in India. This service sector is one of the largest industries and accounts for 6.23% of the country's gross domestic product (GDP) and provides employment to 8.78% of the population. The tourism industry in India managed to generate around \$275.5 billion in revenue in fiscal 2018 with an annual growth rate at 9.4%. **Nimishasharma** (2020), studied the People will avoid travelling to places where there is a lot of crowd. For them hygiene will be important. Even if they travel by flight, they will clean the sit, wash hands regularly, avoid touching here and there, greet people by maintaining a distance. They will only travel to places which are clean and less travelled by. Hotels will be checked twice before opting for one. There will be sense of phobia for germs all around. **Javajit Dash** (2020), studied the Indian tourism industry is projected to book a revenue loss of Rs 1.25 trillion in calendar 2020 as a fall out of the shutdown of hotels and suspension in flight operations after the onset and spread of the Covid-19 pandemic. The report assumes the impact of the pandemic on tourism at about 50 per cent during January and February 2020, while it may be higher at 70 per cent in March alone, following the suspension of international flights. During April-June, the Indian tourism industry is expected to book a revenue loss of Rs 69,400 crore, denoting a year-on-year loss of 30 per cent. **Berkeley Brya** (2020), opinion the four months into the Covid-19 pandemic, cases continue to rise across the country. There isn't one industry unaffected, and tourism is no exception. From canceled weddings and festivals to less dining out, the world has taken a hit from the large decline in tourism. The U.S. alone has seen more than \$297 billion in losses from the decrease in travel since the beginning of March. However, as the summer months push on and people look for any excuse to leave their houses, tourism is making a comeback – for better or worse. “The tourism industry is undoubtedly changing, but people still want to travel. And tourism research is seeing that wanderlust desire,” says Hailey Post, a graduate student in the Department of Parks, Recreation and Tourism Management. “We need to remain mindful of the millions of people who work in the tourism industry and understand that changes in the industry directly affect individuals who depend on tourism.”

Table:1- Contribution of Tourism Industry to GDP

Year	Value	Change (%)
2009	9.6	-
2010	9.3	-3.29%
2011	9.1	-1.82%
2012	9.1	0.39%
2013	9.2	0.19%
2014	9.2	0.36%
2015	9.3	0.85%
2016	9.4	1.10%
2017	9.3	-0.65%
2018	9.2	-0.74%
2019	9.3	1.12%
2020	9.3	-0.85%



Source: Statista (2021)

In 2020, contribution of travel and tourism to GDP (% of GDP) for India was 9.3 %. Though India contribution of travel and tourism to GDP (% of GDP) fluctuated substantially in recent years, it tended to decrease through 2001 - 2020 period ending at 9.3 % in 2020. The share of Travel & Tourism spending or employment in the equivalent economy-wide concept in the published national income accounts or labour market statistics. Visitor exports are compared with exports of all goods and services Domestic Travel & Tourism spending is compared with GDP Government individual Travel & Tourism spending is compared with total government spending Internal Travel & Tourism consumption is compared with total internal consumption (i.e. total domestic spending plus total export) Leisure Travel & Tourism contribution to GDP is compared with total GDP Business Travel & Tourism contribution to GDP is compared with total GDP Travel & Tourism capital investment spending is compared with all fixed investment spending.

Impact of Covid-19 on Tourism Industry

India's aviation, tourism and hospitality industry sustained highest damage from Covid-19 outbreak. The tourism sector experienced a crippling effect. The nationwide lockdown announced in late March 2020 coincided with the peak tourism season kickstarting from early April onwards. Guides, tour operators, vehicle drivers, hotels, restaurants, shops and other facilities related directly or indirectly to the tourism have taken a hit owing to the spread of the virus infections. The main reason behind all this was the spread of virus that can be restrained only by social-distancing and thus the affected countries decided on lockdown of the nation. To earn a living the people who were earlier employed in the tourism sector had to turn to farm and other meagre jobs to sustain an earning for meeting their families need. During the lockdown period, India had canceled travel to over 80 countries, due to which the international flights were being suspended. The domestic flights were operational with regulations. The Indian domestic travelers and FTAs witnessed a significant decline in 2020. India's foreign tourists (FTA) arrival stood at 10.9 million and the foreign exchange earnings stood at Rs 210,971 crore during 2019. The states which accounted for most of it were Maharashtra, Tamil Nadu, Uttar Pradesh, and Delhi for about 60% of FTAs. Along with this, the cancellation of various events, functions, and festivities caused a great job loss to many organizers and companies.

Covid-19: Challenges of Tourism Industry in India

Covid-19 brings a lot of challenges to the Service and hospitality industries but meanwhile it will be aware us to maintain the health, hygiene and cleanliness for each and every service industry with protecting the heritage, cleanliness and hygiene's should be more prioritized. Covid-19 brings a lot of changes in using and restructuring the online platform. The Indian tourism industry is projected to book a revenue loss of Rs 1.25 trillion in calendar 2020 as a fall out of the shutdown of hotels and suspension in flight operations after the onset and spread of the Covid-19 pandemic.

Government Measures

The tourism and hospitality sector has made several recommendations to the government to help it overcome the impact of the COVID-19 crisis. It has also proposed the creation of a National Tourism Council of Chief Ministers headed by the Prime Minister along with the tourism minister. The Federation of Associations in Indian Tourism and Hospitality (FAITH), in an official statement, said the sector is expecting a concerted strategy to ensure that the tourism industry becomes a mainstay domestic industry. It said measures like an income tax exemption on travelling within India, income tax credits for up to Rs 1.5 lakh when spending with GST registered domestic tour operators, travel agents, hoteliers, and transporters anywhere within the country are required. The Federation of Hotel and Restaurant Associations of India (FHRAI) has recommended that a minimum alternative tax waiver be given to the industry for a period of three years beginning April 2021. It has also requested for treating payments received from international tourists as foreign exchange for the purpose of Export Promotion Capital Goods (EPCG) scheme and that the time to perform export obligation under the scheme be extended by five years.

Conclusion

Tourism is worse affected because it is driven by the psychology of people who are very sensitive to safety and security aspects. It will be difficult for the travel and tourism companies to attract tourists during the pandemic as their safety is of paramount importance. The tourism

sector relies heavily on trust and thus will take a longer time to return to routine in the recovery period because tourists need to ensure that the situation is safe and secure before they step out to travel again. It helps companies to regain the trust of travelers to ensure disinfecting major tourist destinations, including hotels and restaurants, to regain people's trust that tourist destinations and accommodations are all safe from Covid-19.

References

1. *Sigala M. Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research.*
2. *Kaushal V, Srivastava S. Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India.*
3. *knoema.com/atlas/India/topics/Tourism/Travel/*
4. <https://en.wikipedia.org/wiki/Impact>.
5. <https://www.newindianexpress.com/cities/>
6. <https://www.outlookindia.com/outlooktraveller/explore/story>
7. <https://www.india.gov.in/official-website-ministry-tourism>.
8. <https://www.mckinsey.com/business-functions/risk/our-insights/covid-19>
9. <https://www.business-standard.com/article/economy-policy/covid-19->

IMPACT OF COVID-19 ON TEXTILE INDUSTRY

Dr.K.Sivagama Shunmuga Sundari,

*Assistant Professor, Department of Commerce, A.P.C.Mahalaxmi College for Women,
Thoothukudi Affiliated to Manonmaniam Sundaranar University, Tirunelveli*

ABSTRACT

Textile industry serves the most common requirement of citizens and of great importance, developing day-by-day and enhancing quality of Indian people. However, because of this Covid-19, this sector is at risk. The production, turnover, employment, export, everything has come down and it is very difficult to predict when things will revive in Indian textile sector. This paper explores the impact of Covid-19, hurdles and challenges of textile industry and measures taken by the Indian Government.

Keywords: Covid-19, Textile industry, Export, Hurdles, Challenges.

INTRODUCTION

Textile Industry is one of the largest contributors to the country's exports with around 11.4% share in India's total export earnings for the fiscal period ended 2018-19 valuing to nearly USD 37.5 billion (INR 2,596 billion) and growing at a CAGR of 7% since 2004-05. The industry is currently pegged at an estimate of USD 150 billion (INR 10,834 billion) with 75% of the total consumption being witnessed in domestic market, while exports accounted for the remaining 25% of the total market size.

India ranked 2nd in textile export with 6% of global share and stood 5th in apparel export with 4% of global share. India has more than 2,000 spinning mills with different spindle capacity. Workers in big units controlled by corporations reside in labour colonies adjacent to the factory premises. The majority of workers are migrants from Bihar, Uttar Pradesh, Orissa and other states. In terms of employment, Indian textile industry is the second largest employer after agriculture, providing direct and indirect employment to nearly 100 million people in India. The sector is broadly classified into three categories, with cotton accounting for 50% share, followed by man-made fibres and jute textiles.

IMPACT OF COVID-19

A virus which started from Wuhan, China, took the world by surprise. It is being considered as the world's worst experience in human history. Almost every nation has been affected and has faced partial or full lockdown. On 24th march, when lock down was announced in India, it left everybody shocked and surprised. Initially Citizens took it as responsibility in the first phase but as it was extended, people started facing heat from all sides- rents, medical expenses, school fees, general expenses continued but incoming funds suddenly stopped.

Effects of corona virus on textile Many Garment factories in China stopped working due to covid-19, adversely affecting export of fabric, yarn, other material from India. Due to this disruption, it will slow down the cotton yarn export by 50 per cent, which will have impact on spinning miles in India. Due to this lockdown it will affect the running of services and products hence textile industry will be effected and adversely effects in interest to the financial institutions. This condition will effect heavily in demand from the growers (cotton farmers) who already have been witnessing lowered rates and unconfident that prices may fall again if crisis continued. A big disadvantage of India against other Asian countries like Pakistan, Bangladesh and Indonesia is that duty free access to China export of cotton yarn. On other side, the crisis

continues in China will affect all industries where China is a major exporter. According to a recent survey by the International Textile Manufacturers Federation (ITMF), on an average 8 per cent orders have dropped worldwide and the expected turnover this calendar year will be down by nearly 10 per cent over 2019 figures.

MAJOR HURDLES OF TEXTILE INDUSTRY

Labour force and employment

T&A provides direct employment to over 45 million people but the nationwide lockdown has led to a temporary closure of factories and lay-offs have already begun among low wage workers.

Import & Exports of raw material and readymade garment

The Covid-19 pandemic is primarily expected to adversely impact exports and with second order impact on the domestic markets with both exports as well as domestic sales falling. The pandemic has affected the majority of India's export market (the US and EU together constitute for approximately, 60% of the total apparel exports from India in value terms), causing order cancellations/deferral of order leading to inventory build-up and expectation of slower realization of export receivables leading to higher working capital requirements.

Apparel exports are expected to fall due to drying up of order in the last quarter of FY20, working capital issues and lack of clarity on the duties and incentives especially when exporters from Bangladesh, Sri Lanka and Vietnam receive preferential access.

Additionally, domestic consumption is also getting impacted due to all India closure. New store openings have stopped and even domestic stores are facing an inventory build-up due to apparel sources for the upcoming summer season, Further, domestic prices could be negatively impacted if exporters dump their inventories in the domestic market leading to even reduced margins. This could lead to short term blips such as reduced employment of casual labour (factory closures and people moving back to their home towns) and reduced consumption.

Cash flow constraints

The sector has been grappling with profitability issues due to a sharp decline in yarn exports, cheaper imports etc. these issues only look to get aggravated further with the current crisis.

Supply chain disruption

The Garment manufacturers need to look at local sourcing opportunities, due impact on imports and export.

Consumer sentiment

If nationwide lockdown continues and the situation persists, it will impact consumer sentiment on the higher side, due to closure of the market and mall also to maintaining social distancing, safety and health. The extent of the outbreak and lockdown would directly impact the length of the recovery cycle. However, to minimize the impact the Confederation of Indian Textile Industry (CITI) has requested the government to immediately announce a relief package for the textile and apparel sector to mitigate the crisis being faced by the capital and labour-intensive textile Industry, post the corona virus spread.

CHALLENGES OF INDIAN TEXTILE INDUSTRY

The sector severely hit by the pandemic-induced lockdown is the textile and apparel. It contributes 13 per cent to India's total exports, 7 per cent to the industrial output in value terms, 2 per cent to India's gross domestic product (GDP), 15 per cent to export earnings and offers employment to around 60 million directly or indirectly. The industry was estimated to be worth \$100 billion in January 2020 and includes a wide range of players, including manufacturers, retailers, wholesalers and exporters of cotton textiles, handloom and woollen textiles. It also includes those engaged in the manufacturing of capital goods, such as textile machinery and equipment, dyes and raw materials, finished textiles, fabrics and garments. Exports in the sector from India were projected to reach \$82 billion in fiscal 2020-2021 from \$39 billion in the last fiscal.

The pandemic has not only affected the demand for textile and apparel but also its supply. India is one of the major textiles and apparel exporters (around 60 per cent of the country's exports) to the United States and the European Union (EU) and these markets are hit hard by the virus. Buyers from these markets have either cancelled orders or put them on hold because consumers are locked inside, shopping malls are closed and access to online marketing is restricted. The spread of the virus has majorly impacted the textile industry as China, the United States and the EU are huge markets for Indian textile products, according to T Rajkumar, chairman of the Confederation of Indian Textile Industry (CITI). The cascading effect of external demand shock along with domestic demand slack resulted in lower production. Many firms were shut down and production fell drastically. Retail prices now will see a jump because sanitisation and social distancing measures are going to add to the costs. This will make deficient demand a perennial phenomenon for the industry. The virus has shattered the supply chain at each level.

MEASURES TAKEN BY THE GOVERNMENT

Textile sector is highly unorganized sector. The government has initiated special measures to help ameliorate the conditions in textile sector due to COVID-19 pandemic and to boost production, marketing and job opportunities in the sector.

A special measure to alleviate the difficulties of beneficiaries under Amended Technology Upgradation Funds (ATUFS) was initiated in the Ministry of Textiles during the COVID pandemic. Under this measure, an option has been extended to the applicants, where the physical examination of the machineries by Joint Inspection Team (JIT) has been completed, to avail their subsidies released on submission of Bank Guarantee. The advance release of subsidy against bank guarantee is met from the regular budget allocation under ATUFS.

Government of India has also announced a special economic package viz. Aatma Nirbhar Bharat Abhiyaan for boosting economy of the country and making India self-reliant. Relief and credit support measures have been announced for various sectors. The weavers & artisans can avail benefits of these relief and credit support measures to revive their businesses which have suffered due to lock down necessitated by Covid-19 pandemic.

Apart from the above special economic package, the Ministry of Textiles has taken following initiatives for the benefits of handloom weavers and artisans across the country: -

- i. To support the handloom and handicraft sectors and to enable wider market for handloom weavers/artisans/producers, steps have been taken to on-board weavers/artisans on Government e-Market place (GeM) to enable them to sell their products directly to various Government Departments and organizations.

- ii. To promote e-marketing of handloom products, a policy frame work was designed and under which any willing e-commerce platform with good track record can participate in online marketing of handloom products. Accordingly, 23 e-commerce entities have been engaged for on-line marketing of handloom products.
- iii. A social media campaign [#Vocal4handmade](#) was launched on the 6th National Handloom Day by the Government, in partnership with all stakeholders, to promote the handloom legacy of India and to ensure people’s support for the weaving community. It has been reported that the social media campaign has resulted in renewed interest of the Indian public in handlooms and several e-commerce players have reported increase in sale of Indian handloom products.
- iv. The Ministry of Textiles has requested the Chief Ministers of all States and UTs to instruct their State Handloom Corporations/Co-operatives/Agencies to make purchases of the finished inventory available with the handloom weavers/artisans so as to put some ready cash in the hands of the weavers to enable them meet their household needs.
- v. In the face of the unprecedented Covid-19 pandemic, it is not feasible to hold conventional marketing events such as exhibitions, melas, etc. To deal with this crisis, the Government endeavours to provide online marketing opportunities to our weavers and handloom producers.

Taking a step towards realizing “Aatma Nirbhar Bharat”, the vision of our Hon’ble Prime Minister, Handloom Export Promotion Council has endeavoured to virtually connect the Handloom Weavers and exporters from different corners of the country with the International Market.

With more than 200 participants from different regions of the country showcasing their products with unique designs and skills, The Indian Textile Sourcing Fair was organized on 7, 10 and 11th August 2020. The show has attracted considerable attention of the International Buyers.

- vi. Design Resource Centres are being set up in Weavers Service Centres (WSCs) through NIFT with the objective to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers for creating new designs.
- vii. Apart from the above initiatives, Ministry of Textiles is implementing various schemes through the Offices of Development Commissioner (Handlooms) for overall development of handlooms and welfare of handloom weavers across the country.

The Scheme details are as under: -

- National Handloom Development Programme (NHDP)
- Comprehensive Handloom Cluster Development Scheme (CHCDS)
- Handloom Weavers’ Comprehensive Welfare Scheme (HWCWS)
- Yarn Supply Scheme (YSS)

Under the above schemes, financial assistance is provided for raw materials, purchase of looms and accessories, design innovation, product diversification, infrastructure development, skill upgradation, lighting units, marketing of handloom products and loan at concessional rates.

CONCLUSION

The demand for textile products abroad and domestic sales have come down to a grinding halt due to the panic situation created by the [COVID-19 outbreak](#). Due to the lockdown, all sorts of textile-related factories are closed and it is tough to hazard a guess when those will be allowed to open. Workers have been running here and there amid all sorts of confusion. The business community is scared on account of cash crunch, supply chain disturbance and manpower-related issues. So, it is vital that governments, workers, employers and other industry stakeholders work

together to navigate these unprecedented conditions and help forge a more human-centred future for the industry."

REFERENCES

1. <https://www.fibre2fashion.com/industry-article/8635/covid-19-lockdown-impact-on-textile-industry>
2. <https://www.televisory.com/blogs/-/blogs/overview-of-textiles-industry-in-india-and-impact-of-covid-19>
3. <https://www.financialexpress.com/lifestyle/world-textile-day-on-october-24-effects-of-covid-19-on-indian-textile-industry/2112550/>
4. <https://www.retail4growth.com/news/impact-of-covid-19-on-the-indian-apparel-textile-industry-4963>
5. <https://pib.gov.in/PressReleasePage.aspx?PRID=1657698#:~:text=Textile%20sector%20is%20highly%20unorganized,job%20opportunities%20in%20the%20sector.>
6. <https://www.dw.com/en/asias-textile-industry-hit-hard-by-covid-19-downturn/a-55345713>
7. <https://www.fibre2fashion.com/industry-article/8728/indian-textile-apparel-industry-during-pandemic>
8. Panigrahi A, Ashutosh K, Mehta S, Pasricha S. *Impact of Coronavirus Outbreak on Indian Textile Sector. J Manag Res Anal.* 2020;7(2):76-83.

**THE EFFECTS OF COVID-19 AND ITS PSYCHOLOGICAL IMPACT ON
PEOPLE FROM DIFFERENT GROUPS IN INDIA**

Mrs.K.Kalpana

*Ph.D.,Research Scholar,PG & Research Department of Commerce,
Christhuraj College,PanjappurTrichirappalli – 620 012.
Affiliated to Bharthidasan University.*

Co Author: Dr.S.Elango,

*Associate professor,PG & Research Department of Commerce,
Urumu Dhanalakshmi College, Kattur,Trichirappalli-620 019.
Affiliated to Bharthidasan University.*

ABSTRACT

Numerous studies have indicated that after a disaster – whether natural or manmade (viz. Super cyclone, 9/11 attack, Tsunami, Bhopal Gas tragedy, etc.) – people find it very difficult to come to terms with their post-disaster life due to the haunting memories that are embedded in their psyches draining them emotionally. The COVID-19 pandemic is such a disaster that has breached the innermost boundaries of our minds taking a mental toll on us. Considering the magnitude of the situation, the Union Health Ministry has launched a toll-free helpline (08046110007) to address the mental health issues of people in the wake of the countrywide lockdown. People waited anxiously at 10 am on 14 April 2020, for the Prime Minister’s address to the nation.. This was an indication of the people’s anxiety, panic, restlessness, and their looming sense of uncertainty in these testing times. Given the internet and social media, people are overloaded with news and fake messages which act like a virus in the brain, thereby compounding their fear and worries.

Health concerns, home quarantine, financial implications, change in lifestyles have also sent a mental shock to many people. Roy et al. (2020) conducted an online survey of 662 respondents across India on their knowledge, attitude, anxiety and perceived mental healthcare need during the COVID-19 pandemic. The study revealed high levels of anxiety with more than 80% of the people preoccupied with thoughts of COVID-19. Sleep difficulties, distress-related social media, and paranoia about acquiring COVID-19 infection were reported in 12.5%, 36.4% and 37.8% of participants, respectively. Interestingly mental healthcare need was found in more than 80% of the participants. Folks from different walks of life – academicians, farmers, students, healthcare professionals, private job holders, labourers, homemakers, etc., – are under severe psychological stress regarding both the current situation and what the future could hold. Here, I will try to specifically address the issues of farmers, agricultural labourers and students with snippets from private sector employees and healthcare workers.

IMPACT ON FARMERS

The impact of COVID-19 on farmers has been very well explained by Dr Mahesh Chander in AESA Blog no. 107 and by Maji et al. (2020). In his interview to News 18 published on April

12, eminent scientist Dr MS Swaminathan stated that the rural economy is not prepared for the pandemic, but he closed on a positive note by saying that the mobilization of institutional organizations such as Panchayats in partnership with technology and extension service providers like KVKs, NGOs, FPOs and line departments can bring relief. One remedial solution in the current situation comes from Kerala State where Panchayat-level interventions are feeding the poor – through community kitchens with help from volunteers (Kudumbashree members, Anganwadi members etc.) – along with provision of essential commodities like food grains, pulses and sugar. Readers can refer to AESA Blog 109 for more details on how the State machinery of Kerala is working to solve the agrarian crisis. Farmers are left without adequate labour to harvest their standing rabi crops in many parts of the country and at the same time do not have enough financial resources for purchasing critical inputs like seeds, fertilizers, pesticides, feed and fodder, etc. With disruption in the supply chain and market linkages, farmers who are already burdened with debts are hit hard.

The rise in farmer suicides every year is further intensified by COVID-19 now. Farmers, already stressed by numerous factors have been facing an unprecedented crisis which may last for a long time. Reports have indicated that farmer suicides occur due to poverty, alcoholism, depression and family disputes, etc. Rather than simply blaming the victim, this requires understanding the root cause of the problem in the first place. Though social research has been carried out on this there is a policy-practice gap. Punjab Agricultural University (PAU) has submitted a survey report to ICAR on ‘Addressing farmers’ distress through capacity building of farming families’, based on findings after interacting with farmers on their mental health. The report is based on findings from 16 of the worst farmer suicide affected districts of Punjab, Maharashtra and Telangana. “Only a vibrant farmer can do vibrant farming, which is the need of the hour,” says Dr Sarajbeet Singh, principal investigator of the project (The Times of India, 25 Feb, 2020). ICAR, with the help of SAUs, should plan and implement a technical and culturally sound suicide prevention programme, both at the national and the State level on a priority basis considering the repercussions this pandemic would have on the mental health of farmers.

AESA Blog 111 highlights the importance of convergence of extension service providers (Maharashtra State Agriculture Department, ATMA-Pune, Maharashtra State Agricultural Marketing Board and Maharashtra Cooperative Development Corporation) as seen in Maharashtra State, to collectively fight the pandemic situation. Dr Wadkar also points out that maintaining the psychological balance of poor people, especially landless and migrant workers, has been a challenging task. The present situation is a litmus test for Extension and Advisory Services (EAS) providers in the area of e-Extension and at the same time provides an excellent opportunity to harness ICT technologies for farmers’ benefit by providing timely information, supply chain linkages, and for creating awareness on various schemes at both State and Central level etc.

IMPACT ON FARM LABOURERS

It pains our hearts when we hear many labourers saying “Hunger may kill us before corona”. Daily wage labourers are mostly engaged in diverse activities in the organized and unorganized sector. But with the shutdown of industries and manufacturing sectors along with shops, their services get terminated by default leaving them without any financial support for

shelter and food. Many Samaritans have come forward to help with food and shelter along with many initiatives by State and Central Governments and NGOs to address the plight of labourers.

With strict lockdown enforced and lack of movement, landless labourers are left in the lurch without any work for their livelihood. Without COVID-19 the present season would have been an ideal situation for landless labourers, especially those actively engaged in harvesting, grading and packaging operations of wheat, rice, pulses, onion, along with sowing of summer rice, pulses and cotton. This also happens to be peak season for many fruits such as mango, watermelon, muskmelon, apricots, plums, etc.

But in the present scenario, landless labourers are solely dependent on State and Central assistance to battle the crisis. Though the Central Government and governments of different States have initiated various schemes for the welfare of rural poor including cash transfer, PDS, food supply, etc., pinpointing and gauging their effectiveness so early would be naive. The government under the Pradhan Mantri Garib Kalyan Yojana (PMGKY) has decided to deposit Rs 500/- into women's Jandhan accounts which is a welcome move. But this cash transfer promised to certain section of the poor is both small and narrowly targeted. Under PM-KISAN scheme, every farmer is entitled to Rs 6,000 annually in three installments, but landless agricultural workers, who are among the poorest of the poor, are not covered under this scheme. On one side we have witnessed farmers facing difficulty in harvesting their standing crop and on the other there are agricultural labourers unable to provide this service – and both sides suffering. This conundrum has left the agricultural sector reeling under severe problems which needs to be addressed at the earliest so that people do not fall into the debt traps of moneylenders to meet their basic needs.

IMPACT ON MSME

MSME sector in India is second largest employment generator after agriculture, and acts as a breeding ground for entrepreneurs and innovators with considerable support in strengthening business ecosystem. The estimated number of MSMEs in India is 63 million and employs 110 million individuals. Indian MSMEs produce more than 6,000 products for local and global consumption. According to DGCIS data, the value of MSME related products in India is \$147,390.08 million and contributed 48.56% of total export during 2017-18. MSMEs exposed to higher level of integration with global value and supply chains are playing critical role in global trade systems. Data from 2019 shows that sector contributed 29% to overall GDP.

Various reports, researches and surveys have proved again and again that this sector act as a catalyst for socio-economic development of the country. All this becomes more important with government's new mission of achieving \$5 trillion economy target by 2025. Within this target the role of MSME sector is going play an important role, with expected contribution to GDP above 50% mark. The potential of Indian MSME sector is still untapped and that is one of the reasons why government policies are now more convergent towards building resilient ecosystem with better breadth and depth.

The announcement of country wide lockdown dragged MSME owners, employers and external stakeholders in unexpected times, where no one had experience to handle this kind of situation. Extended lockdown had negative impact on supply of finished goods, procurement of raw material and availability of employees to work in production and supply processes. During April to June 2020, sector faced challenges related to debt repayments, wages/salaries, statutory dues, etc.

Survey reports have shown that disruptions caused by the Covid-19 pandemic have impacted MSMEs earnings by 20-50%, micro and small enterprises faced the maximum heat, mainly due to

liquidity crunch. Enterprises working in essential commodity business were better off in terms of interrupted but predictable cash flows. Some enterprises innovated their ways by shifting focus from non-essential commodities towards essential commodities; like production of hand sanitizer and toiletries, PPE kits, reusable masks, etc. and are able to survive in tough times. MSMEs present in remote areas also faced lots of difficulties due to interrupted supply chain systems and intrastate lockdown provisions.

IMPACT ON STUDENTS

The COVID-19 crisis brought a unique dilemma to the student fraternity. With the colleges and universities closed, the students were left with no option but to move to their homes hastily. In most cases it was mandatory to leave the hostel while in some other cases the students were allowed to stay with requisite permissions. These sudden changes have brought immense agony to the students who are already burdened with their semester and competitive exams, research and academic activities. With the ever increasing unemployment rates every year, this pandemic brings a double whammy to the students. Moreover the economy being at the lowest point the IMF is echoing concerns of a global recession in the making. India is no different in the current scenario with constantly decreasing growth rates – presently projected at 1.9% by the IMF. Thus it is a no brainer to assume that the future regarding job prospects is uncertain and bleak, shattering the dreams and aspirations of young people all over the country. This is pushing them towards more stress.

With regard to the students of agriculture and allied subjects, different SAUs and ICAR institutes have devised different rules for their students following the guidelines provided by the respective State and Central governments. The change in JRF/SRF syllabus, along with a single exam to be conducted by NTSE, has been both boon and bane for the students. But in the present scenario the final year UG/PG students are worried whether they will be provided a degree in time and how the whole process will be carried out; so there is a tense air of uncertainty surrounding them. Many studies have been carried out to understand the stress and mental illness found in PhD students and those in agriculture and allied streams are no different. This pandemic situation has thrown the research schedule and plans into deep water. Laboratory facilities closed, animal trials halted, plant treatments with no one to monitor, data collection schedules gone awry – these are some of the problems worth mentioning here from a larger pool of issues. Since PhD is not a time bound degree, many students fear that their term of study may get prolonged with no jobs in sight.

All the universities and colleges under the University Grants Commission (UGC) have been directed to set up mental health helplines for addressing the psycho-social concerns of student community during and after COVID-19 (The Economic Times, 6 April 2020). All universities should conduct motivational sessions for students when the pandemic gets over. Professors and student advisors should have regular communication with the students to know their progress and well-being which is much needed at this point, especially for devising a future course of action and also to keep the students calm. However, the silver lining has been the use of e-learning resources, online classes by professors, free data analytic courses, AGMOOCs and regular assignments utilizing the power of the internet to keep the students occupied.

