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ON
INDIAN BUSINESS IN PANDEMIC TIMES



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ICBM-School of Business Excellence
Hyderabad

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ICBM- School of Business Excellence
Hyderabad

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ABOUT CONFERENCE

The Covid 19 pandemic has brought unprecedented impact on entire humanity. It has taught us to face challenges and be prudent to face the direct consequences of it's adverse impact.

The Indian business community has faced a huge calamity due to the lock down measures adopted by the government to control the spread of this deadly virus.

ICBM SBE, Hyderabad is conducting a one day National level seminar on the Impact of Covid 19 crisis on Indian Business. The aim is to understand the level of inimical impact this pandemic has caused to Indian business and its economy. Broad areas which are considered are the impact on Migrant labor, the adverse consequences on agriculture manufacturing and service sectors, Financial implications of this are catastrophic and has dented the banking, insurance sector and speculation has increased in stock market and commodity markets.

However, this pandemic has also made Business community to be resilient and to customize their approach. Smarter methods of manufacturing, service delivery, work from home, intelligent logistics and smarter supply chain, growth of e - banking and e - commerce, digital marketing, online education, social media etc are to be considered in this conference.

ICBM-SBE has a long-standing tradition of being the host and connect with and amongst researchers every year.

We usually will have our International Conference at our spacious and very modern campus at Attapur, Hyderabad, Telangana.

However, the COVID pandemic challenged us and challenges are not new . Management community is the most prepared for any challenges - including the severe ones like COVID. Doing Business in a post-COVID world is different.

The online dimension of doing business is at the centre.

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We would like to thank Dr. Ritu Zarar, Chairperson, ICBM – SBE for continuous support in organising seminar and making it success. Madam appreciated paper presentors for their presentations and research work in it.



Prof. S. Zarar

Prof. S.Zarar Director/ Principal is great strength in bringing out conference proceedings. We would like to thank Zarar sir for his moral support in completing task successfully.



Prof. Jitender Govindani

We extend our sincere thanks to Prof. Jitender Govindani dean – academics for giving us idea in organising seminar.

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REPERCUSSIONS OF PANDEMIC ON EDUCATION SECTOR

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ABSTRACT

Education is essential for all individuals in order to improve their knowledge, their lifestyle as well their social and economic status throughout their lives. The recent times have brought about an unprecedented transition in the way education was delivered prior to the pandemic . COVID-19 transmits from an infected individual to a healthy individual when an infected person coughs or sneezes. These particles range from larger respiratory droplets to smaller aerosols. The virus has been proven to have a predatory behaviour on the immune systems .

A smattering survey was conducted to grasp a better understanding on how this basic right has been hampered and has had a negative impact towards student's ambition to pursue excellence in the upcoming social and economic scenarios. The study has further enhanced our ability to comprehend the adoption of new technologies and methods to cope up with the changes in pedagogy , examination pattern , stress caused due to increased screen time , inability to access proper textbooks and materials , remissness of practical skills improvement and the reduction in the opportunities to participate in co-curricular activities .

Contrary to the idea that people have in general towards the students' approach for online education. The analysis of the research has brought forward the honest view of the effects of pandemic on the students' performance. Students seek to find better platforms to improvise , adapt and overcome the erratic restriction imposed by the government towards the reopening of educational institutions. People need time to adapt and perhaps modern problems require modern solutions.

Keyword: COVID-19, Repercussions , Effects on student body.

I. INTRODUCTION

The outbreak of Corona Virus in December 2019 from Hunan Seafood Market in China has irked the globe. The global outbreak of coronavirus disease (COVID19) in 2019 is affecting all aspects of human life, including the physical world. The measures taken to control the spread of the virus and the slowdown in economic activity have had a significant impact on the environment. The COVID-19 has shown noxious traits on the human body, it enters a human body through the nose and attacks the healthy cells and deteriorates the whole immune system systematically. However this might not have been all very convenient for the youth pursuing education .

COVID has restricted the access to international destinations to pursue education and hence it has had an adverse effect on the educational sector too along with the students . The young adults aspiring to pursue higher education from better universities to improve their skill set for coping up with the trends in the industry have taken a huge blow amongst the whole COVID facade. Pursuing Bachelors or Masters degrees through the online mode has held back the ambitions of many students. A study showing the effects of COVID-19 on College Students' Mental Health in the United States has observed that in 195 students, 138 (71%) indicated increased stress and anxiety due to the COVID-19 outbreak. They have concluded that there is an urgent need to develop interventions and preventive strategies to address the mental health of college students.

The pandemic has altered the lives of many students across the globe and has created more obstacles in course of liberating the educational sector of it's already existing ones. It has created a hindrance for the less fortunate students and has affected their performance. Employers use educational credentials such as grade point averages and degree categories to analyse applicants, as Piopiunik et al. (2020) demonstrated in their research. As a result, the lockdown is having an impact on the placement of fresh graduates in the labour market. Because of the increase in signal interruptions, new graduates' matching efficiency is dwindling. Students have observed a change in the pedagogy and it has affected their co-curriculum activities too. Many had to give up on plans to pursue education abroad due to the restrictions upheld by the governments to bring the situation in control. And

they had a hard time coping up with developing skills through online channels like Certificate courses, Internships, Webinars etc. while having various technical drawbacks and difficulty in comprehending the theoretical methodology.

II. LITERATURE REVIEW

There is a paradigm shift in the way educators deliver quality education—through various online platforms. The online learning, distance and continuing education have become a panacea for this unprecedented global pandemic, despite the challenges posed to both educators and the learners. Transitioning from traditional face-to-face learning to online learning can be an entirely different experience for the learners and the educators, which they must adapt to with little or no other alternatives available. The education system and the educators have adopted “Education in Emergency” through various online platforms and are compelled to adopt a system that they are not prepared for. (Subedi et al., 2020).

While adapting to the new changes, staff and student readiness needs to be gauged and supported accordingly. The learners with a fixed mindset find it difficult to adapt and adjust, whereas the learners with a growth mindset quickly adapt to a new learning environment. There is no one size-fits-all pedagogy for online learning. There are a variety of subjects with varying needs. Different subjects and age groups require different approaches to online learning (Doucet et al., 2020).

Online learning also allows physically challenged students with more freedom to participate in learning in the virtual environment, requiring limited movement (Basilaia & Kvavadze, 2020). While governments, frontline workers and health officials are doing their best slowing down the outbreak, education systems are trying to continue imparting quality education for all during these difficult times. Many students at home/living space have undergone psychological and emotional distress and have been unable to engage productively. The best practices for online homeschooling are yet to be explored (Petrie, 2020).

The use of suitable and relevant pedagogy for online education may depend on the expertise and exposure to information and communications technology (ICT) for both educators and the learners. Some of the online platforms used so far include unified communication and collaboration platforms such as Microsoft Teams, Google Classroom, Canvas and Blackboard, which allow the teachers to create educational courses, training and skill development programmes (Petrie, 2020).

Lack of parental guidance, especially for young learners, is another challenge, as both parents are working. There are practical issues around physical workspaces conducive to different ways of learning. The innately motivated learners are relatively unaffected in their learning as they need minimum supervision and guidance, while the vulnerable group consisting of students who are weak in learning face difficulties. (Sintema, 2020).

There are economic, social and psychological repercussions on the life of students while they are away from the normal schedule of schools. Many of these students have now taken online classes, spending additional time on virtual platforms, which have left children vulnerable to online exploitation. Increased and unstructured time spent on online learning has exposed children to potentially harmful and violent content as well as greater risk of cyberbullying.

School closures and strict containment measures mean more families have been relying on technology and digital solutions to keep children engaged in learning, entertained and connected to the outside world, but not all children have the necessary knowledge, skills and resources to keep themselves safe online.

Online face-to-face classes (video) is encouraged by most; however, some students (economically disadvantaged) have expressed that the face-to-face online class consumes more data packages. The teachers are in dilemma as to whom to listen to and which tools to adopt. Some think pre-recorded videos could help; however, this would restrict interactions. It is difficult to design a proper system to fit the learning needs and convenience of all students.

COVID 19 has made the economy experience a whole new dimension which has made us believe we have somehow landed in a parallel universe. The educational sector has had a blow in the pandemic and we have observed through a survey the effects of it on the student body. Students have formed a strong opinion against the online mode however there is hope that this pandemic will eventually settle down and life will be back to normal.

III. OBJECTIVES

1. To study the present situation of positive and negative side of Covid-influenced Educational system in general

2. To analyse the situation based on a survey to understand the intensity of the influence of Covid

II. DISCUSSION

According to UNESCO, 63 million teachers were affected in 165 countries. A total of 1.3 billion learners around the world were not able to attend schools or universities, and approximately 320 million learners are affected in India alone. Indian government had announced the lockdown and closure of educational institutions as a logical solution to enforce social distancing within communities. The nationwide lockdown did not have the same effect of the expectations of protection to the students who are from urban and rural areas, very specially the system of our education is the classroom dominated one.

Positive influence of Covid on education system:

- Indian education system got transformed itself into the opportunity of a new from traditional as can be seen from the following points:
- As the teaching fraternity could not give physical notes, on-line materials were developed and kept as a source of permanent record and reference.
- Faculty members could use the services of guest speakers from various fields of industries and other educational institutions, resulting in collaborative teaching and learning
- The unlimited and unrestricted time created a massive rise in teleconferencing, virtual meetings, webinars and e-conferencing opportunities.
- The pandemic resulted in the increase of digital literacy and it induced people of all category to use the ICT tools.
- Learning material and classes were exchanged across the WhatsApp and Facebook platforms, the social medias
- Learners could establish international contact resulting in worldwide exposure
- Online education could save the time of the learners benefiting them with better time management.
- The pandemic season encourage self-learning rather being dependent on faculty or the instructors.

Negative influence of Covid on education system:

The Covid, has, no doubt, created a strong sense of negative impact on the students' learning and some of them are as below:

The assessment and evaluation pattern was totally changed affecting the very purpose of testing

Rural students were stranded with their education due to improper knowledge on the ICT and the cost involved in it such as purchasing labtops, mobiles, data charging etc.,

The face to face learning was missing in the learning process and hence the control over students for the quality learning was not there.

III. SURVEY ANALYSIS

Participants

The research was conducted on a sample of 50 students studying in different universities. The participants varied from the age group of 20-25. All the participants volunteered to provide their honest feedback about the effects of COVID-19 on their educational experience.

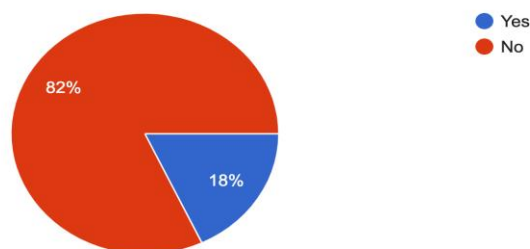
Material

The participants were provided with a questionnaire consisting of 12 questions revolving around the difference between online and offline didactics which might be commonly faced by every student studying in the COVID-19 era. The questionnaire involved questions mostly about the difference between online and offline education systems and their effects on students mental health, time management, skill development, student resilience on the unprecedented transition.

Design and procedure

The study was non-experimental, the study mainly focused on analysing the school of thought of post-pandemic education reflecting on the daily lives of students of different fields. The variables of this research were student satisfaction on the online pedagogy and the performance errors causing distress and anxieties rising towards decreasing employment opportunities and remarkable ineptitude caused due to lack of interest and motivation.

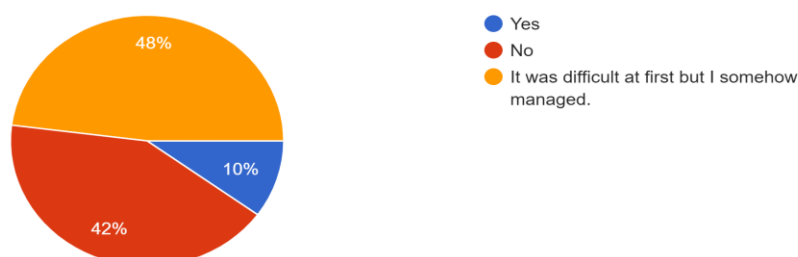
Is online mode of education as constructive as offline mode?
50 responses



RESULTS

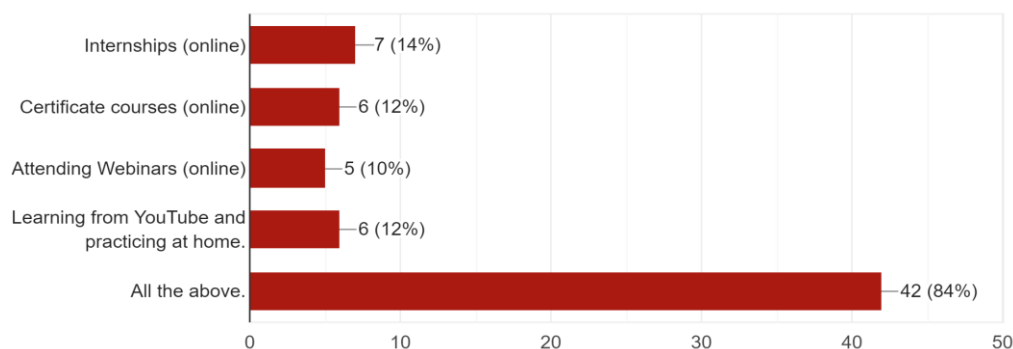
Inference : Majority of the respondents felt that the online mode of education is not as constructive as the offline mode of education was for them . However , 18% of the respondents have found this to be as constructive as the popular offline mode of education .

Were you able to cope up with the transition to online mode easily?
50 responses



Inference: From the results on the question regarding the ‘ease of transition between the modes of education’ , we understand that it has not been an easy transition for the students as 48% have found it difficult but somehow have managed to keep up with the shift , whereas 42% of the students have not been able to cope up at all .

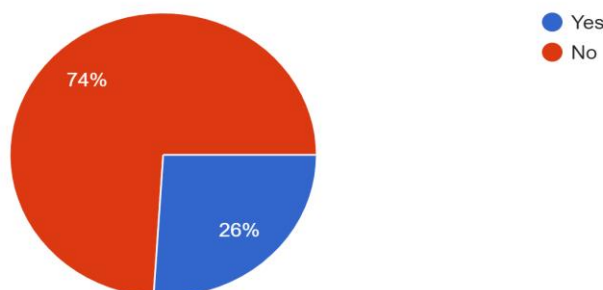
What should a student do to improvise their skillset in the pandemic times
50 responses



Inference: Around 42% of the respondents have emphasised on the importance of learning from other sources such as internships , certificate courses , attending webinars and learning from YouTube to be very helpful in improving their skill sets . 14% of the respondents have voted internships to be of essence in developing the skill set , closely followed by Certificate courses and learning from YouTube at 12% each respectively .

Are you satisfied with the current education ?

50 responses



Inference: 74% of the respondents are unhappy and unsatisfied with the quality of education they have been receiving via the online mode of education and this can be attributed to factors such as technical issues , connectivity issues , lack of personal touch and a social atmosphere that was available during the classroom studies . These factors tend to have a significant impact on the mindset and the commitment that students express towards learning . However , 26% of the students are satisfied with the current education they are receiving which can be attributed to their desire to learn and excel in any scenario they might be in, displaying a very positive attitude.

CONCLUSION

The COVID-19 pandemic has been one of the worst pandemics the world has witnessed in its recent past . It has disrupted all the major and minor sectors of the economy, from sectors such as transport , housing etc to the most important and vital sectors like the agricultural sector and agricultural sector . Among all the sectors devastated due to COVID-19 the educational sector took a grievous blow. It has affected the lives of millions of students all over the globe. The study has brought into light how the young students had great plans and aspirations for their futures which had to be altered in order to adjust to the new instructional strategies and travel restrictions caused due to the pandemic. Many students have observed the juxtaposition of online mode and offline mode and have formed a negative impression towards the online mode of education as it has shown a significant drop in their performance and it has also restricted their skill development, especially the students pursuing their bachelors or masters in the COVID-19 . The never-ending travel restrictions have made the life of students desiring to travel abroad to be very painful and depressing . The students are being repeatedly asked to defer their intakes as the travel restrictions have not yet been uplifted for many countries . This delay has been very tedious and unpleasant for students who had planned their future beforehand and had goals and dreams to be accomplished in a certain period of time .

Moreover , students studying via the online mode are not satisfied with the quality of education they have been receiving as there are a lot of technical difficulties and the studying environment has been hampered to great extent . The respondents have also emphasised on the fact that their co-curricular activities have taken a major blow as they are unable to participate in any physical sport or events such as debates , quizzes , cultural events, etc. A very high majority of the students have voted for online education to not be as constructive and as efficient as the offline mode of education used to be for them . This is backed up by a huge number of responses in favor of restoration of the offline mode of education as their preferred mode of education . Students have also suggested that taking up Internships , webinars, watching YouTube videos to be of great importance in order to develop their skill sets . It can be concluded that the COVID-19 Pandemic has had cataclysmic repercussions on the education sector.

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IMPORTANCE OF FINANCIAL LITERACY FOR INDIVIDUALS DURING COVID CRISIS

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ABSTRACT:

Covid-19 crisis indeed causing a lot of trouble in the lives of people. It has a large impact on the personal finances. The reasons being the lack of basic financial knowledge regarding savings, expenditure on basic needs, managing the financial resources like cash, insurance, retirement and other investments. Further we should keep an eye on credit card bill payments and overspending. Financial education and knowledge really helps the individuals in preparing them to meet any economic or financial crisis comes on their way. This paper attempts to know the Financial Literacy levels of the individuals with due consideration of the components of Financial literacy and Financial Wellbeing Financial attitude, Opinions about financial practices, Financial Wellbeing and overall satisfaction in life.

Keywords: Financial literacy, Financial Education, Financial Knowledge, Covid crisis.

INTRODUCTION:

Financial literacy has become the need of the day for the individuals in their life. At times of economic downturn and financial crisis, financial literacy plays a prominent role in managing the money properly. Many challenges have to be faced by the individuals and industries to overcome the crisis. Individuals face a lot of troubles in managing their money properly in terms of savings, spending, investments and payments towards the credit card bills, health bills etc., during crisis period. At this point of time, financial literacy is needed. Individuals have to prepare their financial plan so as to make financial decisions properly. Proper financial plan needs financial literacy. Financial literacy comprises of three components viz., Financial attitude, financial knowledge, financial practices and further these three components leads to overall satisfaction in one's life.

Financial and physical wellness is interlinked with each other. During the period of Covid crisis the individual who has lost employment, whose salary gone down will become stressful. Such type of stress will leads to less productivity in their job and are physically not strong enough to manage the stress. This will impact their family members and their children too. In fact, individuals who had a proper financial plan were able to save their money efficiently by investing in short term or medium term financial instruments which can be liquidated as and when needed to meet the future and unexpected expenses.

Need for Financial Literacy and Financial Wellbeing:

- Financial literacy is the ability to know how to manage the money properly. Financial literacy can benefit individuals of all age groups¹, starting from kids to youngsters. Financial education must be taught from the school age itself, so that they will start to plan their money properly. Kids will start recording their expenses. When they revise it they will see how they have spent their money and could make certain decisions where to be spent and where not. With this education, Kids and youngsters will acquire the knowledge of maintaining the records of their expenditure and they will start analyzing the savings and expenditure.
- For all age groups and income levels, financial literacy is required for money management and to devise plans to meet the risks that come on their way in the future. If people are having sound financial knowledge, they will lead quality and happy life. Certain level of financial knowledge probes individuals to forecast the future needs and accordingly they will plan ahead to maintain enough savings, wise investment choices, retirement plan etcetera with this they will achieve a financially balanced and sustainable life. Further it leads to overall satisfaction in every individual's life.

LITERATURE REVIEW:

If an individual is financial literate then he must have the knowledge of Financial planning, savings, investments so as to reduce the risk to face the future (Moulton et al, 2013; Atkinson & Messy 2012; Grohmann et al.2014; Attridge 2009; Lusardi & Mitchell 2009; Van Rooij et al.2007). As per the result of the study of Xu and Zia (2012) the financial literacy level was low. Effective management of money is only possible through financial education resulted from the study of Cohen (2010). Shuttleworth (2011) Financial literacy helps the individuals in making sound and effective financial decisions.