CONCLUSION

The last two decades have witnessed five pandemics viz., SARS (2002), Swine flu (2009), MERS (2012), Ebola (2014), and COVID-19 (2019) which have had long lasting effects on the various strata of people in society. God forbid but technically speaking, a pandemic like situation in the near future cannot be rejected outright. In such scenarios of healthcare emergencies affecting entire countries, much of the attention is focused on scientific research with little or no concern towards addressing mental illness. Evidently the COVID-19 pandemic too has opened a number of research avenues in the scientific sector but social science research too can play a very crucial role. There has been a dearth of research on psychological stress and mental illness especially in situations like this. Priority for extension research in understanding the mental illness of farmers is also quite low which needs attention. A number of models in vogue in social-psychology, such as health belief model, theory of reasoned action, theory of planned behaviour, social cognitive theory, self determination theory etc., can be utilized by extension researchers to good effect so as to identify and understand the factors influencing behaviour and behavioural change. This sort of research can help policy makers to perceive the importance of mental illness in the farming community in the first instance itself.

Extension service providers, though overburdened, may consider providing the farmers with trainings/discussions on the importance of life and how to tackle unforeseen situations. Peer support through the *krushak saathi/kisan mitras* found in every village, needs to be encouraged in order to identify the farmers at risk so that necessary action can be taken by the district administration/line departments. Feedback loop on constant monitoring and communication among farmers and stakeholders can go a long way in addressing the plight of farmers. Awareness ought to be created on the taboos associated with mental illness. Individuals should be encouraged and motivated to come forward in sharing their problems without any fear as the saying goes “Sharing is caring”. Before the next pandemic-like situation arises in the country, let’s be prepared to at least deal with the psychological problems of the common people.

REFERENCES:

1. <https://journals.plos.org/plosone/article>
2. <https://www.indianjpsychiatry.org/article.asp>
3. <https://journals.plos.org/plosone/article>
4. <https://timesofindia.indiatimes.com/readersblog/covid-19-effect-on-student-life/covid-19-effect-on-student-life-23470>.
5. <https://www.wbcsd.org/Overview/News-Insights/WBCSD-insights/Impact-of-COVID-19-on-smallholder-farmers-in-India>.

AN ANALYSIS OF WOMEN EMPOWERMENT THROUGH KUDUMHASHREE MICRO FINANCE UNIT IN THE COVID SCENARIO

T.N.LEKHA

*Asst. Professor & Head of Department of Management Studies, Vigyaan College of Applied
Sciences & Research Scholar, Alagappa University.*

DR.M.THIAGARAJAN

*Asst. Professor & Head of Department of Business Administration, Alagappa Govt. Arts
College, Karaikudi.*

1.INTRODUCTION

Women are an integral part of every economy. Overall development and harmonious growth of a nation would be possible only when women are considered as equal partners in progress with men. Empowerment of women is essential to harness the women labour in the main stream of economic development. Empowerment of women is a holistic concept. It is multi dimensional in its approach and covers economic, political, social/cultural and personal aspects. Of all these facets of women development, economic empowerment is of utmost significance in order to achieve a lasting and sustainable development of society. Provision of micro finance is an important means for attaining women empowerment. Women Empowerment is the process in which women elaborate and recreate what they can do and accomplish in a circumstance that previously were denied.

Empowerment can be defined in many ways, however, when talking about women's empowerment, empowerment means accepting and allowing women who are on the outskirts of the decision-making process. "This puts a strong emphasis on participation in political structures and formal decision making and in the economic sphere, on the ability to obtain an income that enables participation in economic decision-making".

Empowerment is the process that creates power in individuals over their own lives, society, and in their communities. People are empowered when they are able to access the opportunities available to them without limitations and restrictions. Feeling entitled to make your own decisions creates a sense of empowerment. Empowerment includes the action of raising the status of women through education, raising awareness, literacy, and training. Women's empowerment is all about equipping and allowing women to take life-determining decisions throughout the different problems in the society.

2.MICRO FINANCE AND WOMEN EMPOWERMENT

Micro finance is the extension of small loans to entrepreneurs, too poor to qualify for traditional bank loans. It can also be described as provision of small-scale financial services to clients who are economically active in various urban and rural areas. It is the provision of thrift, credit, other financial services and products of very small amounts mainly to the poor in rural, semi-urban and urban areas for enabling them to raise their income level and improve living standards. Of late, micro finance has become a key word with Governments, NGOs and international institutions like the World Bank. It has proven to be an effective and popular measure in the ongoing struggle against poverty as well as for women empowerment. The micro finance industry, which began in 1976 with the establishment of Grameen Bank in Bangladesh, is now a worldwide movement comprising thousands of specialist banks, credit unions, co-operatives, village credit societies, NGOs and charities extended across both the rich and the

poor countries. Their common purpose is to extend the outreach of banking services especially business credit to those who do not qualify for normal bank loans. Micro credits are granted at commercial interest rates, though at much lower rates than those charged by the informal money lenders.

Micro finance has several other developmental objectives like mobilization of savings. It has also been used as an inducer in different community development activities, as an entry point in the community-organizing programme and as an ingredient in a larger education or training exercise. All these programmes aim at the empowerment of poor people especially women and eradication of poverty. The provision of adequate micro finance in time to the women folk for their personal, family and business purposes by a dependable agency would naturally generate confidence and zeal among them for the performance of their activities. It is based on the recognition that the capacity of the poor women for entrepreneurship would be encouraged with the availability of small-scale loans and would introduce them to the small enterprise sector.

Self Help Groups are the voluntary organisations, which disburse micro credit to the members and facilitate them to enter into entrepreneurial activities. Formation of Self Help Groups of women in India has been recognized as an effective strategy for the empowerment of women in rural as well as urban areas. Since the overall empowerment of women is crucially dependent on economic empowerment, women through these Self Help Groups are enabled to involve in a range of areas such as health, sanitation, nutrition, agriculture, forestry, etc. besides income generation activities availing micro credit.

3.OBJECTIVES OF THE STUDY

The main objectives of the present study are:

1. To understand the structure, working and progress of Kudumbashree Project in 10 units of Vattiyoorkavu area in Thiruvananthapuram Corporation.
2. To examine the role of Kudumbashree Project in women empowerment through micro Financing.
3. To give suggestions for the improvement of the performance of Kudumbashree Project.

4. REVIEW OF LITERATURE

The significance of women empowerment and the role of micro finance in the empowerment of Women has been the focus of a number of studies carried out in recent times. A brief review of some of these studies has been made here. Jaya S. Anand (2002) in her discussion paper titled “Self-Help Groups in Empowering Women: Case Study of Selected SHGs and NHGs”, gives a review of progress of Self Help Groups. She has attempted to examine the performance of selected SHGs and NHGs and to assess its impact, Especially the impact of micro credit programme on empowering women. It has been clearly established that delivering credit alone may not produce the desired impact. The supporting services and structures through which credit is delivered, ranging from group formation and training to awareness-raising and a wide range of other supporting measures are critical to make the impact of group activity strong and sustainable.

Meenakshi Malhotra (2004) in her work entitled, “Empowerment of Women” (in 3 volumes), deals with the issues leading to empowerment of women with particular reference to rural women. Volume one, deals with issues like gender inequalities in labour market and in entrepreneurship. Volume two, focuses on micro finance options for women empowerment. It

looks into micro credit Schemes for rural women and micro finance movement in India. Third volume describes the various programmes introduced to empower women and bring them into the orbit of development network.

Priya Basu and Pradeep Srivastava (2005) in their paper titled, “Exploring Possibilities – Micro Finance and Rural Credit Access for the Poor in India”, empirically analyse the reach of the most dominant micro finance initiative, the SHG-bank linkage model. The paper draws lessons for exploiting the potential of micro finance in India, outlines areas of concern for Government policy towards this important sector and suggests ways to scale up access to finance for the poor.

Mahendra Varman.P. (2005) in his paper titled, “Impact of Self-Help Groups on Formal Banking Habits”, makes a modest attempt to examine whether there is any association between the growth of SHGs and the increase in female bank deposit accounts and whether SHGs have a tendency to influence account holding in formal banks. In the process, the paper tries to trace the socio-economic factors that determine deposit and credit account holdings in formal banks among individuals and households. The analysis also reveals that being a member in SHGs, and more importantly, having leadership experience in SHGs greatly influences the bank account holding. Leadership experience in SHGs would also improve an individual’s banking habits.

M.S.Sriram (2005) in his article, “Micro finance and the State, Exploring Areas and Structures of Collaboration,” reviews the performance of formal institutional channels of micro finance and discusses the emergence of new forms of collaboration in the delivery of micro finance services. However, some persistent issues in regulatory policies and institutional arrangements need to be dealt with, so as to help the State regulate the resources available for the poor, effectively and in a sustainable manner.

Frances Sinha (2005) in his Article “Access, Use and Contribution of Micro finance in India, Findings from a National Study”, describes that Micro finance is making a significant contribution to both the savings and borrowings of the poor in the country. The main use of micro credit is for direct investment. While the presence of micro finance has increased the borrowing options for the poorer clients, it seems not yet to have significantly affected the terms and conditions of different informal credit providers.

According to the author, the performance of SHG model is exceptional in providing a savings-based mechanism for internal group credit to meet household needs. This mechanism, also serves to facilitate access to credit by poorer clients, who are more likely to need small amounts of credit for immediate household purposes but appear less credit worthy for larger MFI loans.

Tara S. Nair (2005) in her paper, “The Transforming World of Indian Micro Finance”, explains that upscaling the provision of micro finance on the strength of its performance measured primarily in terms of repayment rates and financial sustainability indicators of a handful of micro finance institutions and without a serious reconsideration of certain vital development issues may prove in the long run to be an imprudent development strategy. Any effort in upscaling the needs to be viewed with caution as it could actually lead to increased failures and credit indiscipline in the field. Meanwhile, globally there is a visible trend of the commercialisation of micro finance, with NGOs transforming themselves into regulated financial institutions or Non Banking Financial Companies and Commercial banks entering the business of micro finance.

Muhammad Yunus (2004) in his paper, “Grameen Bank, Micro Credit and Millennium Development Goals”, traces the evolution of the ideas and practice of micro credit as

pioneered by the Grameen Bank. Over the years micro credit programmes in Bangladesh have grown, providing a wide range of services to meet the economic and social needs of its citizens, mostly poor women. It comes up with suggestions regarding the emerging issues of financial self-reliance and institutional sustainability of micro credit programmes.

Sunil Agarwal (2003) in his paper, “Technology Model for Womens’ Empowerment, Reaching The Unreached”, suggests that in rural scenario, choice and role of appropriate technology in relation to women and development became crucial in building up local capacity to devise solutions to tackle the identified problems to improve their quality of life.

The emphasis should be to improve upon existing skills, provide managerial capabilities and to understand the science behind the processes/products. It will inculcate a scientific temper and make them more open to improved emerging technologies for improving production, efficiency and reducing drudgery in their day-to-day work. He is of the view, that since rural women have special understanding of natural resource management, they can play a crucial role in re-nurturing and re-greening rural India. Use of science and technology is essential to ease women’s workload inside and outside the house involving them as equal partners, recognising their knowledge, experience and the significant role they can play in sustainable development.

Laxmi R. Kulshrestha (2000) in her paper, “Micro Finance: The New Development Paradigm for Poor Rural Women”, points out that lack of capital is a serious constraint to the development of Rural women. Often, the barriers like legal provisions, loan policies and procedures make credit inaccessible to women. Studies have shown that credit can help women to take up farm-allied activities and the income generated from credit given to women can be expected to be spent for well being of the household. This novel innovative approach of micro finance emphasizes financial intermediation with self sustainability of institutions.

5. STATEMENT OF THE PROBLEM

Alleviation of poverty, the core of all developmental efforts has remained a very complex and critical concern for developing countries. Experience has shown that many of the poverty alleviation programmes have not achieved the expected success. In spite of considerable improvement in the status of women, they still comprise the largest section of deprived population. Empowerment of women is seen as one of the most important means of poverty eradication. Lack of capital is a serious constraint to the development of poor women in rural and urban areas who find little or no access to credit.

6. NEED AND SIGNIFICANCE OF THE STUDY

Empowerment of women is considered as an important responsibility of every government. Till recently, very little attention has been given to empowerment issues or ways in which both empowerment and sustainability aims could be accommodated. Women’s access to savings and credit gives them greater economic role in decision making through their decisions regarding savings and credit. When women control decisions regarding credit and savings, they optimize their own and the household’s welfare. In addition to this, income can be raised and poor households can be encouraged to enter the market economy. It also serves as an entry point for comprehensive community and human development. This study enables us to know the role of Kudumbashree in women empowerment through micro financing. It also helps us in locating the strengths, weaknesses, opportunities and threats and to give suggestions for improvement and remedial measures wherever necessary. Though, there are a large number of studies related to micro finance and women empowerment, empowerment of women through Kudumbashree has not received much attention so far. Hence, this study assumes great importance.

7.SCOPE OF THE STUDY

The study is conducted in 10 units of Vattiyoorkavu ,Thiruvananthapuram district in Kerala state focusing on Kudumbashree strategies for empowering the women. The main intension of the study is to assess the level of empowerment achieved by women through Kudumbashree. Assessment of different dimensions of empowerment- economic, social and political is done by studying the impact of various Kudumbashree activities.

8. Research Methodology

Methodology refers to the overarching strategy and rationale of the research project. It involves the study of the methods used in the field and the theories or principles behind them, in order to develop an approach that matches the objectives. The study is both empirical and descriptive. Primary and secondary data have been made use of for the analysis. The overall progress of the Kudumbashree Project is being assessed with the help of secondary data which are collected from published sources like Annual Reports and Records of Kudumbashree Mission and Economic Review, books, periodicals, newspapers, internet, etc. Primary data have been collected through a field survey.

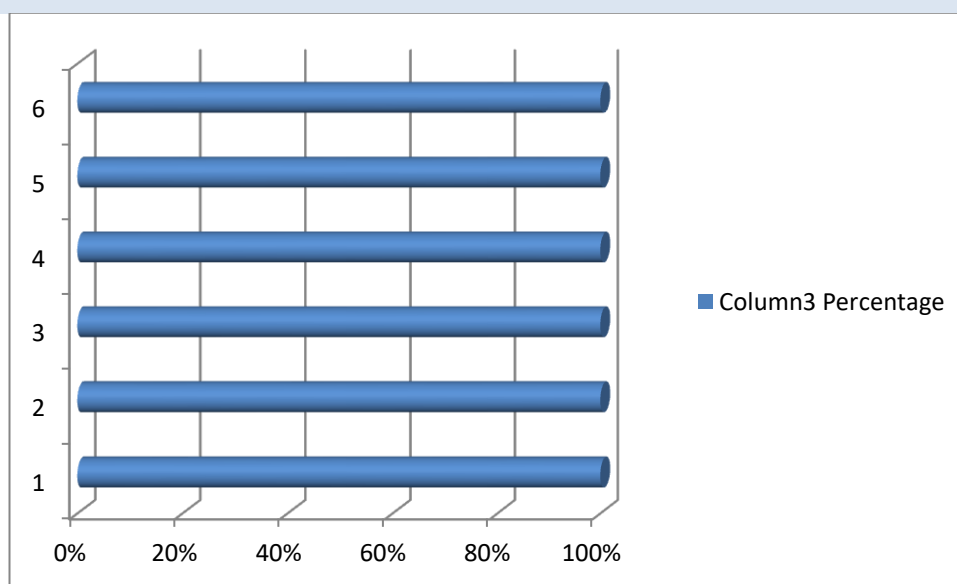
9.Data Analysis & Interpretation

Major factors for the empowerment of women as per the views of respondents

Table:1

Column1	Column2	Column3	Column1	Column2	Column3
Sl. No.		Factors	No of respondents		Percentage
1	Training		67		33.5
2	Entrepreneurship skill		41		20.5
3	Funding		33		16.5
4	Coordination		28		14
5	Support from GOVT.		31		15.5
	Total		200		100

CHART:1



● SOURCE: PRIMARY DATA

The above table reveals the most important factors for the empowerment of women.

10. Findings and Conclusion

- Most of the kudumbashree units are working in a group of twenty members.
- Nature of the units are mostly production and rendering services.
- Their main aim is to enrich their families.
- They avail internal loans from their neighborhood groups (NHG'S).
- Most of the units are satisfied with the loan schemes and subsidies provided by the Govt.
- They are all satisfied with their income and profit derived from the unit , so they can repay the
- loan in time.
- These units are very much beneficial to the members and they are able to save at least a meager amount for their future undertakings.
- The standard of living of Kudumbashree unit members have substantially increased.
- Some units are of the opinion that the micro finance availing from the Govt. is consuming a lot of time due to some technical problems @ Most of the units are getting a revolving fund of Rs. 10,000 only .

The Government of Kerala launched Kudumbashree with the active support of Government of India and NABARD for wiping out absolute poverty from the State within a Period of 10 years through micro finance . Kudumbashree aims at the empowerment of women, giving the central place in the Programmes meant for their benefit. At present all the poverty alleviation schemes in Kerala both centrally sponsored and State schemes are implemented through Kudumbashree. It make drastic changes in the socio – economic life of women especially in the urban areas of Thiruvananthapuram in Kerala. This project boosted the empowerment strategies that are adopted in Kerala State. The success of Kudumbashree enriched both the individual as well as their family and community benefits. It enhanced the entrepreneurial and leadership skill of the women to coordinate the activities and earn together. This substantially improved the status of women family. In 1994, the International Conference on Population and Development held in Cairo made very clear that the policy makers of the State should know about the contribution of women in the process of development. In order to assure sustainable development, women has to be empowered and their socio-economic status has to be improved. These essential factors lead to realization of their entire potential of economic and political development of the whole society .

11. SUGGESTIONS

- Revolving fund is to be increased, now only a meagre amount of Rs.10,000 is only allotted. That is not sufficient in this corona situation.
- Adequate and rigorous leadership training is required for both individual and group members.

- Support from NHG'S, Govt and families is very much essential for women empowerment.
- In order to enrich entrepreneurial skill, Entrepreneurship should be treated as a subject in school and College curriculum.
- Long term funding with low rate of interest is required for entrepreneurial activities.
- Awareness programmes related to enhancing women by means of audio-visual aids and
- Programmes in TV, radio etc. can be conducted at regular intervals.

12. REFERENCE

1. *Guidelines on Women's Empowerment, (n.d.). UN News Centre. Retrieved February 5, 2014, from*
2. *<http://www.un.org/popin/unfpa/taskforce/guide/iatfwemp.gdl.html>*
3. *Gandhi.M.K.(1930,October 4). To the Women of India. Young India*
4. *Kudumbhashree. (n.d). Retrieved February 5,2015, from <http://www.kudumbhashree.org/>*
5. *Local Self Government Department, Govt of Kerala, India. (n.d.) Retrieved February 22 ,2014,From <http://lsgkerala.gov.in/>*
6. *ICPD(1994)Gender equality, equity and empowerment of women report of International Conference on Population and Development, Cairo (5-13 September).*

AN ANALYSIS OF THE RELATIONSHIP BETWEEN COVID-19 AND INDIAN STOCK MARKET

Kirti Devi

(Student, Mittal School of Business, Lovely Professional University, Phagwara)

ABSTRACT

COVID-19 pandemic have affected the socio-economic lives all around the world. Economic shock and slowdown is experienced by all countries including India. India has experienced job loss, fall in income and supply shortage. The purpose of the study is to find relationship between the daily new cases of COVID-19 and NIFTY50 stock market and to find trends in the stock market during the lockdown in India. The study aims to find relation between the COVID-19 daily new cases and stock market of India to see the impact of COVID-19 on stock market. Data is analyzed from 2 March 2020 to 29 May 2020. Non-trading days of the stock market are not included. The result shows that there is positive but weak relationship between the COVID-19 daily new cases and closing price of the stock market, during the lockdown period. Number of shares traded declined during the same period. To stabilize the economy, creating the confidence among producers and investors is important.

INTRODUCTION

The current covid-19 pandemic has affected the economies all around the world. The SARS-Cov-2 virus has been announced a pandemic on March 11, 2020 by the World Health Organization. The restrictions have been imposed to control the spread of the virus. Many countries including India have announced the lockdown in the economy. In India, nationwide lockdown was announced in 4 phases. The first phase of lockdown in India was announced from March 25 to April 14, 2020 and was further extended till the 4th phase of the lockdown, ended on 31 May 2020. On June 1, 2020 the unlock phase started in the economy and restrictions were removed. The COVID-19 is not only impacting the health structure of the country but the socio-economic life also has been badly affected by this pandemic. The infection rate of the virus is high and there is no anti-virus discovered. Therefore, to control the spread of the virus, government has imposed restrictions and lockdown in the economy. International and nation flights were restricted. The aim of economic lockdown was to prevent spreading of the COVID-19 and human-to-human transmission of the virus. But because of the lockdown, all economic activities were also not taking place and were closed. Because of the lockdown, economies lose their income capital, production capacity employment and economic development.

Indian economy has already reported the contraction of 23.9% for the first quarter of FY2020. Many national and international institutions are also predicting further contraction into the Indian economy. This ongoing pandemic has disturbed the socio-economic activities of all human, worldwide. Agricultural, service sector, production, manufacturing, demand, supply chain, stock market, FDI, trade, banking sector etc. all aspects of the economy have seen the negative impact of the pandemic. Job loss and migration was experienced by the nation at the large scale. It is also estimated that the number of people living in the below poverty will be doubled in India by 2022. There is 25% fall into the income of the poor people in India. Poverty may double in India and there will be 254 million more poor people in India.

The income trend has also been affected by the pandemic. The trend of rise in income of the middle class becomes worse. In the 1Q FY2020 only 6.7 percent of households reported an increase in their income. But in the 1Q FY2019 there were 33 percent households who reported rise in their income. In 2019-2020, it was estimated that there were 86.1 million salaried jobs.

But in April 2020 the number fall to 68.4 million. Therefore, a hug job and income loss was experience in the India economy. A clear disconnection between the stock market and the state of real economy was experienced. Governor of Reserve Bank of India, Shaktikanta Das expected a correction ahead in the stock market and central bank was prepared to take required steps to maintain financial stability. Global central banks have pumper more than \$6 trillion into the financial market to tackle the impact of COVID-19 in global economy. RBI also injected about Rs. 10 lakh cr. since March in the market and is taking other monitory measures.

OBJECTIVES

- To find relationship between the daily new cases of COVID-19 and NIFTY50 stock market.
- To find trends in the stock market during the lockdown in India.

METHODOLOGY

The purpose of this paper is to find relation between the COVID-19 daily new cases and stock market of India. Data is analyzed from 2 March 2020 to 29 may 2020. Because in India, 1st phase of lockdown was announced on 25 March 2020 and last date of lockdown was 31 may 2020. Analysis from the date 2 march will help us to understand the pre-lockdown scenario in the stock market and changes after the nationwide lockdown. On 30 may and 31 may, stock market were closed, therefore, analysis is till 29 may 2020. Data is arranged according to the working days of the stock market and Non-trading days of the stock market are not included. For the COVID-19 daily cases, data is collected from WHO (World Health Organization) website. NSE (National Stock Exchange) NIFTY50 data is used to study the trend of Indian stock market. Analysis is done with the help of graphs and correlation and excel software is used. For the study of stock market, NSE NIFTY50 is used because NIFTY constitutes of the top 50 companies and 24 sectors. Nifty is a broader market index then other stock market.

REVIEW OF LITERATURE

Gunaseelan and Kesavan (2020) reviewed the business and economic recessions during the COVID-19 in India. The study suggests that the government can run the motorcycle stands; it is stable of continuous income generation source with government employees. Temples' entry fees and income should be collected by the government. RBI should notice possible source of revenue for government. Investors and gold sellers should avoid gold investment. Indian government should take strong measures to save the economy from the crisis.

Liu H. et al. (2020) analyzed the immediate effect of COVID-19 on stock market in their paper "The COVID-19 outbreak and affected countries stock markets response". It was found that there is negative effect of COVID-19 on stock market returns across all affected countries. Stock markets of Asia were found to react more quickly. Pandemic have adversely affected the returns from the stock market and Asia is suffering the most, comparatively. Investors were found not free minded to invest in the initial period of pandemic out-brake. Promotion of credit to the investors is suggested because the stock markets have great potential of earning for the nation.

Lee, H. S. (2020) in their paper "Exploring the Initial Impact of COVID-19 Sentiment on US Stock Market Using Big Data" they analyzed the initial impact of COVID-19 on US stock market. Correlation between COVID-19 and 11 selected sector indices as well as industry return was studied. They found that there is less or more effect of COVID-19 on these sectors. To sustain competitive advantage it us suggested that the investors should understand the nature of

stock market. Strategic investment is needed to minimize sudden shock due to COVID-19. Social media is suggested to be used as a major player.

Noor et al. (2020) analyzed the stock market response during the COVID-19 lockdown period in India. It was found that the market reacted positively with significantly positive average abnormal return during the period of lockdown. Investors also reacted positively in lockdown. But investors panicked and negative average abnormal returns were found in the pre-lockdown. Positive average return in lockdown shows the positive impact of the lockdown on stock market performance.

Phan and Narayan (2020) analyzed the country responses and the reaction of the stock market to the COVID-19. It was found that 75 percent of the countries are most affected by the pandemic. Travel ban helped financial market to recover. In those countries where market does not recover, travel bans were a policy too late. Travel ban had either positive or smaller negative return compared to when COVID-19 was declared as pandemic. It was found that there is similar pattern of stock market and COVID-19 deaths. Many countries had positive effect of lockdown on stock market and lockdown was suggested as the single biggest confidence booster for the stock market. Stimulation package also caused the positive reaction of the stock market.

COVID-19 AND INDIAN ECONOMIC SCENARIO

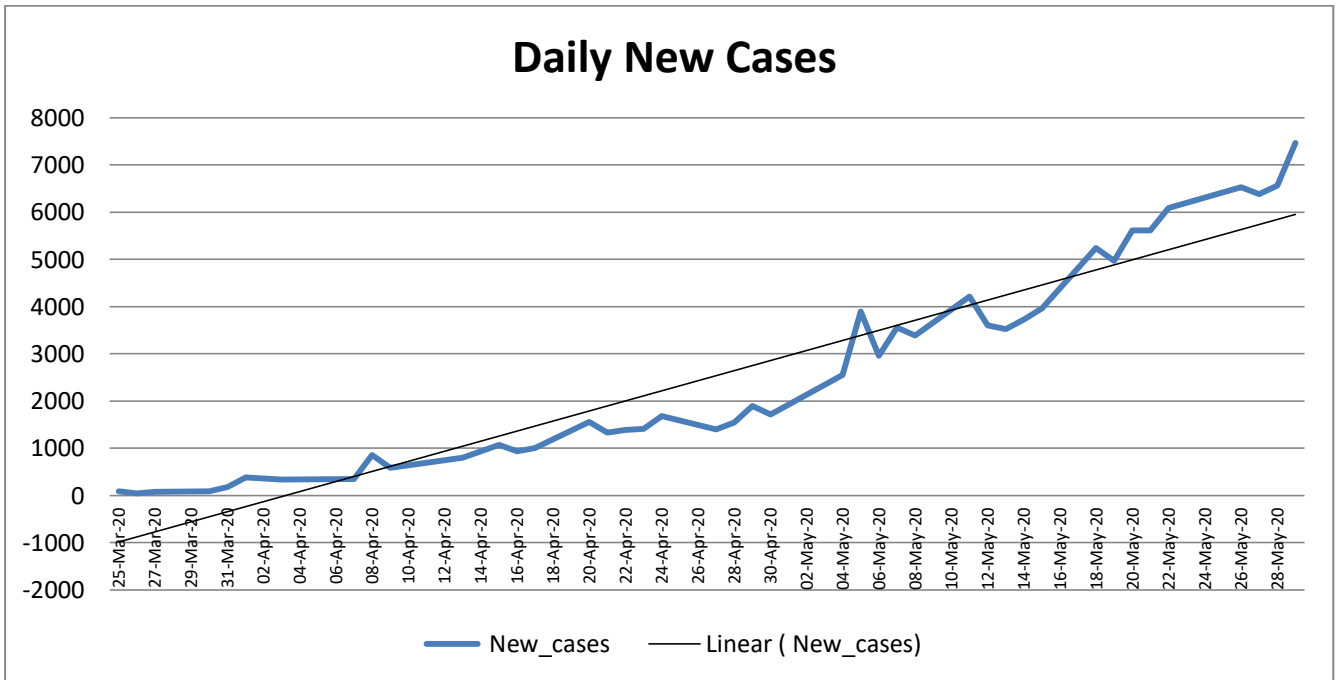
Lockdown due to the COVID-19 have caused the decrease in the demand and production activities in the country. Market is facing uncertainties. India is facing the contraction of economy and the main cause is the shortage of demand, uncertainties and lack of confidence among the producers and investors.

Indian economy

Asian Development Bank has expected the contraction of 9% in FY2020-21. India's GDP has already contracted by 23.9% for the April to June quarter. Due to the COVID-19 pandemic, it is expected that the outstanding liabilities could be turned into the bad loans. The central bank had expected the bad loan ratio to rise up from 8.5% last year to 12.5% by March 2021, which is the highest since 2000. Fitch Ratings estimates that public debt in India will be 85% of GDP by March 2020, from 70% before the covid-19. India can face low growth traps. In March 2016, target set by RBI for the inflation was between 2% and 6. But retail inflation has touched a high of 6.93% in July 2020. This target is mostly achieved but consumer price growth being well above the range has brought the CPI at 6.93% in July 2020. This increase in the price is on account of supply chain disruptions caused by localized and regional lockdown due to covid19. According to the SBI, a reversal repo rate below 3.5% will be detrimental to lending in the current situation and reverse repo rate below 3.5% will induce landing in the economy. Repo rate was maintained at 4% for 2 bi-monthly monetary meet of FY 2020-21. All rates are decreased near zero or minimum as possible.