Number of research studies have been performed in the area of financial wellbeing and studies have identified certain indicators of financial wellbeing. The studies include, Net worth as an indicator from Greenwood & Wolff (1988), Debt to income ratio from Garman & Fargue (1991). Subject dimension plays a prominent role while assessing the financial wellbeing Hayhoe & Porter (1990). Financial wellbeing measures the individual wellbeing Muleke and Murithi (2013). Need of behavioral analysis and characteristics of individuals to manage their financial commitments (Xiao and Dew, 2011; Kempson et al., 2013; Loke, 2017)

Research Objectives:

1. To identify the factors which influence the financial wellbeing
2. To understand and measure the level of financial knowledge the individuals have to absorb the financial shocks.
3. To understand the relationship between financial literacy, financial wellbeing and overall satisfaction in the life.
4. To analyze whether financial knowledge is in use while making financial decisions.

METHODOLOGY:

The study was conducted by survey method through a structured questionnaire which was used to seek and analyze the opinions of the 213 individuals who are working in IT, Finance, Education sectors and self-employed due to economic crisis. Keeping in view of the research objectives, questionnaire is divided into three parts, of which first part is on Demographics, second part is to know about the Financial Literacy level, Financial attitude, opinions on financial practices and third part is to analyze the overall satisfaction in the individual's life as per the financial knowledge the individual possesses. SPSS software has been used for the analysis of the respondent's opinion that has been collected through questionnaire.

RESULTS AND CONCLUSION:

From the analysis its concluded that most of the respondents do have enough knowledge on financial aspects in spending, savings and insurance benefits. They are not very much conscious while making effective financial decisions. Respondents in the study are able to maintain their financial records timely and they have enough information about their bank balances and credit card payments due date and also aware about the consequences to be faced if they fail to pay their dues on time. Government and the organizations should provide proper training on the financial aspects and wellness because the results from the analysis of financial wellbeing components reveals that when there is steady income and earnings, individuals were able to survive as they have enough savings. But, at times of economic crisis, their earnings have decreased and they were not able to meet their commitments. At this point of time, the companies and Government should take proper steps to educate the individuals to make them prepared to absorb the challenges during crisis. Financial wellness of the respondents from the study is unhealthy, so they are not satisfactorily leading their life. They are not happy as they couldn't save properly to face the financial shocks and they failed to meet their commitments. As Financial literacy and financial wellness are interlinked with each other, individuals should learn and understand before making any financial decisions.

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FEMALE WORK FORCE AT THE THRESHOLD OF PANDEMIC: A CHALLENGE FOR SURVIVAL

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ABSTRACT

India is very well known for various reasons like diversity in religions, culture, tradition and customs. The role of the Indian women is majorly defined as household work and limited to home issues only. In some cases, women can find out employment such as doctors, teachers, air hostess etc. But even traditional mentalities are still prevailing despite good work experience and well qualified, organisation preferring male members first instead of female. In the present study, the researcher has tried to investigate the challenges faced by women employees during the pandemic time and suggestive suggestion to overcome these challenges.

Keywords: Women Employees, United Nations Development Programme (UNDP), Pandemic (COVID-19), Challenges.

1. INTRODUCTION

The modern era is of recession and acute pandemic, which led to job losses more among women than men. Globally speaking, women lost their job 1.8 times greater than men.

In a McKinsey and Lean one survey of North American female employee, one in every four women said that they were thinking about reducing or leaving paid work due to the pandemic, citing company inflexibility, caring responsibilities and lots of work stress. In addition, the survey included comparative data that laid out the clear gender gap for parents, while 8% of surveyed mothers had thought about going from complete- to part-time work, and only 2% of fathers had thought of the same.

1.1 Which groups affected most?

Globally the pandemic recession is particularly more challenging for women's employment for two reasons:

- the restrictions on service jobs, and
- the closure of schools and daycare centres for children.

The tag of 'Working Women', i.e. creates problems at the workplace just as being women fraternity. The recruiter or head of the organisation prejudices and thinking matters when they recruit employees, so women's placed at caring and nurturing places like nurses, doctors, caretakers, teachers, personal secretaries etc. Even though well qualified and experiences does not pay them for managerial and decision-making post.

1.2 Review of literature

According to United Nations Development Programme (UNDP) report, women involved in almost 67% total work of the world. However, they are also socially and economically deprived because they are female. They receive hardly 10% of the entire world income and have contributed only 1% to global assets. This discrimination prevails in their workplace in the most unorganised sector also. In the informal sector, women employees don't get the same wages for the same work for men's same labour hours. Therefore, they exploited in the workplace. There are some acts like The Unorganised Workers Social Security Act, 2008, Domestic Workers Welfare and Social Security Act, 2010 etc. Still, due to their improper implementation and lack of awareness among women, workers are forced to work and live in miserable conditions in the unorganised sector.

A report from the Centre for American Progress (CAP) found that in February 2020, women held more than half of the jobs in the whole U.S., since last year, two million women left the job. There are many different reasons why this is happening, and what are the causes? First, with school closure and to look after children's becoming inaccessible, many women had to leave their jobs to become full-time caregivers and teachers. Then after the other reasons, many women worked in the hospitality and tourism sectors and service industry, which saw more job loss than other sectors due to coronavirus spread. Of course, the problems facing working women aren't new—they've just given a spotlight, but experts say systematic solutions could help if implemented.

According to the census of India (2001), the female workforce participation rate was 25.6 per cent, which has slightly declined to 25.5 per cent in 2011. Even though India's female workforce participation rate has improved over the years, it still lags compared to developed world countries. Despite solid growth over the past decade, India's low and declining female labour force participation rate is puzzling and stands out among emerging markets. At the same time, greater labour force participation of women can be a source of inclusive growth (Sarsa et al., 2015).

Gender discrimination continues to create a gap between men and women that affects the workplace, society, and economy. Even though women make up around fifty per cent of the world's population and forty-even per cent of America's labour force, they still face a significant gap in pay and opportunities compared to men (Lorenz, 2017). Though progress has made, this gap is an issue in society that needs to address.

Several things have strengthened women's position in the American workforce. They have made gains over the past decades in workforce involvement, wages, and access to more advantageous positions. But, according to Parker, even with this, there is gender inequality at the workplace. Parker even states that women who work in an environment with more men than women have a different experience than those who work setting with more females or even mixed groups of men and women (Parker, 2018).

2. OBJECTIVES OF THE PAPER:

- 1) To identify the key factors affecting working women during the pandemic.
- 2) To figure out the main problems faced by working women during the pandemic.

2.1 Factors affecting working women during a pandemic:

Health and Hygiene:

One of the first and essential factors that affected women's during the pandemic situation. Stress associated with work is a challenge to handle; social status and conditions and life circumstances added elements in the fire. For example, according to a study of around 2,000 people by the University of Texas, there was an increase in binge drinking for each week in the lockdown of those reporting unhealthy amounts of drinking; 69% were women.

Well-being:

Apart from this, companies can take a holistic approach to the well-being of all employees. Today, a significant trend is toward companies investing broadly in employee well-being—offering all kinds of support like emergency childcare at the toddler stage, flexible work arrangements in emergency and mindfulness apps to financial and physical fitness programs. Still, because of the pandemic, all these services are unavailable, making females more stagnant and imbalance between family and work.

2.2 Problems faced by working women during a pandemic:



Lack of child care:

With the continuous spread of the coronavirus, schools and daycare centre closing down, so the need for child care arises. Working mothers, it's tough to keep their children busy and engaged and focus on their learning and education from home.

Women more affected than men:

The pandemic situation has drastically affected women job because in many sectors where women engagement are more than men. Because of lockdown, women struggle to balance work life and families, and the hard fact results are that mothers cut down their working hours for the said reasons or quit their jobs.

Low salaries and remuneration:

Because of the pandemic, 'Work from Home' culture developed, which was not that popular in India compared to the foreign culture. Due to this scenario, physical working hours, as well as salaries, have been cut down.

Because of the reduction in salary stage, role and responsibility does not reduce, which creates chaos in working women like to prepare food, lack of availability of maidservant, look after of elders, and children's and most importantly management of family expenses. Lower salary lowered motivation among women to handle this much amount of stress daily.

Mental harassment:

The old and traditional mentality is still prevailing even after 61 years of independence that women only make for household work. They cannot perform the managerial role, and pandemic proves that mentality because of work-life and family care management. To work under pressure and stress to a great extent compared to men becomes a less motivational tool for women to continue with their work life.

Sexual harassment:

This point is never to neglected till today. From one way to another, all women became part of harassment in one way or another way. This harassment they can face during transportation, from home to workplace, from colleagues, clients, etc. Most women are working under men as their immediate boss because sometimes they will leave the job because of mental stress of harassment, and this was more increased in pandemic to survive their job either they have to compromise or go the work.

Lack of support from family members:

Lack of support from family members is one of the issues faced by working women. Still, people live in traditional thinking that being female needs to finish household work and only do the job. Therefore, even sometimes in work pressure, they do not allow to work till late at the office, which sometimes hampers the dignity and performance of women, which may lead to layoff.

Lack of Job security

Organisation and higher authority sometimes keeping higher target to achieve promotion and survival. Because of family care, sometimes females cannot reach their goal and emotionally drained, which led to either felt into depression or even in some difficult situation went to commit suicides.

Other reasons

It may include age limit, marital status, size of family, educational qualification, work situation inform of tenure, working hours, and other occupational responsibility, which badly affect the working life of women in this pandemic.

3. CONCLUSION:

Trade Union should try to intervene in the conditions for woman's workers in many parts, for examples like maternity leave, job security, and limited working hours with little responsibility. But due to the pandemic, the most affected workforce needs due care because they are front worrier in many sectors like hospitality and tourism, health care industry, consultancy, banking sector etc. Moreover, women workers are often subject to sexual harassment. The Government should put specific rules for these types of crimes and levied heavy penalties. Moreover, the public transport system is sometimes dangerous for women, and the Government should look upon this issue and require more Inspection. Let hope, so new abnormal life become normal soon for working women for their growth and expansion.

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IMPORTANCE OF E-CONTENT & PEDAGOGY IN EDUCATION- A STUDY WITH REFERENCE TO SELECTED EDUCATIONAL INSTITUTES OF HYDERABAD

Dr. Anju Pramod Dubey

ABSTRACT

In the present scenario of global pandemic COVID-19 and lockdowns, global economics are moving towards recession. The education sector also has been affected due to it. It has been adjusting to the changing environment. Due to the lockdown, the alternative methods of teaching students are being adopted by school and other educational institutions globally. Platforms such as Zoom, Google Classrooms, Microsoft Teams, Uber Conference etc are used for conducting online classes. E-content is the need of hour. E-content is the blend of pedagogy and technology. Educational institutions require constant monitoring to identify areas for potential improvement. Present practices are inadequate to meet changes in accordance with industry requirement. Educational practices and the structures that support them must change to ensure that students grow in a world characterized by change, unpredictability, and enterprise. Students, teachers as well as management of educational institutions are analyzing and adopting to technology.

The study is based on primary data. The Primary data is collected through structured questionnaires, Personal interviews and observations. The primary data was collected from 30 institutions (covering Universities, Professional Colleges, Management Schools and Autonomous/affiliated higher education institutions) in Hyderabad. Different statistical tools are used to analyze the primary data, such as percentages, association of attributes like chi-square test etc. The results revealed that there is need for improvement in traditional teaching method lecturing method. Students expressed that role play and seminars are the best methods of teaching compared to other methods. They would prefer mind maps as their one of the teaching tool from faculty which is rarely followed in the classes. To this end, Faculty also expressed that technology, encouragement from management is compulsory in adopting technology in teaching methodology. There is an immediate need for the institutions to have Collaborations with various institutions who can train faculty so that they can improve upon practical knowledge in relevance with the area of subject.

Key words: Innovative techniques, case studies, role-plays, seminars.

INTRODUCTION:

Global economies are facing impacts of the COVID-19 pandemic. Health is the topmost priority and all the efforts and measures are being adopted to save lives of people by governments across the globe. Lots of nations have announced lockdowns including India. Majority of the organizations E-Content and their operations are adversely affected due to this and during this crisis of COVID-19 education sector is also adjusting itself according to the changed environment. Educational institutions require constant monitoring to identify areas for potential improvement. Present practices are inadequate to meet changes in accordance with industry requirement. Educational practices and the structures that support them must change in order to ensure that students grow in a world characterized by change, unpredictability, and enterprise. Due to the present situation, a paradigm shift from instruction to learning is required to adequately serve the clients of educational institutions, which in turn requires an alteration in procedures for improved outcomes.

Change may be described as the adoption of an innovation where the goal is to improve outcomes through an alteration of practices. However, the process of change is complex, with many different types of change possible. Further, there are several differing strategies for implementing these changes, with the success of implementation being highly variable. Learning new skills and updating the existing knowledge levels is vital in today's fast changing environment. Teaching and learning are the two sides of a coin. The most accepted criterion for measuring good teaching is the amount of student learning that occurs. There are consistently high correlations between students' ratings of the "amount learned" in the course and their overall ratings of the teacher and the course. Those who learned more gave their teachers higher ratings. "Research indicates that students are the most qualified sources to report on the extent to which the learning experience was productive, informative, satisfying, or worthwhile. While opinions on these matters are not direct measures of instructor or course effectiveness, they are legitimate indicators of student satisfaction. Duggs et. al (2008) stated that whether an education system is of high or low quality can be judged in terms of input, output and process. Until recently, however, much discussion of educational quality is centered on only system inputs in terms of the provision of teachers, teaching materials and other facilities, and on output in terms of students' achievements.

Objectives of the study:

- To find out the various teaching methods adopted by higher educational institutions
- To explore the opinion of students about teaching method they perceived as more interesting
- To find out the factors will motivate the faculty in adopting innovative teaching methods according to changing environment.

Scope: The study is restricted to higher educational institutions within the area of twin cities.

Methodology: For the purpose of study the data is collected through primary data by circulating questionnaires to students and faculty and discussions. Secondary data is collected through various journals, periodicals and through websites. Collected data is analysed with the help of statistical tools averages and chi-square. Rating is allotted for the opinions 1 as poor, 2 as average, 3 as good, 4 as very good, and 5 as excellent.

Case Analysis:

Majority of respondents rated online classes through various applications such as Zoom, Google classrooms, Microsoft Team etc. as an alternate and effective source of teaching in the present situation of lockdown. Majority of students rated case method and role play method as best teaching methods. In case study methodology of teaching students works in group to prepare a written report. A lecture is a talk or verbal presentation given by a lecturer, trainer or speaker to an audience. With all the advancement of training systems and computer technology, lecture method is still a backbone widely used in teaching and training at higher level of education. This method is economical, can be used for many students, material can be covered in a structured manner and the teacher has a great control of time and material. When the opinion about lecture method is sought students expressed that for theoretical subjects' lecture is not an effective method though it is somewhat effective for practical subjects (Cohen, 981).

A paradigm shift in educational sector can be noticed in the form of online classes, e-content development, digitalization of libraries etc. Normally, instruction to learning by doing is required to adequately serve the clients of educational institutions, which in turn requires an alteration in procedures for improved outcomes meeting industry requirement. Learning new skills and updating the existing knowledge levels is vital in today's fast changing environment. The following learning tools are useful in higher educational institutions case study, role plays, Individual presentations, seminars computer simulations, behavioral simulations, and the use of videos and films, brainstorming, surprise quizzes, webinars, online seminars, concept maps etc. For students, written notes and assignments help in organization of knowledge, assimilation of facts and better preparation of examinations. It emphasizes on individual pupil work and the method that helps both teaching and learning processes. Majority of students expressed that assignments would help them to revise the subject on day to day basis.

The educational institutions are having online classes through various applications such as Zoom, Google Classrooms, Microsoft Teams, Uber Conference etc. as an alternate and effective source of teaching in the present situation of lockdown. The Project Based Learning (PBL), experiential learning, storytelling, gaming etc. are some interesting and preferable ways for learning by students. Many students consider case method and role play method as best teaching methods. In case study methodology of teaching students works in group to prepare a written report. Though it is a time-consuming method and sometimes the case does not actually provide real experience majority of students expressed their positive view that this method basically helps to develop critical thinking and problem-solving skills, as well as enable present students with real-life situations.

Assignment method: Written assignments help in organization of knowledge, assimilation of facts and better preparation of examinations. It emphasizes on individual pupil work and the method that helps both teaching and learning processes. Majority of students expressed that assignments will help them to revise the subject on day to day basis.

Table No.1- Students' feedback about the various teaching methods in higher educational institutions

Teaching method	Poor 1	%	Average 2		Good 3	%	Very good 4	%	Excellent 5	%	Total
Lecture/board chalk method	N		N		n		n		n		100
Theoretical subject	35	35	25	25	0	0	10	10	30	30	100

Practical oriented	Nil	nil	nil	nil	nil	nil	20	20	80	80	100
Case study	5	5	5	5	nil	nil	40	40	50	50	100
Role play	10	10	5	5	5	5	20	20	60	60	100
Individual presentation	20	20	20	20	10	10	30	30	20	20	100
Assignments	12	12	33	33	nil	nil	12	12	43	43	100
Seminars	42	42	34	34	nil	nil	16	16	8	8	100
Workshop	42	42	34	34	nil	nil	8	8	16	16	100
Inquisitive teaching	Nil	nil	nil	nil	7	7	20	20	73	73	100

Source: Primary data

Table 2: Opinion of faculty about innovative teaching methodology

	Yes	No	Faculty in adopting teaching
Technology	30	Nil	30
Training trainer's by management	25	5	30
Encouraging faculty in attending seminars	18	12	30
Rewards given for adopting innovative teaching techniques	30	Nil	30

Source: Primary data

The questionnaire was circulated to the faculty to seek the opinion about the factors influencing them to adopt the innovative teaching methods. From the table no.2 it is observed that majority of faculty expressed their view that improvement in technology, encouragement from the management to introduce to new methodology, promoting faculty for training programmes and to attend seminars and recognition by management by giving rewards and awards are the motivational factors which make them introducing new teaching methods.

RECOMMENDATIONS:

- 1) Faculty need to educate students in effective ways of giving precise feedback that will help faculty learn new methods.
- 2) Faculty need to continually assure students throughout the academic year that the ratings will be used for productive changes in teaching.
- 3) Faculty should understand the importance of learning and teaching method though it is important from the practical perspective it is to be understood that keeping in view the industry requirement students are to be trained by exploring them to various other teaching methods.

CONCLUSION:

There is need for improvement in traditional teaching method lecturing method. Students usually feel that role plays, case studies and seminars are the best methods of teaching compared to other methods. They would prefer mind maps as their one of the teaching tools from faculty. The school management got their teachers trained to conduct online classes through various platforms such as MS Teams, Zoom, Google meet, Webex etc. However, with the changing scenarios, the organizations as well need to adapt themselves. So, present is the era of how fast can organizations adapt to the changing environment and online classes using technological platforms is being adopted by majority of educational institutions. Health is wealth is the basic to be followed and children are our future of our nation. Hence, their health is the first priority and then their education through online modes keeping their safety in mind is the need of the hour. Once the situation gets normal from this global pandemic COVID-19, regular schools and colleges will be operational. But the new normal will not be the normal that we had.

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DRIFTING SANDS OF RETAIL SCAPE DURING PANDEMIC

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ABSTRACT

The COVID-19 pandemic has changed the world. Now a day's customers thought process and behaviors have changed especially in the way they purchase and utilize various products. The response of the customers has been in different ways. There is a probability of their change in attitudes also. Consumers are striving to adapt to a new normal.

This paper highlights the changing retailscape, how the consumers attitudes are changing their buying behavior is also drifting from offline to online because of the pandemic.

However, this paper is a look at the various changes happening in the retail area and the consumers perception and risk aversion attitude giving way to further the understanding of the Market. The need for online engagement of the customers is important. To dissuade the customers from apprehensions of their purchase, retailers must plan various strategies. Also, the spending patterns of the urban consumers is changing, not only experience which is more of emotionally engaging but also a rational appeal such as stability and safety, financial safety is what the consumers are relying on.

Keywords: - Consumer attitude, Online behavior, Pandemic behavior, Retail

INTRODUCTION

The new era consumers have dictated new trends to the retail industry.