COVID-19 daily new cases during the lockdown

Following diagram shows the daily new cases of COVID-19 reported between the lockdown periods. Purpose of taking cases from 25 March to 28 May, 2020 is to see the trend of daily new cases between the lockdown periods. First lockdown phase started from 25 March and last phase of lockdown ended on 31 May 2020. After the end of lockdown phase 4 on 31 May, unlock phase was started and most of the restrictions were removed.



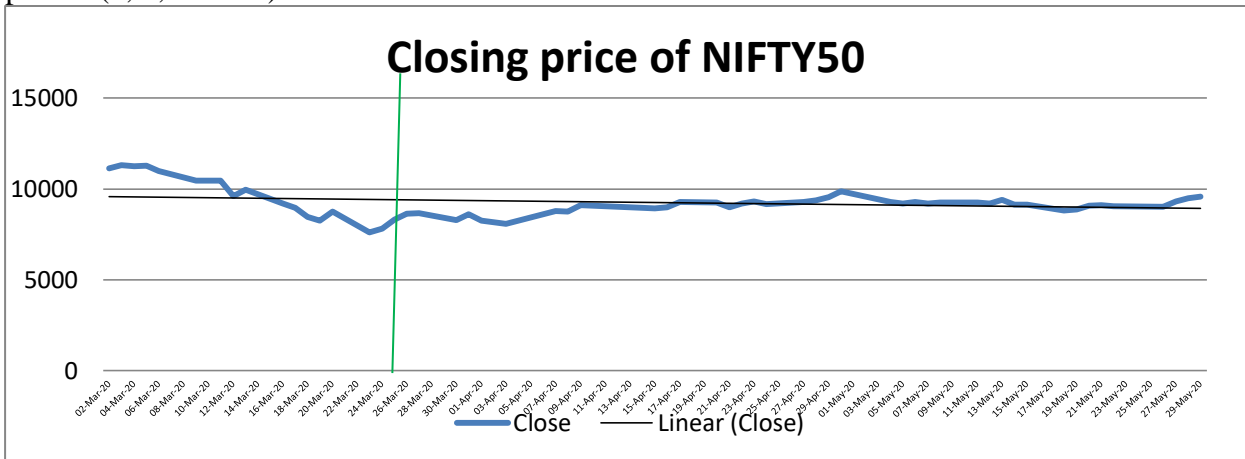
Source: WHO (World Health Organization)

From the above diagram, we can see that there is rapid increase into the daily new cases of COVID-19 during the lockdown period. Decrease in the cases was expected, but instead of decreasing it was increasing. Blue line shows the trend of daily new cases and black line shows the linear trend-line. Linear trend-line here is of upward slope, showing sharp increase into the number of cases. The lockdown was imposed to reduce the number of daily new cases. But instead of decrease, the daily new cases were increasing in the lockdown period. This shows the failure of the lockdown in nation.

Indian stock market during the lockdown

Nationwide lockdown also have affected the stock market of India. The uncertainties and lack of confidence could be estimated form the stock market prices. The number of shares traded and closing price can give us an idea about the uncertainties into the stock market investment.

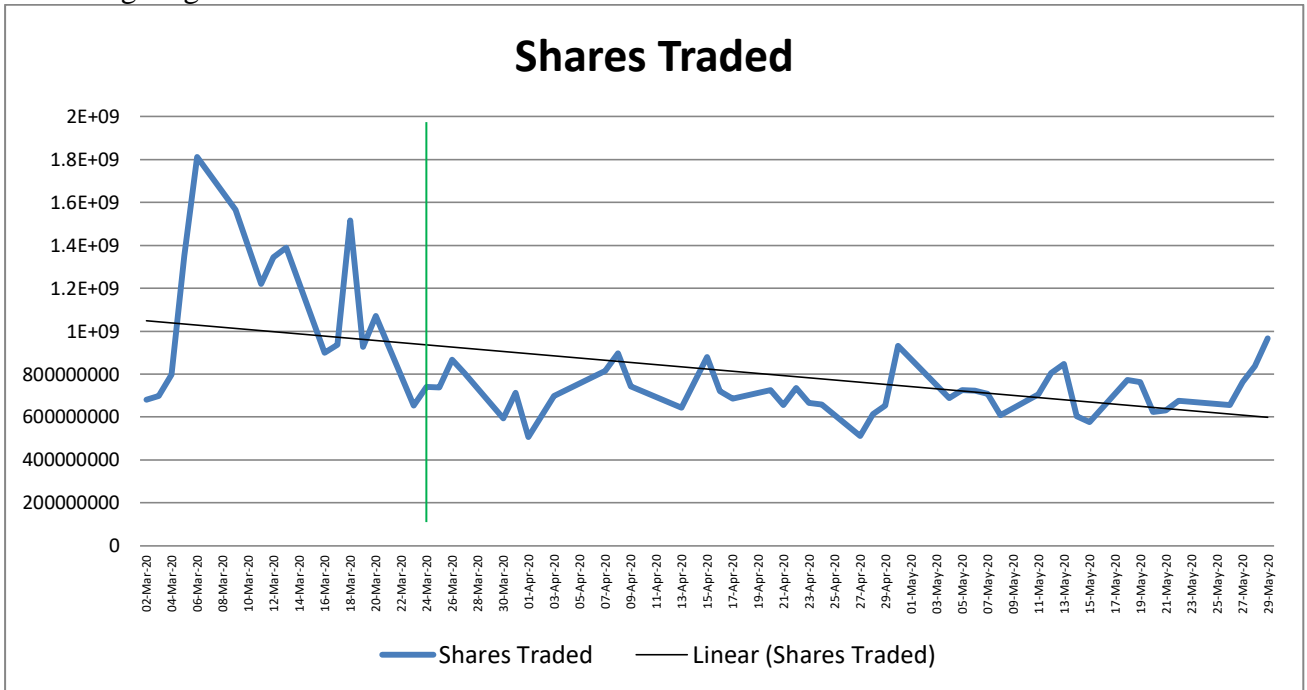
Following diagram shows the closing prices of NIFTY50 stock market during the lockdown phases (1, 2, 3 and 4).



Source: NSE (National Stock Exchange)

Green line shows the imposition of nationwide lockdown. Decrease into the closing price was recorded and that we can see in this diagram. A clear downward slope is seen till the announcement of the lockdown on 25 March. After the lockdown, some improvement is seen into the closing prices of the NIFTY50. Minor decrease is shown by the linear trend-line. Therefore, from the graph, we can observe that there is very less effect of the daily new cases upon the closing price. From the date 25 March to 29 May 2020, correlation is analyzed. Correlation between daily new cases and closing price of NIFTY 50 is 0.4604 which means there is only 46.04% relationship between the daily new cases and opening prices of the shares and there is positive weak relationship.

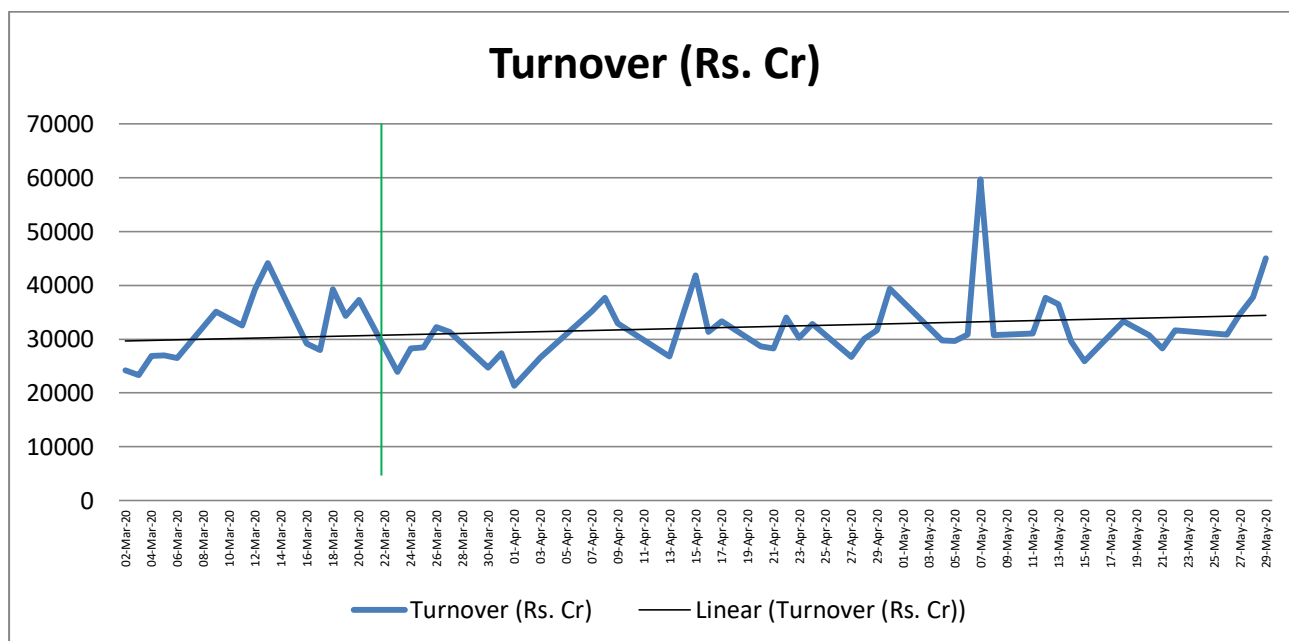
Following diagram shows the total number of shares traded in the NIFTY50 share market.



Source: NSE (National Stock Exchange)

Green line shows the imposition of nationwide lockdown. From the diagram, we can see the trend of total shares traded from 2 March 2020 to 29 May 2020. Blue line shows the number of shares traded and black line shows the linear trend-line of shares traded. We can see that there is downward trend into the shares traded during the given period. The number of shares traded was decreasing during the lockdown period. Correlation between daily new cases and shares traded during the lockdown period is analyzed. Correlation between daily new cases and total shares traded is 0.091 which means there is only 9% relation. There is weak positive relationship.

Following diagram shows total turnover (Rs Cr.) of NIFTY50.



Source: NSE (National Stock Exchange)

Green line shows the imposition of nationwide lockdown. Correlation between daily new cases and total turnover during lockdown is studied. Correlation between daily new cases and total turnover is only 0.277411 which means 27.7% relationship. There is weak positive relationship. Also from the diagram we can see that there is uncertainty into the trend but linear trend-line shows that there is little increase into the turnover.

Result

There is weak positive relationship between the daily new cases and NIFTY50 stock market.

CONCLUSION

COVID-19 pandemic have impacted all the sector of the economy. Great number of job loss was experienced. Poor and middle people are suffering the most. Number of the daily new cases was increasing rapidly during the lockdown period. During the lockdown, all the social and economic activities were close. In the study it was found that there is positive but weak relationship between the COVID-19 daily new cases and closing price of the stock market, during the lockdown period. Number of shares traded declined during the same period. There is very weak but positive relationship between the shares traded and daily cases, which is estimated by the correlation analysis. There is little rise into the total turnover of the stock market and have positively weak relationship with the daily new cases. Therefore, we there is positively weak relationship in the daily new cases and overall NIFTY50 stock market. Number of shares traded and the closing price decreased during the lockdown. Contraction into the economy was experienced by the nation and there was great job loss. Income of the household also decreased. To stabilize the economy, creating the confidence among producers and investors is important.

REFERENCES

1. Gunaseelan, S., & Kesavan, N. (2020). BUSINESS AND ECONOMIC RECESSIONS IN INDIA DURING THE COVID-19—A REVIEW. *Journal of Xi'an University of Architecture & Technology*, 12, 356-366.

2. Liu, H., Manzoor, A., Wang, C., Zhang, L., & Manzoor, Z. (2020). *The COVID-19 outbreak and affected countries stock markets response. International Journal of Environmental Research and Public Health*, 17(8), 2800.
3. Lee, H. S. (2020). *Exploring the Initial Impact of COVID-19 Sentiment on US Stock Market Using Big Data. Sustainability*, 12(16), 6648.
4. ALAM, M. N., ALAM, M. S., & CHAVALI, K. (2020). *Stock market response during COVID-19 lockdown period in India: An event study. The Journal of Asian Finance, Economics, and Business*, 7(7), 131-137.
5. Phan, D. H. B., & Narayan, P. K. (2020). *Country responses and the reaction of the stock market to COVID-19—A preliminary exposition. Emerging Markets Finance and Trade*, 56(10), 2138-2150.
6. NSE - National stock exchange of India Ltd. (n.d.). https://www1.nseindia.com/products/content/equities/indices/historical_index_data.htm
7. *India: WHO coronavirus disease (COVID-19) dashboard. (2020, August 17). WHO Coronavirus Disease (COVID-19) Dashboard | WHO Coronavirus Disease (COVID-19) Dashboard. https://covid19.who.int/region/searo/country/in*
8. *Coronavirus: Economic slowdown leaves India's aspiring middle class in limbo. (2020, August 21). India Today. https://www.indiatoday.in/business/story/india-economic-slowdown-middle-class-income-salaried-population-coronavirus-1713544-2020-08-21*
9. *ENS Economic Bureau. (2020, August 22). Disconnect between economy and stock markets: Shaktikanta das. The Indian Express. https://indianexpress.com/article/business/economy/disconnect-between-economy-and-stock-markets-rbi-governor-shaktikanta-das-6564798/*

IMPACT OF COVID-19 ON REAL ESTATE INDUSTRY WITH REFERENCE TO INDIA

S.MAHENDRAN,M.Com.,M.Phil.,
Research Scholar,

Dr.A.ANVAR AHAMED,M.Com.,M.Phil.,Ph.D.,
*Assistant Professor,P.G. and Research Department of Commerce,Thiru.Vi. Ka. Govt. Arts
College,Tiruvarur.*

Abstract

The recent pandemic has affect economies of various countries and India is no exception. The IMF projected Indian growth rate at 1.9 percent for the financial year 2021 which was previous estimated at 5.8 percent. This possess a great threat for Indian economy. This effect of COVID-19 will be felt across sectors. Indian real estate which was already recovering from the aftermath of demonetization and various reforms was jolted by this pandemic with lockdown construction activity has stopped, real estate sales are not happening. The Indian real estate should prepare itself to brace for a post COVID-19 world and should prepare itself to utilise various new and tech driven steps to come back on track. This article deals with understanding the pre pandemic real estate industry and analysing the impact of COVID-19 on Indian real estate industry. It also presents the threats and opportunities available to different real estate market participant.

Keywords: COVID-19, R.E, Registration act, REITs, InvITs, EMI.

INTRODUCTION

According to Section 2(6) of the Registration Act, 1908, "Immovable Property includes land, building, hereditary allowances, rights to ways, lights, ferries, fisheries or any other benefit to arise out of land, and things attached to the earth or permanently fastened to anything which is attached to the earth but not standing timber, growing crops nor grass". The real estate transaction embraces: Purchase, Sale and Development of land (both residential and non-residential buildings). There are various benefits of real estate investment. For example it provides you with better and secured returns, it has a high tangible value, an investor can earn periodic return in form of rent income plus it has tax benefits. Real estate segment makes huge commitment to Indian GDP with it contributing nearly 6%. In average yearly house value index has seen a development pace of 2.8%, .5%, 4.3%, 8.4%, 2.3% and 3% from 2010 to 2015. India normal yearly lodging record development rate were 8.9%, 11.1%, 8.5%, 3.4%, 6.7% and 3.9% from 2010 to 2015. The general accessible supply of office land was diminished possibly to the tune of 2.2 million sq ft from 2.7 million sq ft in 2013. Real estate market is expected to grow by 2040 to Rs 65,000 crore (US\$ 9.30 billion) from Rs 12,000 crore (US\$ 1.72 billion) in 2019. India's real estate part is anticipated to reach USD 180 billion by 2020 from USD 126 billion out of 2015, as per a joint report by CREDAI and JLL. Real estate in India is assessed to arrive at a market size of US\$ 1 trillion by 2030 from US\$ 120 billion out of 2017 and contribute 13 percent of the nation's GDP by 2025.

Retail, commercial and hospitality real estate business are additionally developing impressively, giving the truly necessary framework to India's developing needs. Segments, for example, IT, retail, counselling and web based business have enrolled appeal for office space

lately. The Indian real estate sector has observed high growth in recent times and there is a rise in demand for office as well as residential spaces. Private Equity and Venture Capital investments in this sector reached to US\$ 1.47 billion between Jan-Mar 2019. India has performed genuinely well as far as yearly development in house value record for the year 2010 to 2015. Where nations like USA not just registers low yearly normal development than India in 2010, 2011, 2012 and 2014 in certain years it was additionally negative. In the event that we take a gander at Hong Kong it has performed genuinely well period 2010 to 2015. In all the years it has enlisted a positive yearly development rate. On the off chance that we take a gander at china in 2011 it enlisted - 2.1%, in 2014 - 4.5% and in 2015 just 0.4% of yearly normal development. Canada's development rate ranges from 3.1 to 6.5%. UK for the period 2010 to 2015 seethed from - 1.1% to 8.3%. In the event that we see India average yearly development rate it stayed positive for the period extending from 2011 to 2015 the least it was in 2013 3.4% and the most noteworthy it was in 2011 11.1%. India among the seven nations is just beneath Hong Kong. Its normal yearly development rate is for the period 2011 to 2015 is 6.72%. In average yearly house price index has seen a development pace of 2.8%, .5%, 4.3%, 8.4%, 2.3% and 3% from 2010 to 2015. India average yearly housing file development rate were 8.9%, 11.1%, 8.5%, 3.4%, 6.7% and 3.9% from 2010 to 2015 individually. India yearly house value file with the exception of 2013 has stayed higher than the yearly normal house record development rate. The position of India was regarding appreciation in housing prices as the housing rates developed by just 0.6% year-on- year ascend during July-September (quarter 2) throughout the year-back period on slow demand. In the primary quarter from April-June quarter of 2019, India remained at eleventh situation with a 7.7 % year-on-year ascend in home prices. However slow deals, high stock and absence of liquidity with developers were the components that confined the ascent in house price. Guidelines forced by the government to guarantee a responsibility in the framework, for example, the Real Estate (Regulations and Development) Act, 2016, prompted sound end-client marketplace. The development in private costs in the greater part of the best eight urban communities of India were seen as low compared to the retail expansion growth.

Hungary drives the list with 15.4% yearly value development, trailed by Luxembourg at 11.4% and Croatia at 10.4% in the second and third position separately. Slovakia was positioned at fourth spot with home evaluating rate 9.7%, Latvia-fifth position (9%), Czech Republic-sixth (8.7%), China-seventh position (8.5%), Jersey-eighth rank(8.5%), Mexico-ninth rank(8.4%) and Russia-tenth rank(8.1%). Across 56 nations, the costs rose at a yearly pace of 3.7% all things considered. It is to be noticed that it is the slowest pace of development for more than 6 years. 91% of all out assessed nations and regions enrolled static or positive development in the year to September 2019. The COVID-19 pandemic beginning in china has impacted people all over the world. It has halted business cycle, economic activities and its impact can be seen in many industries. The Indian real estate sector which was already struggling due to policy changes, liquidity crisis is now facing another challenge and that is impact of coronavirus on Indian economy and its implication for real estate industry. Indian land division is the second biggest employer after agriculture and the aftermath of this pandemic is going to affect the people working in this sector.

LITERATURE REVIEW

According to Anarock report (2020) covid-19 impact on Indian real estate In regular occasions, the progressing time frame typically observes an uptick in real estate exercises attributable to celebrations like Ugadi, Gudi Padwa, Akshaya Tritiya and Navaratri when new

deals shoot up. Up and coming excursion time for Indian schools starting April till June-end likewise offers time to homebuyers to make buy decisions. Unfortunately, 2020 is by all accounts extraordinary. Nationwide lockdown until mid-April has ended all exercises. As obvious, venture destinations are closed, site visits have halted, and development action has gone to a crushing stop, in the long run affecting deals. Additionally, developer have conceded their new venture dispatches for an obscure period. Other than residential section, commercial segment is additionally not insusceptible to the Covid-19 aftermath. Indicated by JLL (2020) in "COVID-19 global real estate implications. Over the present moment, speculation action may slowdown as valuation challenges and more extensive vulnerability make obstructions to investors' capacity to fittingly cost risk. Despite sufficient liquidity across equity and debts, loan specialists and speculator are staying in a period of value disclosure. Despite changes in feeling and action, the general pattern has been for higher portion allocation to real estate, and see no purpose behind this pattern to turn around over the medium to long haul given the upsides of such investments. FICCI(2020) in "impact of COVID-19 on Indian economy" states year 2019 was a troublesome one for the real estate industry, which keeps on battling with funding emergency amidst issues tormenting the NBFC and banking part. The circumstance has been exacerbated by the monetary log jam bringing about poor demand. There have likewise been basic changes in the business, as an aftermath of occasions like demonetisation and the presentation of the RERA and the GST over the most recent couple of years. The business was planning to recoup from this drawn out stoppage in 2020. The COVID-19 pandemic, be that as it may, can possibly put a few brakes on India's land advertise, given the foreseen drop in demand. The episode of coronavirus has not majorly affected the real estate until this point. In any case, a drawn out effect of the coronavirus might not favourably affect the possibilities for the real estate business.

OBJECTIVE

1. To study the Indian real estate sector before COVID-19
2. To understands the implication of COVID-19 on Indian real estate
3. To understand the threat and opportunities for homebuyers, builders and workforce in real estate.
4. To draw conclusion.

METHODOLOGY

This research article is based on data from secondary sources. Reports from various organisations on real estate are used to the data for this article example reports from FICCI, knight frank, WEF and Anarock. Various article published in economic times and other secondary sources are utilised in this article.

RESEARCH RESULT

India is among the top 10 largest economies of the world. The Indian real estate after facing various challenges in the form of demonetisation, reforms and GST was expected to grow and become stronger than before. If we look at the projections before this pandemic.in 2017 the market size of the industry was USD 120 billion and it was projected to grow to 180 billion in 2020. Further to USD 650 billion in 2025 and to USD 1000 billion till 2030.

Real Estate Market Size

This industry was contributing 6 percent to GDP of India and was estimated to contribute to 13 percent in 2025. The industry was providing employment to 40 million people in 2013 which increased to 52 million in 2017 and was projected to employ as much as 67 million in 2022, thus an increase of 28.84 percent from 2017 to 2022. However this all seem difficult to achieve now. Post lockdown the construction sector will face a shortage of workers as most of the workers have migrated to their villages and travel restriction will remain in some form or the other.

FDI inflow had already slowed down for example the absolute FDI inflow from April-December 2019 to April – December 2019 saw a decrease of 7 percent. In the forthcoming quarter it is expected to further decline. Commercial real estate which was showing strong growth in the past years will also be impacted by the recent pandemic. Reduction in GDP growth rate and a world economy recovering from the wounds of COVID-19 will have negative impact on office demand. The supply and net absorption will be considerably lower in 2020 and the forthcoming years. The basis for this prediction found its roots in the aftermath of 2008 crisis. As we would see it, development delays might approach a while for well financed undertakings, while for others, the postponements may even be to the tune of two or three years. Real estate industry is probably going to observe significant disturbances due to development deferrals and financing issues. In addition, this time around festive season what's more, summer vacation period which is the most ideal for new dispatches has been dry for the industry. The second from last quarter of any schedule year is delayed for new dispatches because of the progressing monsoon season and 'shraad' period. Considering that real estate deals are exceptionally subject to physical site visits, connections, conversations and physical documentation, the deals in 2020 may be fundamentally hit because of the current COVID-19 episode in India. Numerous home buyers will consider deferring their choices either to avoid the site visits or in the desires at some cost correction.it is believed that the most influenced fragments of the working populace is the target for affordable housing. These home buyers with constrained salary and absence of telecommute offices may need to confront misfortune of pay or even occupations and may re- evaluate their buy choices. With reasonable or affordable lodging units representing around 36% of the by and large unsold stock over the main 7 urban areas as of Q1 2020, this section was already facing challenges what's more, the present pandemic episode has further declined its situation The mindfulness and acknowledgment for offices and comforts that accompany "Integrated Townships" have upgraded because of the emergency and individuals may begin taking a gander at these townships as the future standard. While a couple of market changes might be noticeable over the business, extends by Grade A developers that fuse top notch, independent biological systems and give sheltered and secure situations would consistently be a favourable purchase for a genuine purchaser even post the COVID-19 pandemic.

However everything is not bleak, every event lays out some challenges but also provide opportunities. The following table try to line out the threats and opportunities presented to buyers, owners and builders.

Threats and opportunities to various real estate participation

Participant	Threat	Opportunity
Buyers	- Delayed delivery - Pay cuts - Threat to jobs post COVID- 19 may impact their ability to purchase	- Reduction in home loan interest rate - Exemption of 3 month in home loan EMIs
Builders	- Middle and lower class will feel the impact. - Projects getting delayed due to suspended construction and labour migration to their hometown	- Various discount deals by builders
Workforce	- Liquidity crisis - Economic slow down - Reduced FDI - Buyers waiting for the prices to fall in Anticipation - Loss of employment - Lack of work compared to before - Possible Pay cuts	- More time to pay property tax - Opportunity to bargain - Force majeure - Exemption from penalties in delayed delivery - Possible extension in delivery deadlines - Bring technology to the rescue example virtual site visits - Buyers will prefer finished projects - After the construction activity starts those who did not migrated will be benefitted - Social security packages announced by government

In assisting homebuyers with combatting the liquidity emergency activated by the COVID-19 actuated lockdown, the Reserve Bank of India (RBI) sliced repo rate by 75 basis points in March. This was joined by a discretionary expansion of home advance and different EMIs by a quarter of a year. Focal Government's choice to contribute Rs 100 lakh crore towards framework improvement in the following five years gave a new rent of life to the development business.

Post the flare-up of Coronavirus, the Securities and Exchange Board of India (SEBI) endorsed brief unwinding of one-month on half-yearly certificate on share transfer and unwinding of three weeks on the quarterly statements of speculator grumblings for Real Estate Investment Trusts (REITs) and Infrastructure Investment Trusts (InvITs). The shutdown of development exercises represented a bigger risk to the money related strength of the engineers, who were yet to defeat

from the Non-Banking Financial Companies (NBFC) emergency. The pandemic, be that as it may, may trigger value revision in short to mid-term. If quick to transient impact is thought of, commercial real estate will be hit massively. Be that as it may, in the long term, the business land will be the quickest portion to bob back. Although the Coronavirus emergency may be the purpose behind one of the best monetary lulls everything being equal, it is making a venture open door for the Non- Resident Indians (NRIs). With the USA and Europe getting seriously hit by the pandemic, the venture openings have fallen radically. This has raised the stakes for Indian markets as ex-taps are relied upon to progressively concentrate on interests in the real estate back home. The rules gave by the National Association of Realtors likewise propose exchange advertising open doors for real estate agents, including video visits and other comparative strategies.

CONCLUSION

The industry needs to prepare itself for a much more dreadful effect than recently suspected. With the danger of disease influencing human lives, the R.E part is now observing a decrease in property visits and purchaser intrigue. Be that as it may, the world has confronted comparative flare-ups, for example, SARS infection, bird flu and so forth in the past as well and has effectively recuperated. Each cataclysm is a chance to scale new statures. R.E. ventures must discover inspiration in the situation and advantage by expanding creation and indigenous development. The authorities would do well to stop further expansion of the infection and handhold the business in the hours of emergency. Pause and Watch is certainly not the correct procedure for the real estate industry. Taking cognisance of the way that buyer needs and opinions are of most extreme significance for an industry to flourish, the organizations should obviously approach with some shrewd answers to gather shopper intrigue.

REFERENCES

1. *FICCI, "impact of COVID-19 on indian economy," 2020.*
2. *anarock, "COVID-19 impact on indian real estate," 2020.*
3. *JLL, "COVID-19 global real estate implications," 2020.*
4. *www.bloombergquint.com.*
5. *corporate.cyrilamarchandblogs.com.*
6. *www.mckinsey.com.*
7. *www2.deloitte.com.*

COVID-19 Impact on MSME and its Economic Revival Strategy

Amsaveni.M

Assistant Professor in Commerce, Sri GVG Visalakshi College for Women, Udumalpet

Abstract

India is expected to emerge as one of the leading economies in the world over the next decade in the light of a positive political and economic scenario. The Micro, Small & Medium Enterprises (MSME) segment is expected to play a significant role in the emergence of the Indian economy. The far-reaching impact of novel corona virus continues to evolve. The Indian government is taking enormous measures to curb the loss caused by global pandemic. India's MSME base is the largest in the world after China. This sector provides a wide range of services and is engaged in the manufacturing over 6,000 products ranging from traditional to Hi-tech items. MSMEs are grappling for stability when sales and revenue remain at standstill whereas it is difficult to get hold of expenses. The present pandemic situation has made its collision in various sectors over the economy. As the economic activities come to halt due to prolonged lockdown, MSMEs need a fiscal stimulus. The present study is made as an attempt to analyze the structure of MSMEs and the impact of COVID 19 on the functioning of MSMEs in India.