The consumers choose to interact virtually, they are captive audience to online gadgets, therefore for a growing need is there to get engaged virtually too. As virtual retail, desire for virtual interaction. As such it becomes a compliance to the leading retail brands to adhere to the demands of the new era consumer. To provide a virtual presence, retailers are offering digital experience to consumers.

Not only experience which is more of emotionally engaging but also a rational appeal such as stability and safety, financial safety is what the consumers are relying on.

Therefore, retailers are creating confidence in the mind of consumers offer purchase assurance, free return shipping and extended timelines, and contactless or curbside drop off for returns and exchanges. Retailers are giving sales guarantee, warranty, return policy and procedure. And they are reaping the benefits of these practices.

The need is to build comfort, confidence to reenter the retail space, apart from a virtual engagement. A high level of customization is also beneficial. This very important for Lifetime value in brand equity.

Retailers should make right decisions concerning the changes happening in the retail scene, like data derived from virtual and real-life experiences. real time modeling, trending, and reporting.¹

DISCUSSION

Consumer behavior changed during this crisis. The observations were Panic buying, choosing hygiene factors, spending on basic needs not luxury or specialist items; panic buying, ;reduction in consumption, ;reduction in food wastage, ;price sensitivity, ;shifting to e-grocery shopping,; health consciousness . During the COVID-19, consumers changed their spending on their selection of categories such as retail, credit card spending and food items. consumers want to stock their wares to avoid the risk of nonavailability of stocks.

Some consumers have a risk attitude and risk perception, panicked consumers can be classified as those who have a high-risk attitude and a high-risk perception. If any crisis is some remain high risk-averse and will try to avoid the risk. They overreact in the context of a crisis. During the pandemic, panic attacks can lead to consumer to panic buying. It is believed that panic buying behaviors due to the COVID-19 outbreak tend to be a short-run problem, whereas in the long run, demand-driven effects on food supply chains will arise from a decrease in consumer incomes. This will impact demand as well as shifts across product categories; hence, we can expect consumers to be more price-sensitive and to shift away from more expensive goods⁴

Retailers should balance both virtual and experiential scenario for the sales to increase.

The technology driven customer experiences should be emphasized upon. They will

serve customers through multiple means of fulfilment that will include their own channels as well as direct-to-consumer sales ²

The COVID-19 pandemic has changed the world. Now a day's customers thought process and behaviors have changed especially in the way they purchase and utilize various products. It is also observed that hygiene has increased a lot thus increasing the sales of such products which are mainly personal care and sanitizers. Some products have evolved, and new products have gained momentum in sales. It has a chance to change the trend even in future time zone. The way customers buy their products also have changed considerably. The question is whether this change will be long-lasting, seasonal or is it only a fad. Research should be undertaken to understand this phenomenon further.

The response of the customers has been in different ways. There is a probability of their change in attitudes also. Consumers are striving to adapt to a new normal.

Few of the consumers may tend to be anxious or worried. It is the job of the marketer to make the best of very situation and feelings of the consumer, not to hurt or intimidate them but to better their lives and help them to overcome their fears and apprehensions while making business.

We have observed panic buying also in these situations. Marketers should understand their consumers, how they react and develop customized and personalized marketing strategies ³.

- Decrease in consumer spending making the consumer more important than ever to economic recovery.
- There's a probability that the way consumers are profiled should be changed.
- Consumer behavior has also been changed by new behaviors adopted or encouraged by the pandemic.

Consumer spending is very important for the economy.⁴

CONCLUSION:

Consumers 'tend to buy health-conscious items consumers based upon a variety of shopping attitudes and behaviors related to COVID-19 pandemic sensitivity. retailers should understand their customers better since shopping typologies serve as a foundation for shoppers' segmentation and targeting strategies. Second, it confirms that consumer decision-making and shopping are multifaceted activities that include several distinct attitudinal and behavioral dimensions. ⁵

There is still a glitch about the online shoppers in the retails cape. Most of the Indian population is still in the rural market. The logistics and various other factors for the inclusion of online services in rural market is rudimental.

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IMPACT OF COVID-19 ON MIGRANT WORKERS IN INDIA - ISSUES AND CHALLENGES

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ABSTRACT:

India has been in lockdown since March 25, 2020 due to COVID-19. Migration is associated with economic endeavors leading to inter and intra state migrations. But the situation arose due to pandemic COVID-19 is panic and became a tragedy in the history of India. The outbreak of Corona Virus with continuous reporting of fatality of the disease created consternation among the workers staying miles away from their near and dears. (As countries shore up existing safeguards to address the social and economic impacts of the COVID-19 pandemic, India faces a humanitarian disaster of unprecedented proportions. Ninety per cent of the Indian workforce is employed in the unorganized sector; When the Government of India (GOI) announced the sudden, "lockdown" in March to contain the spread of the pandemic. The imposition of lockdown and shutdown in phased manner also created uncertainty on their food security. The migrants without job and money have no other option to sustain in the host city except coming back to their native land. thousands of the migrants were forced to walk hundreds of miles back to their home villages through the stony railway track and streets at a temperature of 40°C– with some dying during the journey. A democratic society is marked by constitutionalism, human rights and social justice. One of the key features of a democratic community is that it should be free from inequity, injustice and unfairness in treatment. However, a country like India is still struggling to avoid these unacceptable occurrences. This desperate movement of huge number of migrants in the pandemic situation has created a bigger challenge for the country to address the life and livelihood issues simultaneously with a limited resource and infrastructure facilities. The increasing trend of COVID-19 and its prolong nature has posed challenge for the India Government to contain it and revive the economy at the earliest. Hence, an attempt has been made here to view the impact of COVID-19 on migrants workers in this country during a period of health crisis from the dimensions of challenges and opportunities for the country which will pave way to address such vulnerability in future.

Keywords: Covid-19, Lockdown, Migrant Workers, Challenges, Governmental Steps

I. INTRODUCTION

The spread of Corona virus from the epicenter of Wuhan in China to worldwide is attributed to migration and mobility of people. On the other hand, the medical professionals largely believe that the control of this infectious disease is possible through immobility and confinement like lockdown and social distancing. In a globalized world, the lockdown is likely to bring unprecedented breakdown of our economic and social system. Migrants are most vulnerable to urban disasters and epidemics. The first case of COVID-19 surfaced in India on January 30, 2020, and following the out-break the lock down in the entire country was announced on 24th March for a period of 21 days. Borders were sealed, transportation got stopped, factories, shops, restaurants and all type of the economic activities were shut, barring only the essential services. This proved to be a nightmare for hundreds of thousands of migrant workers, who lost their livelihoods overnight and became homeless. The immediate challenges faced by these migrant workers were related to food, shelter, loss of wages, fear of getting infected and anxiety. As a result, thousands of them started fleeing from various cities to their native places. Many migrants lost their lives either due to hardship on the way, hunger, accident or comorbidity and some even committed suicide. A telephonic survey of more than 3000 migrants from north central India by Jan Sahas (2020) shows that majority of the workers were the daily wage earners and at the time of lockdown, 42% were left with no ration, one third was stuck at destinations city with no access to food, water and money, 94% don't have workers identity card (Jan Sahas, 2020). Sudden lockdown also stranded many migrants in different cities of the country. Those who were travelling were stuck up at stations or state or district borders. Many were forced to walk hundreds of miles on foot to reach their home villages finding no public transport. Those who reached their native villages, were seen as potential carriers of the infection and were ill-treated by the police and locals. In one of the instances a group of returnees were sprayed with chemicals to disinfect them for which the local administration apologized (India Today, 2020). This is one of the biggest streams of mass return

migration in the country. The very effort to stave off the pandemic turned into one of greatest human tragedy in India's recent history.

II. OVERVIEW OF MIGRATION IN INDIA

Migration is the movement of people away from their usual place of residence, across either internal (within country) or international (across countries) borders. The latest government data on migration comes from the 2011 Census. As per the Census, India had 45.6 crore migrants in 2011 (38% of the population) compared to 31.5 crore migrants in 2001 (31% of the population). Between 2001 and 2011, while population grew by 18%, the number of migrants increased by 45%. In 2011, 99% of total migration was internal and immigrants (international migrants) comprised 1%.

Das (2020) states that the migrant laborer are individuals who travel from their States of residence or so- called domicile to other States in the nation looking for employments and a job. In India, relocation of workers has been occurring for over a century, nonetheless the numbers have seen an exponential increase over the most recent 30 years (Das, 2020). The greater part of these migrants are daily wage employees and comprise the massive unorganized or informal sector that is set apart by low salaries, hostile and unfavorable working hours, absence of any work contract at all and non-appearance of any social wellbeing or worker welfare scheme or worker government assistance collaborative (Das, 2020). With little or nothing to show for any formal education and coming mostly from destitute or poor families and upbringings, these migrants are frequently hired in lowly jobs (Das, 2020). These migrant workers contribute about 10% of the country's gross domestic product (Das, Sengupta and Jha, 2020).

According to World bank on their website infographic India's Poverty Profile published on May 27, 2016 although four years old which states the data of 2012 stating that 270,000,000 (27 crores) Indians are poor which means that 1 in 5 Indians is poor. The seven low-income States house 62% of India's poor and these are home to 45% of India's population. 80% of India's poor live in rural areas. The seven States are described in the table below:

Table-1 – India's Poverty Profile

State	Number of poor (In millions)
Uttar Pradesh	60
Bihar	36
Madhya Pradesh	24
Odisha	14
Jharkhand	13
Rajasthan	10
Chhattisgarh	10

Source: World Bank: <https://www.worldbank.org/en/news/infographic/2016/05/27/india-s-poverty-profile>

The above table gives a clear picture of the scenario of poverty 8 years ago. With the coming of COVID 19, the scenario would have gone worse than the one depicted above as due to lack of data the current picture of this for year 2020 is not available.

III. PATTERNS OF MIGRATION

Internal migrant flows can be classified on the basis of origin and destination. One kind of classification is rural-rural, rural-urban, urban-rural and urban-urban. As per the 2011 census, there were 21 crore rural-rural migrants which formed 54% of classifiable internal migration (the Census did not classify 5.3 crore people as originating from either rural or urban areas). Rural- urban and urban-urban movement accounted for around 8 crore migrants each. There were around 3 crore urban-rural migrants (7% of classifiable internal migration). Another way to classify migration is: intra-state, and inter-state.

In 2011, intra-state movement accounted for almost 88% of all internal migration (39.6 crore persons). There is variation across states in terms of inter-state migration flows. According to the 2011 Census, there were 5.4 crore inter-state migrants. As of 2011, Uttar Pradesh and Bihar were the largest source of inter-state migrants while Maharashtra and Delhi were the largest receiver states. Around 83 lakh residents of Uttar Pradesh and 63 lakh residents of Bihar had moved either temporarily or permanently to other states. Around 60 lakh people from across India had migrated to Maharashtra by 2011.

IV. ISSUES EMERGING DURING MIGRANT WORKERS MOVEMENTS IN INDIA

Migrant workers during the COVID19 lockdown have suffered many hardships. With economic activities being virtually out of gear due to the lockdown announced by the Prime Minister on 24th March, 2020, almost 4 crores of workers went jobless. They also had to face the problems of shortages of food. It was at this time that they started remembering their near and dear and suffered from a sense of isolation at their places of residence. Hence, they thought to return their homes by whatever transportation means they had. Some of them caught unsafe transportation means such as trucks and lorries and thus met with a series of accident on their way to homes. According to the international organizations like International Labor Organization and World Economic Forum, an estimated 40 crore migrant workers live in different parts of the country. Majority of them hail from the Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Chhattisgarh, Jharkhand and Orissa. These laborers had to face challenges related to conveyance, food, shelter and social stigma. Some of the data issued by the state governments are serious. For example, the state of Bihar issued a data in the mid of May, 2020 that out of 11 thousand migrant workers that reached Bihar, 560 of them were found COVID+. Maharashtra accounts for almost 52% of the total migrant workers of India followed by Gujarat, Delhi and the Punjab in that order. The State of Maharashtra, as we know, is the worst affected state by the COVID- 19 outbreak and it should take timely actions to address their problems. According to the above data, majority of these migrant workers consist of the youth drawn from the poor families of the backward classes. It shows that despite long spell of rules by OBC leaders in these states, their problems have not been addressed. Most of the migrant workers are daily wage earners engage broadly in MSME sectors and construction activities. In both these sectors they are not given appropriate health care and other facilities such as proper fooding and lodging with the result that some of them fail to bear the brunt of these activities and also fail to reap the reach dividends of their life. Majority of these workers eke out their livings and hence have no savings to bank upon in future. All these things happen despite the legal cover provide to them under the Interstate Migrant Workmen Act, 1979. The distressing spectacle of migrants desperately trying to escape from cities and shocking images of thousands of migrant workers thronging near bus stops and embarking on a long and arduous journey on foot grabbed the attention of the media and society. With the large gathering at transit points and travel in groups, the idea and prescription of social distancing as only viable option to safeguard oneself against the pandemic went for a toss. The plight and flight of migrant bodies propelled discourses where the migrant laborer was either viewed as the subject of pity and charity, or as the carrier of disease and fear. Migrants, invariably, despise both- they neither crave for charity nor are willing to accept the blame for being „disease carrier“; in both situations, it is indignity thrust on those who utilize their labor to earn and live with dignity. The Wire3 reports that at least 17 migrant laborer and their family members-including five children- have lost their lives so far in the course of their desperate efforts to return home since the announcement for the lockdown was made.

V. ISSUES OF FOOD SECURITY

a) **NEED FOR FOOD SECURITY:** The poor suffer the most despite all the progress made in the field of industry and economy; our reputation being very shoddy in the elimination of hunger and malnutrition until the end of the last century, the government shifted its focus at the beginning of the 21st century from a patronage to a rights-based approach. MGNREGA was enacted in 2005 in relation to this. This being strengthened by a few more legislations, thus we have now legal rights in the field of education, information and employment across the country. Recently, we have successfully got a National Food Security Bill passed (in 2013) conferring upon every Indian the legal right to food.

b) CHALLENGES ON FOOD SECURITY

1. The new approach attempts to do the following: -
2. Sustainable management of natural resources including water bodies.
3. Movement of food grains access market without trade barriers.
4. Adoption of modern technologies and financing facilities for modernizing farming practices.
5. Public spending on health, education like social sector to be increased.
6. Improving governance at the grassroot level.

c) ISSUE AND CONCERN

The production of food grains is one of the issues which have become prominent during recent lockdown when it comes to feeding migrant workers and the poor. But India's efforts in this regard have been far from satisfactory. It is one of the reasons why India figures badly on the Food Hunger Index. In 2017, India ranked 100th among 119 countries as hunger in India got worse. It has had a telling effect on the poor and the migrant

workers. In order to address this Food Security Act, 2013 has been passed. Food Security Act, 2013: This act provides for food guarantee to at least 67% of the population in the country which means more than eighty crore people will be covered under the scheme. In this it has been provided that people living below the poverty line will get coarse grains, wheat and rice at ₹ 1, 2 and 3 respectively. But it has not benefitted the poor and the migrant workers anymore due to the poor implementation of the act.

d) ISSUES ON SOCIAL SECURITY

The issue of social security relates to gender justice, insurance cover for the poor, pension scheme for the poor, credit guarantee, education and health security among others. It leads to social inclusion of the socially disadvantaged as the migrant workers are. But even such schemes have not benefitted migrant workers. It has been shown in the studies conducted by various NGOs and the government body itself. It includes PRIYA, NCAER etc. Corruption has eaten into the gains made by various social security schemes such as MNREGS, BETI BACHAO BETI PADHAO, JAN DHAN YOJANA etc.

e) HEALTHCARE

The healthcare facilities to the migrant workers at their work places have been very poor. The employers have not been taking care of the physical and mental plight of these workers as has been recently demonstrated during their exodus to their homes.

VI. SOCIAL & ECONOMIC IMPACTS OF COVID – 19 ON RURAL MIGRANTS

There are various issues and impacts faced by rural migrants. The authors have classified them into social and economic effects.

Social Impacts

Anxiety and mental health of rural migrants - According to Choudhary, (2020) during the lockdown time of India, across the country abrupt bans on movement, absence of work led to no money or finance related means to

deal with day to day food costs and isolation rules as well as maintain social distancing, all have brought about significant levels of nervousness, anxiety which hence initiated socially unreliable conduct and fits of anxiety as well as panic attacks among inner transient or migrant workers (Choudhary, 2020). Recent escape of abandoned internal migrant workers to railroad stations and transport stations like bus stands, making urgent endeavors to return to their home states disregarding lockdown rules is a case of this (Choudhary, 2020). This constantly brings about the endless loop of helplessness to contamination, isolation, stress, and infringement of preventive measures (Choudhary, 2020). Nervousness levels and anxiety are to be sure structure in these migrant laborers, constraining a considerable lot of them to travel a few a thousand kilometers by walking on foot to arrive at their local native places with no arrangement of food or shelter in the travel (Choudhary, 2020).

Lack of alertness, awareness, frightened or careless and negligent behavior- According to Ganguly et al, (2020) the deadly contest against extremely infectious and spreadable COVID-19 strains and acclaims the essence of collaboration as well as assistance from every person of the humanity and solidarity among the inhabitants across the various socio-economic classes. However, a range of reported incidents as mentioned in the section of plight of Indian rural migrants exhibits the lack of responsiveness, vulnerability on the one hand, but sheer negligence and irresponsible behavior is also, evident (Ganguly, 2020). The reason can also be a previous policy, plan as well as approach dealing with migrants, workers in informal sector, and income options for daily wage employees, migrant workers was completely missing from the Government side (Ganguly et al, 2020).

Stigmatization- World Health Organization states that social stigma or disgrace in milieu of health is the negative affiliation between an individual or cluster of people who share certain features and a particular illness (WHO). In an epidemic, this may mean calling people by labels, typecast, distinguished against, treated separately, and/or experience loss of status because of an apparent link with an illness. Such treatment can negatively disturb those with the sickness, as well as their caregivers, households, supports and communities (WHO). Individuals who don't have the illness but share other characteristics with this bunch may to endure from shame. The current COVID-19 outbreak has triggered and flared up the social stigma and prejudiced oppressive practices against folks of certain ethnic foundations as well as anybody seen to have been in contact with the infection (WHO). Mohanty and Kumar, (2020) in an article in Hindustan Times states that migrant workers and their families have been singled out, scoffed or ridiculed at, and irritated by villagers. In a few villages, they confront exclusion indeed after completing the required 14-day isolation period. Migrant workers returning from India's industrial states are fighting stigma and bias in their home villages in some parts of Uttar Pradesh, Jharkhand and Odisha because local residents were suspicious that the migrant workers are possible carriers of the coronavirus causing Covid-19. According to Print, (Mishra, 2020) states that in Patna that rural

migrants returning from Delhi were subject to “social boycott”. Mishra further states that the social stigma is so strong that these migrant workers coming from outside are facing HIV like stigma and no one likes to go near them.

Economic Impacts

Unemployment and poverty- About 450 million informal workers comprising 90% of India’s workforce were not permitted to have paid leaves (Sengupta, Jha, 2020). A larger part of them are migrant workers who are at the edge of the emergency or catastrophe during the lockdown when work from home becomes the new normal throughout the globe due to the epidemic. Numerous among these inter-state migrants picked to walk hundreds of kilometers in the hope to reach to their native places (slater etal 2020). Among them, the terror of staying hungry over day-to-day wage loss overshadowed their anxiety and distress of the virus (Ganguly, 2020).

Homelessness- Habib etal (2020, New York Times) states that India as of now had one of the world's biggest destitute populaces, and the lockdown has expanded its numbers exponentially, workers for nongovernmental organization state. A 2011 government census put the sum of homeless at 1.7 million, almost certainly a vast underestimate in this country of 1.3 billion, experts say (Habib etal, 2020, New York Times). For the most part, the impoverished and homeless are taken care of by India's variety of religious foundations as well as institutions like the Temples, Gurudwaras and Mosques. In any case, due to COVID 19 presently, everything is shut, and homeless are feeling the strain (Habib etal, 2020, New York Times).

Debt Traps – Poor helpless families are enforced to borrow at inflated interest rates and loan costs from private money lenders in form of cash and hence suffer unspeakable bullying, intimidation, terrorizing, animosity and aggression in the event of non-payment (the newsminute.com). During the time of COVID 19 emergency, when there is barely any job of source of income, borrowing dependence has been huge especially among rural migrants’ segment of population (the newsminute.com).

Reverse migration –In large parts of the country, the coronavirus pandemic has activated a huge reverse migration from the city to rural areas (Singh, 2020). Hundreds of thousands of rural migrants parading back to their native places were outpoured on the Indian highways to find some compassion and sympathy (Dandekar and Ghai, 2020 cited in Singh, 2020). Demography, social and economy of rural India will be highly impacted by the involuntary reverse migration from city to rural areas (Singh, 2020). In order to search for better employment opportunities these rural migrant workers who were peripheral marginal workers in the past left agriculture, farming and moved to metropolitan areas for. The forced and involuntary reverse migration in the midst of agrarian emergency represents a major danger on individuals to fall into wretched destitution (Singh 2020). This in turn will pose a big challenge on the economy of rural India (Singh, 2020). In the current circumstance, the interior transient workers in India are around 450 million. Ground reality show transient works are higher in the states of UP and Bihar followed by MP, Punjab, Rajasthan, Uttarakhand, Jammu and Kashmir and West Bengal (Sing, 2020). Presently, returnees are returning with no resulting in poverty and hunger. As per ILO gauges around 400 million specialists in India in the casual economy are at the danger of falling further into destitution during the emergency of the pandemic (Singh, 2020). The reverse migration will additionally result in to fall in the producer cost of yields which will decrease farm wages and salary. Then again, because of low efficiency and storing of food articles, there will be an ascent in the costs of food things which will significantly influence needy individuals (Singh, 2020).

VII. STEPS TAKEN BY CENTRAL AND STATE GOVERNMENT

In March 2020, the Union Home Ministry directed the States to make use of National Disaster Response Fund (NDRF) for providing food, shelter etc. to the migrant workers. Further, in the last week of March 2020, the Central and State Government asked the landlords not to press for rent from the tenants until the period of lockdown is over. Moreover, the Union Home Ministry directed the State government set up relief camps for these workers on their transit route.

A. TRANSPORT

On March 28, the central government authorized states to use the State Disaster Response Fund to provide accommodation to traveling migrants. States were advised to set up relief camps along highways with medical facilities to ensure people stay in these camps while the lockdown is in place. In an order issued on April 29, the Ministry of Home Affairs allowed states to co-ordinate individually to transport migrants using buses. On May 1, the Indian Railways resumed passenger movement (for the first time since March 22) with Shramik Special trains to facilitate movement of migrants stranded outside their home state. Between May 1 and June 3, Indian Railways operated 4,197 Shramik trains transporting more than 58 lakh migrants. Top states from where

Shramik trains originated are Gujarat and Maharashtra and states where the trains terminated are Uttar Pradesh and Bihar. Note that these trends largely correspond to the migration patterns seen in the 2011 census data.

B. RELIEF CAMPS

After the Central government directed the State government to set up relief camp for taking care of the basic needs of migrant workers such as food to be served to them free of cost, the State government and NGOs set up such camps across the country for helping these workers get rid of their problems especially of food enroute to their destination.

C. Conveyance:

In the last week of May, 91 lakhs of migrant workers reached their destination in various states through Sharmik special trains and Roadway's transport buses. In addition to the above various

states" registration portals were being operated to give information of these workers regarding their lodging and the places where they were stranded. It helped even the workers to find out the places of their location. By 23 May, 2020, 40 lakh migrants reached their homes by buses. However, the journey by Shramik special trains and buses were not without hiccups. It was alleged that the migrant workers were charged fares by the state government whereas it was decided the center would pay 85% and states 15 % of the cost of fares of each worker. Later the Supreme Court asked the Central government to bear total fares and ensure that these workers get all the humanitarian aids during the journey thereafter things got settled.

D. OTHER RELIEF MEASURES

The Central government announced a relief package worth ₹ 1.7 lakhs crores to help the poorer section including migrant workers besides farmers and poor ladies. It consisted of cash transfer as also free arrangements of food grains from the PDs system for the next three months starting April 2020, besides free cylinders and cash transfers. In order to absorb the incoming migrant workers in the employable works in rural areas, the Union Finance Minister viz. Nirmala Sitaraman announced that the Centre should be spending ₹ 40,000 crores additionally under MGNREGA. Various State governments also took up measures to provide employment to these migrant workers at the place of their homes. The government of Uttar Pradesh, Madhya Pradesh, Gujarat, The Punjab etc. accordingly relaxed labor laws in order to encourage investments and industries so that these workers would be given employment. The above relief measures further get bolstered due to the "ATMANIRBHAR BHARAT SCHEME" announced by the Prime Minister. The ₹ 20.5 lakh crore package includes almost ₹ 3 lakh crores, collateral free loans to MSME sectors which employ nearly 35 lakh people, majority of which are migrant workers from the States of Uttar Pradesh, Bihar, Madhya Pradesh, Chhattisgarh, Jharkhand, Orissa and West Bengal.

E. Pradhan Mantri Garib Kalyan Yojana (PMGKY)

The central and states government in India under the distinct economic package, Pradhan Mantri Garib Kalyan Yojna (PMGKY) scheme etc. attempted to deal with the economy and the least fortunate among the poor yet successful execution of this package represents a major test as well as challenge (Singh, 2020 cites Jha 2020). The Ministry of Finance on their official website on the press release states that 42 crore poor people have received financial assistance of 65,454 crore under the above-mentioned scheme as on 20 June, 2020 (pib.gov.in). As a part of the scheme, the Government announced free food grains and cash payment to women and poor senior citizens and farmers. The central and state governments are continuously monitoring the implementation of the package (pib.gov.in). The Government also announced free food grains supply and chana to migrants for two months as on 19th June, 2020 (pib.gov.in). The other examples include, Rs 500 deposit to Jandhan accounts of women, additional allocation to MGNREGA for jobs to returned migrants, credit facilities, package for revival of economy so that migrants can get back their job etc. The table below describes the benefits

Table-2: Pradhan Mantri Garib Kalyan Package Total Direct Benefit Transfer till 19/06/2020

Scheme	Number of Beneficiaries	Amount
Support to PMJDY women account holders	1st Ins - 20.65 Cr (100%) 2nd Ins -20.63 Cr 3rd Ins -20.62 (100%)	1st Ins -10,325 Cr 2nd Ins -10,315 Cr 3rd Ins -10,312 Cr
Support to NSAP (Aged widows, Divyang, Senior citizen)	2.81 Cr (100%)	2814 Cr
Front-loaded payments to farmers under PM-KISAN	8.94 Cr	17891 Cr

Support to Building & Other Construction workers	2.3 Cr	17891 Cr
24% contribution to EPFO	66 Cr	996 Cr
Ujjwala	1st Ins – 7.48 2nd Ins – 4.48	8488 Cr
TOTAL	42.84 Cr	65,454 Cr

Source: Ministry of Finance, GOI, Press Release <https://pib.gov.in/PressReleasePage.aspx?PRID=1632863>

VIII. CONCLUSION

Migration was a result of combination of multiple push and pull factors. Among them, the push factors had been joblessness, increasing educational, health needs, care of the elderly, indebtedness and failure of agriculture in the native places and the pull factors had been better wages for unskilled and skilled works in destination state. The lockdown and global pandemic Covid-19 has caused ravage the millions of labors' life at an unimaginable level. The crisis of COVID-19 has, for the first time, brought „invisible“ migrants and the phenomenon of migration to the center stage of policy concern around social protection. Migrant worker tragedy unfolding in the wake of the COVID-19 pandemic lockdown is reinforcing the necessity of consolidating the social policy efforts of the past decades. Migrant workers occupy a special position in the debates around development and social protection. They have driven the engine of globalization, though not reaped great benefits from the process. In the wake of COVID-19, the very factors that made them desirable as a workforce are turning against them. The current tragedy of poor migrants is hiding the bigger story: mass-scale unemployment and insecure, unprotected work that has characterized labor Post COVID 19, workplaces must provide better protection and decent work standards for informal workers based on existing policy framework. Government must also recognize that rural employment that continues to support the subsistence of millions is facing adverse conditions. Rural social protection schemes, such as public works under MGNREGA, should be expanded to urban areas, and other welfare measures, such as maternal and child protection and PDS, should be made portable. Similarly, farmers and the agrarian rural sector will need greater commitment from the state as urban informal work and migrant remittances dry up. As special trains leave with groups of migrants, 58 days into the COVID-19 lockdown, India's social policy experiments and vibrant democracy must rise up to address resurgent poverty brought on by the new challenges of the 21st century.

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**A STUDY ON FACTORS INFLUENCING THE BUYING BEHAVIOUR OF CONSUMERS
TOWARDS PRIVATE LABEL APPARELS IN SELECT RETAIL OUTLETS IN HYDERABAD**

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ABSTRACT

The organised retail sector is growing in India with many retailers increasing over the period. The concept of private labels which was introduced in India in early 2000 is slowly gaining its hold in the market. Private labels are beneficial to the retailers as they can have their own brand created, cost can be reduced, price can be reduced, no extra cost of promotion, self motivated, retailers get to know first hand information directly from the consumers. And for the consumers they have wider choice & variety at lesser price. In a general buying process consumers are influenced by price and quality and these are the two important variables influence them into making a final purchase apart from other variables. From the literature review it has been observed that many studies have been done consumer buying behaviour towards grocery and Little on demographic and Psychographic factors that influence the buying behaviour of the consumers towards apparels in Hyderabad. and very little work has been done on satisfaction of consumers from private label apparels in Hyderabad. Hence there is a need to study the consumers satisfaction towards of private labels in few select retail outlets. Hence the present study focuses on understanding the factors that influence the consumers in purchasing the private labels. The information relating to the study is collected through secondary source and primary source by administering questionnaire. For the purpose of the study six different stores i.e. Chermas, Pantaloon, Shoppers Stop, Westside, Trends, Lifestyle located in Hyderabad have been taken. The sample size for the study is 101 respondents. The sampling technique used for the study is random sampling using mean.

Keywords: Consumer, Consumer buying Behaviour, Private Labels, Satisfaction, Apparels

BRIEF INTRODUCTION

Retailing is an activity where large variety of different product are sold in one place. The products are sold to different type of consumers of different age group. It is a place where the different needs of consumers like personal, consumer goods, durable non-durable goods are met. Retailing comprises of the business activities involved in selling goods and services to consumers for personal, family, or household use. (Pradhan,2000). Retailing has become very important for the economic development of the country. It has emerged as one of the most dynamic and fast growing industry with the number of players entering into the retail business.). India is considered as most attractive potential market for investments in retail sector by AT Kearney's eleventh annual Global Retail Development Index (GRDI), in 2012. The total consumption expenditure was US\$1,824 billion in 2017 and US\$3,600 billion in 2020. It accounts to 10% of India's GDP and 8% of the employment and India occupies 5th position in the world retail space. India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India is the world's fifth-largest global destination in the retail space and ranked 63 in World Bank's Doing Business 2020. In FDI Confidence Index, India ranked 16 (after US, Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland, and Italy

RESEARCH GAP

From the Literature reviews it has been observed that most of the study has been done in other countries and in India most of the study has been on unorganized sectors and on groceries, electronic products in and very little study has been on understanding the consumer satisfaction towards private labels in organized sectors

RESEARCH OBJECTIVES

1. To analyse the factors Influence the buying behaviour of the consumers of private label apparels.
2. To compare the satisfaction of consumers towards private label apparels from different select retail outlets in Hyderabad

SAMPLE SIZE – 101

SAMPLING TECHNIQUE: Based on Random Sampling Method. Data has been analysed using Excel sheet Pivot tables .

DATA SOURCE : The data for the purpose of the study has been taken from primary source by administering a structured questionnaire containing closed end questions. The response's were recorded and measured using 5 point Likert Scale

Secondary data has been obtained from Store websites, Articles. Published papers & Books.

Stores Selected for the Study

1. Life Style
2. **SHOPPERS STOP**
3. Cherma's
4. Pantaloon
5. Westsid
6. Trends

LITERATURE REVIEW

Agarwal et al., (2018,.. In the study explained how the retailers presented their own brands in the store. In the study it was observed that private labels have been promoted examined the effect of store image and private label brands on women apparel sales. From the study it has been found out that the private label brands have been promoted in grocery and appael marketing and hence there is a need to know more about women customers as to how they perceive private labels. It has also been found out that there is tough competition in appael segment It is also found out that women are attracted towards design, affordability and trust. Private label brands in apparel segment attract consumers who look for value for money and maximal satisfaction. It was concluded that apparel sector gradually gets attention from women and volume of sale mainly relies on store image and brand name.

Bindubasini & Shakila, (2017).. The study focuses was on analyzing the private label brand and store loyalty towards apparel. The study states that the private label apparel sector has gained awareness within short period of time. And the findings also reveal that consumers are more interested and attracted to purchase the apparels that have good reputation in the market. Hence the consumers are more concerned to know more in detail about the store and the products sold by the retailers. This will make it more convenient to know the consumer interest, awareness, and satisfaction concerning apparel brands. It can be concluded that both private label brands and store loyalty increase apparel business among the different segments of consumers.

Maran et, al. (2017), The study examined the influence of perceived service quality and emotional value on purchase behaviour towards apparels in India. This study revealed that branded apparel plays an essential role in international market and it changes the lifestyle of consumers. It was found that Indian customers seek more variety and prefer branded fashion apparels. Moreover, design, fashion, price, quality, and promotional activities have significant influence on changing customer attitude and purchase behaviour. Findings revealed that income, purchase pattern, quality, colour, price, design, style, and comfort aspects have significant influence on branded apparel product. In addition to that expectation and satisfaction towards branded apparel have positive relationship. It was concluded that apparel brand developer should make effective plans to attract customers by offering suitable apparels.

Koca and Koc .,(2016,,) examined clothing purchase behaviour by gender apropos fashion and brand awareness. It was found that both male and female consumers show significantly varied approach to decisions and express different behaviour for purchase of apparels. Results revealed that status and quality, economic situation, and cultural value have effective relationship with clothing purchasing behaviour. Moreover, female customers are keen on purchasing fashion-oriented apparel. It was found that customers consider that fashion is expensive, unique and different. Moreover, fashion clothing should be used to disclose individuality in the peer group. Findings indicated that both male and female consumers have adequate awareness on brands. It was concluded that gender has direct impact on customer purchasing behaviour in clothing purchase.

Rasha and Reham, (2018).. scrutinised the factors affecting consumer willingness to buy private label brands. In this direction, this study examined consumer perception, price consciousness, risk, familiarity, store image,

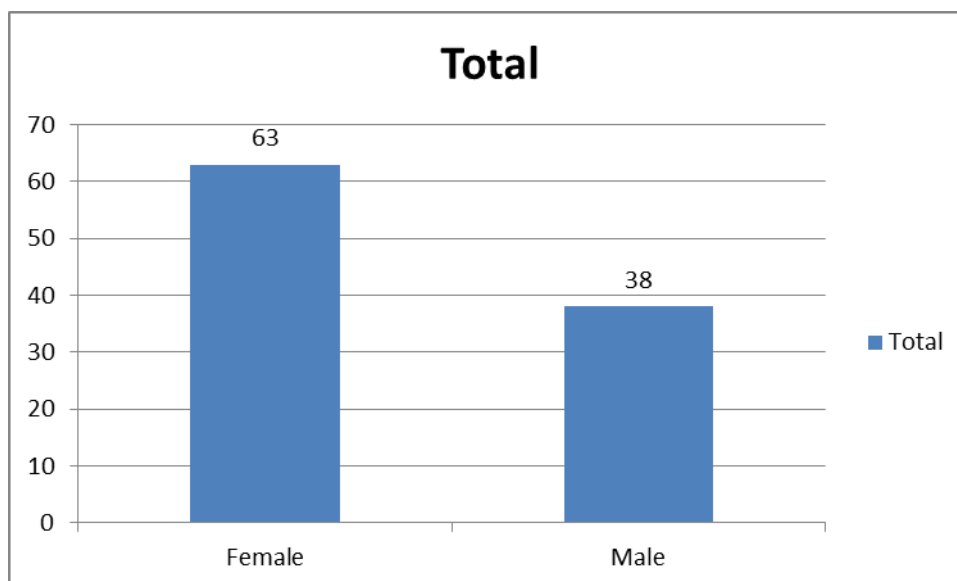
and consumer attitude. It was found that familiarity deals with availability, past experience, unique features and awareness on private label brand products. This study revealed that consumers often purchase desired product with the same retail outlets. Therefore, they have much familiarity on the product they intend to purchase and have superior awareness on the retail store. Findings revealed that when consumers are more familiar with private label brands, they tend to treat it with confidence, trust and firmness. It was concluded that familiarity dimension makes consumers to form a favourable attitude and more willingness to purchase private label brands.

Aldousari et al. (2017)., observed different categories of perceived risk as well as what attributes, products, and environment of stores have influence on consumer evaluation. This study revealed that store brands get popularity through the keen efforts of retailer apropos product promotional activities. It was found that store brand helps to save money, increase shopping value, enhance purchasing power, and offer various designs. Moreover, store brands are available most of the time and satisfy the expectations of customers. Findings showed that psychological risk, product performance risk, and financial risk have direct effect on the consumption of store brands. Similarly, price factors, store atmosphere, and social risk have sizable impact 38 on buying store brands. It was concluded that attributes, products, and environment of store guides the customer towards purchase of private label brands.

DATA ANALYSIS

1. Gender

Female	63
Male	38
Grand Total	101

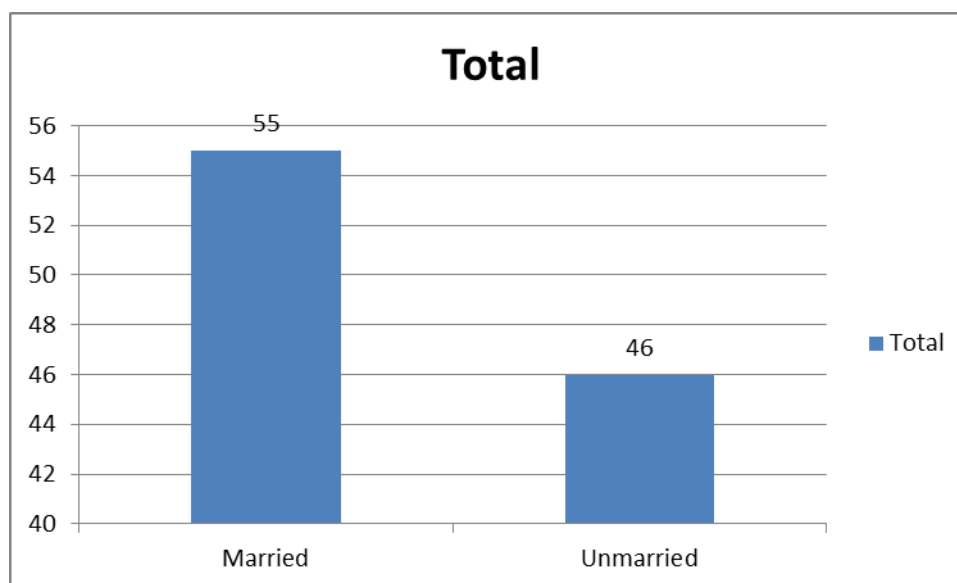


Source: Compiled by the author

The above picture depicts the gender of the respondents who purchase private labels from the select retail outlets. The majority of the respondents who purchase private labels are female, accounting to 63% and 38% are male respondents.