Key words: Micro, Small & Medium Enterprises (MSME), Indian economy and COVID-19.

Introduction

Globally the MSME segment development has shown mixed results depending on various policies and initiatives undertaken by developing and developed economies during their critical economic lifecycle. Many developed and developing economies have demonstrated that the MSME segment constitutes the backbone for maintaining growth rates as well employment generation rate and provides stability during economic downturns. It is therefore very crucial that as India embarks on a new wave economy, it adopts an MSME opportunity framework that will provide the necessary impetus to seize the opportunities created by:

- Emergence of domestic demand led by significant increases in spending and consumerism;
- Increase in spending in infrastructure and defence sectors;
- Increase in foreign direct investments in existing and emerging businesses in India;
- Foreign companies investing in India for their global market requirements (Make in India); and
- The double digit growth expected in numerous business sectors.

In order to be globally competitive it will be essential for India's entrepreneurial skills to be global in their outlook and adopt innovation, develop world class technologies and to skill the nation's favorable age profile of human resources. India will have to develop stronger support in providing an enabling business environment. The business environment should aim to enable greater number of companies to sustain from a startup stage to the next level of growth and maturity and should nurture these businesses into billion dollar plus enterprises over the next decade. In India, MSME are very large in numbers, diverse in type of business and are spread across remote geographies of a vast country.

A large portion of the MSMEs are informal and not registered with the formal eco system of MSME. It will require significant changes in philosophy and approach to be able to develop and deliver a new wave eco system which facilitates their development and seize the emerging

domestic and global opportunities. At a minimum, any hindrances and hurdles in doing business are to be removed. This will help unleash a young and dynamic entrepreneurial talent in India who will be willing to make self-entrepreneurship the first career choice and develop growth companies. Seizing the emerging opportunities to develop a robust MSME sector as a strong backbone for a growing economy will require efforts by the government to bring the various stakeholders i.e. equity funds, banks and financial institutions, industry sector majors and MNCs, regulators across various Ministries at the centre and state level and trade associations and global economies having trade flows with India and others stakeholders, etc, together and create a forward looking framework and eco system. Further, a holistic approach can be considered in developing new wave MSME in view of the emerging opportunity areas in the India economy. Such an approach will be necessary to deliver the potential. Further, speedy utilization of the INR10,000 cr fund for MSME and the INR200 cr fund for technology up gradation announced in the recent Union budget can provide an excellent immediate impetus to the development of MSME. A policy framework can be developed for a seed fund which can contribute to 25% of the venture and special purpose private equity funds ranging from INR 100 – 500 Cr and focusing specific areas - adopting innovation and technology, digital India, global competitiveness and so on. Relevant authorities and stakeholders can work together to channelize the funds.

Importance of MSMEs for Indian economy

The micro, small and medium enterprises sector in India just like the population, only second to China. In financial year 2019, the total number of MSMEs in the country was more than 63 million. The majority comprised of micro enterprises, with a higher number in rural areas than urban parts of the country. More often than not, these were run by the owners with little or no support and revenue earnings as a priority. MSMEs are vital for the economy in terms of their contribution to the market and generation of employment in the country. The manufacturing output of MSMEs was close to 30 trillion Indian rupees during financial year 2015. The output from the enterprises also accounted for an almost 31 percent contribution to the GDP in the same financial year.

Micro, small and medium enterprises (MSMEs) are at the heart of industrial activity in India. There are more than 63 million MSMEs, which account for 45% of industrial production, 30.5% of services sector and employ close to 110 million people. A dynamic global market coupled with domestic policy focus can unleash opportunities for MSMEs to go global. MSME sector has acted as a catalyst to bring about the socio-economic transformation of the country. Indian economy is likely to be a USD 5 trillion economy by 2025 and the MSME segment has the potential to emerge as a backbone for this economy and act as an engine for growth, given the right set of support and enabling framework. In Indian context, as per the DGCIS data, the value of MSME related products is 147,390.08 million dollars and share of MSME related products in the country exports was 48.56% during 2017-18. The genesis of making Indian MSMEs global lies in providing them with a level-playing field to innovate, incubate and penetrate vis-a-vis the global arena. Today's environment of global competition and challenges has prompted many countries to take steps to encourage MSMEs and in India, too, this has initiated the need to evaluate a strategy to enhance their overall capabilities and provide support to MSME sector.

Share of MSMEs in the Economy

There are approximately 46 million Micro, Small and Medium Enterprise sector enterprises across various industries, employing 106 million people⁵. Overall, the MSME sector accounts for 45 percent of Indian industrial output and 40 percent of exports⁶. While most of the sector is un-organized (approximately 94 per cent), informal and un-registered, initiatives to have more enterprises registered are well underway. The contribution of the MSME sector to India's GDP currently stands at ~16 per cent on 2019-20, and is growing at a rate higher than the projected GDP growth rate. The contribution of MSME segment to the GDP in some of the global economies is in the 25-60 per cent range.

Employment opportunities

With the increase in MSME contribution to the GDP, there is a potential to increase its contribution to employment to over 50 per cent over the next decade. It is also vital for the informal MSMEs who are currently not registered need to be made part of the formal MSMEs eco system. Growth incentives in the form of privileges and direct benefits for the MSMEs will encourage registration and participation in the growth opportunity. Typically, MSME sector can provide comparatively larger employment opportunities at comparatively lower capital cost especially in the rural and remote areas, by becoming part of the industrial ecosystem and act as ancillary units for large enterprises to support the system in growth.

Covid 19 and MSMEs

The spread of COVID-19 in India and consequent lockdown has stressed national economic growth and put financial pressure on businesses. Given the government of India's "Make in India" push, along with a push to attract greater FDI, the Indian sector is floating for rapid growth and integration with major global value chains. As per the latest government report 63.05 million micro industries, 0.33 million small, and about 5,000 medium enterprises are in the country. In flush of this, the government has announced changes to the way it will categorize MSMEs in India this will apply to both manufacturing and services sector who can avail and enjoy linked benefits.

As per the revised classification of MSME status as of 13 may, 2020:

Manufacturing and services	Enterprises with investments	Enterprises with Turnover
<i>Micro units</i>	<i>Upto INR 10 million ,</i>	<i>Upto INR 50 million</i>
<i>Small units</i>	<i>Upto INR 100 million</i>	<i>Upto INR 500 million</i>
<i>Medium seized units</i>	<i>Upto INR 200 million</i>	<i>Upto 1 billion</i>

Source: Ministry to MSMEs, INDIA

According to a study commissioned by All India Manufacturers Organization (AIMO), COVID-19 lockdown imposed India is presently home to over 75 million MSMEs and close to 25 per cent of these firms will face closure.

- It has become challenging for MSME businesses to keep their financial wheels turning during the lockdown period due to less revenue churn and the general uncertainty in the global financial environment.
- The income for businesses has reduced substantially due to a fall in demand: 39% of enterprises were not able to restock as per the demand largely due to a reduction in

supply. Restocking is a bigger issue in rural areas where 85% of enterprises have not been able to restock.

- Disrupted supply chains have further affected income: An increase in transportation costs for about one-third of the enterprises hints at disruptions in the supply chain.
- An increase in household expenses also reported a 45% decrease in business income.
- Cash crunch is one of the biggest problems faced by the entrepreneurs customers have stopped advance orders on the one hand receivables from customers have stopped advance orders on the other hand.
- The MSME sector faced a severe shortage of working capital, including delay in payments, shortage of labour and disruption in supply chain.
- MSMEs are uncertain of paying salaries and creditors given the current freeze on production and supply tied with slowing demand.
- The most emerging challenge is to meet fixed costs. In the absence of regular fund flow the problem will be more intensified if banks / NBFC create pressure on MSMEs for repayments of the dues.
- The impacts on MSME exporters can be gauged from the declaration of the World Trade Organization (WTO) which has projected that global trade in goods is set to decline sharply between 13 per cent and 32 per cent in 2020 as countries across the world are battling with the Covid-19 pandemic.
- The extended lockdown has severely impacted the import of raw materials (sports goods, silk, rubber etc.) transport of these selected imported materials should be allowed if they are stuck at ports or airports. Waiver of rents levied on MSMEs for raw material stuck at ports and container depots.
- State governments to be approached for taking suitable initiatives to exempt/reimburse the electricity and other fixed charges during this period.

Refining strategies to Rebuild MSMEs

Many countries like the China and USA have rolled out many new measures to save MSMEs from the COVID-19 threat. The Government of India has been quick to respond with measures to safeguard the MSME sector and announced various schemes.

- The first tranche of biggest proposal is Atmanirbhar Bharat Abhiyan scheme announced by the government at about 45 Lakh MSMEs are expected to gain from this proposal. The five pillars of this scheme will be economy, infrastructure, system, vibrant demography and demand.
- RBI has offered a much-needed loan moratorium, cuts in the Cash Reserve Ratio and working capital financing.
- The 90 days Moratorium or deferment period will give relief to MSME sector.
- The government has announced a special liquidity scheme of Rs.30,000 crore to pick up investment grade debt paper both primary and secondary market. It also extended to cover primary market debt paper wherein the first 20% loss will be borne by the government.
- To boost business government announced Collateral free automatic loans of INR 3 lakh crores will be provided for business, including MSME's to meet operational liabilities, buy raw materials and restart business.

- The government has proposed to offer collateral-free loans to MSMEs which will be fully guaranteed by the centre. This loan will help them buy raw materials, pay bills, and daily wages to employees.
- To provide frazzled MSMEs with equity support, Government will also facilitate provision of Rs.20,000 crore as subordinate debt. This facility will aid 2 lakh stressed MSMEs. There is also Rs.50,000 crore equity infusion for MSMEs through fund of funds. To be operated to a daughter funds also help to expand MSME in size as well as capacity.
- The finance ministry have announced banks have sanctioned loans of about Rs.1,14,502 crore under the Rs.3-lakh crore **Emergency Credit Line Guarantee Scheme(ECLGS)** for MSME sector reeling under the economic slowdown caused by the COVID-19 pandemic.
- Under the scheme, 100 per cent guarantee coverage will be provided by the National Credit Guarantee Trustee Company (NCGTC) for additional funding of up to Rs 3 lakh crore to eligible MSMEs and interested Micro Units Development and Refinance Agency (MUDRA), borrowers by way of Emergency credit line guarantee scheme.
- The scheme will be applicable to all loans sanctioned under GECL facility during the period from the date of announcement of the scheme to October 31 or till the amount of Rs 3 lakh crore is sanctioned under GECL, whichever is earlier.
- Under this scheme the loan amounts sanctioned by PSBs increased to Rs.65,863.63 crore , of which Rs.35,575.48 crore has been disbursed as of July first week.
- Private sector banks have sanctioned Rs.48,638.96 crore and disbursed Rs. 20,515.70 crore.
- SBI has sanctioned Rs.20,628 crore of loans and disbursed Rs.13,405 crore. Punjab National Bank, which was sanctioned Rs.8,689 crore of loans and disbursed Rs.2,595 crore.
- The government approved additional funding of upto Rs.3 lakh crore at a concessional rate of 9.25 per cent through ECLGS for MSME sector hit hard by the crisis.
- The ECLGS was the second – biggest component of Rs.21 lakh crore comprehensive package announced by FM on last week of May 2020.
- The government has announced another relief package called the Pradhan Mantri Garib Kalyan Yojana was announced. The government offered to pay 24 percent provident fund contribution for those earnings up to Rs.15,000 a month as salary and working in units employ less than 100 workers for three months. It estimated that 80 lakh employees will be benefited.
- Through PM-Kisan scheme the government can provide tax relief, give swifter refunds, and provide liquidity to rural India to boost demand for MSME products.
- Public sector banks have introduced emergency credit lines whereby a maximum loan amount of up to Rs.200 crore or 10 per cent of the existing fund-based working capital limits can be availed by MSME borrowers.
- The Small Industries Development Bank of India has announced a concessional interest rate of 5 per cent for MSME loans under the SIDBI Assistance to facilitate Emergency Response against Covid-19.
- The country's largest lender State Bank of India readies Rs.1,000 crore B2B e-market only for MSMEs. To invest Rs.750-1,000 crore and leverage its YONO platform to

setup a business-to-business (B2B) e-commerce market place. The bank is hoping that it will not only help assess risk better but will also give it greater grip over receivables.

- The government e-Marketplace (GeM) could be of great use to suppliers looking for purchasers and vice versa. Investing in online infrastructure while also encouraging small businesses to source locally could help improve manufacturing while also cutting on our import costs.
- An accelerated pace of digitization and progressive policies to support marketplaces promoting MSMEs in the domestic market as well as globally will be a crucial element in fast-tracking the revival of manufacturing MSMEs, going forward.
- The RBI of India recently introduced Long Term Repo Operations (LTRO) worth Rs.1,00,000 crore to help banks increase lending at cheaper interest rates to improve MSME businesses.
- **95% + OF MSMEs ARE NOT IN THE FORMAL FINANCE FOLD PRESENTLY AN URGENT REVIEW OF ALTERNATE LENDING MECHANISMS AND CREDIT SCORING CRITERIA NEEDS TO BE UNDERTAKEN.**
- To introduced the concept of single window system to build district/zonal level to co-ordinate all MSME related activities that inter-alia may linking MSMEs with different government schemes, linking small units with different marketing platforms, GST regulations, loan approval and disbursement, rehabilitation of sick units, dissemination of various MSME related information helping them to be more digitalized and so on and so forth.
- **THE REVIVAL OF THE MSME DEPENDS ON TACKLING VULNERABILITIES SUCH AS FINANCIAL CONDITION, DEMAND FOR PRODUCTS AND SERVICES, AVAILABILITY OF MIGRANT WORKFORCE AND EXPOSURE TO THE EXPORT MARKET. TEXTILE MANUFACTURING, CHEMICAL, AND METAL PRODUCTS ARE THE MOST VULNERABLE.**
- **TO COPING WITH THE CRISIS, ENTERPRISES HAVE STARTED LOOKING FOR WAYS TO REDUCE THEIR BUSINESS COST AND INCREASE THEIR REVENUE AROUND ONE FOURTH OF THE ENTERPRISES HAVE REDUCED THEIR STAFF COUNT TO MINIMIZE COST.**
- The government is working on an agro MSME policy that will focus on entrepreneurship development in rural, tribal, agricultural, and forest areas for manufacturing products using local raw material.
- To provide hand-holding support to the MSME sector, which has received special attention in recent weeks with the government announcing a series of steps, including a guarantee-based lending, to help them navigate out of the covid-19 crisis.

Conclusion

MSMEs in India, with their dynamism, flexibility and innovative drive, are increasingly focusing on improved production methods, penetrative marketing strategies and modern scientific management capabilities to sustain and strengthen their operations. They are poised for global partnership and have the potential to absorb latest technologies in diverse fields. Indian MSME sector is a role model which many other countries like to replicate. They play an important role

in making India a manufacturing hub and “Make in India” campaign a success. The need of the hour undoubtedly is to provide sustenance to enterprises in this sector through suitable measures which would strengthen them to convert the challenges into opportunities for scaling new heights. The post-pandemic world will experience a dearth of capital and will require financial institutions to lend a helping hand to the MSME sector. The government will need to enable a comprehensive ecosystem for the MSMEs to get back on track and start conducting business. To achieve “Make in India” dream now it is an opportunity for the MSMEs to upgrade their technology and the expertise to manufacture high-end the technological products to support domestic manufacturers of the companies by providing capital to expand operations and cover for the supply gap from overseas.

References

1. [https://www.india-briefing.com/news/micro-small-medium enterprises.com](https://www.india-briefing.com/news/micro-small-medium-enterprises.com)
2. <https://thewire.in>
3. <https://www.journalijar.com/article/31474>
4. www.google.com
5. www.thepeninsula.org.in
6. www.researchgate.net/publication/341775901-impact-of-COVID-19-pandemic-on-indian-economy-with-special-reference-to-Indian-MSME-sector.in
7. <https://smefutures.com/>
8. www.lexology.com
9. [https://kredx.com/blog/covid-19-impact-on.msmes-its-significance-on-economic revival/](https://kredx.com/blog/covid-19-impact-on-msmes-its-significance-on-economic-revival/)
10. www.financialexpress.com
11. www.economicstimes.com
12. www.businessnews.in

A STUDY ON HOW COVID - 19 PANDEMIC HAS CHANGED THE EDUCATION SYSTEM

N.Fiverose,
*Assistant Professor, Department of BBA, AIMAN college of Arts & Science for Women,
Affiliated to Bharathidasan University, Trichy.*

&
M.A.Shakila Banu,
*Assistant Professor, Department of Management Studies, Jamal Mohamed college,
Affiliated to Bharathidasan University, Trichy.*

ABSTRACT:

Today, the sudden shift from classroom learning to e-learning has been quite challenging not just for the educational institutions and teachers but also for parents and students. Balancing the needs of all has been quite a mammoth task. Institutions have been grappling to get a hold of this new mode of learning, starting from conducting live lectures via third-party apps, to uploading study material, and the imperative need of connectivity. This study mainly analyse how COVID - 19 pandemic has changed the education system and conducted among Faculty members of Bharthidasan university colleges in Trichy District, Tamil Nadu.

Keywords: *COVID -19, Education system, online learning*

INTRODUCTION:

Schools and colleges were shut down in the second week of March as a preventive measure to contain the spread of COVID-19. In September now, we are still debating whether to reopen. Apart from impacting the future of 32 crore young citizens, this has also pushed educators to reshape the mechanism of imparting lessons.

Some immediate measures included shifting teaching process online on an untested and unprecedented scale, conducting online assessments on trial-and-error basis, creating content suitable for remote learning using technology and tools among others. However, transitioning to an 'online mode' has had its share of challenges. These include limited access to the Internet, lack of uninterrupted power supply, ill-equipped teachers, absence of a robust monitoring method, hindrances to replicating the rapport between teacher and students in an online world, bridging the patchy and impersonal online experience, increase in screen-time and unavailability of tools to create content in regional languages.

The impact has been more severe for disadvantaged children leading to interrupted learning, compromised nutrition, childcare problems and consequent economic cost to families who cannot work. Another challenge is to ensure that students return and stay in school when schools reopen. This is especially true of protracted closures and when economic shocks place pressure on children to work and generate income for financially distressed families.

As we find solutions to these challenges, we see glimpses of the future of learning. While educators and students are eager for institutions to open, the crisis has led to some elements of learning being changed permanently.

CHANGES IN EDUCATION SYSTEM:

The first is the increasing use of technology. During the lockdown, the government used the electronic media to ensure learning continuity for students. Some state governments have been working with media partners such as Doordarshan and All India Radio (AIR) to broadcast virtual

classes and educational content through their regional channels. This is not only helping students in rural areas with no Internet connection but also visually impaired students. The boost to online learning has huge implications for our ability to scale and provide equitable access to millions of students. Educators, regulators and learners have to change their attitudes and accept that this will complement classroom learning.

The second change will be in the increasing use of online tools and technology to enhance the learning experience. Great content is available for free online and can be used to learn from. The classroom can then become a forum for debate, discussion and a deeper delving into disciplines and promote collaboration and experiential learning.

The third change will be personalisation of learning. Each student has his/her own pace of studying. While some may need more time others may need more material to achieve the same outcome. Machine learning and Artificial Intelligence coupled with strong data analytics can help customise individual learning paths at scale.

The fourth will be in making learning equitable, convenient, lifelong and accessible. Many people, not necessarily students, have enrolled for new courses during the lockdown. The fact that you don't need to travel or need to be in a classroom has democratised learning and made it convenient.

Having said this, colleges and schools do much more than just deliver content and teach. The teachers' ability to engage students in debate and discussion, to mentor and coach and to inspire and motivate is difficult to replicate in the online format. What is also difficult to replicate is peer learning, participation in extracurricular activities and sports, experiential learning and development of emotional quotient and leadership ability. While schools and colleges the way we know them are here to stay, the way learning happens and the way teachers teach is sure to change.

STATEMENT OF THE PROBLEM:

In the wake of COVID-19 crisis, India is witnessing eLearning boom. All around the world, schools, colleges, educational institutions, are leveraging online learning platforms, thereby continuing the teaching-learning process. This move has changed the concept of education overnight, and digital learning has emerged as an absolutely necessary resource for education.

OBJECTIVES OF THE STUDY:

- To find out reliability position of the data.
- To study the changes in education during COVID - 19

RESEARCH METHODOLOGY

- Research type: Descriptive Research
- Sampling Technique: Simple Random Sampling
- Sample size: 120

Data Analysis:

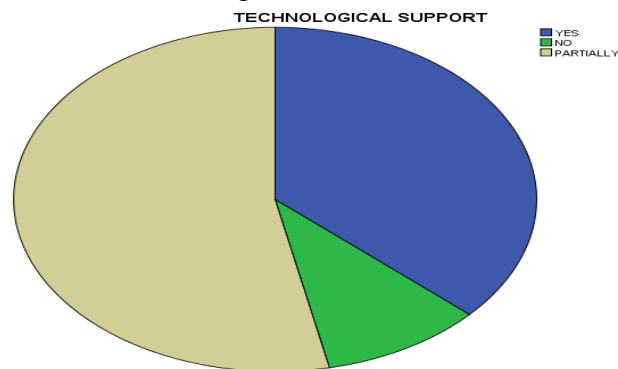
The collected data were analysed and inferences were drawn. To analyse the collected data the researcher used Reliability test, simple percentage analysis and ANOVA.

Reliability Test– cronbach’s Alpha

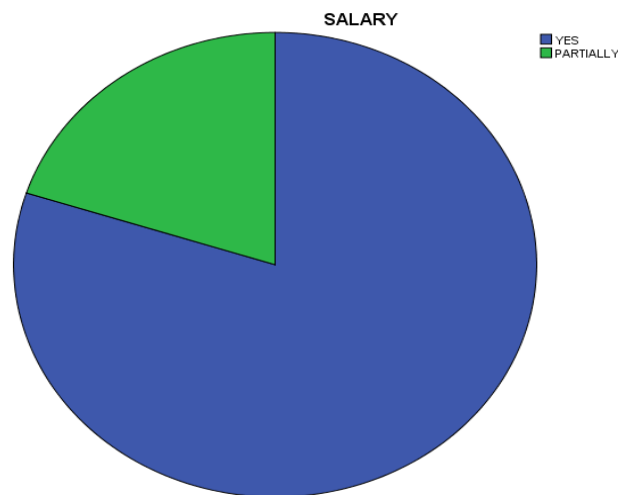
A Reliability test was carried out with the questionnaire to analyze the changes in education system during COVID - 19 .The data collected on this process has been tested using cronbach’s Alpha for its reliability. The result of the testing and validation revealed with the value of .926. The questionnaire was best fitted in a normal distribution. So, it is inferred that the questionnaire used for pilot study was highly suitable in ascertaining the response from the respondents of college faculty.

PERCENTAGE ANALYSIS:

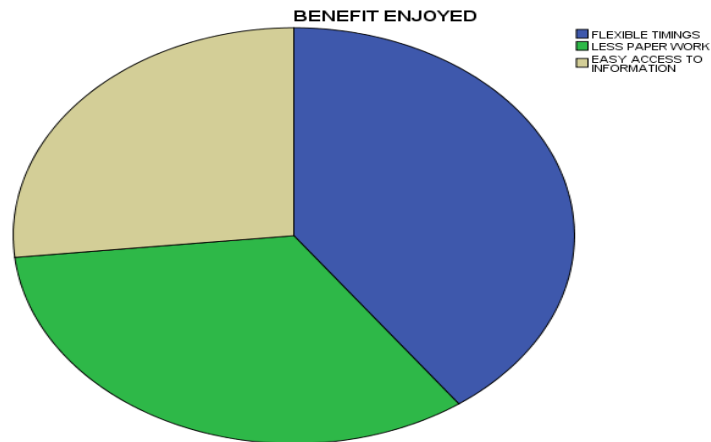
- 54.8% of the respondents are agreeing that, institution provide enough technological support to conduct online classes during COVID - 19



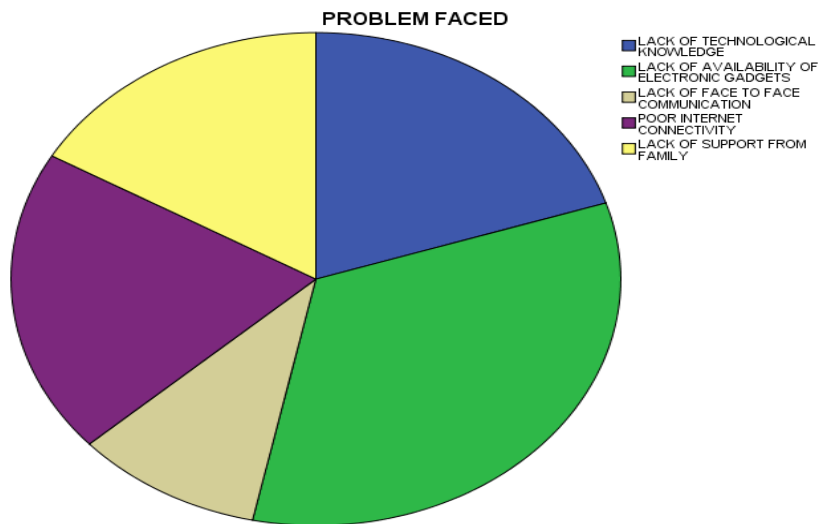
- 80.6% of the respondents are agreeing that, institution provide salary at least job security during COVID - 19 lock down



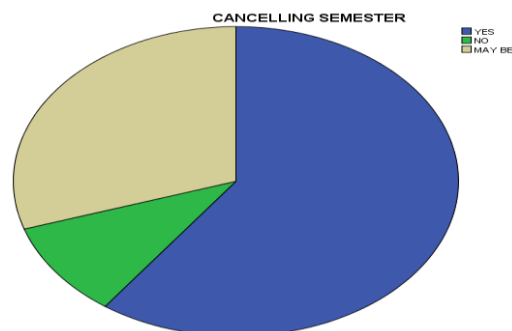
- 38.7 % of the respondents are agreeing that, benefits enjoyed while taking online classes are Flexible timings, less paper work and easy access to information.



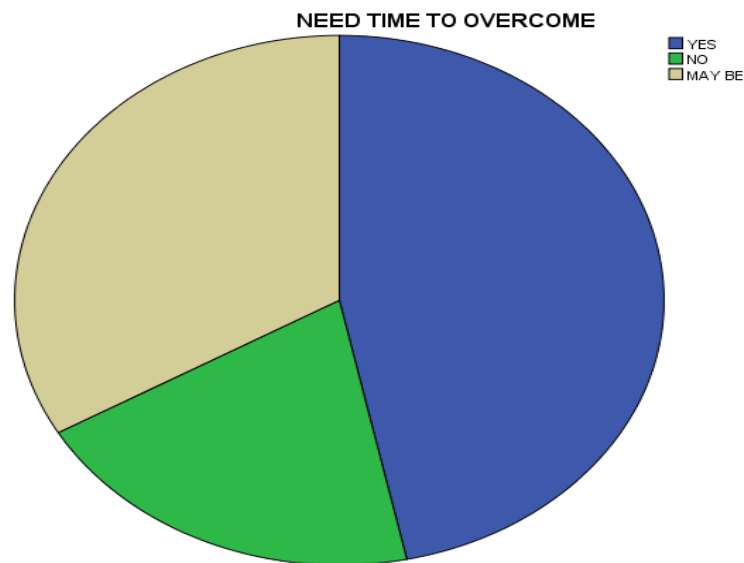
- 53.7 % of the respondents are agreeing that, problem faced while taking online classes are lack of technological knowledge, lack of availability of electronic gadgets like laptops / PC/ Smart phones, lack of face to face communication, poor internet connectivity and lack support from family.



- 51.6% of the respondents are agreeing that, cancellation of semester end/ final exams for UG / PG students will have negative effect in students future



- 45.5% of the respondents are agreeing that, students need time to overcome the stress / anxiety / mental illness they suffered during lock down to face the future.



ANOVA

1. An analysis of variance showed that institution provide enough technological support to conduct online classes during COVID - 19 was significant, $F(3,117) = 6.018, P=.001$
2. An analysis of variance showed that institution provide salary at least job security during COVID - 19 lock down was insignificant, $F(3,117) = 1.949, P=.126$
3. An analysis of variance showed that benefits enjoyed while taking online classes are Flexible timings, less paper work and easy access to information was significant, $F(3,117) = 5.849, P=.001$
4. An analysis of variance showed that problem faced while taking online classes are lack of technological knowledge, lack of availability of electronic gadgets like laptops / PC/ Smart phones, lack of face to face communication, poor internet connectivity and lack support from family was significant, $F(3,117) = 4.305, P=.005$
5. An analysis of variance showed that cancellation of semester end/ final exams for UG / PG students will have negative effect in students future was insignificant, $F(3,117) = 1.711, P=.169$
6. An analysis of variance showed that students need time to overcome the stress / anxiety / mental illness they suffered during lock down to face the future was significant, $F(3,117) = 4.061, P=.009$

CONCLUSION:

The COVID-19 pandemic has been an impact of global change in medical learning methods all-over countries, and the usage of skill quickly and creatively to maintain learning and teaching. Digital platforms (i.e. sites and conversation mediums) many things to help students in learning. Benefits to be offered for educating and knowledge of medical students. It provides and enhances skills and education with pleasurable, handles with ease, and deepening Learn and encourage reflection. Such benefits make it possible to learn from multiple perspectives. When a pandemic is resolved, dramatic change in the learning system,

technology is used in medical institutions, particularly with the combination of developing technologies.