2. Marital Status

Married	55
Unmarried	46
Grand Total	101

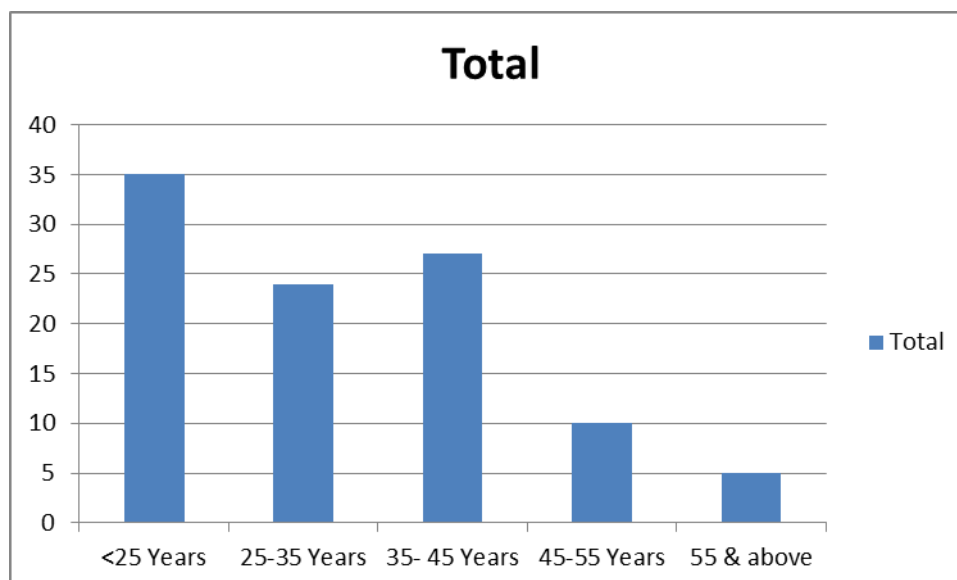


Source: Compiled by the author

The above picture depicts the marital status of the respondents who purchase private labels from the select retail outlets. The majority of the respondents who purchase private labels are married, accounting to 55% and 3unmarried accounted to 46%.of the respondents.

3. Age

<25 Years	35
25-35 Years	24
35- 45 Years	27
45-55 Years	10
55 & above	5
Grand Total	101

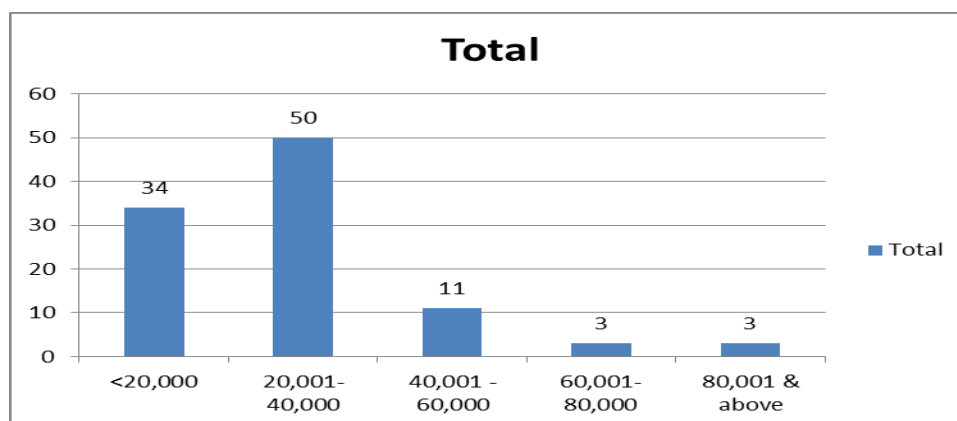


Source: Compiled by the author

The above picture depicts the age of the respondents who purchase private labels from the select retail outlets. The majority of the respondents who purchase private labels belong to the age group of less than 25 years accounting to 35% of the respondents, around 24% of the respondents belong to the age group between 25-35 years, around 27% of the respondents belong to the age group between 35-45 years, around 10% of the respondents belong to the age group between 45-55 years, around 5% of the respondents belong to the age group of above 55 years,

4. Monthly Income

<20,000	34
20,001-40,000	50
40,001 - 60,000	11
60,001-80,000	3
80,001 & above	3
Grand Total	101

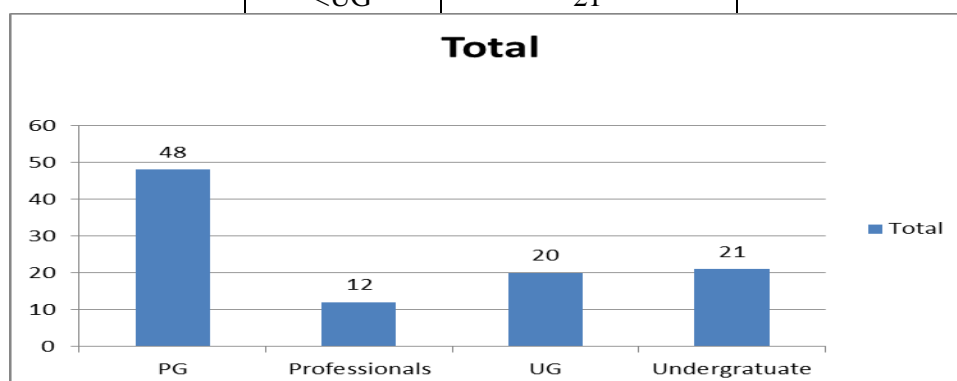


Source: Compiled by the author

The above picture depicts the monthly Income of the respondents who purchase private labels from the select retail outlets. The respondents who purchase private labels have a monthly income of rupees less than 20,000, accounting to 34 % of the respondents. The respondents who purchase private labels have a monthly income of rupees 20,001- 40000, accounting to 50 % of the respondents. The respondents who purchase private labels have a monthly income of rupees 40,001- 60,000, accounting to 11 % of the respondents. The respondents who purchase private labels have a monthly income of rupees 60,001- 80000, accounting to 3 % of the respondents. The respondents who purchase private labels have a monthly income of above 80, 000 rupees, accounting to 3 % of the respondents.

5. Educational Qualification

PG	48
Professionals	12
UG	20
<UG	21



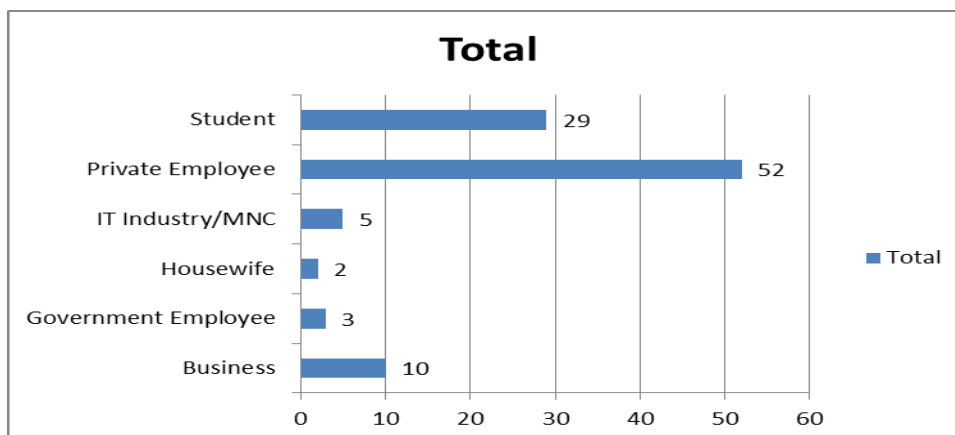
Source: Compiled by the author

The above picture depicts the Educational Qualification of the respondents who purchase private labels from the select retail outlets. The majority of the respondents who purchase private labels are post graduates accounting to 48 % of the respondents. The 12% of the respondents who purchase private labels are

professionals, The respondents who purchase private labels accounting to 20 % of the respondents are graduation, The respondents who purchase private labels accounting to 21% are a below graduation.

6. Occupation

Business	10
Government Employee	3
Housewife	2
IT Industry/MNC	5
Private Employee	52
Student	29
Grand Total	101

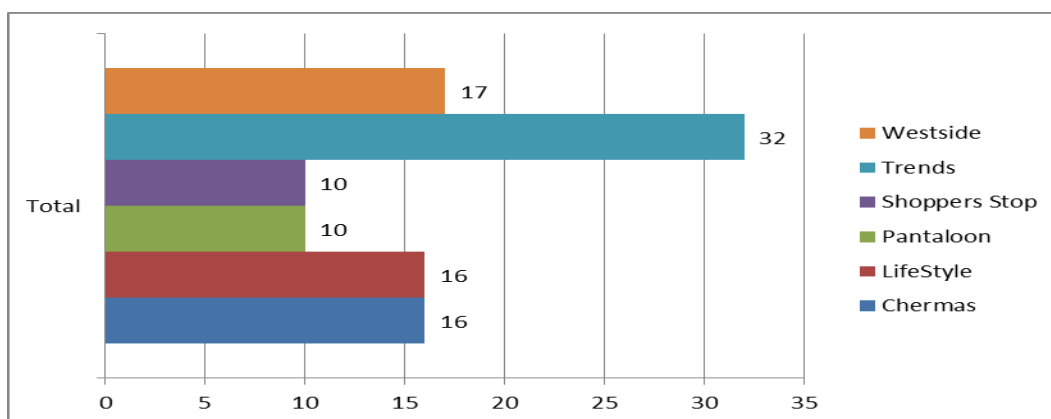


Source: Compiled by the author

The above picture depicts the occupation of the respondents who purchase private labels from the select retail outlets. The respondents who purchase private labels are students accounting to 29 % of the respondents The 52% of the respondents who purchase private labels are Private employees , The respondents who purchase private labels accounting to 5 % of the respondents are IT professionals, The respondents who purchase private labels accounting to 2% are housewives, The respondents who purchase private labels accounting to 3% are government employees, 10% of the employees are businessmen.

7. Which of the following retail stores do you generally visit the most

Chermas	16
LifeStyle	16
Pantaloon	10
Shoppers Stop	10
Trends	32
Westside	17
Grand Total	101

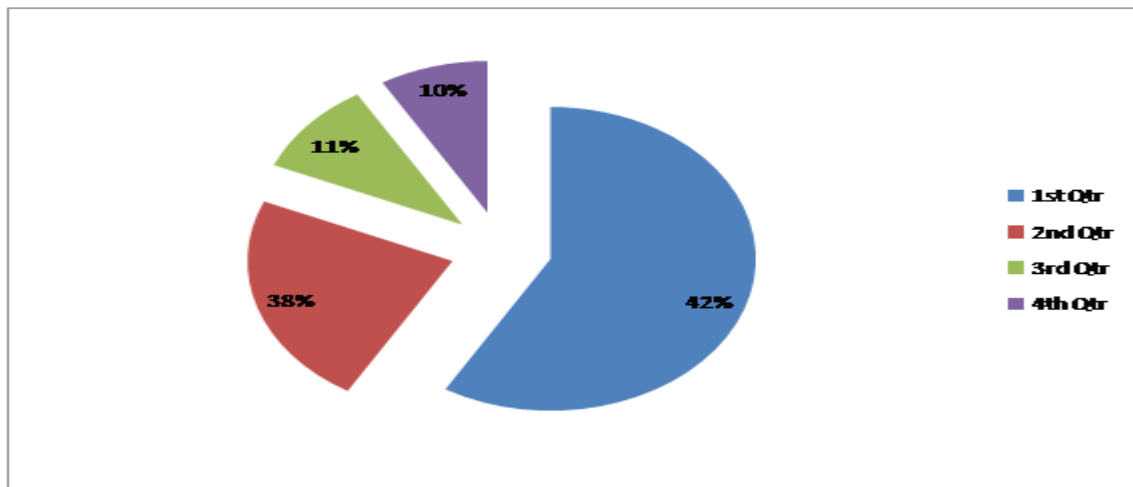


Source: Compiled by the author

The above picture depicts the different stores visited by the respondents who purchase private labels from the select retail outlets. The respondents who visited cherma's to purchase private are accounting to 16 % of the respondents. The respondents who visited Lifestyle to purchase private are accounting to 16 % of the respondents, The respondents who visited pantaloons to purchase private are accounting to 10 % of the respondents, The respondents who visited Shoppers Stop to purchase private are accounting to 10 % of the respondents, The respondents who visited Trends to purchase private are accounting to 32 % of the respondents and The respondents who visited Westside to purchase private are accounting to 16 % of the respondents.

8. The sources through which the consumers became aware of the private labels ?

Friends	43
Relatives	10
Magazines	11
When visited the store	37



Source: Compiled by the author

The above picture depicts the sources through which consumers awareness has been created about the private labels and the stores selling private labels. Majority of the respondents are aware about private labels through their friends accounting to 42 % of the respondents. 10% of the respondents are aware about private labels from their relatives, accounting to 10 % of the respondents. 11% of the respondents are aware about private labels from magazines, accounting to 11 % of the respondents & 38% of the respondents are aware about private labels when they visited the stores, accounting to 38 % of the respondents

9. Quality parameters that influence the consumers satisfaction in purchasing private labels.

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Information provided	28	52	20	1	0	101
Brand Name	48	39	13	1	0	101
Store Name	42	39	13	7	0	101
Texture	53	31	17	0	0	101
Style & Design	41	50	10	0	0	101
Variety	52	35	14	0	0	101
Price	46	47	5	0	3	101
Does not get Tarnished	40	42	12	1	6	101

Source: Compiled by the author

The above picture depicts the Quality parameters that influence the consumers satisfaction in purchasing private labels. 28% of the respondents strongly agree that they are influenced by the information provided about the private labels and 52 % of the respondents state that they agree that they are influenced by the information provided about the private labels. 20% are neutral , 1% disagrees. And 0% strongly disagree.

Similarly 48% of the respondents strongly agree that the brand name influences them in purchasing the private labels and 39 % of the respondents state that they agree that they are influenced by the brand name of the private labels. 13% are neutral , 1% disagrees. And 0% strongly disagree.

With respect to store name 42 % of the respondents strongly agree that the store name influences them in purchasing the private labels and 39 % of the respondents state that they agree that they are influenced by the store name of the private labels. 13% are neutral , 7% disagrees. and 0% strongly disagree.

53 % of the respondents strongly agree that the texture of the products influences them in purchasing the private labels and 31 % of the respondents state that they agree that they are influenced by the texture of the private labels. 17% are neutral , 0% disagrees. And 0% strongly disagree.

41 of the respondents strongly agree that style and design influences them in purchasing the private labels and 50 % of the respondents state that they agree that they are influenced by the style and design of the private labels. 10% are neutral , 0% disagrees. And 0% strongly disagree.

Similarly 52% of the respondents strongly agree that the variety in the product influences them in purchasing the private labels and 35 % of the respondents state that they agree that they are influenced by the brand name of the private labels. 14% are neutral , 0% disagrees. And 0% strongly disagree.

46 of the respondents strongly agree that price of the private labels influences them in purchasing the private labels and 47 % of the respondents state that they agree that they are influenced by the price of the private labels. 15% are neutral , 0% disagrees. And 3% strongly disagree.

40% of the respondents strongly agree that the private label purchased by them do not get tarnished and they are influenced in purchasing the private labels and 42 % of the respondents state that they agree that they are influenced by the price of the private labels. 12% are neutral , 1% disagrees. And 6% strongly disagree.

10. Classification of different stores visited by the consumers age wise.

<25 Years	35
Chermas	3
LifeStyle	4
Pantaloon	4
Shoppers Stop	6
Trends	9
Westside	9
25-35 Years	24
LifeStyle	7
Pantaloon	1
Trends	12
Westside	4
35- 45 Years	27
Chermas	11
LifeStyle	4
Pantaloon	1
Shoppers Stop	1
Trends	8
Westside	2
45-55 Years	10
LifeStyle	1
Pantaloon	4
Trends	3
Westside	2
55 & above	5
Chermas	2
Shoppers Stop	3
Grand Total	101

The above picture depicts that respondents below 25 years, accounting to 35% , respondents between 25-35 years, account to 24% , respondents between 35-46 years, account to 27% who visit the select stores mostly, respondents between 45-55 years, account to 10% and the respondents between the age group of above 55 years, accounting to 5% only visit the stores .

FINDINGS & CONCLUSIONS

1. The majority of the respondents who purchase private labels are female , accounting to 63% and 38% are male respondents.
2. The majority of the respondents who purchase private labels are married, accounting to 55% and unmarried accounted to 46%.of the respondents.
3. The majority of the respondents who purchase private labels belong to the age group of less than 25 years accounting to 35% of the respondents, around 24% of the respondents belong to the age group between 25-35 years, around 27% of the respondents belong to the age group between 35-45 years, around 10% of the respondents belong to the age group between 45-55 years, around 5% of the respondents belong to the age group of above 55 years,
4. The majority of the respondents who purchase private labels have a monthly income of rupees 20,001-40000, accounting to 50 % of the respondents,
5. The majority of the respondents who purchase private labels are post graduates accounting to 48 % of the respondents The 12% are professionals,, 20 % are graduation, & 21% are a below graduation
6. Majority of the respondents are private employees accounting to 52% who purchase private labels 5 % s are IT professionals, 2% are housewives, 3% are government employees & 10% of the employees are businessmen.
7. Majority of the respondents visited Trends accounting to 32 % who purchase private labels, cherma's 16 %, Lifestyle 16 %, pantaloons 10 % , Shoppers Stop 10 % , 16 % of the respondents.
8. Regarding the sources through which consumers awareness has been created about the private labels and the stores selling private labels shows that Majority of the respondents are aware about private labels through their friends accounting to 42 % , 10% from their relatives, 10 % of the respondents, 11% from magazines & 38% of the respondents are aware about private labels when they visited the stores
9. From the study it has been found that according Quality parameters that influence the consumers satisfaction in purchasing private labels. 28% of the respondents strongly agree that they are influenced by the information provided about the private labels and 52 % of the respondents state that they agree that they are influenced by the information provided about the private labels. 20% are neutral , 1% disagrees. And 0% strongly disagree. Similarly 48% of the respondents strongly agree that the brand name influences them in purchasing the private labels and 39 % of the respondents state that they agree that they are influenced by the brand name of the private labels. 13% are neutral , 1% disagrees. And 0% strongly disagree. With respect to store name 42 % of the respondents strongly agree that the store name influences them in purchasing the private labels and 39 % of the respondents state that they agree that they are influenced by the store name of the private labels. 13% are neutral , 7% disagrees. and 0% strongly disagree. 53 % of the respondents strongly agree that the texture of the products influences them in purchasing the private labels and 31 % of the respondents state that they agree that they are influenced by the texture of the private labels. 17% are neutral , 0% disagrees. And 0% strongly disagree. 41 of the respondents strongly agree that style and design influences them in purchasing the private labels and 50 % of the respondents state that they agree that they are influenced by the style and design of the private labels. 10% are neutral , 0% disagrees. And 0% strongly disagree. Similarly 52% of the respondents strongly agree that the variety in the product influences them in purchasing the private labels and 35 % of the respondents state that they agree that they are influenced by the brand name of the private labels. 14% are neutral ,0% disagrees. And 0% strongly disagree. 46 of the respondents strongly agree that price of the private labels influences them in purchasing the private labels and 47 % of the respondents state that they agree that they are influenced by the price of the private labels. 15% are neutral , 0% disagrees. And 3% strongly disagree. 40% of the respondents strongly agree that the private label purchased by them do not get tarnished and they are influenced in purchasing the private labels and 42 % of the respondents state that they agree that they are influenced by the price of the private labels. 12% are neutral , 1% disagrees. And 6% strongly disagree.

10. From the study it has been found that less than 25 years accounting to 35% , respondents between 25-35 years, account to 24% , respondents between 35-46 years, account to 27% who visit the select stores mostly, respondents between 45-55 years, account to 10% and the respondents between the age group of above 55 years, accounting to 5% only visit the stores .
11. The respondents agreed that PLB apparel manufacturers have a wide range of products that satisfy their needs.
12. The respondents accepted that they are satisfied through functional benefits and the respondents agreed that their choice for using PLBs is a wise choice.
13. It has been found that the respondents agreed that the time spent on shopping private label apparel brands is worth spending
14. Consumers find that the products are trendy and fashionable
15. From the study it has been found that most of the women are satisfied by purchasing private labels.
16. It is found that the quality of the apparel and the price value for money realised improve the customer satisfaction.

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REVENGE TRAVEL OR THE ROAD LESS TRAVELED? OPTING FOR A SUITABLE OPTION IN PANDEMIC TIMES

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ABSTRACT

The rapid spread of Coronavirus (COVID-19) has forced everyone to go to lockdowns impacting the travel (particularly aviation), hotel, hospitality, and the leisure industry. Have been indoors for several days forced people to come out and indulge in revenge travel as lock-downs easing began. Ample evidence is collected to suggest that people are flocking to tourist destinations in large crowds, sometimes forgetting even the basic COVID-19 measures. This research work highlights the dangers of such revenge travel and the need to avoid revenge travel to the extent possible. Further, it suggests some tips for selecting safe destinations and some safe options when indulging in revenge travel. The research has meaningful implications for the policymakers (such as the Governments) and the travel and leisure industries.