REFERENCE:

1. *UNESCO. (2020). Crisis-sensitive educational planning. Paris: UNESCO.*
2. *UNESCO IESALC. (2019). Mobility in higher education in Latin America and the Caribbean: challenges and opportunities of a renewed Agreement for the recognition of studies, titles and diplomas (Vol. 1). Caracas: I UNESCO International Institute for Higher Education in Latin America and the Caribbean (IESALC).*
3. *Sanz, I., Sáinz, J., & Capilla, A. (2020). Effects of the coronavirus crisis on education . Madrid: Organization of Ibero-American States for Education, Science and Culture (OEI).*
4. *UNESCO. (2020). Crisis-sensitive educational planning. Paris: UNESCO.*

Exploring Surge in the Number of Retail Investors in Indian Stock Market in the wake of Covid-19

Dr. Vishal B. Javiya

*Assistant Professor, Department of Commerce and Business Management
Faculty of Commerce, The M. S. University of Baroda, Vadodara*

Abstract

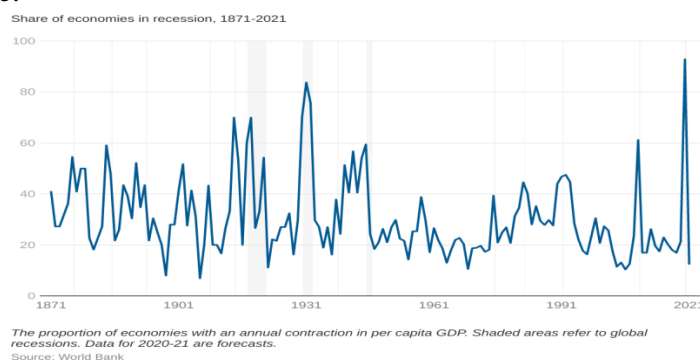
The coronavirus has adversely hit almost all economies of the world. The governments imposed various restrictions and took measures such as lockdowns, discontinuation of passenger services using trains, buses, domestic and international flights, availability of only essential items etc. to halt the spread of the virus. The countries where the influence of virus has decreased, the governments have started phased unlocking and eased the restrictions. Most of the sectors have been badly impacted by the pandemic situation. However, some areas have witnessed blissful side effects of lockdowns and one such area is Indian Stock Market. The business organizations during these troubled times asked their employees to work from home, wherever and whenever possible. The people working from home, unable to go out and spend money for leisure, even those who lost their jobs etc. have turned to stock market. In this work, an effort has been made to study and discuss the reasons for increase in number of retail investors in stock market during coronavirus pandemic.

Keywords: Covid-19, Coronavirus, Economy, Retail Investor, Stock Market, Work-from-home

1. Introduction

The covid-19 is the short form of Corona Virus Disease 2019. It is the infectious disease which is caused by newly discovered coronavirus. It affects different people in many different ways. Most of the people infected by it develop mild to moderate respiratory illness. If the person is healthy and does not have any other comorbid conditions, he or she may recover without any special treatment. The older and people with weak immunity may need special attention and medical treatment to recover from the disease. The coronavirus has influenced almost all the countries in various ways.

The coronavirus pandemic has been devastating for global economies. Here is the chart from World Bank website showing contraction in per capita income globally since 1870. The advanced economies have also been badly hit. The emerging markets and developing economies have seen even worse.



2. Literature Review

Covid-19

The brief timeline of identification of coronavirus, its entry in India and announcement of lockdown is as under:

Coronavirus (Covid-19) Timeline:

December 31, 2019: China alerted the WHO to several cases of unusual pneumonia in Wuhan, a city of 11 million people. Several of those infected worked at the city's Huanan Seafood Wholesale Market, which was shut down on January 1.

January 7, 2020: WHO officials announced they had identified a new virus and named it 2019-nCoV. It was identified as belonging to the coronavirus family, which includes SARS and the common cold, and spreads via airborne droplets.

January 11, 2020: China announced its first death from the virus, a 61-year-old man who had purchased goods from the seafood market.

January 30, 2020: India's first Covid-19 patient was a 20-year-old medical student who just came back from Wuhan in China - was reported in Kerala's Thrissur district. On the same day, WHO declared the coronavirus a global emergency of international concern as the death toll in China jumped to 170, with 7,711 cases reported in the country. At this point, more than 7500 cases were reported in 20 countries of the world.

February 4: India cancelled existing visas for Chinese and foreigners who had visited China in the last two weeks as the death toll in China exceeded that of the 2002-03 SARS outbreak.

February 11: WHO announced that the disease caused by new coronavirus will be called 'Covid-19'. The new coronavirus was named SARS-CoV-2.

February 19: Test results of India's first Covid-19 patient came negative and she was discharged from the Thrissur Medical College Hospital.

March 11: The World Health Organization declared Covid-19 a pandemic, which is defined as "an epidemic that has spread over several countries or continents, and most people do not have immunity against it". At this point, more than 1,21,000 people were infected and over 4,300 died globally.

March 12: India reported first fatality due to Covid-19 after a 76-year-old man from Kalburgi, Karnataka, died. India also banned entry of foreigners and suspended all visas from March 13 to April 15.

March 22: Upon a call by Prime Minister Narendra Modi, a 14-hour voluntary lockdown called 'Janata Curfew' was observed in India.

March 25: A nationwide lockdown was imposed till April 14, with only essential services kept out of its purview. India reported 606 cases and 10 deaths.

The 2019 novel coronavirus (2019-nCoV) or the severe acute respiratory syndrome corona virus 2 (SARS-CoV-2) as it is now called, rapidly spread from its origin in Wuhan City of Hubei Province of China to the rest of the world. Till now, 10,87,27,061 corona virus cases have been reported worldwide. The death toll so far is 23,94,018 and 8,07,36,058 people have recovered. In India, 1,08,92,550 cases have been reported as of today. The death toll is reported to be 1,55,588 and 1,05,98,709 people have recovered.

The central as well as state governments have taken various measures to curb the spread of the virus. The general public is made aware using different media and being educated on what to do and what not to do. Primarily, few things are being emphasized upon; not to go out if not necessary, washing hands with soap frequently, wearing mask, maintaining social distance etc.

Stock Market in India

Stock market is a place where buyers and sellers, purchase and sell the shares, bonds etc. It provides the platform where one can trade in securities and derivatives. The Bombay Stock Exchange (BSE) is the oldest stock exchange in Asia. The National Stock Exchange (NSE) is the largest stock exchange in India. To start trading in the stock market one needs to have Demat and Trading account with the broker who is registered as a brokerage firm or Depository Participants (DPs). The person interested in trading also need to have one linked bank account for smooth flow of money to and from.

The number of new dematerialized accounts, or demat accounts, opened during financial year 2020 was the most in 10 years at 4.9 million, a 22.5% increment from the 4 million demat accounts opened in the last year, demonstrated information from the Securities and Exchange Board of India. The total demat accounts toward the end of financial 2020 remained at 40.8 million, up from 35.9 million on 31 March 2019.

Zerodha, a discount broker witnessed a huge rise in account openings to the extent of 100 per cent from pre-lockdown levels. Its Founder & CEO, Nithin Kamath said “We attribute this to the fact that people working for homes had a bit of extra time, which they used to reconfigure their personal finance.”

Another broker Upstox also reported doubling of average daily orders even as its cumulative customer base went up about 30 per cent since the beginning of the lockdown. Shrini Viswanath, Co-founder and CTO of Upstox said “As much as 75 per cent of the newly-registered customers were in the age group of 18-35 years, while a similar proportion dialled in from tier-2 and tier-3 cities, indicating better financial awareness in smaller cities”.

Stock investors mostly dealt in large-caps even though these stocks performed at par with broader market because for many of them stock market was completely new and they did not want to take chances.

B Gopkumar, MD & CEO of Axis Securities said “Our study showed people are sticking to large-caps. About 80-85 per cent of customers are not moving out of this segment.”

These new trends helped stockbrokers, especially full-service players rack in more revenues from delivery trades. Gopkumar said “We do not make money on intraday and F&O trade. It has a very small weight. The rise in delivery volumes in cash market has been a driver of profitability.”

The nationwide lockdown led to pay cuts, job losses and closure of businesses which made it difficult for policymakers and business executives but it turned out to be a blessing in disguise

for broking houses. As they witnessed a surge in trading volumes and client additions which resulted in better revenue growth.

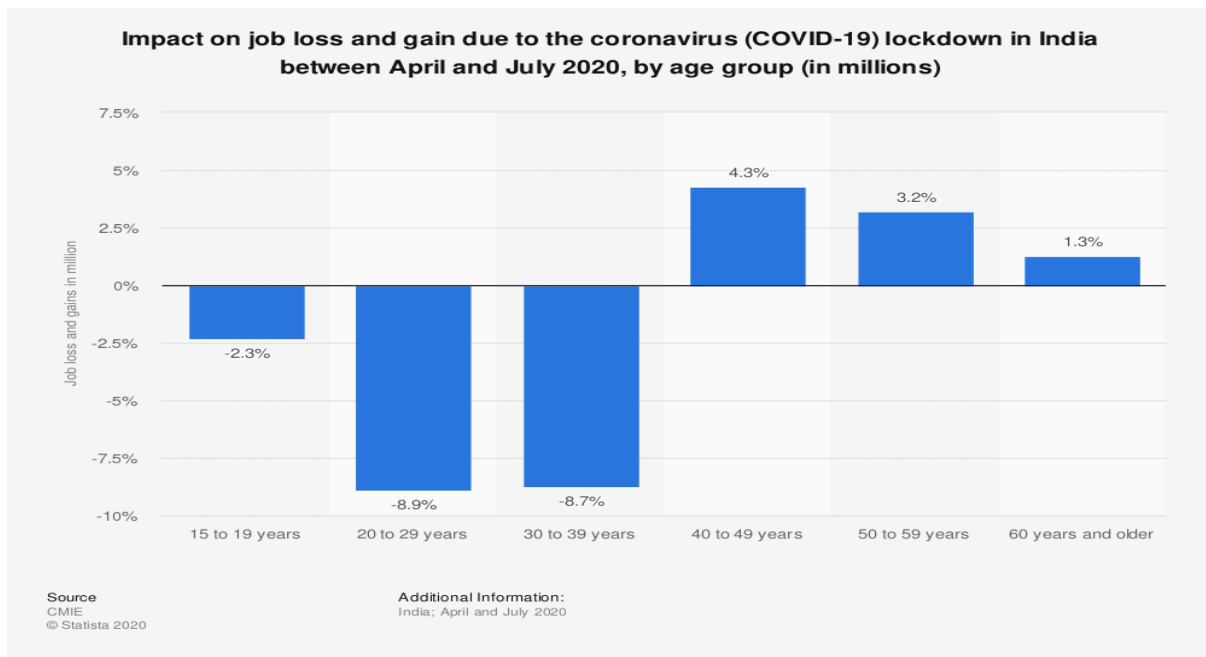
3. Reasons for increase in Retail Investors in Stock Market

Nationwide Lockdown - Stay Home Stay Safe

Due to Covid-19 the government was forced to impose lockdown in an attempt to prevent the spread of virus. Therefore, people had to stay at home unless there was any medical emergency or their work related to essential services specified by the government. During lockdown many people found plenty of free time which some people used to learn new things, reorganize themselves and rethink their investments among others. Low interest rates in fixed deposits and other avenues prompted many to take up new avenues such as stock market to try to get better returns. Many youngsters who could not attend college or university due to lockdown resorted to learning stock market basics and opened demat and trading accounts to start trading with the savings they have.

Loss of Employment

As many as 41 lakh youth in the country lost jobs due to the COVID-19 pandemic while construction and farm sector workers account for the majority of job losses according to a joint report by the International Labour Organization (ILO) and the Asian Development Bank (ADB).



As it can be seen in the chart, there is more loss than the gain in jobs during lockdown. Majority of the people who lost jobs were in the age group of 20-29 and 30-39 years. Many businesses such as Food services, Tours and Travel, Recreation, Hospitality, Real estate etc took a steep fall in the business and therefore many just shut down their operations and some just closed down as overhead expenses were impossible to meet. Hence, people working with these sectors had to lose their jobs. Among them those who had savings were attracted to stock market to try their fate there and opened the required accounts with the brokerage firms to start trading.

Low Returns in other Investment Options, Higher Liquidity and Entry with small amounts

As compared to other investment options intelligent and careful investment in equity can earn very good returns for the investors. Apart from this, stock trading also provides higher liquidity that is one can get in and come out of market easily when one thinks they have got what they had expected. It also allows starting trading with small investments. It is not necessary that one needs to have huge sum of money to invest in stock market. One with smaller amounts can also invest in stock market. Day-trading is also available to those who want to buy and sell the shares on same day.

Availability of good stocks at low prices

Sensex dropped 3,936 points from 25,981 in March 2020 due to the coronavirus-induced lockdown which heavily hit the financial markets. All the sectoral indices ended in red with banks and financial indices tumbling the most. The recovery of Sensex began in April 2020 on the back of government introduced stimulus measures. However, it remained between 30,000 and 40,000 for most of the months of 2020. On December 4, 2020 Sensex crossed the 40,000 mark and went further ahead. During this journey when market saw a steep dip many stocks from A-Group which people normally regard to as safe investments were available at very good prices and many new investors lured into buying them in expectation to get very high returns when markets would improve.

Availability of Various Stock Trading Platforms

Telecom revolution in India has taken place and number of smartphone users is only rising. Mobile internet penetration is also high and therefore it is becoming easy for people to study and learn new things from Youtube videos and other sources. Even brokerage firms also provide tutorials on how to learn and do stock trading for beginners. Advent of mobile apps to do stock trading has made the whole stock market available in the hands of the people. They can easily buy and sell the shares using these very user-friendly mobile apps. It has also increased confidence in the people in trading. Gradually people are less preferring call and trade option provided by the brokerage firms. They either use their desktops, tablets or smartphones for doing trading. Thus, ease of stock market trading has also driven people to stock markets.

Ease of Account Opening

During lockdown and even after starting of phased unlocking people avoid going out unless it is necessary. But now-a-days most of the brokerage firms now have online account opening facility. One just needs to fill in required details in the online form, upload photo, ID and Address proof, pay registration fees and that is it, and the account is opened. One can deposit the money for trading and can start trading. Thus ease of account opening without having to visit the broker branches physically also made it easy for people to get into stock market.

4. Conclusion

The corona virus has deeply impacted all classes of people in some or the other manner. Almost every sector is affected badly in the wake of Covid-19 and the stringent measures taken by the governments to curb the spread of the virus. However, stock market of India after initial dip in March 2020 saw rise in number of new retail investors. Those who were inert have become active and there are others who have opened their accounts for starting investing or trading. In the study it was found that nationwide lockdown and loss of employment were the reasons due to which people had time to reorganize, rethink and learn new things, take risks. Other reasons

were possible higher return in the stock market, if trading or investment is done carefully, compared to other available investment avenues in view of low interest rates, availability of good stocks at low prices due to dip in March and expectation of good returns when markets would improve. The other important reason is availability of easy and user-friendly trading platforms which supports seamless trading activity from anywhere. There could be other underlying reasons also which may have induced people to turn to stock markets.

5. References

1. <https://economictimes.indiatimes.com/markets/stocks/news/how-lockdown-triggered-an-influx-of-new-investors-to-equity-market/articleshow/76190321.cms?from=mdr>
2. <https://economictimes.indiatimes.com/news/economy/indicators/41-lakh-youth-lose-jobs-in-india-due-to-covid-19-pandemic-ilo-adb-report/articleshow/77613218.cms?from=mdr>
3. <https://home.kpmg/xx/en/home/insights/2020/04/india-government-and-institution-measures-in-response-to-covid.html>
4. <https://indianexpress.com/article/india/coronavirus-covid-19-pandemic-india-timeline-6596832/>
5. <https://www.hindustantimes.com/business/from-26-000-to-50-000-tracing-sensex-s-journey-to-record-high-in-last-10-months-101611218209011.html>
6. <https://www.livemint.com/news/india/new-demat-accounts-at-record-high-in-fy20-as-retail-investors-took-to-equities-11588336872289.html>
7. <https://www.who.int/news/item/27-04-2020-who-timeline---covid-19>
8. <https://www.worldbank.org/en/news/feature/2020/06/08/the-global-economic-outlook-during-the-covid-19-pandemic-a-changed-world#:~:text=Businesses%20might%20find%20it%20hard,by%20almost%208%25%20in%202020.>
9. <https://www.worldometers.info/coronavirus/>

SPORTS SECTOR – NO EXCEPTION TO THE IMPACT OF COVID19

Mr.B.Vincent Raju, Sports Manager, SJPS

Miss. V.S.Sasha Jessica, Student, SJMHSS

Abstract

COVID 19 is one of the dreadful diseases that the world has witnessed since its existence. The virus originated from Wuhan province of China spread like a wild fire throughout the globe and devastated the various spheres of life. It affected all the countries and all the areas. The sports industry which contributes to the global economy in a significant manner was not an exception to the impact of the Wuhan Virus. This research work explores the effect of the virus on the sporting and its allied industry.

Keywords: Economic depression, Fantasy Sports, Tourism, Obesity

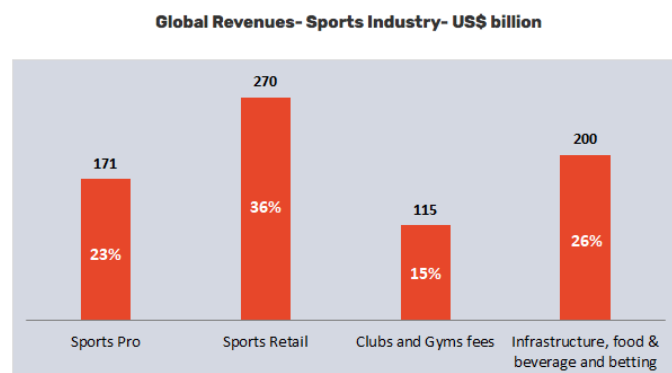
1. Introduction

One of the major contributor and influencer of any economy and social development is the sports sector and it was no exception in facing the struggles of COVID 19. Games, tournaments and even Olympics are being cancelled, delayed or postponed. Social and physical distancing measures, lockdown of business, schools and overall social life have disrupted many regular aspects of everybody's life; teams, athletes, coaches, league owners, broadcasters, advertisers, sports fans by the outbreak of the deadly corona virus. The impact happened, challenges put forth, effective measures as a solution to the pandemic are highlighted in this paper.

2. The impact of the pandemic on sports industry

The Wuhan virus rippled the world's health, tourism, educational, financial and commercial institutions and the sports ecosystem is no different. Every aspect of the sports industry, ranging from match preparation to fan experience has been ravaged by the ongoing pandemic.

2.1 Economy : The global value of the sports industry is estimated at US\$756 billion annually during 2020. In the face of COVID-19, millions of jobs are therefore at risk globally, not only for sports professionals but for those in related retail and sporting services industries like travel, tourism, infrastructure, transportation, catering and media broadcasting.



Source: Sports Value

2.2 Trade : The borders sealed does not allow import and export of raw materials as well as finished products. The domestic sporting goods industry export nearly accounts for 60 per cent

of the total output. The government records indicate that the total toys, games, and sports requisites export stood at US\$ 417.43 million in FY19 and reached USD 356.05 million in FY20 till January 2020. However, sealed national and international border in the wake of pandemic and consequent stall on exports, with stakeholders either cancelling or indefinitely postponing their orders, has had a grave bearing on the sporting goods industry. Since India does not have capability to manufacture the raw material used for sports goods alone and the industry relies on imports from China for materials such as PVC and PU material for the manufacturing of footballs, leg guards, gloves, cotton polyester linings, stitching thread, feather for shuttle cocks, etc., it has become extremely difficult for the industry to procure the same due to international lockdowns and the cost of raw materials has also increased due to shortage of supplies

2.3 Fantasy sport: Globally as a precautionary measure, most of the events were cancelled or postponed to 2021. The business of fantasy sports has grown drastically over the past decade in India. Fantasy sports is a game format where participants create virtual teams using real-world players from more than one team, which are scheduled to play in a league or a match. The participants are awarded points based on the performance of the players in the real-world match or tournament. The organization of live sports events is the prerequisite for a fantasy sport platform. With live sports being halted, the business of fantasy sports platforms dwindled as there were no participants who could play.

2.4 Tourism Industry: Sport tourists include visitors to a destination for the primary purpose of participating, viewing or celebrating sport. Sports events attracts participants as well as the supporters. Many sporting events were cancelled during the havoc created by the pandemic. Wimbledon has been canceled for the first time since World War II. All Champions League and Europa League matches have been suspended. The NBA season is also suspended until further notice. Also some events has been postponed; UEFA postponed Euro 2020 until the summer of 2021. Olympic and Paralympic Games were also postponed to 2021. As a result of COVID 19, the international tourism industry was expected to dip by 20% to 30%, roughly estimated to be between US\$300-450 billion.

2.5 Home Fitness Equipment Growth: One of the most prominent impact is the physical inactivity of children and adults as well. People are compelled to stay indoors. The obese people are more vulnerable to the Wuhan virus as pointed by many researchers. Ming Q. Xiang et al. investigated the relationship between physical activity and mental health. There is a significant relationship between them, and hence physical activities at home are considered to improve the mental wellness. Sportspersons as well as common man were under pressure to maintain their fitness under their own roofs, to reschedule their training risking their health and losing professional sponsors who may not support them after their initial agreement. Researchers have found that the challenge of maintaining physique through exercising at home helped to overcome psychological issues during the pandemic, even though they faced negative perception initially. With the lockdown restrictions on people began to buy more home fitness equipment. Due to the change in consumer behavior and people becoming more health conscious, the demand for treadmills, elliptical, and stationary bikes, athleisure, activewear and fitness gear products like dumbbells, push up bars, belts, cycles and yoga mats surged during the lockdown and is expected to continue to grow post-COVID. For instance, Decathlon, a multi-sport equipment store recorded a 2000% increase in sales of resistance bands, 200% increase in the sales of cross-trainers and elliptical machines, 35% increase in sales of yoga mats and a 30% increase in demand for dumbbells. Further, products for cycling, fitness cardio, yoga and running were among the top ten most purchased products.

2.6 Social Cohesion: There is a strong relationship between social cohesion and sporting activities as suggested by C. Yip. But during the pandemic, the social cohesion is lost. The sporting events had brought people together. Hence it fosters communication between generations and communities. Many communities that thrived on sports dwindled. The affinity that it brought between people of differences became void. It is difficult to rebuild relationships.

3. Conclusion

COVID-19 has brought in a wave of challenges and opportunities for the sports sector. While several events have been cancelled or postponed, the technological advancements have helped generate viewership and engagement through E-sports. On occasions traditional sports and E-sports have worked together to organise events with real-world players participating in online competitions representing their teams, which were streamed live and well-received. This speaks for the tremendous growth potential should the sports and gaming industries work in tandem. This is also indicative of the immense potential of sports which has found ways to continue to entertain even during such difficult times.

References

1. <https://www.unwto.org/news/international-tourism-arrivals-could-fall-in-2020>
2. Kaur, H., Singh, T., Arya, Y. K., & Mittal, S. (2020). *Physical Fitness and Exercise During the COVID-19 Pandemic: A Qualitative Enquiry*. *Frontiers in psychology*, *11*, 590172. <https://doi.org/10.3389/fpsyg.2020.590172>
3. Mohammad, S., Aziz, R., Al Mahri, S. et al. *Obesity and COVID-19: what makes obese host so vulnerable?*. *Immun Ageing* *18*, 1 (2021). <https://doi.org/10.1186/s12979-020-00212-x>
4. Petrakis, D., Margină, D., Tsarouhas, K., Tekos, F., Stan, M., Nikitovic, D. Tsatsakis, A. (2020). *Obesity - a risk factor for increased COVID-19 prevalence, severity and lethality (Review)*. *Molecular Medicine Reports*, *22*, 9-19. <https://doi.org/10.3892/mmr.2020.11127>
5. Xiang, M. Q., Tan, X. M., Sun, J., Yang, H. Y., Zhao, X. P., Liu, L., Hou, X. H., & Hu, M. (2020). *Relationship of Physical Activity With Anxiety and Depression Symptoms in Chinese College Students During the COVID-19 Outbreak*. *Frontiers in psychology*, *11*, 582436. <https://doi.org/10.3389/fpsyg.2020.582436>
6. Calvin Yip, Sisira Sarma, Piotr Wilk, *The association between social cohesion and physical activity in Canada: A multilevel analysis*, *SSM - Population Health*, Volume 2, 2016, Pages 718-723, ISSN 2352-8273, <https://doi.org/10.1016/j.ssmph.2016.09.010>.

REBOOTING INDIAN ECONOMY? REASONS BEHIND THE INDIAN STOCK MARKET ARE BOOMING WHEN COVID 19 HIT INDIAN ECONOMY.

Gohil Pankita Dilavarsinh
Assistant Professor,
M.K. College of Commerce, Bharuch

Dr. Sandipkumar G. Prajapati
Assistant Professor,
Department of Commerce and Business Management,
Faculty of Commerce,
The Maharaja Sayajirao University of Baroda, Vadodara

Abstract:

Contrary to popular notion, stock markets have repeatedly demonstrated since the 1929 Great Depression that their performance isn't linked to macroeconomic and business fundamentals. When the worldwide economy is sinking thanks to the pandemic shutdown stock markets (capital markets) are booming; allowing those at the highest of the economic pyramid to make wealth when billions of individuals are losing theirs. The World Bank said in its 'Global Economic Prospects' report of June 2020 that the planet economy was facing its worst recession since war II which the expansion was expected to shrink (negative) by 5.2% in 2021. It also acknowledged that "the largest fraction of economies experiencing declines in per capita output since 1870".

On Monday, 23 March, two days before the nationwide Covid-19 lockdown was imposed, the 30-share Bombay stock market Sensex had closed at 25,981 points. But now, with the pandemic still raging, the Sensex touch 51,780.22 points on 09th February 2021— an all-time high.

Keywords: - COVID 19, Retail/Individual Investors, Retail Trading, Financial Markets.

Introduction:-

The World Bank said in its 'Global Economic Prospects' report of June 2020 that the planet economy was facing its worst recession since war II which the expansion was expected to shrink (negative) by 5.2% in 2021. It also acknowledged that "the largest fraction of economies experiencing declines in per capita output since 1870". It projected the US economy to shrink by 6.1% in 2020 which of India by 3.2% in FY21. (Most developed economies, including the US, count their financial years from January 1 to December 31; India counts its fiscal year from April to March and hence the difference in marking the present year). Yet the grim reality has escaped stock markets, apart from an initial blip in March.¹

Stock market booms while economy sinks:

On June 18, 2020, a US-based think factory, Institute for Policy Studies released its analysis of stock exchange data saying that the US billionaire wealth surged to \$584 billion, or 20%, during the pandemic, between March 18 (rough starting date of the pandemic shutdown) and June 17, 2020 - when most economic restrictions were in situ. The report, which analyzed stock exchange performance, said during an equivalent period, 45.5 million Americans had filed for

¹ Retrieved from <https://www.businesstoday.in/current/economy-politics/indian-economy-economic-growth-stock-market-investors-equities-covid19-pandemic-coronavirus/story/408626.html> as on 10/2/2021

unemployment. within the half-moon (January to March 2020) \$6.5 trillion in household wealth had vanished. The US GDP tanked to a negative 4.8% within the half-moon, the primary negative reading since Q1 of 2014.

Scrutiny of stock exchange data shows, between March 18 and June 17 the US's NASDAQ Composite rose by 41.8%, and therefore the S&P 500 - the highest 500 stocks - went up 27%. An identical situation is clear in India. Business Today magazine's latest issue (July 12, 2020) provides startling information. Describing the market rallies during the pandemic lockdown as "a lot of bull", it drew attention to 3 things: (i) India's economy is projected to shrink (negative) 6.8% in FY21, consistent with the SBI's projections (World Bank projected a shrink by 3.2%) (ii) Growth in Q4 of FY20 was slowest in 11 years at 3.1% and (iii) early corporate results showing sharply shrinking top lines and bottom lines. Even as it happened within the US, the Indian stock exchange has rallied through the lockdown after an initial dip in March, driven by a couple of stocks. Between - March 23rd (national lockdown started from midnight of March 24-25) and June 12, Business Today said, 10 stocks accounted for 75% of the increase.

The top three stocks - RIL, HDFC, and Infosys - added Rs 6.3 lakh crore to their market capitalization between March 23 to June 12 and accounted for 43% of the increase "despite a comparatively poor show within the March quarter (January-March 2020)". RIL, for instance, reported its steepest drop (of 39%) in quarterly profit in a minimum of a decade (at Rs 6,348 crore) as its refining business took success thanks to the collapse of petroleum prices. Its FY20 net income was Rs 39,880 crore.

Literature Review:-

(Ortmann, 2020) How do retail investors answer the outbreak of COVID-19? We use transaction-level trading data to point out that investors significantly increase their trading activities because the COVID-19 pandemic unfolds, both at the extensive and the intensive margin. Investors, on average, increase their brokerage deposits and open more new accounts. the typical weekly trading intensity increases by 13.9% because the number of COVID-19 cases doubles. the rise in trading is particularly pronounced for male and older investors and affects stock and index trading. Following the 9.99%-drop of the Dow Jones on March 12, investors significantly reduce the usage of leverage.

(Papadamou, 2020) We investigate the consequences of a google trend synthetic index concerning coronavirus, as a composite indicator of searching term and theme, on the implied volatility of thirteen major stock markets, covering Europe, Asia, USA, and Australia regions by using panel data analysis alongside several model specifications and robustness tests. Increased search queries for COVID-19 not only have an immediate effect on implied volatility but even have an indirect effect via stock returns highlighting a risk-aversion channel operating over pandemic conditions. We show that these direct and indirect effects are stronger in Europe relative to the remainder of the planet. Moreover, during a PVAR framework, a positive shock on stock returns may settle down google searching about COVID-19 in Europe. Our findings suggest that google based anxiety about COVID-19 contagion effects results in elevated risk-aversion available markets. Understanding the links between investors' decisions over an epidemic crisis and asset price variability is critical for understanding the policy measures needed in markets and economies.

Discussion:-

Did the delinking happen now?

It has been acknowledged that the Indian stock markets had discounted massive economic shocks of demonetization and GST that derailed the economy in 2017, and bank failures (PMC,

Yes Bank), NBFC crisis (IL&FS, DHFL), and growing NPAs within the subsequent years that prevented the economy from bouncing back.

The upward trend within the stock markets continues amidst the trade war against China. Amid rising clamor to boycott Chinese goods, imports from China are delayed at Indian ports, which the Minister for Micro, Small and Medium Industries Nitin Gadkari objected to saying that this may harm local businesses that have already purchased these goods. much more critical is that such hold-ups may impact the production of key COVID-19 drugs redeliver and favipiravir and other life-saving drugs in India, resulting in country-wide shortage and endangering the lives of many Indians. India imports two-thirds of its active pharmaceutical ingredients (APIs) and formulations from China.

Some experts suggest that the delinking of stock markets happened in recent times (2015, consistent with one). But this delink was evident during the huge market crash of 2008 and earlier in 2000-01 when the dot-com bust happened. Globally, this breakdown has been evident since the 1929 Great Depression. that's nearly 100 years of historical evidence.

Reason for the market boom:

Why stock markets are booming when economies are burst isn't unknown. For one, it's an excellent deal to try to do with liquidity infusion. In the US, the Federal Reserve System has not only the reduced rate of interest to close zero (0.25%) to make more liquidity but also decided, as a part of its stimulus, to shop for corporate bonds from the open market (quantitative easing). That the latter means public money getting used to prop private interest isn't something that modern economics despises. there's more support waiting. Should there be a market crash; more taxpayers' money would be plowed in to guard private investors, as happened during the good Recession of 2007-08.

In India, it happens even without massive crashes of the 2007-08 proportion. it's no secret that each time market falls sharply, the govt instructs public sector undertakings just like the LIC and SBI to step in quickly, buy stocks and boost "market sentiment". That this rush job is potentially dangerous for these PSUs escapes attention. for an additional , it's the lure of gambling. Making a fast buck through speculative activities (betting) is an old human vice.

But lowering the rate of interest to close zero within the US further incentivizes people to borrow money virtually freed from cost to take a position available markets. this is often one reason why the US stock exchange has made a swift recovery. With the Federal Reserve System watching their back, it's fun to bet within the stock exchange . Stock traders know the Fed will protect the long-term profitability of massive corporations with taxpayers' money.

In India, the RBI has been reducing headline interest rates. Though it's not reached near zero yet (repo rate is 4%), it's generated additional liquidity of Rs 8.1 lakh crore. Most of it's being parked within the RBI's reverse repo account, reflecting the futility of liquidity infusion. On June 26, Rs 6.35 lakh crore was parked during this account. On many occasions in May, the reverse repo deposits had crossed the Rs 8 lakh crore mark. Nobelist Joseph Stiglitz has been stinging in his criticism of the speculative activities available markets.

In his 2019 book 'People, Power, and Profits', Stiglitz writes: "In some ways , the stock exchange is simply an upscale person's casino. And while gambling may afford some short-term pleasure, money simply moves from one person's pocket to a different one. The gambling - and short-term trading - don't make the country richer or more productive, and it often ends in bitter tears on the part of one party or the opposite ." thereto extent, stock exchange activities are a game during which some gain at the value of others. Why does the sport never end at some point?

Conclusion:-

It needs no elaboration that stock exchange bubbles build-up when the link with the real economy (macroeconomic and business fundamentals) is broken. Valuation of stocks reaches irrational highs, resulting in an eventual crash (unless timely rescued with taxpayers' money). aside from low-interest money, more people join the sport , bringing in fresh money to stay the sport going. One leading Indian economist once remarked that stock markets are the most important Ponzi schemes around.

We recognize that these conclusions have a broad bush character and there's much room for further investigations into the relative importance of voluntary social distancing efforts and government restrictions, also as studies that seek to quantify the role of restrictions. there's also much room for research into the stock exchange reactions to fiscal and monetary policy actions during the 2020 pandemic.

Reference:

1. Afkhami, M., Cormack, L., & Ghoddusi, H. (2017). *Google search keywords that best predict energy price volatility. Energy Economics, 67, 17-27.*
2. Andrei D., & Hasler, M. (2015). *Investor Attention and Stock Market Volatility. The Review of Financial Studies, 28(1), 33-72*
3. Baker, S. R., Bloom, N., Davis, S. J., & Terry, S. J. (2020b). *Covid-induced economic uncertainty (No. w26983). National Bureau of Economic Research.*
4. Baker, M., & Wurgler, J. (2007). *Investor sentiment in the stock market. Journal of Economic Perspectives, 21(2), 129-152.*
5. Chen, H. Y., & Lo, T. C. (2019). *Online search activities and investor attention on financial markets. Asia Pacific Management Review, 24(1), 21-26.*
6. Dimpfl, T., & Kleiman, V. (2019). *Investor pessimism and the German stock market: Exploring Google search queries. German Economic Review, 20(1), 1-28.*
7. Hamid, A., & Heiden, M. (2015). *Forecasting volatility with empirical similarity and Google trends. Journal of Economic Behavior & Organization, 117, 62-81.*
8. Mondria, J., Wu, T., & Zhang, Y. (2010). *The determinants of international investment and attention allocation: Using internet search query data. Journal of International Economics, 82(1), 85-95.*
9. Ortman, R. P. (2020). *COVID-19 and investor behavior. Finance research letters, 37.*
10. Papadamou, S. F.-I. (2020). *Direct and indirect effects of COVID-19 pandemic on implied stock market volatility: Evidence from panel data analysis.*
11. Retrieved from <https://www.businesstoday.in/current/economy-politics/indian-economy-economic-growth-stock-market-investors-equities-covid19-pandemic-coronavirus/story/408626.html> as on 10/2/2021
12. Vozlyublennaia, N. (2014). *Investor attention, index performance, and return predictability. Journal of Banking & Finance, 41, 17-35.*
13. Whaley, R. E. (2000). *The investor fear gauge, The Journal of Portfolio Management, 26(3), 12-17.*
14. Zhang, D., Hu, M., & Ji, Q. (2020). *Financial markets under the global pandemic of COVID-19. Finance Research Letters, 101528.*

STRESS MANAGEMENT OF EDUCATORS IN ARTS AND SCIENCE COLLEGE AT CHENNAI

Dr. K. SELVI, M.COM., M.B.A., M.Phil., Ph.D.,

Associate Professor, P.G Department of Commerce, Justice Basheer Ahmed Sayeed College For Women, Teynampet, Chennai - 600 018.

S. M. JASIMA PARVEEN, M.COM., M.B.A., M.Phil.

Research scholar, P.G Department of Commerce, Justice Basheer Ahmed Sayeed College For Women, Teynampet, Chennai - 600 018.

Abstract,

Modern life is mingled with stress. Everyone has to face stress in their daily life of achieving their goals. Stress occurs in the situation when the person is not able to achieve their objectives even though they are having their capability and those Stress leads to physical and psychological weight down. It is much healthier to stop stress than to manage it. The purpose of this study is to identify the reason for their stress, result of the stress, strategic techniques to handle the stress and also guide to prevent stress. The study is constructed from the primary data and secondary data. A Convenience sampling technique and percentage analysis method is used. The study suggests people with time managing, forecasting, life fulfillment, updated information and flexible to the challenging conditions always free from stress.

Keywords: Consequences of stress, Causes of stress and coping strategies of stress.

Introduction

A lot of research has been conducted in stress over the past years and number of the theories at the back, it is now developed and established; others are still analyzing and debating. Every day educators are facing stress in this challenging world, they may experience stress in meeting the academic demands, Student behavior, completion of syllabus on time and managing the home affairs, etc. Financial needs, emotional frictions, competition at work and an increased workload can also cause bigger reason of stress.

Stress is mutually encouraging and depressing, depending on each individual's view. The people who are stressed should not be necessarily treated as harmful. An optimal amount of stress can always act as a stimulator or motivator such as stress help the people to apply their efforts and complete the work. But a high level of stress can be a serious threat to the personality traits of the individual and it can cause physiological and psychological problems. Stress means strain occurs from the disagreement between our peripheral surroundings and us, by controlling the stress, Educators and Institutions can be managed more efficiently.

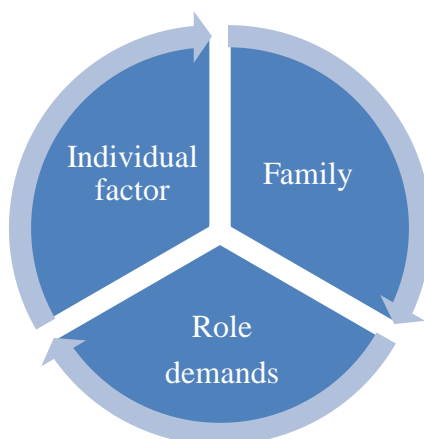
Objectives for the study

- To identify the causes of stress
- To assume the consequences of stress
- To analyze the coping strategies of stress

Need for the study

Managing stress is very difficult nowadays. This study will give an idea about the factors causing the stress and highlight the methods of lowering stress by providing stress management strategies to the Educators.

Factors of Stress



Limitations of the study

- There can be some differences from the original point of view of the respondents in filling up the questionnaire.
- The scope of the study is restricted to the Educators in Arts and Science colleges in Chennai city only.

Percentage analysis of respondent's profile:

Particulars		No. of respondent	Percentage
Age	25-30	29	36
	31`-40	24	30
	41-50	16	20
	51`-58	11	14
Marital Status	Single	15	19
	Married	65	70
Family Type	Nuclear	56	70
	Joint	24	30
Educational Qualification	Net/Set	28	35
	M.Phil.	32	40
	Ph.D	20	25
Institution Type	Aided	32	40
	Management	48	60
Designation Type	Associate Professor	28	35
	Assistant Professor	52	65
Experience	Less than 7 years	25	31
	8-15 years	15	19

	16-30 years	30	38
	Above 31 years	10	12
Income Level (In Rupees)	Less than 20,000	25	31
	21,000 to 50,000	38	47
	51,000 above	17	22
Travelling Distance	Below 10km	39	49
	11-20 km	29	36
	Above 20 km	12	15

Findings of the sources of Stress based on questioner:

- 44% of the respondents consider the stressful aspect as narrow due to over workload
- 31% of the respondents say that they get anger due to student's behavior
- 56% of the respondent agrees that the stress factors are frequently shared to their
- Colleagues
- 82% of the respondents think that the stress factors are affecting their work negatively
- 33% of the respondent judge that portion completion pressure creates stress
- 62% of the respondents never think about continuing at present regular work due to research work
- 54% of the respondent considers that all the sources, 'i.e.' (higher designation,
- increased responsibility, perusing Ph.D.) gives them stress
- 56% of the respondent considers that family situations and absenteeism cause their stress
- 15% of the respondent say stress occurs due to reach the college from a far distance
- 84% of the respondent is clear about the goals and objectives of their job
- 21 % respondent says poor working conditions give stress
- 56% of the respondents sometimes have sufficient time to complete their work
- 83% of the respondents feel psychological problems (absent mind, Anxious, Angry) while facing stress
- 72% of the respondents feel psychical problems (sweating, nervous, body pain, breathing problems) while facing stress.

Conclusion

A large percentage of educators have more stress. Educators facing the stress in College caused by academic problems in the form of decreased motivation, absenteeism, insufficient updated knowledge, etc. As a remedy for the above said educators facing stress are advised to attend stress management techniques which help them to build stress coping strategies. The stress management techniques may consist of-

- Entertainment Programs, Faculty Development Program to guide them to have time management, academic planning and positive outlook towards work and Inter-Personal skill development programs;
- Providing Faculties trips, Meditation classes, Relaxing holiday (making them spend their quality times with their family);
- Making them to realize excessive tea or coffee or cigarette is not answer to stress, advising them to get minimum six hours of sleep per day, etc.,

The working environment should be advanced to make the staff work more updated, The management should try to satisfy the demands of the employees requirements, The management

should take extra care like providing them good atmosphere like Proper lighting, ventilation, Canteen facility, hygienic washrooms, water facility, etc. in order to prevent Stress of the Educators.

References

1. www.sodhganga.com
2. www.rechearchsolar.com
3. www.inflibnet.com

IMPACT OF COVID -19 ON HIGHER EDUCATION IN INDIA

Mrs.V.Sumathi,

Ph.D.,Research Scholar,

PG & Research Department of Commerce,

Urumu Dhanalakshmi College, Kattur,Trichirappalli-620 019,

Affiliated to Bharathidasan University.

Dr.S.Elango,

Associate professor,

PG & Research Department of Commerce,

Urumu Dhanalakshmi College, Kattur,Trichirappalli-620 019,

Affiliated to Bharathidasan University.

ABSTRACT

Education is defined more innovatively today as compared to what it was centuries ago when teaching originally began. There was a period, a timeline when education was a privilege that only a few could afford or something that you would dedicate your entire life to pursuing. The true democratisation of learning came with the printing press era; this model by Gutenberg built the bridge through which learning was delivered in a manner that helped create and develop the most brilliant minds and along with it there was also a development of a whole new era of education. In time this model, in collaboration with the industrial era led to a renewed version of education, i.e., building spaces for schools, classrooms, segmentation into batches by age and location, periodically scheduled exams, and more; hence creating the foundation of what we call the modern education system. The spread of pandemic Covid-19 has drastically disrupted every aspects of human life including education. It has created an unprecedented test on education. In many educational institutions around the world, campuses are closed and teaching-learning has moved online. Internationalization has slowed down considerably. In India, about 32 crore learners stopped to move schools/colleges and all educational activities brought to an end. Despite of all these challenges, the Higher Education Institutions (HEIs) have reacted positively and managed to ensure the continuity of teaching-learning, research and service to the society with some tools and techniques during the pandemic. This article highlights on major impacts of Covid-19 on HEIs in India. Some measures taken by HEIs and educational authorities of India to provide seamless educational services during the crisis are discussed. Due to Covid-19 pandemic, many new modes of learning, new perspectives, new trends are emerged and the same may continue as we go ahead to a new tomorrow. So, some of the post Covid-19 trends which may allow imagining new ways of teaching learning of higher education in India are outlined. Some fruitful suggestions are also pointed to carry out educational activities during the pandemic situation.

INTRODUCTION

On March 11, 2020 World Health Organisation (WHO) declared Covid-19 as a pandemic. Covid-19 has affected more than 4.5 million peoples worldwide (WHO). In India, the first affected case of Covid-19 was detected on 30 January 2020 in the state of Kerala and the affected had a travel history from Wuhan, China (Wikipedia). In India, the first death was reported on March 12, 2020 and the nation observed Janta Curfew for a day on March 22, 2020.

India again observed 14 hours Janta Curfew on March 24 to combat the Coronavirus pandemic and assess the country's ability to fight the virus. Then, the 1st phase of lockdown was announced by the Prime Minister on March 25, 2020 for 21 days. Monitoring the effects of the virus, Indian Government has been extending the lockdown period in different phases and the lockdown 5.0 was declared on April 30 which is effective from 1st June to 30th June 2020. In all the phases of lockdown starting from lockdown 1.0 to lockdown 5.0, the educational institutions throughout the nation have never got any relaxation to start their educational activities. Thus, pandemic Covid-19 impacted significantly on the education sector. According to the UNESCO report, Covid-19 has affected nearly 68% of total world's student population as per the data taken during 1st week of June 2020. Outbreak of Covid-19 has impacted about 1.2 billion students and youths across the globe by school and university closures. Several other countries have also implemented localized closures impacting millions of additional learners. In India, more than 32 crores of students have been affected by the various restrictions and the nationwide lockdown for Covid-19 (Wikipedia). Most Governments around the world have temporarily closed educational institutions in an attempt to control the spread of the pandemic Covid-19. This worldwide closure has impacted drastically the world's student population. Governments around the world are making efforts to diminish the immediate impact of closure of educational institutions particularly for more vulnerable and disadvantaged communities and trying to facilitate the continuity of education for all using different digital modes of learning. According to a survey report of the Ministry of Human Resource Development (MHRD), Government of India, conducted on higher education it was observed that there are 993 universities, 39931 Colleges and 10725 stand-alone institutions listed on their portal, which contribute to education (DNS Kumar, 2020). Even though the country has been adapting to the new-age learning, but there still lies an obstacle in achieving entire success as only 45 crore people of our total population of the country have access to the internet/e-learning. The people residing in rural areas are still very much deprived of the technologies and therefore hampering the cause of online education. The Covid-19 pandemic taught the entire society on how necessity is the mother of invention by allowing educational institutions to adopt online learning and introduce a virtual learning culture. The pandemic has been steering the education sector forward with technological innovation and advancements. The pandemic has significantly disrupted the higher education sector. A large number of Indian students who are enrolled in many Universities abroad, especially in worst affected countries are now leaving those countries and if the situation persists, in the long run, there will be a significant decline in the demand for international higher education also.

OBJECTIVES OF THE RESEARCH

- Impact of Covid-19 on higher education sector.
- Various emerging approaches of India for higher education.
- Enlist post Covid-19 trends of HEIs
- Put few suggestions for continuing educational activities of HEIs facing the challenges created by Covid-19.

RESEARCH METHODOLOGY

Various reports of national and international agencies on Covid-19 pandemic are searched to collect data for current study. As it is not possible to go outside for data collection due to lockdown, information are collected from different authentic websites, journals and e-contents relating to impact of Covid-19 on higher educational system of India.

IMPACT ON HIGHER EDUCATION

Pandemic Covid-19 has severely affected the total educational system of India as well as the globe but some of the most impacted areas of higher education of India are as pointed below.

1. Destabilized all educational activities: Outbreak of Covid-19 has compelled lockdown in every sector including education. The institutions got closed with cease of educational activities and created many challenges for the stake holders (Pravat, 2020a). So, the various activities like admission, examinations, entrance tests, competitive examinations conducted by various boards/schools/colleges/ universities are postponed. Many entrance tests for higher study got cancelled which created a great challenge in the life of a student of higher education. The primary challenge was to continue teaching learning process when students, faculties and staff could no longer be physically present on the campuses. The obvious solution for the institutions was to depend on online teaching learning. However, within a relatively short time, HEIs have been able to provide support to the students through online modes. Covid-19 has accelerated adoption of digital technologies to deliver education. It encouraged all teachers and students to become more technology savvy. The HEIs have started conducting orientation programmes, induction meetings and counselling classes with the help of different e-conferencing tools like Google Meet, Skype, Youtube live, Facebook live, WebEx etc. to provide support services to the students. This initiative has taken to create an effective virtual environment of teaching learning and to create motivation among students for online activities. The teachers and students improved the use of electronic media for sharing information by making use of WhatsApp, Google drive, Telegram, Twitter etc. (Pravat, 2020b). They have been sharing important documents with the group members and creating online local repository also. Students are advised to submit the scanned copies of the assignments to the institution through email. Institutions have also started receiving internship reports and projects through email during the lockdown for Covid-19.

2. Mixed impact on Academic research & Professional Development: Covid-19 has both negative and positive impacts on research. If we take the negative side, it has made impossible for researchers to travel and work together with others nationally and internationally. Some joint research work or project work are made complicated to complete. Some scientific laboratory testing/research work could not be conducted. If we look at the positive side, academicians got much time to improve their theoretical research work. Academicians got acquainted with technological methods and improved their research. Webinars and e-conferences became normal methods for sharing expertise among students and academicians around the globe with similar issues. They could get much time to concentrate on professional development by doing research and to improve knowledge by sharing ideas through webinars and e-conferences. They enhanced their technical skill and could get the scope for publishing articles in journals, publishing books in this free time.

3. Severely affected the educational assessment system: Most of the external examinations have been postponed and almost all the internal assessments have been cancelled. The cancellation of assessments has negative impact on students' learning. Many institutions have been managing the internal assessments through online mode using different digital tools but the postponement of the external assessments, has a direct impact on the educational and occupational future of students' life. This uncertainty has created anxiety among students as they are stuck in the same grade/class without promotion. Similarly, many students who had appeared final/board examinations would suffer a lot as by the time they get their certificates, it might be too late for them to apply for the forthcoming academic year in other countries due to lockdown.

4. Reduced employment opportunities: Many entrance tests job recruitments got cancelled which created negative impact with a great challenge in the life of a student of higher education. The Indians who have been doing their jobs abroad became upset of their job withdrawal also. In India, there is no recruitment in Govt. sector and fresh graduates are in pressure of fearing

withdrawal of job offers from corporate sectors because of the pandemic situation. Many students may lose their jobs from India and overseas. The pass out students may not get their job outside India due to various restrictions caused by Covid-19. All these facts imply towards increase of unemployment rate due to this pandemic. With increase of unemployment situation, the interest for education may gradually decrease as people struggle for food rather than education (Pravat, 2020b).

EMERGING APPROACHES OF INDIA FOR HIGHER EDUCATION DURING COVID-19

Many challenges are created by Covid-19. The HEIs have responded positively and adopted various strategies to face the crisis during the pandemic. The Government of India has also taken number of preventive measures to prevent spread of pandemic Covid-19. The MHRD and University Grants Commission (UGC) have made several arrangements by launching of many virtual platforms with online depositories, e-books and other online teaching/learning materials, educational channels through Direct to Home TV, Radios for students to continue their learning. During lockdown, students are using popular social media tools like WhatsApp, Zoom, Google meet, Telegram, Youtube live, Facebook live etc. for online teaching learning system. ICT initiative of MHRD (e-Broucher- <https://mhrd.gov.in/ict-initiatives>) is also a unique platform which combines all digital resources for online education (Pravat, 2020a). UGC has released Guidelines on Examinations and Academic calendar in view of COVID-19 pandemic and subsequent lockdown on 29th April, 2020 (UGC notice). All terminal examinations have been postponed and shifted to July 2020 and suggested commencement of classes from August 2020. UGC has also prepared complete calendar for the academic session 2020-2021 with new dates keeping in view of the lockdown. Some of the digital initiatives of UGC & MHRD for higher education during COVID-19 are pointed as below:

e-GyanKosh (<http://egyankosh.ac.in/>)

e-GyanKosh is a National Digital Repository to store and share the digital learning resources which is developed by the Open and Distance Learning Institutions of India. Items in eGyanKosh are protected by copyright, with all rights reserved by Indira Gandhi National Open University (IGNOU).

Gyandarshan (<http://www.ignouonline.ac.in/gyandarshan/>)

Gyandarshan is a web-based TV channel devoted to educational and developmental needs for Open and Distance Learner. A web-based TV channel devoted to educational and developmental needs of the society

Gyandhara (<http://ignouonline.ac.in/Gyandhara/>)

Gyandhara is an internet audio counseling service offered by IGNOU. It is a web radio where students can listen to the live discussions by the teachers and experts on the topic of the day and interact with them through telephone, e-mail (gyandhara@ignou.ac.in) and through chat mode.

Swayam

Swayam provides Massive Open Online Courses (MOOCs) with 140 universities approved credit transfer feature. Swayam Prabha provides high quality educational programs through 32 DTH channels transmitting educational contents. e-PG Pathshala (<https://epgp.inflibnet.ac.in/>) is for postgraduate students. Postgraduate students can access this platform for e-books, online courses and study materials. The details of these three digital platforms are described by the author in the previous paper (Pravat, 2020b).

e-Adhyayan (e-Books)

e-Adhyayan is a platform that provides 700+ e-Books for the Post-Graduate courses. All the e-Books are derived from e-PG Pathshala courses. It also facilitates play-list of video content.

e-Pathya (Offline Access)

e-Pathya is one the verticals of e-PG Pathshala which is software driven course/content package that facilitates students pursuing higher education (PG level) in distance learning as well as campus learning mode. It also facilitates offline access.

National Digital Library of India (NDLI) (<https://ndl.iitkgp.ac.in/>)

NDLI is a repository of e-content on multiple disciplines for all kinds of users like students (of all levels), teachers, researchers, librarians, library users, professionals, differently-abled users and all other lifelong learners. It is being developed at Indian Institute of Technology Kharagpur. It is designed to help students to prepare for entrance and competitive examinations, to enable people to learn and prepare from best practices from all over the world and to facilitate researchers to perform inter-linked exploration from multiple sources. It is a virtual repository of learning resources with a single-window search facility. It is also available to access through mobile apps.

e-Yantra (<https://www.e-yantra.org/>)

e-Yantra provides hands on experience on embedded systems. It has about 380 Lab and made 2300+ colleges benefited.

FOSSEE (<https://fossee.in/>)

FOSSEE is short form for Free/Libre and Open Source Software for Education, which is developed to promote open source software for education as well as professional use.

Virtual Labs (<http://www.vlab.co.in/>)

Virtual Labs has developed web-enabled curriculum based experiments designed for remote operation. It has over 100 Virtual Labs consisting of approximately 700+ web-enabled experiments which are designed for remote-operation. It provides remote-access to Labs in various disciplines of Science and Engineering. These Virtual Labs caters to students at the undergraduate level, post graduate level as well as to research scholars.

e-ShodhSindhu (<https://ess.inflibnet.ac.in/>)

e-ShodhSindhu is a collection of e-journals, e-journal archives and e-books on long-term access basis. It has 10,000+ e-journals, 31,35,000+ e-books. It provides access to qualitative electronic resources including full-text, bibliographic and factual databases to academic institutions at a lower rate of subscription.

Shodhganga (<https://shodhganga.inflibnet.ac.in/>)

Shodhganga is a platform for research students to deposit their Ph.D. theses and make it available to the entire scholarly community in open access. The repository has the ability to capture, index, store, disseminate and preserve Electronic Theses and Dissertations submitted by the researchers.

VIDWAN (<https://vidwan.inflibnet.ac.in/>)

VIDWAN is a premier database and national research network which has profiles of scientists/researchers and other faculty members working at leading academic institutions and other Research & Development organisations in India.

National Educational Alliance for Technology (NEAT)(<https://neat.aicte-india.org/>)

NEAT is an initiative for skilling of learners in latest technologies through a Public-Private partnership model between the Government (through its implementing agency AICTE)

and the Education Technology companies of India. It brings the best technological products in education pedagogy on a single platform for the convenience of learners.

SAKSHAT (<https://sakshat.ac.in/>)

SAKSHAT is one Stop Education Portal for addressing all the education and learning related needs of students, scholars, teachers and lifelong learners. The portal provides the latest news, press releases, achievements etc related to Ministry of HRD. So one can visit SAKSHAT to know the world of online learning.

New Trends of Higher Education after Covid-19:

Change is inevitable which has been forced upon the society due to Covid-19. The opportunities created by the pandemic Covid-19 will lead towards a better tomorrow. Tomorrow will be a new morning which will entirely be in our own hands. New technologies will certainly challenge the traditional paradigms such as classroom lectures, modes of learning and modes of assessment. The new trends will allow the education sector to imagine new ways of teaching learning and some trends may be pointed as below.

1. Encourage personalised learning: Learning may not be confined to classes or to any specific boundaries. Students may be the virtual learners with one teacher leading dozens of students in the new age. The learning modules may be modified to suit different learning styles and the learning contents may come from different sources to meet the learners' aspirations and needs. Students may pursue their learning in the new paradigm as per their choice.

2. Student Attendance may slow down: Many parents may be reluctant to send back their children to schools/colleges suddenly after the end of lockdown. Some poor family parents who have lost their livelihood during the pandemic may not be able to afford the expenditure to send their children to institutions. This may lead to home education for another few months.

3. National and International student mobility for higher study may be reduced: Student safety and well-being issues are important deciding factors for students and their parents for movement to international institutions for higher study. New modes of social distancing will continue for quite some time and may affect on-campus face to face teaching learning. Most of the parents will prefer to find workable alternatives closer to their home and may restrict for less movement within the country due to the pandemic. The international education has also been affected by the crisis. Many international universities have been closed and are delivering all educational activities online. Many international conferences in higher education have been cancelled or turned into a series of webinars. So, the national and international student movement may be diminished.

4. Learning with social distancing may continue. All will maintain social distancing and avoid warm handshake, hug, personal greeting, and intimacy for a long time. Invisible restrictions may constraint the fun & joy of campus life. Sports, Gyms, tournaments may be in low gear for a longer period resulting less physical activities of students.

5. Educational institutions may run with different shifts per day. The need for social distancing may imply lesser students in each class. So, most of the educational institutions may work in different shifts per day which may put more pressure on the teaching and administrative staff of the institution to manage.

6. May raise the gap between privileged and unprivileged students Learners from low-income families and disadvantaged groups are the more likely to suffer as they may not afford high-speed internet connection and required technical gadgets for online learning. It will widen the gap between privileged and unprivileged learners creating inequality.

7. Teaching learning may run with technology. More and more students will depend on technology and digital solutions for teaching learning, entertainment and connecting themselves

with the outside world. Students will use internet technology to communicate virtually with their teachers and fellow learners through E-mail, WhatsApp, Videoconference, Instant message, webinar or any other tool.