Keywords: revenge travel, hospitality, covid pandemic, air travel.

JEL CLASSIFICATION L91, L93, L98

INTRODUCTION

Traveling got severely hit during the various waves of the COVID-19 pandemic crippling the global economies in general and the travel industry in particular. Every time the lockdown eases, people want to travel to places they feel comfortable.

The Background

In December 2019, there was an outbreak of the Coronavirus (COVID-19) in Wuhan, China, and since then, it has spread globally, forcing worldwide-scale lockdowns. The World Health Organization (WHO) officially declared the COVID-19 pandemic on March 11, 2020 (WHO, 2020). India reported its first case of COVID-19 on January 30, 2020, in Kerala (Perappadan, 2021). Kerala announced its complete lockdown on March 23, 2020, and the rest of India joined from March 25, 2020. On June 10, 2020, recoveries exceeded active cases for the first time, and the rate of spread started to drop by September 2020 – giving hope of relief to the entire nation.

A more deadly and contagious second wave began in India from March 2021, demonstrating how less prepared the country is in handling shortages of vaccines, hospital beds, oxygen cylinders, and other medical infrastructure that were seen in several parts of the country (Michael, 2021). India began its vaccination program on January 16, 2021, with the help of thousands of volunteers, doctors, and health workers. By April 2021, it administered about three to four million doses a day with vaccines like Covishield, the Indian-produced Covaxin, Sputnik V, and the Moderna vaccine. The Central Government clarified to the State Governments that fully vaccinated people do not need to produce a negative RT-PCR report to travel. This clarification became necessary because several State Governments have put restrictions at their borders for people from other states entering into their territory (Neetu, 2021).

Impact on Tourism Industry

The tourism industry is one of the highest job generators and a significant economic contributor to foreign exchange earnings (Riadil, 2020). The Indian tourism industry faced the brunt of the ongoing pandemic as travel plans got disrupted and travel bookings slow down to a trickle (Gandhi, 2021). Even in the early stage of the pandemic, the impact of the Tourism sector was tremendous (Zenker & Kock, 2020). The Tourism sector is the first and the most hit amongst various sectors of the economy due to the pandemic. An estimated 2.1 crores have lost their jobs during the first three-quarters of FY21 (NCAER). In response, many Governments have begun drawing plans and support to revive domestic tourism to recover the economic loss (Foo et al., 2020). KPMG Report (2021) said that Indian domestic tourism had performed better than several other countries amidst the pandemic. Though domestic tourism could pave the path for economic recovery, there is always a risk and fear of the pandemic spread and contamination. Literature shows that human mobility is an essential factor contributing to the

spread of infectious diseases, and limiting or constraining human mobility is considered in the contingency planning of several countries (Bajardi et al., 2011; Fang, Wang & Yang, 2020; Chan et al., 2020)

The Indian tourism sector witnessed a revival sort of in the initial months of 2021. However, it got hit once with the second wave stepped in, during which it took a hefty toll denting sectoral recovery (Thakur, 2021). As the second wave began to decline from May 2021, various states lifted lockdown in a phased manner, allowing the hospitality industry to re-open. Demand recovery for the hospitality sector has strengthened after the lockdowns imposed by several states amid the second wave of covid-19 infections (Tewari, 2021). This upward trend is backed by the fact that people have learned to deal with the pandemic, travel when the positivity rate is low, and stay home when it is high.

Moreover, vaccination drive in India on a large scale has enhanced the social life of people. People are exploring domestic and international travel soon after getting one or two jabs. Moreover, small travel agents too resumed their operations upon easing COVID-19 restrictions and migrated to online platforms to take bookings.

Revenge travel explored

The moment lockdowns began to get lifted in different parts of the country, glimpses of people holidaying with a retaliation lead to many things: anxiety among lawmakers and medical fraternity, relief for the bleeding tourism sector, and the coinage of a new term – 'revenge tourism' (Deepika, 2021). Revenge tourism is very likely to emerge because many people have spent way too much time indoors and are now bored of staying home. It is natural to expect a break from their monotonous daily chores (Abdullah, 2021). The tourism sector is observing considerable footfalls to famous tourist destinations domestically and internationally. India travel destinations such as Karnataka, Uttarakhand, Himachal Pradesh, Goa have reported increased visitors right from July 2021. Online and physical travel agents saw higher bookings in June 2021, along with a sharp rise in domestic traffic. Weekends especially saw a huge surge in travelers as people saw flocking to tourist destinations to take a short break. Though it is a positive vibe for homestays, hotels and restaurants are recovering from the three-month lockdown they suffered. Earlier hotels – particularly accommodation and lodging facilities, collaborated well with the hospital industry in converting hotel rooms into isolation and quarantine centers (Aquino et al., 2021).

LITERATURE REVIEW

The last decade has witnessed an exuberant growth in the number of tourists to popular Indian tourist destinations (Tiwari & Chowdhary, 2021). In 2019, over 2.3 billion domestic tourist visits were made across India, increasing the previous year. A combination of macroeconomic factors and changing business trends has led to tourists crowding popular destinations, which experts call over-tourism. This extraordinary growth in the sector negatively affects communities (Perkumienė, Pranskūnienė, 2019), the environment (Benner, 2019), the rise in crime rates, and destinations themselves. The significant over-tourism causes are an increase in disposable income, a desire to explore the world, increasing options in accommodation, and better connectivity than before (Tiwari, Kainthola, Chowdhary, 2020).

The concept of over-tourism gives rise to "Revenge Tourism," which is considered hazardous in the present pandemic scenario. Revenge travel started unfolding from June onwards as Indians comes out of their homes after months of lockdown, and it is dangerous with the fight against COVID-19 still underway. So when states started opening up after the slight decline of the second wave of COVID-19, people headed out in droves to beachside, hill homestays, or even just a resort close by. Months of rigorous lockdown accompanied by working from home, doing or conducting classes online, and being unable to meet close relatives created boredom. So they masked up, got their jabs, and headed outdoors to relax. Pieces of evidence of people thronging destinations like Shimla, Manali, Nainital, Ooty, Nandi Hills, Goa are surfacing on various channels daily. The concept of 'revenge' brings a positive and sweet vibe to the bleeding hospitality industry.

Budget-friendly hostel chain GoStops, multi-hospitality chain OYO, and Airbnb, the online marketplace, saw a 25 – 80 percent surge in the reservation. Hill properties in Uttarakhand, Himachal Pradesh, and Jammu and Kashmir are witnessing a 70 – 80 percent occupancy rate. There is a surge in demand and people want to get away from the monotony of being at home and are looking for safer ways to return to some normalcy. Despite the breath of fresh air that people want to enjoy, appropriate covid behavior in public places is mandatory even for fully vaccinated people. The survey shows that 69 percent of respondents were not complying with proper use of masks, whereas compliance to physical distancing norms was utterly missing in 63 percent, while 24 percent showed limited compliance.

RESEARCH METHODOLOGY

Research Design

Based on the present scope of the study, the authors utilized the Exploratory Research Method. Exploratory research is a form of interpretive research used to answer questions like what is happening, how it is happening and assess a phenomenon in a new light. The entire data used for the present study is obtained from secondary sources. The authors tried to study various business strategies based on qualitative and quantitative data collected from multiple sources. The exploratory research enables the author to focus on the most promising interventions from the theoretical ideas about the phenomena being investigated.

Objectives of the study

1. To determine whether post-pandemic traveling activities are productive or not?
2. To compare and suggest safer tourism practices amidst revenge tourism.

DISCUSSION

Evidence of "Revenge Tourism" taking an upward swing

The factors contributing to revenge travel are the hope of economic recovery as confirmed by the US and China, improving financial situation, and improved air travelers confidence. An IATA passenger survey in June 2021 showed that as many as 60 percent are ready to fly within two months, while 30% would wait for six months before considering to fly (IATA, 2021). Of course, airports and airlines have to put in new medical infrastructures such as medical units at airports and onboard diagnostics facilities to prevent in-flight infections (Shaimoldina & Xie, 2020). Further, a mandatory 14-day quarantine after flight travel is not always feasible, particularly in diplomatic visits by dignitaries. These exceptions have their own pitfalls (Mungaomklang et al., 2021).

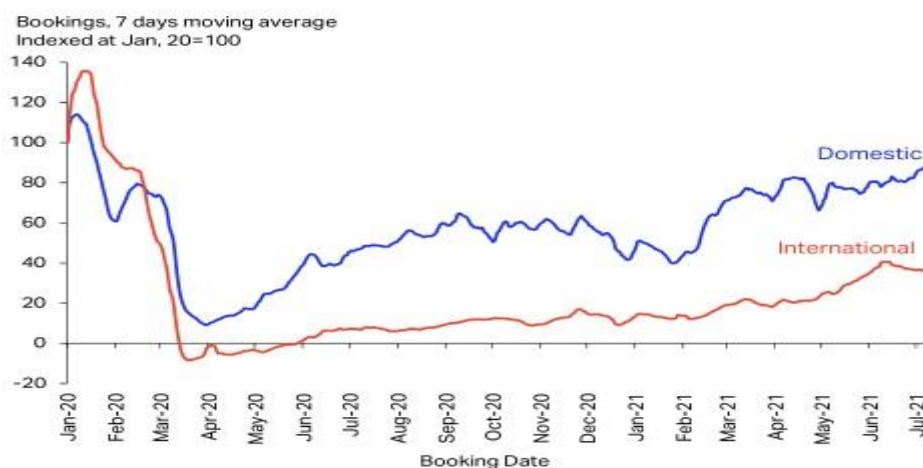
Figure 1: Air Passengers are keen on traveling soon



Source: IATA Passenger Survey, June 2021

While domestic and international air travel recovered, still there was a lag in the international air travel recovery in June and July 2021 because of new travel measures implemented by some countries to mitigate the spread of the new variant.

Figure 2: Trends in passenger bookings (Domestic. vs. International)



Source: IATA Economics using DDS

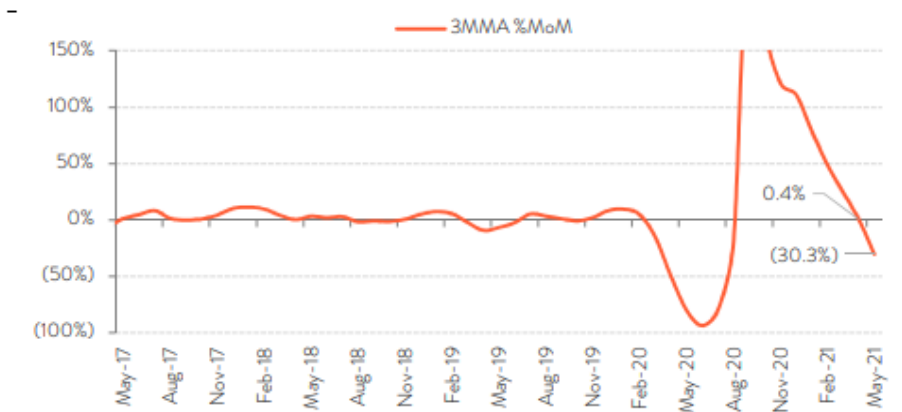
While there was some recovery in scheduled flights seating capacities for April, May, and June, the recovery was not in all markets. Japan being the host for the 2021 Olympic games, saw a surge in traffic. South Africa reported a significant week-on-week increase in capacity. China has reported adjustments in response to COVID and market demands (OAG, 2021). The rise in delta variant cases became a challenge for the recovery of airline travel, first in India, then in the UK, and later in China and other Asian nations such as Indonesia and Vietnam (Bloomberg, 2021).

Figure 3: Capacity variance by current month and week

Region	vs Jul-19	vs Jul-20	vs Jun-21	Region	05/08/2019	03/08/2020	26/07/2021
Global	-32.1%	51.2%	18.5%	Global	-31.7%	35.4%	-0.5%
Australia	-56.0%	149.3%	-25.0%	Australia	-70.5%	64.1%	-3.6%
Brazil	-34.8%	198.1%	35.0%	Brazil	-31.1%	153.6%	-1.3%
China	5.7%	27.4%	15.5%	China	-4.3%	7.6%	-9.8%
France	-37.2%	74.5%	59.7%	France	-30.9%	40.4%	1.5%
Germany	-53.1%	67.8%	62.3%	Germany	-47.7%	42.0%	3.8%
India	-36.5%	43.4%	30.2%	India	-28.1%	86.6%	6.7%
Japan	-53.6%	-18.6%	21.9%	Japan	-48.7%	-19.9%	11.6%
Mexico	-10.9%	84.8%	13.8%	Mexico	-9.0%	69.5%	0.9%
Singapore	-61.6%	192.9%	12.0%	Singapore	-81.8%	157.7%	0.9%
South Africa	-65.2%	291.1%	-31.4%	South Africa	-59.4%	282.3%	28.7%
South Korea	-45.6%	11.7%	7.8%	South Korea	-46.7%	-4.7%	-3.1%
Spain	-31.8%	91.9%	58.3%	Spain	-25.5%	39.3%	1.5%
UAE	-53.3%	87.3%	22.7%	UAE	-54.7%	53.4%	0.3%
United Kingdom	-66.7%	48.5%	56.1%	United Kingdom	-58.1%	17.9%	6.6%
USA	-16.0%	75.1%	8.2%	USA	-16.2%	63.1%	0.2%

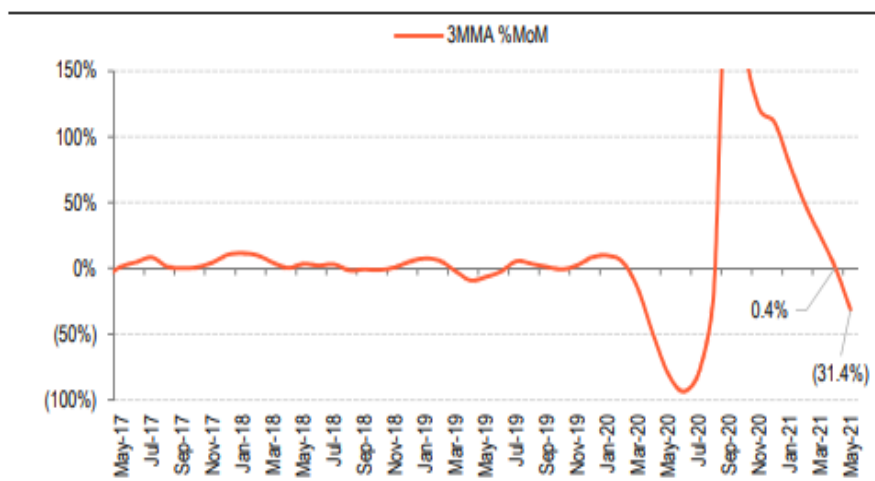
Source: Schedules Analyser, OAG; Data retrieved on August 6, 2021

Figure 4: Indian airline traffic got hit because of COVID Second wave during April – May 2021



Source: Author compilation

Figure 5: Indian Airline passenger traffic growth was hit again in May '21



Source: Author compilation

Figures 4 and 5 show an increase in domestic travelers herding famous tourist attractions, mainly Uttarakhand, Jammu & Kashmir, and Himachal Pradesh. Beds are running out of hotels in most places, and tourists are flouting social distancing rules and maskless. Tourists also headed to less popular destinations to look for accommodation and avoid the crowd (Ghosh, 2021). Besides the frustration of wanting to get out, there is also the frustration caused by the hot climate that has pushed tourists to pursue holidays in nearby hill stations.

A study conducted by Booking.com stated that 72 percent of people feel that traveling this year is more important to them than before the pandemic. It also found that of the people who could not travel in 2020. MakeMyTrip has also noticed an almost 200 percent jump in hotel bookings ever since restrictions began to ease.

Despite a remarkable recovery on the domestic passenger traffic of airlines, ICRA said that the airlines are in deep financial stress and could even face liquidity issues going forward. Lower revenues and higher fixed costs will haunt them for FY2022. The Directorate General of Civil Aviation (DGCA) has extended the ban on scheduled international operations to/from India until August 31, 2021 (ICRA, 2021).

Dangers of Revenge Travel

Experts fear that revenge travel can result in the early advent of the third wave. A LocalCircles survey of about 18,000 respondents from 311 Indian districts shows that as many as 28% want to travel in August – September 2021. (Sharangee, 2021) Reasons for traveling amongst potential COVID surge is because those who booked travel tickets were unable to get their tickets canceled or would be losing partial or full ticket amount. The survey finds the prime reason for travel is to visit a family or friend (39 percent), for a holiday destination (13 percent), and other travel plans (22 percent).

Several people are not following appropriate COVID-19 protocols that can be alarming for the local community and the Government on a large scale.

Although there has been a general decline in positive cases, India is still reporting around 30,000 new cases daily, sending an important reminder to remain safe with appropriate social distancing and other norms like wearing masks and staying indoors to the extent possible.

The Fourth national blood serum survey (Serosurvey) conducted by the Indian Council of Medical Research (ICMR) finds that two-thirds of the population above the age of 6 may have SARS-CoV-2 antibodies. Furthermore, the fourth serosurvey also suggests that the rest, one-third, or around 40 crores of the population, does not have antibodies. This means that a significant part of the population remains susceptible to a COVID-19 infection (Lok Sabha, 2021).

Opting for a safe destination and avoiding revenge travel

As travel lovers are flocking to hill stations and other tourist destinations in alarming numbers, it sets an alarming situation for the entire nation. Experts say this may invite an early advent of the third wave that can be more detrimental and contagious than the previous two waves. After months of rigorous lockdown with phased-wise relaxation in many states, people want to step out of their homes for relaxation and escape the scorching summer. Also, with the festive season approaching, people are planning their vacations accordingly – be it family gatherings or weddings (Sanand, 2021).

The new surge in travel and hotel bookings across India despite the growing concerns about the third wave indicates that new skills are required for industry professionals to plan, produce and deliver digital and hybrid events based on this trend. Hospitality partnerships such as the one that Marriott International has recently announced show the hospitality industry's commitment to providing enhanced hygiene protocols and hybrid meeting solutions or learning opportunities to meet its guests' growing and evolving requirements.

Other Safe Options

Some of the safer options suggested are:

1. **Enjoy Nature, sparsely populated scenic destinations:** Without risking too much exposure, one can do lots of fun things. Keeping minimal contact, taking nature walks, and spending time in scenic spots that are sparsely populated will surely help. For example, Lohono provides homestays for families/groups.
2. **Booking accommodation in advance:** The moment one decides where one is heading, one should book a stay. Factors to be considered are hotel budget, food expenses, the number of days of stay.
3. **Map the route to safe destinations:** Before one decides which place to visit, one should check the COVID-29 numbers and then decide terms of which is the safest location. One needs to decide the period of stay – short, brief, long, amongst others.

RESEARCH FINDINGS

The impact of revenge travel is numerous, both in terms of pros and cons.

Driveway trips to nearby spots that can be completed within 4-5 hours are picking up steam, and people prefer to travel in their own cars. Hotels were reporting all sold out during weekends, and a similar wave of optimism has been noticed in flight bookings as well. As per Cleartrip.com, flight booking levels have gone up to 40 percent, significant growth in comparison to pre-COVID levels of 20 levels and 30 levels in August and September, respectively. Experts believe that as soon as a vaccine is in place or the economy recovers on the back of revenge tourism, including hotel stocks in one's portfolio can be a good move.

Visuals of streets jam-packed with tourists coming from tourist destinations were alarming and indicated another problem of Over-tourism that the tourist destination might have to face and to be an epicenter of COVID spread. The Revenge tourism phenomenon also contrarily impacts the lives of the host community based on economic benefit and the grounds of social, cultural, and environmental destruction.

Few intellectuals propose it as an opportunity to revive the tourism sector as it provides economic growth and social wellbeing development at the destination. There is also a discouragement to the genuineness of host cultures, degrading the environment, leading to inflation and putting extra pressure on local civil amenities resulting in water scarcity, traffic congestions, accumulation of solid wastes.

Domestic leisure and wedding businesses used to earn major revenues for hotels before the pandemic, but the scenario has changed in the pandemic era. Pandemics majorly hits these avenues, and the scope of recovery is limited. On the other hand, restaurants and cloud kitchens are gaining ground due to their home delivery systems. As people fear infection, they mostly opt for food delivered to their homes, thereby enabling restaurants to gain businesses.