SUGGESTION

1. Educators and learners should be trained to utilise online teaching learning process using technology. Policy should be adopted by Government/educational institutions to provide free internet and free digital gadgets to all learners in order to encourage online learning as a result of which people would get engaged and remain safe during pandemic (Pravat, 2020c).
2. Immediate measures are required to lessen the effects of the pandemic on job offers, internship programs, and research projects.
3. Many online learning platforms offer multiple programmes on the same subjects with different levels of certifications, methodology and assessment parameters. So, the quality of programmes may differ across different online learning platforms. Therefore, establishment of quality assurance mechanisms and quality benchmark for online learning programmes must be developed and offered by HEIs in India keeping in view of rapid growth of the online learning platforms
4. If the pandemic Covid-19 continues, new approaches for academic assessment should be adopted by educational institutions. Academic assessment of the students may be done through online mode or through quizzes and small projects.
5. Government should support HEIs to strengthen their resources to run virtual educational activities. Students also need to be supported with better access to internet and technology as most students are unable to afford the facilities. During this pandemic, the HEIs should focus more on virtual educational activities including television, radio and web-based education.

CONCLUSION:

This study has outlined various impacts of Covid-19 on higher education in India. The recent pandemic created an opportunity for change in pedagogical approaches and introduction of virtual education in all levels of education. As we do not know how long the pandemic situation will continue, a gradual move towards the online/virtual education is the demand of the current crisis. UGC and MHRD have launched many virtual platforms with online depositories, e-books and other online teaching/learning materials. Combination of the traditional technologies (radio, TV, landline phones) with mobile/web technologies to a single platform with all depositories would enhance better accessibility and flexibility to education. This would involve upgrading the service platform to enable it to meet the required volume of educational demands of students. All service providers need to be mobilized to provide proper access to the educational service platforms to the disadvantaged groups of population also. Virtual education is the most preferred mode of education at this time of crisis due to the outbreak of Covid-19. The post Covid-19 education seems to be an education with widely accepted online/virtual education which may perhaps be a parallel system of education. This paper has not covered any statistical analysis on impact of Covid-19 on higher education however further in-depth study with statistical research may also be undertaken.

REFERENCES:

1. https://www.ugc.ac.in/pdfnews/1573010_On-Line-Learning---ICT-initiatives-of-MHRD-and-UGC.pdf
2. WHO. WHO Coronavirus Disease (COVID-19) Dashboard. Retrieved on June 3, 2020. from

3. https://en.wikipedia.org/wiki/COVID-19_pandemic_in_India

4. Wikipedia, Education in India Retrieved on May 24, 2020. from

https://en.wikipedia.org/wiki/Education_in_India

5. UNESCO. COVID-19 Educational Disruption and Response. Retrieved on June 3, 2020 from <https://en.unesco.org/covid19/educationresponse>

6. MHRD notice (20 March, 2020). COVID-19 Stay Safe: Digital Initiatives. Retrieved on May 25, 2020. from <https://www.mohfw.gov.in/pdf/Covid19.pdf>

ECONOMIC IMPACT ON COVID-19 IN INDIA

Mrs.V.Sumathi,

Ph.D.,Research Scholar,

PG & Research Department of Commerce,

Urumu Dhanalakshmi College, Kattur,Trichirappalli-620 019,

Affiliated to Bharathidasan University.

Dr.S.Elango,

Associate professor,

PG & Research Department of Commerce,

Urumu Dhanalakshmi College, Kattur,Trichirappalli-620 019,

Affiliated to Bharathidasan University.

ABSTRACT:

The COVID-19 pandemic has resulted in over 1.4 million confirmed cases and over 83,000 deaths globally. It has also sparked fears of an impending economic crisis and recession. Social distancing, self-isolation and travel restrictions forced a decrease in the workforce across all economic sectors and caused many jobs to be lost. Schools have closed down, and the need of commodities and manufactured products has decreased. In contrast, the need for medical supplies has significantly increased. The food sector has also seen a great demand due to panic-buying and stockpiling of food products. In response to this global outbreak, we summarise the socio-economic effects of COVID-19 on individual aspects of the world economy. This pandemic has created new issues for the Indian economy that leads to a severe disastrous impact on the demand and supply side.

INTRODUCTION

The global economy is expected to shrink by over 3% in 2020 – the steepest slowdown since the Great Depression of the 1930s. -----IMF Report.

Coronavirus was first reported in Wuhan, China, in December 2019. Let us first consider what Coronavirus is? COVID-19 is a disease caused by a new strain of coronavirus. 'CO' stands for corona, 'VI' for virus, and 'D' for disease. Formerly, this disease was referred to as '2019 novel coronavirus' or '2019-nCoV.' COVID is a large group of viruses that creates illness. It ranges from the common cold to more severe diseases like Severe Acute Respiratory Syndrome and Middle East Respiratory Syndrome. The new Coronavirus is a special kind of virus that has not been identified in humans so far.

COVID19 LOCKDOWNS:

Phase 1: 25 March 2020 – 14 April 2020 (21 days)

Phase 2: 15 April 2020 – 3 May 2020 (19 days)

Phase 3: 4 May 2020 – 17 May 2020 (14 days)

Phase 4: 18 May 2020 – 31 May 2020 (14 days)

OBJECTIVES OF RESEARCH:

1. To focus on the impact of a pandemic on different sectors of the economy.
2. To focus Developmental Paradigm for India.

RESEARCH METHODOLOGY:

The review uses secondary data. The data is collected through various magazines, newspapers, and government websites for this study. This study focuses on descriptive research design.

India's GDP estimates

The GDP growth in 2020-21 is expected to remain in the negative territory. Economic activity in India was severely impacted by the nationwide lockdown in the last two months. The biggest blow to the economy has come from the slump in private consumption. Consumer durables production has reduced 33% in the March. Electricity consumption has also plunged. Service sector has contracted - passenger and commercial vehicle sales, domestic air passenger traffic and foreign tourist arrivals have slumped in March. However, agriculture sector remained the ray of hope.

Primary sectors of economy

➤ Agriculture

Due to logistical problems following the lockdown tea estates were unable to harvest the first flush. The impact of this on the second flush is not known. The entire Darjeeling tea based tea industry will see significant fall in revenue. Tea exports could drop up to 8% as a result. From 20 April, under the new lockdown guidelines to reopen the economy and relax the lockdown, agricultural businesses such as dairy, tea, coffee, and rubber plantations, as well as associated shops and industries, will reopen.

➤ Petroleum & Oil

The ongoing measures in India to arrest the spread of Covid-19 has severely dented the consumption of fuel in the country, with the growth in consumption of petroleum products falling to an abysmal 0.21 per cent to 213,686 thousand tonne in 2019-20. The growth in India's petroleum demand last fiscal has been the lowest in at least 10 years. In March 2020 alone consumption fell 18 per cent to 16,083 Thousand Tonne as compared to the same month a year ago, fresh data sourced from the oil ministry showed.

Secondary sectors of economy

➤ Manufacturing

Major companies in India such as Larsen and Toubro, Bharat Forge, UltraTech Cement, Grasim Industries, the fashion and retail wing of Aditya Birla Group, Tata Motors and Thermax have temporarily suspended or significantly reduced operations in a number of manufacturing facilities and factories across the country. iPhone producing companies in India have also suspended a majority of operations. Nearly all two-wheeler and four-wheeler companies have put a stop to production till further notice. Many companies have decided to remain closed till at least 31 May. Maharashtra, Hindustan Unilever, ITC and Dabur India have shut manufacturing facilities except for factories producing essentials. Foxconn and Wistron Corp. iPhone producers, have suspended production following the 21 days lockdown orders.

Tertiary sectors of economy

➤ Education

Additionally, concern has been raised about the number of scientific conferences that have been cancelled or postponed. These conferences are the key to scientific research in many disciplines, allowing dissemination of research as well as providing networking opportunities for collaboration and job-seeking. Many conferences have moved online, however these 'virtual conferences' are often not as amenable to networking and a more informal means of scientific communication.

➤ Finance Industry

COVID-19 has impacted communities, businesses and organisations globally, inadvertently affecting the financial markets and the global economy. Uncoordinated governmental responses

and lockdowns have led to a disruption in the supply and demand chain. In addition to the disruption in the supply chain, the capital market sector has also been affected.

➤ **Healthcare**

The COVID-19 pandemic has caused an unprecedented challenge for healthcare systems worldwide. In particular, the risk to healthcare workers is one of the greatest vulnerabilities of healthcare systems worldwide. Considering most healthcare workers are unable to work remotely, strategies including the early deployment of viral testing for asymptomatic and/or frontline healthcare staff is imperative.

➤ **Pharmaceutical industry**

Profound changes to the dynamics of healthcare are likely to ensue, leading to massive investment into disease prevention infrastructure, and the accelerated digital transformation of healthcare delivery. In the US, active pharmaceutical ingredients are imported largely from India (18%) and the EU (26%), while China accounts for 13%.

➤ **Hospitality**

The hospitality and travel industry have perhaps been most hard-hit, with hourly workers facing potential devastating hardships.

➤ **Tourism**

The tourism sector is currently one of the hardest-hit by the outbreak of COVID-19, with impacts on both travel supply and demand. Many parks are now closing to further enforce social distancing as they have in Italy.

➤ **Aviation**

The travel industry is grappling with an unprecedented wave of cancellations and a significant drop in demand amid strict governmental instructions to implement social distancing and the restriction of unnecessary travel.

➤ **Real estate and housing sector**

The real estate industry is facing great uncertainty due to COVID-19. At an individual level social distancing precautions have reduced house views, a key part of the selling process, and both buyers and sellers have to reconsider their plans. Increasingly, sellers are looking for reassurance regarding the health of potential buyers coming to view properties. Some brokers are offering house tours via Skype and FaceTime to minimise the risk of infection propagation.

➤ **Information Technology, Media, Research & Development**

With the WHO raising COVID-19's status to a pandemic, 35 companies and academic institutions are racing to develop an effective vaccine. Social distancing precautions are paramount to the containment effort. Additionally, COVID-19 has left several hospitals in turmoil, having reached maximal capacity. As a result, various countries are turning towards technological solutions, to care for patients and at the same time, minimise the risk of person to person transmission.

➤ **Food Sector**

The food sector, including food distribution and retailing, has been put under strain as a result of people panic-buying and stockpiling on food. This has led to increased concerns about shortages of food products such as long-life milk, pasta, rice and tinned vegetables.

➤ **Sports industry**

COVID-19 is having a significant impact on sporting schedules as some of the world's largest sporting events come to view in 2020. These are but a few examples; golf, tennis, athletics, basketball, rugby, cycling, boxing, snooker and ice-skating fixtures have all faced cancellations and delays in an attempt to curb the spread of disease. Inevitably this will have a significant financial burden, the gravity of which has yet to come to light.

➤ **E-commerce**

In the third week of March, Amazon announced that it would stop sale of non-essential items in India so that it can focus on essential needs. Amazon has followed the same strategy in Italy and France. Walmart-owned Flipkart temporarily suspended some of its services on its e-commerce platform and will only be selling and distributing essentials. BigBasket and Grofers also run restricted services, facing disruptions in services due to the lockdown. Delhi Police began issuing delivery agents curfew passes to make it easier for them to keep the supply chain open. E-commerce companies also look for legal clarity related to what are "essentials". Swiggy and Zomato will not be allowed to function during this extension period.

➤ **Defence**

The Department of Military Affairs led by the Chief of Defence Staff has postponed all capital acquisitions until the coronavirus pandemic recedes. No new major defense deals will be made in the beginning of the financial year 2020-21. While the delivery of S-400 missile systems won't be affected, the delivery of Rafale fighter jets might be.

CONCERN

There are concerns as to where will the government find the funds to fight coronavirus and keep the economy alive. Experts say the task force will have to look in to NPA norms, tax payments and income support to those in the unorganised sectors. A direct cash transfer scheme for the most vulnerable is also being considered, as has happened in other countries.

➤ **Economic danger versus health risk**

In March, Adar Poonawalla, CEO of Serum Institute of India said that "the economic danger of the outbreak was exponentially greater than its health risks". On 29 April, Indian billionaire NR Narayana Murthy said that if the lockdown continues, India may see more death due to hunger than from the pandemic.

➤ **Supply chains and logistics**

Following the lockdown, certain essential supply chains broke down. Although inter-state travel has been banned, it doesn't apply to essentials, and in places like Maharashtra the state police are yet to streamline the process, disrupting supply chains. Government allowed the movement of all essential as well as non-essential goods across the country during the lockdown. The milk and newspaper supply chains are also allowed to function.

➤ **Salaries**

The Prime Minister in March urged businesses and high income segments of society to take care of the economic needs of all those who provide them services. During the live telecast, he also appealed to families to not cut the pay of domestic help. Following the lockdown, the government circulated advisories and directives ordering companies to keep paying employees among other things. The Ministry of Finance issued an Office Memorandum on 23 March 2020. wherever such contractual, the casual and outsourced staff of Ministries/Departments and other organization of Government of India is required to stay at home in view of lockdown order regarding COVID-19 prevention

➤ **Migrant workers and labour force**

Due to the lockdown, daily-wage workers (the urban poor and migrant laborers) were left with no work. At the same time, the lockdown restrictions put a stop on the movement of buses and trains. Large numbers of migrant workers ended up walking back to their villages.

➤ **Lockdown extension**

Following the extension of the lockdown on 14 April, members of the opposition said that there was no mention of a financial package or any steps whatsoever to revive the economy. Modi

however did talk about a re-calibrated opening of the economy. Telangana was the first state to extend the lockdown to 7 May, beyond the national lockdown date of 3 May.

➤ **Suspension of Members of Parliament Local Area Development Scheme (MPLADS)**

The Modi government, in view of the coronavirus pandemic, suspended MPLADS for two years. This action has been called problematic in many ways, including causing a centralisation of power, being anti-federal in nature, and having an affect on local level development and MP influence at micro levels of the society to handle distress. There have been calls for halting the US\$2.8 billion redevelopment of the central vista project in Delhi instead.

Economic Inequity and a Rethink on Developmental Paradigm for India

The Oxford Committee for Famine Relief (OXFAM) report on ‘Income Inequalities in India’, 2019, brought forth some eye-opening findings on asymmetrical developmental paradigm in India. The report mentioned that in 2017–2018, the richest 1 per cent of the population owned 73 per cent of the wealth generated in the country. The wealth of this group increased by ₹20913 billion, which is equivalent to the total budget of the central government in the same year. Richest 1 per cent in the country hold more than four times the wealth held by 953 million (bottom 70% of the country’s population). Six hundred and seventy million Indians who comprise the poorer half of the population saw 1 per cent increase in their wealth in 2017–2018. It is clear that the benefits of development have been claimed by a few people in the society. Stark income inequities in the country explain why a large part of the population which belongs to subsistence sector does not demand anything more than subsistence needs of food and shelter. An economic shock resulting from natural calamity or a pandemic pushes many others back to the subsistence sector. The COVID-19 pandemic has brought forth lopsided development in the country to the forefront. Loss of daily wages has forced a large segment of the society to struggle with hunger, unless a relief measure is provided to them.

CONCLUSION:

With fears of a new recession and financial collapse, times like these call for resilient and strong leadership in healthcare, business, government and wider society. Immediate relief measures need to be implemented and adjusted for those that may fall through the cracks. Medium and longer term planning is needed for how the economy is rebalanced and re-energised following this crisis. This is high time to reset everything as the world has become standstill for a few months due to the outbreak of Covid-19. We all are allowed to rethink, redesign, and restructure everything. If we involve in doing the right things, we may be able to fix challenges in new platforms that can face and bear humankind’s environmental damage, maybe it pollution, self-centered growth or inequality, or concentration of economic power and wealth. However, every crisis brings about a unique opportunity to rethink on the path undertaken for the development of a human being, community and society. The COVID-19 pandemic has a clear message for the Indian economy to adopt sustainable developmental models, which are based on self-reliance, inclusive frameworks and are environment friendly.

REFERENCES:

1. <https://indianexpress.com/article/explained/explained-how-has-covid-19-affected-the-global-economy>
2. <https://economictimes.indiatimes.com/news/economy/indicators/coronavirus-moodyscuts-india-growthforecast-to-5-3-for-2020-on-dampened-domesticdemand/articleshow>
3. <https://journals.sagepub.com/doi/full/10.1177>
4. https://en.wikipedia.org/wiki/COVID-19_lockdown_in_India

EFFECTIVENESS OF REMOTE LOGIN FACILITY DURING COVID-19 PANDEMIC**Dr. Yavana Rani S,**

Associate Professor, CMS BUSINESS SCHOOL, Jain(Deemed to be University), Bengaluru

Dr.N.Muthukumar, Professor, Department of Master of Business Administration,TECNIA Institute of Advance Studies, Newdelhi

ABSTRACT

The coronavirus (COVID-19) eruption is the prime human tragedy across the world, affecting the lives of millions of people. Its impacted on the global economy is vigorous. This paper is intended to provide business leaders with a view on the progressing situation and implications on the consumer as well. Before lockdown work from home created a positive shift in the trend of online shopping. But this could not reside for a long time. The sudden lockdown of 21 days impacted Indian online shopping and marketing trends drastically. Initially, Coronavirus influence on consumer buying behaviour, towards brands and online tools was largely unknown. This paper aims to reflect on different issues and perspectives of online marketing due to COVID-19.

It is still uncertain to predict how the sale for the next few months will be impacting the global community, both personally as well as professionally. This study explores the impact of the epidemic from toilet tissue rolls to baby gear, pet food to many more daily essentials. Many companies managed to operate through social commerce that is marketing by using e-commerce and social media. Forty-six percent of users admitted that social networks are important for information sharing and for making product choices. But results are indicative of the fact that online marketing and shopping will soon go back to normal but the losses and downshift brought by this pandemic are not ignorable.

1.0 INTRODUCTION**1.1 Indian Retail Market**

The Indian retail market is segregated in to unorganized and organized sectors, out of which unorganized sector includes about 13.8 million conventional family-run neighbourhood stores and the organised retail sector with a share of less than 10% (IBEF, 2020; Halan, 2020). The organised sector further includes all organized brick and mortar stores and online shopping sites (Sinha, 2019). Despite the boom in the B2C e-commerce sector in India, the majority of Indian consumers continue to have faith in the neighbourhood brick and mortar stores for shopping as they prefer to touch and feel the products before buying and negotiating discounts over-the-counter. In India, a great majority of B2C e-commerce retailers, draw consumers to shop online by offering various exciting schemes such as discounts, free delivery, buy-one-get-one-free and exchange offers (Srivastava & bagale, 2019; Joseph, 2019). However, many Indian shoppers known to be cost-conscious and conservative as a part of their value system, are generally not attracted to making quick decisions based on promotions and advertisements. Moreover, online shoppers, many-a-times, come across problems concerning product delivery timelines and customer support services (Khare, 2016; Arpana, 2020). Customers' perception of risk toward online web sites is aggravated due to the inferior IT set-up used by several e-tailers, resulting in the hacking of personal information (Retail Economic Times of India, 2020; Staff, 2020).

The situation of the COVID-19 outbreak, made people think, dynamically and timely diagnosis of how families have adjusted their spending and shopping, and what are the characteristics of the households who have responded the fastest and strongest. News media reported that customers collapsed supermarket drops to stock-pile for durable goods (Barr, 2020). This was very much unplanned and sudden set back from businessman to the common man. Every sector and individual has been affected badly by this epidemic. Marketing and shopping trends among customers are also squeezed by this unsure epidemic. If the situation continues for a longer period, it will not be possible for the big giants such as Myntra, Flipkart, Amazon etc. to retain their workforces as they have huge turnover which have come to a complete halt. As per the current status, Coronavirus disease (COVID-19) has infected more than 2.8 million people globally. Since as per the medical science it spreads primarily through contacting the infected person (even through cough or sneeze) or by touching the surface that has a virus on it, so the best way chosen out by the government is to stay at home and stay safe. Initially, this has jumped the number of users of online shopping, globally, but because of delay in order deliveries, this has come to halt after a week. Specifically, in context to India, stay at home has augmented the number of First Time Users (FTUs), earlier who were inhibited to shop online.

COVID-19 Impact on Consumer Behavior

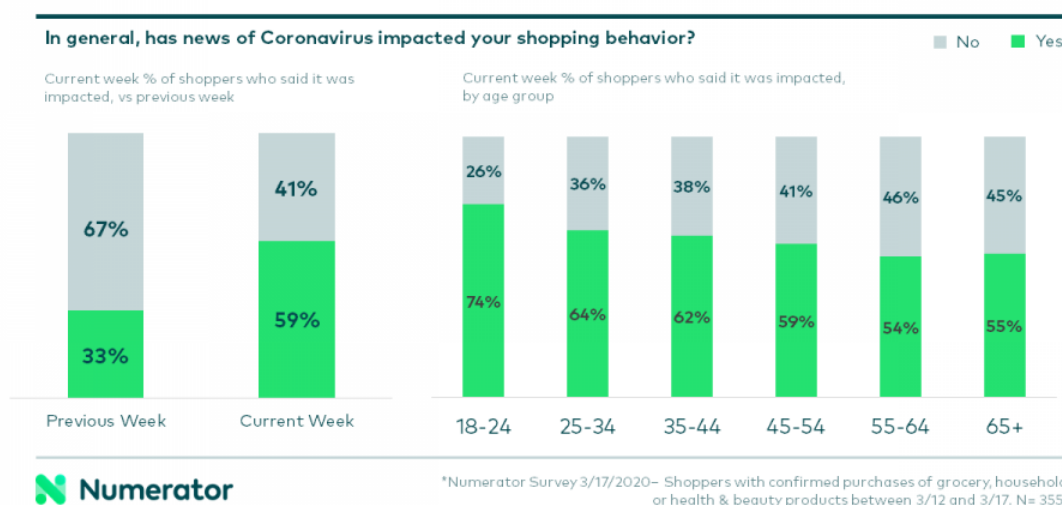


Fig 1: Covid 19 Impact on consumer behaviour.

The present research also relates to the literature done on how crises influence the economy of the world, and policymaker's reactions to those crises. In the outcome of the 2008 Great Recession time, a large literature studied the impact of credit supply shock and securitization led to the financial crisis. This paper is an attempt to join a quickly growing body of work swatting the impact of the COVID-19 epidemic on the economy of the Indian online market proposed a macroeconomic framework for reviewing epidemics. The impact of COVID-19 on stock prices and dividend future reactions to the pandemic, and anticipations of a probable recession due to COVID-19. So, this study is an attempt to identify the impact of this crisis on online shopping platforms and how the changed spending behaviour of customers is going to sustain in the future.

1.2 A shift in the Consumers' Buying behaviour

Empty shelves during COVID 19 have generated severe problems for the consumers. COVID 19 has forced consumers to change the way they preferred to shop. There is an increased shift in consumer buying behaviour from traditional shopping to online shopping. Apart from the augmented number of customers indulging into online shopping shift has been observed in the choice of products being ordered by customers through these online tools. The majority of the customers have started positively ordering more personal care and medical kits rather than ordering fashion products. National Retail Federation (NRF) has surveyed on consumer's shopping behaviour in this epidemic situation and has briefed certain consumer buying behavioral changes as follows:

1. As per the survey results, 9 out of 10 customers have changed their shopping practices.
2. Results are supportive that more than 50% of customers have changed their traditional shopping habits by ordering products online.
3. About 6 out of 10 customers stated that they avoid going to store due to the fear of being infected and ordering necessary goods from online marketing tools.

All these behavioral changes are not permanent but few are going to last permanently. As the society will recover from this survival mode, this digital- online shopping adoption is likely to become permanent. So, in the end, this pandemic situation has been classified into two aspects one is a shift in customer behaviour that avoids public crowded gatherings and second is more inclination towards digital adoption.

2.0. STATEMENT OF THE PROBLEM

Retailing has changed the fortune of several companies across the world. In this booming retail market in India it became inevitable for the companies to learn how to retain their market share as well as to enhance it. With the entry of bigger players, the retail market is getting more and more organized and structured. Competition will soon be very intense. Existing customers generate larger margins and profits (per customer) than the new ones.

3.0 REVIEW OF LITERATURE

Consumer buying behavior was suddenly changed due to countrywide lockdown. It was becoming difficult for the shopkeeper to manage huge crowd who came to purchase essential goods. Consumers were in confused state of mind due to shortage of goods in the market (Patil, 2020). While studying Lockdown effect on retailers (Krishna 2020) observed that, essential items continue to remain a key priority, the consumer behaviour was well captured in retail outlets, which stocked up on these items before the lockdown was announced. Close to three quarters (70%) of consumers reported a preference for purchasing grocery items in person, while around half also opted for home delivery(47%), and 17% relied on curb side pick-up (research released by Adobe). Across all product categories, younger generations and urban residents preferred home delivery while the older generation preferred in-person shopping, with the exception of media for the latter.

(Varun Jain 2020) observed that, 62% of respondents were inclined to visit stores within the first three months post lockdown. This number goes up to 75% in tier II and tier III cities. However, 78% of respondents said their shopping expenditure will decrease while only 6% said they would increase their spending.

While (Abhinav Singh,2020) states that, there is the sluggish growth of the retail segment continues wherein 67 per cent of consumers showed little to no excitement in shopping post the lockdown, citing safety and hygiene concerns. Similarly, (Kumar Rajagopalan, CEO of RAI) states that, most consumers demonstrating hesitation to resume shopping in the coming months,

the retail sector needs the support of all stakeholders to revive sentiment. (DECCAN CHRONICLE published article (2020)(Patil, 2020) also states that consumers were refocused for the application of preventative measures.

Postponing of the purchase decisions. People are postponing purchase decisions in many categories due to uncertainty. This will continue after the immediate threat has dissipated. In China, sales of gold and silver, for example, dropped by 41.1 per cent in January and February 2020, year on year.² There will be a waiting-and-see mentality. It will have an effect on many sectors.

4.0 IDENTIFICATIONS OF RESEARCH GAPS

Through an analysis of relevant published surveys during COVID-19 and an in-depth discussion with few marketing professionals and consumers, this article has analyzed main changes in consumer behaviour caused by the COVID-19 and subsequent lockdown period. Further literature was also explored to find out the reasons of these behavioral changes in consumer decision-making process in times of crisis.

5.0 RESEARCH METHODOLOGY

5.1 Research Objectives

- To study the Impact on consumer buying *Retail product* during to Covid-19.

5.2 Research Design

This report was prepared after collecting data from the economic and past data was arranged from the various studies conducted in last few months and various other records of governments. These data were collected by personal interview with public. For this purpose, questionnaires were prepared in such that all necessary data would be collected. Random Sampling method is adopted. The sample size is 100

6.0 ANALYSIS AND INTERPRETATION

This study was analyzed and examined with the help of the questionnaire. The major findings of the research are explained below:

Variables	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
Huge Price Rise, Online Services, Awareness	0.574 ^a	0.329	0.294	8.120	1.904

Table 1: Multiple Regression Analysis

a. Predictors: (Constant), Huge Price Rise, Online Services, Awareness

b. Dependent Variable: Consumer buying Behaviour

Source: Regression Data

Table 1 reflects that impact of COVID-19 in the areas of huge price rise of products, delayed online services and awareness level of buyers has positive influence as $R=57\%$ and $R^2=32\%$ variation the variables brings towards consumer buying behavior in retail sector. The value of Durbin-Watson=1.904 as we know the test statistics values of Durbin Watson in the range of 1.5 to 2.5 are normally considered.

Table 2: Coefficients

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.201	0.651		6.449	0.000
Awareness	0.108	0.127	0.070	0.853	0.395
Online Services	0.200	0.123	0.133	1.623	0.107
Huge Price Rise	0.302	0.135	0.182	2.241	0.027

a. Dependent Variable: Consumer Purchase Behaviour

Source: Regression Data

Table 2 reveals the beta values of awareness level of buyers, delayed online services and huge price rise of products depicts how significant is the impact on consumer buying behaviour due to COVID-19 pandemic situation in the nation

7.0 FINDINGS AND RECOMMENDATION

7.1 Effect of COVID-19 on Consumer Purchase Behaviour

The pandemic situation changes behaviour of consumer drastically in each and every field of the world. Naturally the purchase behaviour of consumers would change further and influenced by the lockdown in the nation due to lack of availability of products and services in various stores and shops. With respect to this pandemic situation, the consumers have no other option but to depend mainly on online platform to shop and fulfil the necessary requirement for the survival

7.2 Recommendations

The first, most critical element is to ensure business continuity. The show must go on. But remote using retails store in this pandemic period. Key elements of the work culture thus need to adapt too. It requires a multi-faceted effort—one that reaches across the tools and technology that now need to be used to communication policies, ways of interacting and measuring performance.

As the pandemic affects the normal day to day routine of every employee even at some circumstances, the organization need to analyses these newly evolved struggles, hurdles, complication and worries faced by persons. The organization need to revise the existing policies and programs of grocery and ensure whether they are able to fit to these current situations. The organization should provide some new work provisions like work sharing, flexible working time etc. the organization should ensure whether the employee adapt this new transitions and must take steps to adapt it by creating family support programs, recreation facilities and mental health programs.

7.3 Conclusions

COVID-19 is spreading fast across the globe. At the time of writing, the WHO reported cases of COVID-19 in 206 countries with the tragic deaths of more than 40,000 people. The primary focus is necessarily on containment, treating the ill and helping communities cope with the epidemic. Our illustrative scenarios indicate that the potential loss of income in affected countries could be significant, with global GDP declining by up to 3.9%, and developing countries hit the hardest (4% on average, but some over 6.5%). Governments will need to offer significant support to affected businesses and households.

With the ongoing Covid-19 pandemic, many organizations have to rapidly adjust their way of working. It's forcing a digitalization that many companies had spoken about, and perhaps mentioned in their marketing, but are now having to implement at breakneck speed.

Fortunately, the technical aspects of remote work are much easier. Everything from Google docs, Hangouts, Zoom, and Skype for communication, as well as cloud-based process management tools such as Jira, make life significantly easier. However, there is a difference between being technically ready, and being culturally and emotionally ready for this new world. While the initial focus will, of course, be on maintaining your customer relationships and ensuring your business can successfully navigate this new world, it's also critically important to consider the impact on your employees and on your culture.

Whatever the future of digital workplaces may one day look like, it is already true to say that people working from home face some specific challenges:

8.0 REFERENCES

1. *Arpana, D. (2020). A Study on Changing Buying Habits of The Customers Using E-Commerce Platform with Reference to Flipkart. Studies in Indian Place Names, 40(40), 2172-2176.*
2. *Barr, S. (2020). Should Customers Be Stockpiling amid Coronavirus Outbreak?, Independent Digital News and Media, independent.co.uk/life-style/food-and-drink/coronavirus-stockpile-emergency-list-food-hand-sanitiser-panic-buying-a9373061.html.*
3. *Halan, D. (2020). Impact of COVID-19 on Online Shopping in India. retail.economictimes.indiatimes.com/re-ales/impact-of-covid-19-on-online-shopping-in-india/4115*
4. *Joseph, P.T. (2019). E-commerce: An Indian perspective. PHI Learning Pvt. Ltd.*
5. *Khare, A. (2016). Consumer shopping styles and online shopping: An empirical study of Indian consumers. Journal of Global Marketing, 29(1), 40-53.*
6. *Patil, B. (2020, May). Impact of Covid 19 Pandemic on Cosnumer Behaviour. MukT Shabd Journal, IX(V).*
7. *Sinha, P. (2019). In-Store Experiences that Indian Fashion Retailers Need to Create in the Age of Omni Channel Shopping. International Journal of Academic Research in Business and Social Sciences, 9(6).*
8. *Srivastava, R., & Bagale, G.S. (2019). REVIEW OF SHIFT FROM COMMERCE TO E-COMMERCE IN INDIA. Advance and Innovative Research, 305*
9. *<https://www.whatshot.in/bangalore/it-company-employees-work-from-home-31-july-c-21682>*
10. *<https://www.livemint.com/companies/people/lakhs-of-it-employees-likely-to-continue-to-work-from-home-post-lockdown-11587975380458.html>*

IMPACT OF COVID ON DIGITIZATION OF BANKS IN INDIA

Y. Aysha Fathima

Assistant Professor, Sathyabama Institute of Science and Technology . Chennai -119.

Abstract

The banks should acclimate themselves for continued turbulence and uncertainty. Recovery resilience and adaptation is going to be the new normal post pandemic and banks should embrace it and learn to operate with this. They need to serve their consumers by enhancing their own resiliency and efficiency. Despite the many challenges presented by the crisis, it also provides a rare opportunity to reap the benefits of digitalization of banks. The uncertainties of this crisis have increased the customer preference towards digital channels and products. The paper aims to identify the impact of COVID pandemic on digitalization of banks. It also provides recommendations to the banks in India for during and post pandemic.

Keywords: Banking Sector, Digitalization, Covid -19 Pandemic

Introduction

Banking services in India are classified under the essential services list. BFSI had to continue providing their services as usual even during the pandemic and lockdowns. Banking operations such as cash deposits, withdrawals, clearing of cheques, maintaining ATMs had to continue while maintaining the safety precautions. The bank employees have to deal with operational and technical challenges in addition to the risk of exposure to the deadly virus while delivering these services. Similarly bank customers also have to bear with the inconvenience as our banking system is not equipped to face such emergency crisis. The learning from the pandemic emphasizes on digitizing and optimizing the bank's backend operations. This will make banks more adept and resilient during such crisis.

COVID 19 Pandemic and Lockdown

The economies globally have halted due to novel coronavirus as it is spreading rapidly and death rates soaring across the world. In India nationwide lockdown was announced on 24th March 2020 as a preventive measure for the Pandemic. The lockdown got extended and in phases till 31st May 2020. Unlocking was carried out in phases, the first phase began on 8th June 2020. Though the lockdown have reduced the rate of spreading of virus, it resulted in prolonged economic slowdown. The GDP growth during the second quarter of 2020 was -23.9%. Tourism ,Construction , Automobile , Aviation MSME were the worst hit industries in the pandemic. (Financial Stability Report, RBI,2020).

Challenges faced by Banking Industry in COVID-19 Pandemic

COVID-19 pandemic has led to serious issues and challenges in the banking sector. The banks are facing major liquidity crunches as there is increased demand for revolving credit, three months moratorium on repayment of term loans, decrease in savings etc. However RBI has taken measures like reducing the repo rate by 75 basis points to 4.40 per cent, reducing cash reserve ratio to create Rs 3.74 lakh crore liquidity and by increasing the limit for marginal standing facility (MSF) to 3 percent to help BFSI sector to survive the crisis . There is sharp decline in the revenue of the banks as well . Managing client relationship has become difficult as they need to follow a proactive outreach to serve distinctive customers like customers facing temporary financial strains, elderly customers who are accustomed to visit only branches etc. The bankers

have to deliver unique services during such tough times. Difficulty to provide services with limited staff working and physical infrastructure, inadequate digital infrastructure to handle surge in volume are added challenges during pandemic.

Nevertheless banking sector is also facing huge challenges including liquidity , credit risk assessment , non performing assets, Decline in credit demand, Lower deposits and investments growth, Decline in branch-driven sales, Constrained capacity and Restricted capacity (Bagewadi, and Dhingra, 2020). Singh and Badola (2020) made an exploratory study based on the reviews highlighting views of renowned economist, officials from national and international agencies have pointed out few crisis in the banking industry. Mounting bad debts, losing the retail and corporate customers, drop in savings rate, liquidity issues, deposit shocks etc.

Methodology

The purpose of the study is to analyze the current position of the Banking industry amidst this pandemic and to understand the need for digitalization of banks. Researcher has collected reviews from Elsevier journals with search phases such as corona virus or COVID 19, news items between the period of March to December 2020 from news dailies like BBC news, CNN , economic times, live mint, Reports submitted by World Bank, RBI, WTO, Reports submit by individual surveying agencies like Dellolites, Mckinsey and blogs by eminent experts from Accenture, lightups. To form a basis for the study

Coronavirus Pandemic Accelerates Digital Banking

Zink and Stiller (2020) state that though banks are not directly affected by novel corona virus but has consecutively affected. The stability of banks is crucial to keep an economy running. Most consumers are not able to pay for credits and mortgages , Small and medium entrepreneurs are at high risk of shutdown , other industries also have suffered leading to severe blow in the sector. However this adversity comes with a silver lining as for fintech, future is contactless. The war with coronavirus would drive technological advancement in the banking sector. Leor Melamedov (2020) states that coronavirus pandemic is fuelling digital banking . Banks worldwide are taking measures to manage spur in digital banking as they are relying now on online banking, mobile banking and call center services. Post corona pandemic neobanks and fintechs would be the new mantra for banks.

Right measures of the bank would moderate the damage made to the economy and society by the covid crisis. A few implications are made to the bank focusing 4 key areas to focus. Surge in NPAs, Compression of revenues due to rate cuts and collapses in demand has to be anticipated in the present future. Hence banks have to opt for Operating Model Adjustments, Cost Control and Innovation. They have to educate and train the customers for digitalization as the customers wants to shifts to apps and online for their financial needs. (McIntyre et al, 2020). Kummitha (2020) has emphasized penetration of technology during quarantine and lock down and how Chinese government has used technology to control spread of virus. He has also examined the impact of techno- or human-driven approaches and associated benefits and concerns of using technology during lockdown .

There have been references where epidemics and emergencies have spurge use of technology in banking .Tambo (2017) studied the potential use of digital or mobile payment and finance transactions during local and global 2013-2015 and 2015-2016 Ebola and Zika virus epidemics and public health emergency of international concern . Reimbursement, microcredit or insurance inquiries, paying healthcare workers, accepting donations from contributors are identified as potential digital use in epidemics. Manifold increase in digital payments and use of

alternative channels of banking post demonetization. The demonetization in India during November 2016 led to temporary but huge decline in the availability of cash, resulted in spurge of electronic payments and adoption of technology banking (Crouzet et al., 2019).

We can never let such a serious crisis go waste. The bankers have to understand the biggest opportunity lying at the end of the biggest ever lockdown. They have to be more proactive to use the opportunity to achieve greater reach and scale, Jain (2020). In the fall out of the pandemic economic crisis and financial uncertainties, we could foresee spur in the use of technology by the BFSI sector for being more competent. Fin Tech like AI, Cloud computing, Block chains, Stacks would become more prevalent and completely transform the banking sector's way of delivering services. Similarly customers adoption of technological banking would also penetrate new heights

World Bank 2017 global findex report states that India has a huge unbanked population with a tremendous opportunity with increased penetration of mobile and internet can forge ahead technology enabled digital financial inclusion. The banks could focus shifting customers from the brick and mortar branches to digital online channels like internet banking, mobile banking. The banks could reach the unbanked poor and hard to reach customers from correspondent banking and developing digital payment infrastructure. A report submitted by World Trade Organisation (4th May 2020) highlighted the crucial importance of the digital economy. It emphasized the growing e commerce in this pandemic which necessitates the access to online payment solutions. Many countries across the world have removed the restrictions on online payments and digital banks as they have identified this would facilitate commerce and trade amidst this pandemic. They have also reduced or scrapped transaction costs and fees on digital payments and mobile money transfers in order to encourage the use of mobile money in preference to cash. Indian banks have provided fee waivers on IMPS to promote contactless transactions

Post Pandemic Phase: Digitalization

Most banks in India are working for restricted working hours. Hence encourage the use of online banking by sending positive messages reminding them the benefits of online banking. In spite there is surge in usage of online banking services across the world, we still doubt whether there is complete acceptance of the digital mode or consumers are using it as a temporary mindset amid the current pandemic.

A study on impact of COVID on retail banking has revealed consumers are willing to perform all banking tasks digitally. It is inevitable to develop a sound digital platform for business continuity and customer loyalty in today's remote reality (Roy 2020). Digital payments ensure safe buying of essentials from the comfort of their homes. During SARS epidemic in 2003, China launched its digital payments and e commerce. The people are more likely to be digitalized in china during SARS epidemic. Internet and Banking infra structure has to be augmented in order to gain the benefits of digital banking (Xiao and Martin., 2020). Banking Industry is relying on digitalization and has to adapt it in order to function during and post COVID-19 (Byrn ,2020)

Pandemic has also paved way for rise in the adoption of digital payments and has amplified the need for digital currencies. (Auer et al. 2020). Digital payments are the need of the hour and fortunately India has been prepared to take this challenge since a decade. With high penetration of internet and majority of the banks providing internet banking and mobile banking services and booming growth of payment banks, Indian banking Industry can foresee tremendous development post COVID-19(Srinivas,2020) Modes of digital payment from the convenience of their homes through online channels like mobile banking, internet banking, cards, can be used as carrying physical cash poses major risk.(Orcutt, 2020). Shaktikanta Das (2020), governor of RBI urges

Indians to adopt contactless modes of payment like UPI, IMPS, RTGS, Mobile wallets and Net banking in the wake of social distancing as the physical currency could spread the virus.

Post pandemic, the banks have to adapt operating models which are more resilient. Covid-19 will certainly accelerate digitalization and banking industry has to prepped for this new normal. They need to focus on security and privacy concerns of their consumer and build their trust on this mode of banking. There is no room for complacency on cyber security. The banks have to encourage customers to use digital forms of banking. Inclusivity of digital channels is possible only when the customers are confident to use them. Deliver digital banking education to them to facilitate the use of digital banking. The banks have to strive to provide personalized service through digital channel and delight their customers. So that they do not use digital banking only during pandemic but have to convert them in to long term digital adaptation.

Conclusion

Banks should look beyond the pandemic and build operating models which will provide resiliency to the customers to perform their banking operations even in crisis. For long, banks have been driving digital adoption, due to its benefits to them and their consumers. It has penetrated well in few markets than others. This Pandemic has acted as a tool to shift consumer's preference towards the use of digital banking. Restricted working of bank branches, limited operating hours and need for maintain social distancing have compelled a shift to digitalization. Banks should proactively reach out to customers to make them use digital banking.

References

1. *Auer, R and R Böhme (2020): "The technology of retail central bank digital currency", BIS Quarterly Review, March, pp 85–100.*
2. *Auer, R, G Cornelli and J Frost (2020): "Covid-19, cash, and the future of payments", BIS Bulletin, no 3, April. <https://www.weforum.org/agenda/2020/05/digital-payments-cash-and-covid-19-pandemics/>*
3. *Bagewadi.A and Dhingra. B (2020), "Analysis of Banking Sector in India: Post Covid-19", International Journal of Research and Analytical Reviews, Vol7 (3), pp 300-308.*
4. *Byrn Barlow (2020), "The banking sector must adapt to thrive in the post-COVID-19 world" Banking Strategy, Digital and Transformation*
5. *Crouzet, Nicolas, Apoorv Gupta, and Filippo Mezzanotti. 2019. "Shocks and Technology Adoption: Evidence from Electronic Payment Systems." https://www.kellogg.northwestern.edu/faculty/crouzet/html/papers/TechAdoption_latest.pdf.*
6. *Jain N. (2020) , "Coronavirus pandemic a bigger opportunity than a threat for India " The Economic Times , 27 March , Available at https://economictimes.indiatimes.com/markets/stocks/news/coronavirus-pandemic-a-bigger-opportunity-than-a-threat-for-India/articleshow/74843364.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst*
7. *Kummitha, Rama (2020), "Smart technologies for fighting Pandemics: The techno and human driven approaches in controlling the virus transmission" ,Government Information Quarterly. 10.1016/j.giq.2020.101481*
8. *Leor Melamedov, (2020). Corona Virus (COVID 19) and the Banking Industry: Impacts and Solutions. Retrieved from <https://www.lightico.com/blog/coronavirus-covid-19-and-the-banking-industry-impact-and-solutions/>*

9. McIntyre. A, Skan. J, Abott. M, Gordon .F (2020, March 26). *COVID-19: How banks can manage the business impact*. Accenture. <https://www.accenture.com/us-en/insights/banking/coronavirus-banking-rapid-response>
10. Orcutt, M (2020), “No, coronavirus is not a good argument for quitting cash”, *MIT Technology Review*, 12 March.
11. Roy W. Urrico (2020) *Coronavirus Is Already Impacting Consumer Banking: Survey, credit Union Times* <https://www.cutimes.com/2020/03/18/coronavirus-is-already-impacting-consumer-banking-survey/?slreturn=20200414080526>
12. Shaktikanta Das (2020). *RBI presses for digital banking cover against Covid-19 virus* (press release) 16 March available at <https://bfsi.economictimes.indiatimes.com/news/policy/rbi-pushes-digital-payments-in-the-time-of-covid-19/74655639>
13. Singh, J., & Bodla, B. S. (2020), “COVID-19 Pandemic And Lockdown Impact On India's Banking Sector: A Systemic Literature Review”, *COVID-19 Pandemic: A Global Challenge* , Aryan Publications, New Delhi, pp 21-32
14. Srinivas N. (2020 April 22) *Adopting Digital Payments And Remote Banking In The Time Of Covid-19* <https://financialit.net/blog/banking-and-digital-payments/adopting-digital-payments-and-remote-banking-time-covid-19>
15. Tambo, Ernest & K, Adama & Talla, Michel & CF, Chengho & C., Fotsing. (2017). *Digital Technology and Mobile Applications Impact on Zika and Ebola Epidemics Data Sharing and Emergency Response*. *J Health Med Informatics*. 8. 254. 10.4172/2157-7420.1000254.
16. *World Trade Organisation* (2020 May 4) *E-Commerce, Trade and the Covid-19 Pandemic*. https://www.wto.org/english/tratop_e/covid19_e/ecommerce_report_e.pdf
17. Xiao Yan and Martin Chorzempa (2020 May 06) *How digital payments can help countries cope with COVID-19, other pandemics: Lessons from China*. *World Economic Forum*
18. Zink T., Stiller M. (2020), “*Impact of COVID-19 on the European Banking Industry*”, *IDC Perspective - Doc # EUR246178520*

UNLEASHED A REVOLUTION IN EDUCATION ! AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TOWARDS DRASTIC TURN FROM TRADITIONAL TO BLENDED LEARNING.

¹Dr.Leena Jenefa, ²Dr.M.S.R.Mariyappan and ³Dr.K.Logasakthi
^{1&3}Associate Professor & ²Dean

The School of Management, Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi Chennai

Abstract

Globalization , Privatization and Liberalization phenomena changed the entire scenario into new platform called as Covid era. The COVID 19 pandemic changed the world history of education into virtual mode of learning. Blended learning is a pedagogy used in the education sector during COVID 19 pandemic period. This method used by all the education organisation throughout the world to protect the students from the deadly disease. This approach includes the combination of online educational learning with traditional based classroom methods using electronic platform. It requires the face to face interaction in online mode instead of physical presence of both teacher and student. This research paper focused towards instructional technology in blended learning. It is an empirical study and sample selected for this research, were 260 based on convenient sampling methods. The collected primary data were analysed and computed with IBM SPSS v25. The variables of the study were tested using Chi square and Factor analysis.

Keyword: Blended learning, online class room and traditional class room

Introduction

Globalization , Privatization and Liberalization phenomena changed the entire scenario into new platform called as Covid era. The COVID 19 pandemic changed the world history of education into virtual mode of learning. Technology playing a major role in all aspects of life. The electronic gadgets like cell phones, Laptop , Desktop and even high tech watches. All the ages of the people can use these technology by using hand free. The technological innovation helps the students and teachers to use online platform to perform their education in a successful manner like, attending classes, asking doubts to the teachers immediately, sitting for examination, submission of assignment etc. The student can attend the class without any hurdles at any place. This Blended method used by all the education organisation throughout the world to protect the students from the deadly disease. This approach includes the combination of online educational learning with traditional based classroom methods using electronic platform. It requires the face to face interaction in online mode instead of physical presence of both teacher and student.

Review of Literature

Lin, Tseng, & Chiang, (2016) Learning mentality of the Students to attend the class for enriching their knowledge, skills , interest of their needs and wants to obtain from the teacher and from the knowledge environment.This interest creating challenges to the teachers to identify and offer these services to all the students and very difficult to satisfy them.

Dangwal (2017) explained that blended learning provides students to get more information, huge variety of benefits at one platform.The course delivery , content will be deliver by different level of experts from different field can be taught to the students.

Ignatius A.Herman and Leena Jenefa (2019; 2020) Blended learning is a combination of the traditional way of teaching and on-line education through electronic media. The learners and teachers can participate and excel themselves using technology invention. The social media plays an important role in the online education. Innovative technology and advanced electronic gadgets plays an important role in education sector.

Research Methodology

It is an empirical study. The data were collected through primary and from Secondary sources. The primary data were collected through structural questionnaire from different level of respondent like student, Teachers, Administers and Professionals .260 samples were selected from Chennai using convenience sampling method. The data were collected and analysed using IBM SPSS software 25. The secondary data were collected using books, journals, and websites. The scope of the study is limited to Chennai metropolitan city.

Analysis

DEMOGRAPHIC FACTORS

Table 1: Gender

		Frequency	Percent
Gender	Male	90	34.6
	Female	170	65.4
	Total	260	100.0

Source : Primary Data

Inference: From the above table it is noted that ,36.6 percent of the respondents belongs to Male respondents and 65.4 respondents are belongs to Female Respondents.

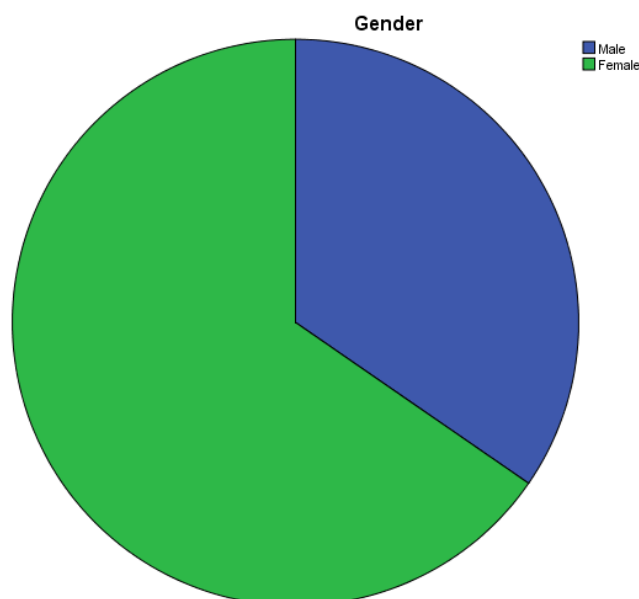


Figure 1:Gender Representation

Table 2: Age

		Frequency	Percent
Age	Below 18 years old	31	11.9
	19 to 25 years old	114	43.8
	Above 26 years old	115	44.2
	Total	260	100.0

Source : Primary Data

Inference: From the above table it is noted that ,11.9 percent of the respondents belongs to Below 18 years old ,43.8 percent of respondents are belongs to 19 to 25 years old ,44.2 percent of respondents are belongs to Above 26 years old.

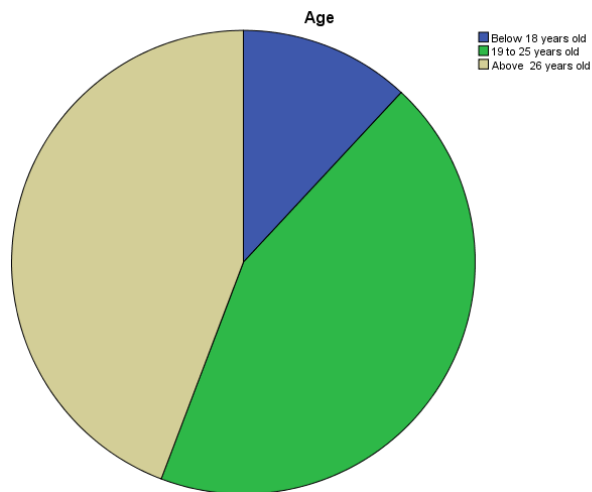


Figure 2:Age
Table 3:Occupation

		Percent	Cumulative Percent
Occupation	Student	46.9	46.9
	Teacher	36.5	83.5
	Administrators	9.2	92.7
	Professional	7.3	100.0
	Total	100.0	

Source : Primary Data

Inference: From the above table it is noted that ,46.9 percent of the respondents belongs to Student ,36.9 percent of respondents are belongs to Teachers ,9.2 percent of respondents are belongs to Administrators and 7.3 percent belongs to Professionals.

Table 4 :Cross Tabulation Between Gender and Age of the Respondents

		Age			Total
		Below 18 years old	19 to 25 years old	Above 26 years old	
Gender	Male	15	28	47	90
	Female	16	86	68	170
Total		31	114	115	260

Source : Primary Data

Inference: From the above table it is noted that ,majority of the respondents are belongs to Above 26years old and among them majority of the respondents are female.

INTERACTION EXPERIENCED WITH STUDENTS AND TEACHERS

Table 5 : Cross Tabulation between Gender and Interaction with other students in this blended learning course

		Interaction with other students in this blended learning course				
		Increased	Some what increased	No Difference	Some What decreased	Decreased
Gender	Male	18	25	21	19	7
	Female	19	74	8	35	34
Total		37	99	29	54	41

Source : Primary Data

Inference: From the above table it is noted that ,majority of the respondents mentioned that somewhat increased in the interaction with other students in this blended learning course

Hypothesis framed

Ho: There is no association between Gender and Interaction with other students in this blended learning course

H1: There is an association between Gender and Interaction with other students in this blended learning course

Table 6: Association between Gender and Interaction with other students in this blended learning course

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.942 ^a	4	.000
Likelihood Ratio	30.576	4	.000
Linear-by-Linear Association	2.210	1	.137
N of Valid Cases	260		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.04.

Source: Computed data

Inference: From the above Table.6 shows that chi- square test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected. Hence, there is a significant difference between Gender and Interaction with other students in this blended learning course.

Table 7 : Cross Tabulation between Gender and Interaction with Teachers in this blended learning course

		Increased	Somewhat increased	No Difference	Some What decreased	Decreased
Gender	Male	52	26	1	7	4
	Female	60	104	0	0	6
Total		112	130	1	7	10

Source : Primary Data

Inference: From the above table it is noted that ,majority of the respondents mentioned that somewhat increased in the interaction with other Teachers in this blended learning course

Hypothesis framed

H₀: There is no association between Gender and Interaction with other Teachers in this blended learning course

H₂: There is an association between Gender and Interaction with Teachers in this blended learning course

Table 8: Association between Gender and Interaction with other Teachers in this blended learning course

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.414 ^a	4	.000
Likelihood Ratio	37.159	4	.000
Linear-by-Linear Association	.067	1	.795
N of Valid Cases	260		

- a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is .35.

Source: Computed data

Inference: From the above Table.8 shows that chi- square test at 5% level of significance p-value is less than the 0.05. So, null hypothesis is rejected. Hence, there is a significant difference between Gender and Interaction with Teachers in this blended learning course.

REASON FOR USING BLENDED CLASS

Table 9: Cross Tabulation between Gender and Reason for attending Blended Class

		Reason for attending Blended Class				Total
		Convenience of not having to come to campus	Flexibility of being able to complete assignments anyplace/anytime	It was the only available option course that fit into my timetable	Job responsibilities make it difficult for me to attend face-to-face classes	
Gender	Male	47	14	14	15	90
	Female	63	42	36	29	170
Total		110	56	50	44	260

Source : Primary Data

Inference: From the above table it is noted that ,majority of the respondents mentioned that Convenience of not having to come to in this blended learning course

Hypothesis framed

H₀: There is no association between Gender and Reason for attending Blended class

H₃: There is an association between Gender and Reason for attending Blended Class

Table 10: Association between Gender and Reason for attending Blended Class using Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.458 ^a	3	.091
Likelihood Ratio	6.520	3	.089
Linear-by-Linear Association	2.129	1	.145
N of Valid Cases	260		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.23.

Source: Computed data

Inference: From the above Table.10 shows that chi- square test at 5% level of significance p-value is more than the 0.05. So, null hypothesis is accepted. Hence, there is no significant difference between Gender and reason for attending in this blended learning course.

Table 11: The satisfaction level of Blended class among learners and instructors in the Education Institute

		The Level of Satisfaction				
		Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
Gender	Male	45	29	6	7	3
	Female	40	104	19	7	0
Total		85	133	25	14	3

Source : Primary data

The Majority of the respondents are satisfied with the Blended class.

Conclusion

The results of the research is to determine the advantages of the blended learning approach showed that those learner performed higher than those in a direct instruction classroom. The research shows that all the students and the instructors are highly comfortable in using advance Technology and utilizing all the resources and they performed better. They are highly satisfied with this blended learning.. Students with higher needs were benefited from the blended classroom.

Reference

1. Allen E., & Seaman J. (2011). *Going the Distance: Online educator in the United States. (Survey). Babson Survey Research Group*
2. Chandra, V., & Fisher, D.L. (2009). *Students' perceptions of a blended web-based learning environment. Learning Environment Research, 12, 31-44.*
3. Compton, L. K. L. (2013). *Preparing language teachers to teach language online: a look at skills, roles, and responsibilities. Computer Assisted Language Learning, 22(1): 73-99*
4. Dangwal, K. L. (2017). *Blended learning: An innovative approach. Universal Journal of Educational Research, 129-136*
5. I. Falconer, and A. Littlejohn, *Designing for blended learning and reuse, Journal of Further and Higher Education, (2007), 31(1), 41-52.*
6. D. R. Garrison and H. Kanuka, *Blended learning: Uncovering transformative potential in higher education, The Internet and Higher Education, (2004), 7, 95-105.*
7. Ignatius A.Herman and Leena Jenefa (2020) "An Analysis of Students satisfaction level on Quality of Education", *Parishodh Journal, Vol 9, Issue 3, pp. 20-28.*
8. Kaur, M. (2013). *Blended learning – its challenges and future. Social and Behavioral Sciences, 93: 612-617.*
9. Leena Jenefa (2019), "Impact of ICT In Human Life-A Real Practice!" *International Journal of Recent Advances in Information Technology & Management, Vol. 3, Issue 1 – 2019. pp1-6.*
10. Leena Jenefa (2018), "Challenges of Women Lecturers! New Paradigm Shift into e-learning mode" *Paradigm Drift in Business Theory And Practices. pp12-20*
11. Lin, Y., Tseng, C., & Chiang, P. (2016). *The effect of blended learning in mathematics course. EURASIA Journal of Mathematics Science and Technology Education, 741-770.*
12. B. Melton, H. Graf and J. Chopak-Foss, *Achievement and satisfaction in blended learning versus traditional general health course designs, International Journal for the Scholarship of Teaching and Learning, (2009), 3(1), 1–13*
13. S. Riffell and D. Sibley, *Using web-based instruction to improve large undergraduate biology courses: An evaluation of a hybrid course format, Computers & Education, (2005), 44, 217-235.*
14. Sharma, P. (2010). *Blended learning. ELT Journal, 64(4): 456-458.*