The pandemic has permanently changed the way international travel will happen. The airlines and hospitality industry will have to adapt and deal with extra bureaucracy and checks when people cross borders (Philip, 2021).

With the easing of lockdowns, postponed weddings are not getting scheduled, which in turn encourages traveling and hotel stay. Further, the Maharashtra State Government has announced the opening of Mumbai Local Trains – the lifeblood of Mumbai – for fully vaccinated people. Plans are also to relax hotels and restaurants from COVID-19 norms in the next few days (EconomicTimes, 2021, p. 15).

RESEARCH IMPLICATIONS

Travelers will find the outcomes from this research work in ensuring a safer journey. Policymakers, such as the Governments, can better understand the prevailing situation and thereby plan for orderly crowd management. Travel companies in general, and airliners in particular, can better assess the situation in their flight scheduling.

SUGGESTIONS & RECOMMENDATIONS

1. Ensure the safety of oneself and family
2. Follow the safety protocols as laid by other state governments and other countries.
3. Opting for homestays and avoiding crowded tourist destinations.

SCOPE FOR FUTURE RESEARCH

The number of incidents involving unruly passengers who have harassed, threatened, or even physically attacking flight attendants were reported and require further research studies on the topic (Alison, 2021).

CONCLUSION

Revenge travel is a potential outcome as countries began to ease lockdowns. Ample evidence from flight bookings and hotel bookings data shows individuals and families coming out and visiting tourism destinations or traveling to friends places. While it is important to come out of closed doors and relax a bit outdoors, it is not always a wise decision – particularly when some countries are in the early stages of delta variant mutation spread as part of their third or fourth wave spread of the COVID-19. When revenge travel is inevitable, visiting sparsely populated destinations, booking accommodations in advance, and map routing of safe destinations are suggested in this research.

CREDIT AUTHOR STATEMENT

All the researchers have worked on this paper over the last year at different times and in different ways, and the paper evolved dynamically over time. We are happy that, overall, each author has contributed to the study.

COMPLIANCE WITH ETHICAL STANDARDS

There were no humans or animals involved in this research. The authors have complied with ethical research standards (including plagiarism, informed consent, misconduct, data fabrication, falsification, double publication, submission, redundancy).

CONFLICT OF INTERESTS

The authors declare no conflicts of interest concerning this article's research, data, authorship, or publication.

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CRISIS MANAGEMENT AND HR STRATEGIES POST COVID-19**V. Padmaja**Asst. Professor, TMSS College of Management, Hyderabad, Telangana
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ABSTRACT:

Human Resources Management is one of the most important units of modern firms and organizations. It gains even more importance in times of crises, because it makes up an important dimension of crisis management. It is well known that human resources policies have a great influence on people; therefore, those policies are to bring about humanistic consequences. As the corona virus crisis unfolds globally, organizations across the world are now testing their crisis management readiness. In this study, possible effects of always looming crises and ways to avoid or cope with those crises have been examined and presented in this study. The study discusses the human resources strategies used for crisis management aspect of management at managing crises; and it will shed light on some modern approaches which human resources management may utilize in difficult situations.

Keywords: crisis management, Human resource strategies, covid-19, Human resource management

INTRODUCTION

Crisis management may be defined as an organization's acts and behaviors which prepare it to be ready to manage major catastrophic happenings in a safe and effective style. In the general scope of the study, crisis is taken as only a financial crisis. However, from a human resources perspective, any kind of crisis is important to consider; so, in this study crisis in general will be evaluated. A crisis can be described as a total disruptive event to a partial disruption where people, property, equipment or the environment that may end up effecting company value negatively. It ruins the reputation and upsets stakeholder perception towards the organization. In today's world, the human resources' role is ever more important during times of crisis to prevent irreparable damage than it was before. Human resources managers have important role to guarantee their environment are aware of the crisis from employee side and make plans and projections ahead to help reduce its disruption. For this purpose, human resources managers work together with complete commitment to produce solutions for the sake

of organization. While the focus of this study is derived from Covid-19 crisis of the world, as it is mentioned above, crises come in all shapes and forms; henceforth, this paper will try to deliver in the view of human resources during any crisis.

OBJECTIVES OF THE STUDY

- To understand the main steps to manage a crisis
- Discuss the main HR strategies to handle crisis
- To know practices to cope up with Covid-19 crisis

RESEARCH METHODOLOGY

Research means the entire process which will lead to solve problems and answer research question (Sekaran and Bougie, 2013). Within this Methodology part the purpose was to explain the different sources used and the methods for solving the problem. This study include different research techniques as books, publication research, articles, personal experiences in order to answer to different research questions related to the topic of crisis management and the way it is handle within an organization. In order to get information, a careful analysis is required. This analysis can be done by gathering data through a qualitative method which generate or use words rather than numbers; it is more focus on understanding, interpretation and observation.

The Importance of Crisis Management During COVID-19

Crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders.

Failure to handle crisis properly can result in serious harm to stakeholders, losses.

A crisis is defined as a significant threat to operations that can have negative consequences if it's not handled properly. In most cases, crises can create three-related threats:

- Public safety

- Financial loss
- Reputation loss

Corona virus is most likely creating all these three threats a business can ever face. If crisis management is not handled properly or in a timely manner, so the organization can put its employees' health at risk.

This will automatically have a negative influence on organization's reputation as both employer and a service or product provider. Consequently, it will be inevitable to experience financial losses.



Crisis management steps, Heiderich's process (2010)

The figure above lays six phases of crisis management that may apply to the present coronavirus crisis.

- **Anticipation:** The first step is the "Anticipation": Identification of risk's areas, simulation of events. The purpose of this step is to identify risks and their causes. It is important to implement measures to eliminate these risks or to implement prevention and/or protection measures. This phase aims to anticipate the possible occurrence of generators crisis events thanks to the implementation of appropriate measures.
- **Preparation/Forecast:** The second step will be called "Preparation/Forecast": Location and accurate methods to implement, creation of geographic infrastructure to mobilize. This step aims to consider and plan how to manage a crisis. The goal is to ensure that each individual and entity knows his role and responsibilities.
- **Decision:** The third step is the "Decision": diagnosis, choice of positioning, means commitments, intervention areas, decision. This step will be used to identify and qualify the crisis from its beginning. It will be important to keep the internal communication channels open. The crisis management team will have to provide relevant diagnosis to react effectively.
- **Operation:** the fourth step is the "Operation": transmission of information to field actors, monitoring of committed resources, collection of localized information. The goal is to make a reasonable and decisive action.
- **Feedback:** The fifth step will be called "Feedback": analysis of the consequences of tactical situations, simulation of the crisis with scenario. The purpose of this stage will be to ensure a comprehensive and sustainable treatment of the source of the crisis.
- **Back to normal:** The sixth step will be called "Back to normal": definition of reconstruction priorities, methods modifications to limit future risks, communication. This step aims to strengthen a positive effect on the image and company's reputation.

Some of the impacts of COVID-19 crisis on Human Resources Management in any organization as follows:

- Panic inside the organization
- Loss of key staff and knowledge
- HR-related costly litigations
- Canceling recruitments
- Misinformation
- Leadership and reassurance loss
- Lack of morale and motivation causing low performance
- Increasing health benefits costs
- Emerging compensation policy
- Negative reputation and image in public
- Difficulty at understanding psychological problems

Implications of Understanding Crisis Phases and HR Deliverables

Firstly, it is better to revisit some classical approaches and fashions. Both classical and modern practices are done in order to ease the affects of the crisis created by Covid-19 on the organization and its employees. Here it would be proper to mention or employee these crisis handling strategies

Create a corona virus crisis management plan

In order to handle the corona virus crisis properly, employers need to have a clear plan and strategy around it. In order to achieve a proper crisis management by considering the issues mentioned above, modern approaches should be developed. The very first thing to be observed at the beginning of a crisis is a panic situation. At an unprepared organization, it will be a surprise both for management and employees. A classical understanding does not do anything about diminishing panic effects and stress. On the other hand, a modern approach handles it by forming a crisis management team in order to cope with a possible crisis. A management team is one of the first steps in controlling the crisis, and thus, is very crucial.

Keep employees informed

the role of crisis management teams as well as internal communicators is to keep employees calm and try keeping stress levels at the very minimum. This is why organization needs to communicate with its employees openly and frequently. Should give them regular updates, tips and tricks on how to stay safe.

Implementing remote work

Another no-brainer. In order to stop the virus from spreading, people should be less mobile than they usually are, and they should certainly avoid contacts with too many people. Luckily, remote work is common today, and it has become an option that most employers offer. However, not all businesses are requesting their employees to work from home.

Put a stop to spread of misinformation in the workplace

Coronavirus is probably the most popular topic covered by the media right now and your employees talk about it every day. This is normal because the whole world is talking about it. However, there is also a lot of misinformation circling around it.

Besides providing accurate and updated information to employees, crisis management teams should also actively keep up with the news circulating on social media in order to spot and prevent misinformation.

As misinformation spreads quickly, especially on social media employers have to prevent this from happening by monitoring and instantly sharing with the employees the latest updates being released by the WHO, Governments and other local authorities.

Execute routine environmental cleaning

Employers should routinely clean all frequently touched surfaces in the workplace, such as workstations, countertops, and doorknobs.

You can also provide disposable wipes so that commonly used surfaces (for example, doorknobs, keyboards, remote controls, desks) can be wiped down by employees before each use when they return to the office.

Use proper employee communications tools

Even though remote work may not be so new to your organization, the need for employee communications tools has just escalated.

The rapidly expanding impact of COVID-19 is rewarding companies that have prepared and have the needed applications, infrastructure, communication tools and policies in place. The payoff is a smoother transition during this period of crisis management.

CONCLUSION

During crises, both parties (employer and employees) are expected to sacrifice. The devotion of an employer is as essential as that of employees. As a modern approach, instead of dismissing staff randomly, volunteer dismissals may be accepted and/or part-time working models may be implemented as a solution. Rearranging wages and working hours may be another option. Some of the other options may be canceling premiums, bonus payments and pay rises until the effects of the crisis fade away.

Many feel tired of the demands of the Corona virus but are not sure where to go next, for themselves as individuals or for their organizations. By defining the talent, leadership, and organizational implications of the journey ahead, business and HR leaders can react to the present and prepare for the future.

Many are saying that we are now in the “new normal” and “reset”. And, the “new normal” of identity and adapted insights will vary dramatically by person and organization.

Finally, we need to look back to review what has happened to appreciate resilience, grit, and learning. But we need to look forward to anticipating what can be so that we can envision opportunity, celebrate success, and savor progress.

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CUSTOMER ENGAGEMENT TOWARDS OTT PLATFORMS IN INDIA

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ABSTRACT:

The advent of faster internet over smart phones and easy accessibility of internet has led to sudden increase in usage of the OTT over the past few years. The main advantage of these platforms is, over the internet user have on demand access to content over any OTT platform. OTT platforms have content suitable for all ages and users of any age can watch movies and shows as per their likes and sensibilities. OTT platforms like Netflix, Amazon Prime, Aha, Disney Hot star and other OTT streams are attracting customers with latest content, user-friendly application and discount offers. OTT platforms are on the way to replace traditional media streams and will become one of the major sources to influence the customers all over the world. The main aim of this study is to understand how the customers interact with OTT platforms and analyse any future trends in this regard. For this the researcher collected responses from 80 samples and used Descriptive Statistics tools and techniques to analyse the data. As per the results, majority of the people are interested towards OTT and there is strong growth in future for OTT platforms.

Keywords: OTT platforms, Internet, Customers, Media.

INTRODUCTION:

Over the Top(OTT) Video Streaming services offer quality content to the customers. This content is provided without any advertisements for premium customers and some content is available for non-paying customers with advertisements within the videos providing for revenue to OTT platforms. In recent years there is increased availability of OTT platforms providing different options to customers along with multiple language options and variety of content and people prescribe to OTT platforms as per their preferences. With increase in multiple OTT platforms now customers can watch content in reduced cost and in multiple devices and formats. These platforms work on internet technology. Earlier Cable Television was the preferred choice for at home entertainment which is being replaced by OTT in recent years. One of reasons for this is lack of choice over the years for consumers and there was no better alternative to Television for entertainment. Now, with the technical advancement of SMART Television, cheap internet and increased access to internet, the new form of entertainment at home is changed to watching OTT platform as it allows people to browse content as per their convenience. The user can pick their favourite movie or web series and language preference and can enjoy watching them via OTT platform.

Now-a-days people are fully engaged to “e-life” compared to normal life. One of reason for this behaviour pattern change is, affordable Smart Phones, Tablet Computers and SMART TV’s availability in the market, as well as cheaper and widely available access to faster internet. Any information with latest updates is available in the mobiles over different apps and these provide minute to minute notifications and updated to the customer. With the availability of such latest technology customers are more tech savvy and enjoy using such latest tools in their day-to-day life.



OTT PALTFORMS

Smart Phone Users:

Smart phone technology had a huge impact on way we humans live, and this phenomenon can be called as ‘e-life’ or ‘smart life’ lifestyle. Without smart phone, seldom we can balance our personal life with work. Consumers living anywhere in the world can communicate easily within fraction of seconds using smart phone. So many companies are releasing mobiles with different capabilities and latest features. As per some estimates, total smart phone users are 3.5 billion, this means 45.12% of the world’s population own a smart phone(www.statistia.com). An expectation is over the next year, this may reach to 4.78 billion smart phone users, which makes 61.2% of people in the world as a cell phone user. Compared to before, users have less apprehensions over the security of the smartphone and technology used in it and trust the Mobile Phone Maker to ensure their data is safe.

Internet usage:

Internet has become the most valuable resource in the human life. Internet has become integral part in our daily work, for performing household chores, Education, entertainment etc. Especially people engaged to corporate life interact and engage themselves over internet. The usage of internet in the world is very high now compared to few years ago. It is ruling the world in the areas of Business, Education, Medical, Banking, Finance, and other key areas. This is the most valuable platform for e-commerce organizations earning them billions of profits. Especially the market is completely dependent on internet. The companies are using their brands over internet to attract new customers. As per multiple surveys and estimates, more than 366 million new users start using internet every year. Internet users are increasing a growth rate of 11 new users per second and one new million users each day.

OTT content is easily available over phone, TV, Personal Computers, and this increased accessibility of new content to users. The content can be controlled i.e., as per user experience they can pick choice of entertainment and watch at any time. The main reason to subscribe to OTT services is pocket-friendly subscription cost, customer engagement, entertainment and on demand availability of services. The minimum requirement of a user to enjoy the OTT content is to have a good internet connectivity in both rural and urban areas. OTT platforms can provide online content in different genres.

Advantages:

- Fresh / New Content
- Affordable and Cheap
- Screening movies before Television Screening
- No-interruption
- Video-on -Demand
- Download and watch later

Objectives:

- To know the preference of viewers in OTT content consumption.

- To understand which factors influencing the subscription of OTT platforms

REVIEW OF LITERATURE:

Once upon a time the only entertainment for a normal customer is TV. It played a key role in our day-to-day life. Over the years because of technology advancements, customers are interacting using latest technologies like internet, mobile and now watch content over OTT because of enhanced networks, stronger internet services and supportable smart and multimedia devices. In India, the subscribers are increasing day-by-day (www.ibref.org). With the increase in demand, many media and entertainment channels have launched their own platforms. In the forthcoming years the OTT industry will further grow and will emerge as a bigger market for entertainment replacing Cable Televising and Theatres. OTT platforms in India generated Rs.2019 crores and this is

expected to increase to Rs.6000 crore by 2022 (www.Sambadenglish.com). Most Indian users prefer watching regional language content. This is the biggest advantage for OTT subscription. India will have 500 million online subscribers for the year 2023 with the increase of smart phone users and deeper internet penetration to rural areas (www.ibref.org). Value of digital media market in 2020 is 235 billion INR (www.statistia.com). Along with the growth of OTT consumption, many users are now willing to spend for premium content and this trend is continuously growing. Back in 2017-18 there was a myth in the market that Indian subscribers would not pay for premium content. As per “Boston consulting group report” premium paying customer achieved a growth rate of 60%. A PWC report has also forecasted the subscription-based video-on-demand (SVOD) will be prime driver of revenue growth and it is expected to grow at the rate of 30.7% at CAGR (www.indiantelevision.com). All OTT platforms increased direct to digital releases. This is a new business model, and it expands use of OTT and will lead to increased subscriptions and this increased revenue and profitability for OTT platform providers.

Top OTT platforms in INDIA

Platforms	Users worldwide	User in INDIA
Disney +Hot Star	103.6Million	25 million
Amazon Prime	200 million	38 million
Netflix	203.66 million	3 million
Voot		100 million
Zee5	310 million	100 million
Sony Liv	98 million	80 million
Alt Balaji		76 million
Mx player	280 million	148.8 million
Jiocinema		100 million
Eros networks	221.5 million	148 million
Viu	36 million	5 million
TUF		9.8 million

(Resource: www.startuptalky.com)

OTT Platform with Content Languages:

The growth of OTT can be seen exponentially in the customers vernacular languages.

OTT Platform	Content languages
Addatimes	Bengali
Aha	Telugu
Airtel Xstream	Hindi, English, Telugu, Tamil, Kannada, Bengali, Marathi
ALTBalaji	Hindi, Telugu, Tamil
Amazon Prime Video	Marathi, English, Hindi, Telugu, Tamil, Bengali
Apple Tv	English
Asianet Mobile TV+	Malayalam, Tamil, Kannada, Telugu, Hindi
BIGFlix	Hindi, Telugu, Tamil, Bengali
BS Value	Tamil
Cinemas of India	Hindi, Malayalam, Telugu, Tamil, Marathi, Bengali, Punjabi
Disney+ Hotstar	Hindi, English, Malayalam, Telugu, Tamil, Bengali, Kannada, Marathi
Eros Now	Hindi, Telugu, Tamil, Punjabi

Hoichoi	Bengali, Hindi
Hungama	Hindi, English, Telugu, Tamil
JioCinema	English, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada, Odia, Punjabi, Gujarati
Joy Tv	English, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada, Odia, Punjabi, Gujarati
Lionsgate Play	English, Hindi
Koode	Malayalam
Manorama Max	Malayalam
Mubi	English, Hindi
MX Player	Marathi, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada, Punjabi, Odia, Gujarati, English
Namma Flix	Kannada
Neestream	Malayalam
Netflix	English, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada
Niri 9	Assamese
Planet Marathi	Marathi
Prime Reels	Malayalam
ShemarooMe	Hindi, Telugu, Gujarati
SonyLIV	Hindi, English, Telugu, Tamil, Bengali, Malayalam, Kannada, Punjabi
Spuul	Hindi, Telugu, Tamil, English
Sun NXT	Tamil, Telugu, Kannada, Malayalam, Bengali, (Marathi coming soon)
Tubi Tv	English, Hindi
TVFPlay	Hindi, Telugu, Tamil
Ullu App	Hindi, Telugu
Viu	Hindi, Telugu, Tamil
Voot	English, Hindi, Telugu, Tamil, Bengali,
Vuclip	Hindi, Telugu, Tamil
YouTube Movies	English, Hindi,
YuppTV	Hindi, Telugu, Tamil, Kannada
Zee5	Marathi, Hindi, Telugu, Tamil, Bengali, Malayalam, Kannada, Punjabi, Odia, Gujarati, English

(Resource: www.myareapage.com)

Sujata et.al. (2015): Studied and concluded that content and convenience were the factors driving towards adoption of OTT services.

Baccarne, B., Evens, T.& Schuurman, D. (2013): Mentioned that Digitalization and having access to multiple screens in one's life lead to success of OTT and identified factors which contributed the OTT consumption like ease of use, price, flexibility, personalized offerings etc.

METHODOLOGY:

A questionnaire was designed to collect data from the respondents regarding the preference of OTT services. The structured questionnaire form was designed on Microsoft form and links were sent to different people. The questionnaire had 10 questions that explored viewers preference for OTT services. The study describes the sample findings through simple percentage analysis and suggests that the future of OTT services is bright in India.

DATA INTERPRETATION:

There was total 80 number of respondents selected as sample for data collection.

Table -1

Gender	
Male	41.6
Female	22.4

Out of 80 respondents 41.6% are male and 22.4% are female

Table -2

Education	
Intermediate	3.2
Graduate	7.2
Postgraduate	38.4
High School	0.8
Professional	14.4

Out of 80 respondents Graduates are 7.2% and Postgraduate are 38.4% and Professional are 14.4%

Table-3

Industry / Occupation	
Govt Employee	3.2
Private Sector Employee	25.6
Home Maker	1.6
Student	27.2
Business / Self Employed	6.4

Out of 80 respondents 25.5% are private sector employee and 27.2% are students

Table-4

Preference Time to Watch OTT	
Afternoon	5.6
Evening	15.2
Late Night	5.6
Night	35.2
Morning	2.4

Out of 80 respondents 35.2% people prefer to watch Night-time and 15.2% are preferring to watch Evening Time

Table-5

Preferred Content to Watch OTT	
Movies	24
Tv Shows / Web Series	36.8
Documentary	2.4
Sports	0.8

Out of 80 respondents people prefer to watch Tv Shows / Web Series 36.8% and 24% prefer to watch Movies

Table No – 6 Frequency Distribution of Factors consider before Subscription of OTT Apps

Factors Consider before Subscription	Statistical Tool	SA	A	CS	DA	SDA	Total
Content	Frequency	25	8	11	24	12	80
	Percent	31.3	10.0	13.8	30.0	15.0	100.0
Subscription Price	Frequency	22	12	19	18	9	80
	Percent	27.5	15.0	23.8	22.5	11.3	100.0
Streaming Quality	Frequency	17	12	17	24	10	80
	Percent	21.3	15.0	21.3	30.0	12.5	100.0
User Friendly Application	Frequency	21	8	14	24	13	80
	Percent	26.3	10.0	17.5	30.0	15.0	100.0
No of Devices Connected at a Time	Frequency	19	18	18	18	7	80
	Percent	23.8	22.5	22.5	22.5	8.8	100.0

Out of 80 respondents 31.3% Strongly Agree on content and 15% are strongly Disagree on content, 27.5% are Strongly Agree on subscription price and 11.3% are strongly disagree on subscription price, 21.3% are Strongly

Agree on Streaming Quality and 10% strongly disagree on streaming quality, 21% are strongly agree on user friendly and 13% are strongly disagree, 23.8% strongly agree on no of devices connected at a time and 8.8% are strongly disagree on no of devices connected at a time

Table-7

Factors Influence to Subscribe the OTT	
Device Compatibility	4.8
Convenience	17.6
Content	36
Others	3.2
Lesser price of internet	2.4

Out of 80 respondents 36% respondent prefer content and 17.6% respondents prefer convenience

Table-8

Do you continue the services of OTT in future	
Yes	63.2
No	0.8

Out of 80 respondents 63.2% respondents are continue the services of OTT in future

FINDINGS:

1. People are preferring to watch content over OTT compared to television or going to theatres for watching movies
2. People from different demographic attributes, education and work are attracted towards OTT and see it as a major source of entertainment.
3. Most people watch content over OTT in evening and night-time which are traditionally considered as Prime time for Cable Network and this may cause loss in viewership for traditional TV networks in coming years.
4. Content is the most important factor people consider when choosing an OTT platform and other factors such as Subscription price, quality of content, user friendliness of app etc also play a role in decision making process.
5. Convenience to watch content on demand and its availability over Smart Phone is one of the major reasons why user prefer OTT platforms over other traditional sources.

CONCLUSION:

From the above study it is concluded that there is a significant scope for the growth of OTT in India in future. The major drivers of this growth are driven by Content, Convenience, Price.

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PANDEMIC EFFECT ON FOOD INDUSTRY IN INDIA

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ABSTRACT

The COVID-19 pandemic has hit hard on the world economy and global health. The current study aims to identify the effects of the COVID-19 outbreak on the food industry to reveal what sort of precautions these firms have taken and to explore which applications they have adopted to overcome the effects in this pandemic situation. Food is essential for human existence, but the food value chain is subjected to significant COVID-19 risks. Food industry in India commonly includes hotels, restaurants, lodges, resorts, tourist homes, guest houses and eateries resulting in dramatic effect on industry and economic loss to nation due to obstruction in normal flow of business. Most restaurants serve fresh food are unable to maintain stock according to demand. Many hotels are shutting down due to difficulty in payment of their employees' salaries and maintenance cost. Nearly 40 percent of restaurants were closed due to COVID 19 last year.

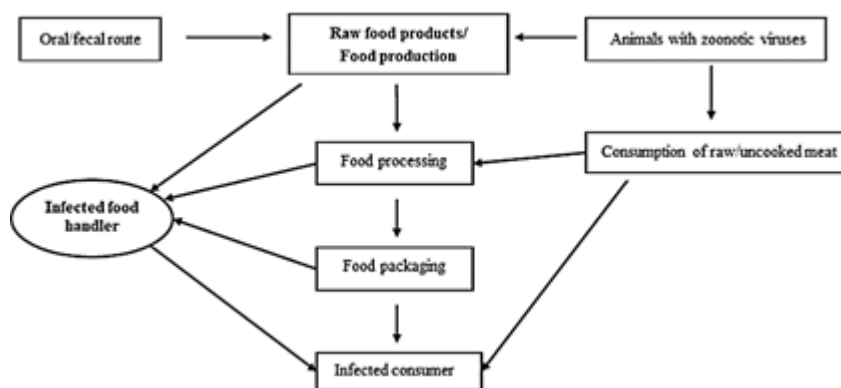
Keywords: Pandemic, Food industry, Human existence, Obstruction, Economic loss.

INTRODUCTION:

Food industry is responsible for maintaining the movement of food through the global supply chain that is essential for sustaining life but due to COVID-19 pandemic Government began closing down bars and restaurants to avoid the spread of corona virus and allowed for only takeaway services. Hotels and restaurants have been mostly affected due to pandemic and national wide lockdown to cut the virus from spreading. The size of Indian restaurant industry is of worth \$ 30 billion in 2020.

COVID-19 (SARS-CoV-2) belongs to a large group of corona virus family which causes severe respiratory illness. The first outbreak of corona virus is from the Wuhan city, located in the Hubei province, China in December 2019 and further World Health Organization (WHO) officially declared it as a pandemic. This spread of the corona pandemic, along with human health and wealth, also affected the food sector globally with various reports of food workers all over the world getting infected by transmission of the virus through the consumption of meat and poultry products. Compared to food industry to other industry, workers do not have the opportunity work from home and are required to work in their usual workplaces.

Modes of transmission of corona virus through food



Precautions for the food handlers

- ✓ Avoid touching of doors, lifts and use of biometrics.
- ✓ Must maintain social distancing and proper wearing and disposal of safety equipment like masks, gloves and PPE kits.
- ✓ Must provide the details of their health status to the authority and follow quarantine rules if found to have flu-like symptoms.
- ✓ Quarantine the food items for up to three days before touching them.
- ✓ The food handlers must follow the norms for proper sanitization.

Change in consumer behaviour during pandemic

- ✓ Avoiding dine outs by giving order through online delivery apps such as swiggy, zomato, uber eats etc.
- ✓ Preference towards packaged foods and non perishable goods.
- ✓ Demanding wipes in restaurant
- ✓ Increasing demand for online or phone ordering.
- ✓ Usage of digital payments instead of bill payments.
- ✓ Demand for certain products like masks, gloves, hand sanitizers, disinfectants etc.

LITERATURE REVIEW:

Indian food industry is known for its culture, ambience and unique taste. It has a rich restaurant community and commitment to their customers' eating efforts and helping them to explore great food in different restaurants. Due to pandemic most of the customers decreased their spending on restaurants because of online food deliveries that are providing the services in lockdown also. The online food deliveries are also providing the services like home delivery groceries, fruits and vegetables by aligning up with stores besides complete food ordering and deliveries.

The Indian food market is approximately \$ 64.9 billion of which value added food products comprise \$22 billion. Indian food and beverages industry is the 5th largest sector and is growing at a CAGR of 23-24%. India is the biggest producer of pulses and milk and the second biggest producer of rice, wheat, sugarcane, fruits and vegetables. India is also the biggest producer of milk and buffalo meat and ranks fifth in poultry production.

Once the lockdown has uplifted at present restaurants are offering cloud kitchen which is scalable and co-working spaces. A typical restaurant can serve 50 to 60 customers at a time this will increase customers' satisfaction. The restaurants are operating with less occupancy more into sanitization to ensure safety and hygiene of customers. One of the innovative idea followed by restaurants are updating their menu in restaurant app to avoid human touch and introducing immunity boosters and beverage drinks using turmeric, ginger etc. and even chefs creating a new menu to provide immunity supplements to their customers.

The Indian Government has issued guidelines for restaurants to prevent the spread of corona virus such as:

1. The occupancy of restaurant should be less than 50% of seating capacity.
2. Home deliveries should be left at the customer's door and staff should undergo thermal screening before order, compulsory wear face mask or face shield.
3. Restaurants should maintain sanitizer dispenser and thermal screening without fail.
4. Any employee who has fever or symptoms of COVID should sent home immediately.

By following all these above guidelines till food industry is facing increased footfall as customers are slowly gaining the confidence to eat out. Even the employers are also facing challenges such as downsizing of staff, temporary location closures and to safeguard the employees from pandemic. Some employers are also choosing to give paid leaves for certain amount of time for their employees' sake.

Innovative ways followed by restaurants are:

Robot Experience: Robots are used in food delivering and food packaging plants. The pandemic has been a learning experience for industry and also customers can enjoy robot experience.

Food conveyor: Food is delivered in covered dishes through conveyor belt from kitchen to customer without human interaction.

Nano disinfection service: This will assure antiviral and antibacterial protection to customers as entire restaurant is disinfected daily.

Digital payments: Restaurants are encouraging payments through online in order to reduce human interaction.

Current status and changing trends in food industry

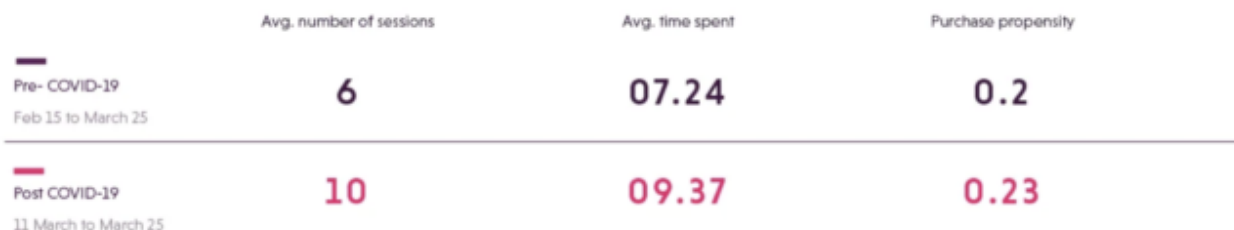
- The agriculture food and drink businesses at all levels will be tested and strained.
- The new normal may bring long term changes in customer behaviour and demand could have greater impact on overall supply chain.
- Shift in consumer behaviour from offline shopping to online due to restrictions in force.

- Covid 19 is thus creating a “new economic normal” and once where we will not go back to a status quo once this crisis has passed.

Pre and Post Implications of pandemic on food industry:

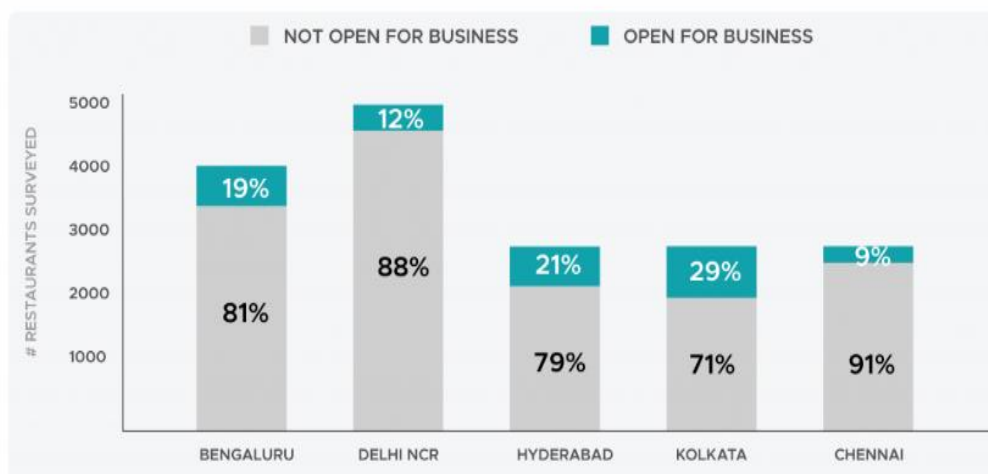
People are spending more time on weighing options

People are spending more time looking at different restaurant options before placing an order, going through 1.7x more sessions before adding an item to their basket and spending 31% more time per session. The majority of orders (63%) are made on phones, and phone orders are more likely to happen on weekends.



Age is a factor in placing the order. Young age customers are more likely to opt for take-out while old age customers, especially with kids, are likely to order in. Ordering in was also more common in areas more heavily hit by the virus.

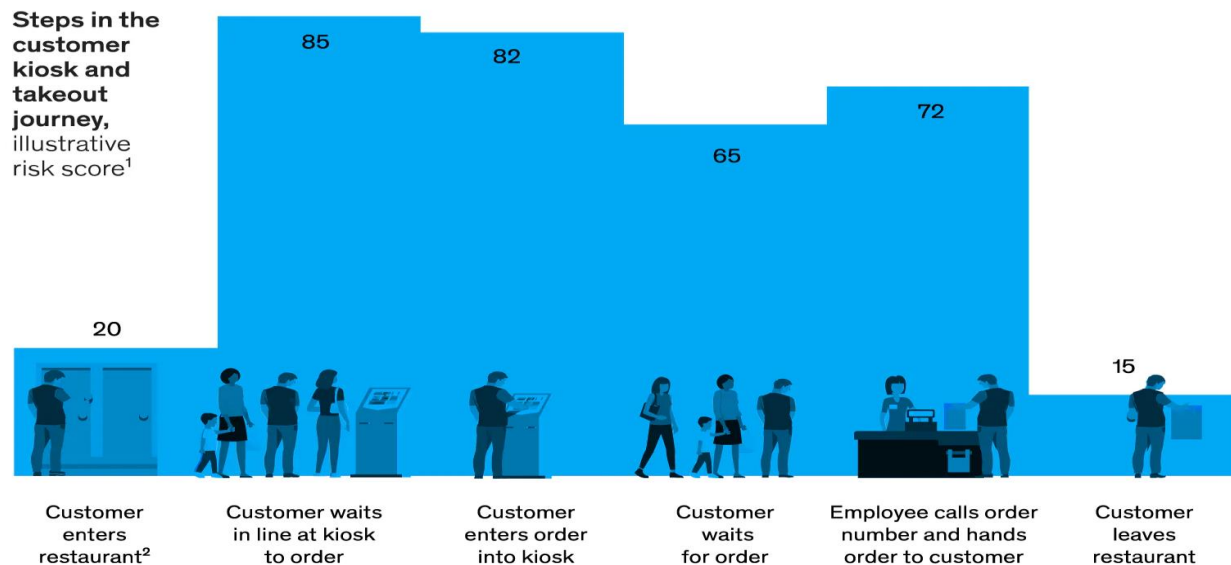
Are dining out restaurants opening up for business?



Note - Data is only for cities where restaurants are allowed to open for dining out.

- ❖ Dining out industry in India is yet to bounce back and operating at 8-10% of pre-COVID levels. Customers are not stepping out due to pandemic even if the city is not in lockdown.
- ❖ Most of the customers plan to reduce spending on dining out and shift to food delivery. 60% restaurateurs said they estimate to retain less than half of their original business volumes for a few months even post-COVID.
- ❖ Safety and hygieny have now become a permanent option to the customer's decision but usual factors like price and location have started higher significance in a customer's decision making process.
- ❖ When customers step into restaurants they will notice changes (staff wearing masks, tables arranged at a distance, digital menus and payment), that were not part of the restaurant six months ago.
- ❖ Continuous lockdowns in some cities disrupt business as usual for a few days. The restaurants offering food delivery are at 70% of pre-COVID levels. Out of this, about 5% restaurants did not offer food delivery services pre-COVID.

Restaurants can develop a scoring system to assess the risk levels of customer and employee journeys.



The food industry has faced severe challenges during the pandemic, including sharp declines in profits and tremendous losses as well as some permanent closures. The actions that restaurant people take now are preserving their business through the crisis and equipping their restaurants to serve customers.

RESEARCH METHODOLOGY

Sources of data collection

Primary Data

Primary data is in the form of Questionnaire given to the employees of online food delivery apps & Observation, which are the two basic methods of collecting primary data.

Secondary data

Secondary data sources are collected from the journals, various internet sites.

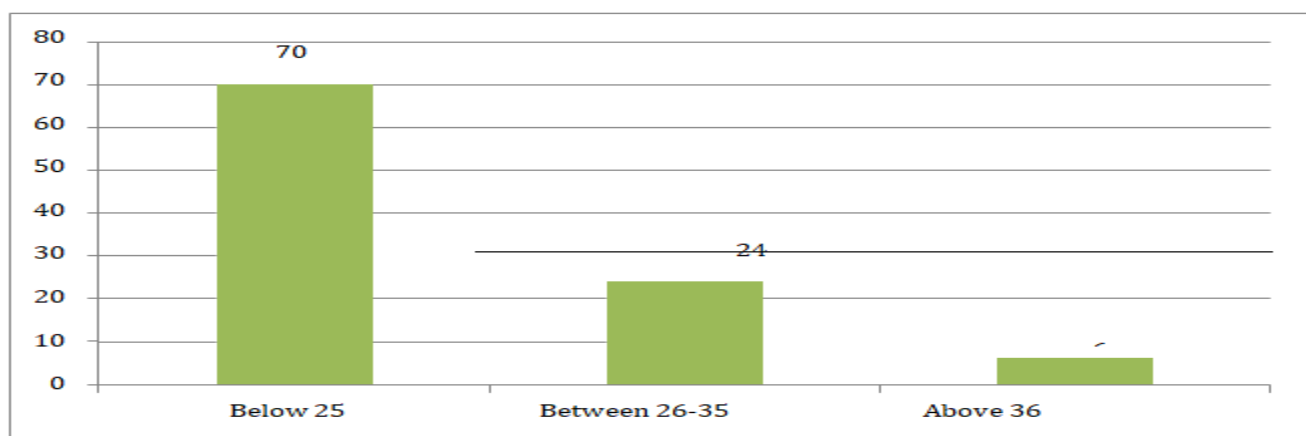
Sampling method

A simple percentage method is used to analyse the data collected through questionnaire from 50 respondents using various online food delivery apps.

Analysis and Interpretation:

1. Classification based on Respondent's Age Group

Age group	No of Respondents	Percentage
Below 25	35	70
Between 26-35	12	24
Above 36	3	6
Total	50	100

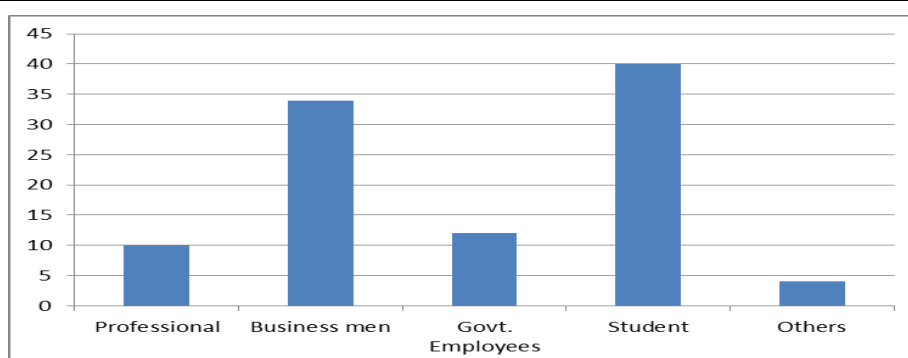


By above table it is interpreted that 70% of the respondents fall in the age group of

below 25 years, 24% of the respondents age group is between 26-35 years and the remaining 6% of the respondents age group is above 36 years. Majority of the respondents are below 25 years of age group.

2. Classification based on Respondent's Occupation

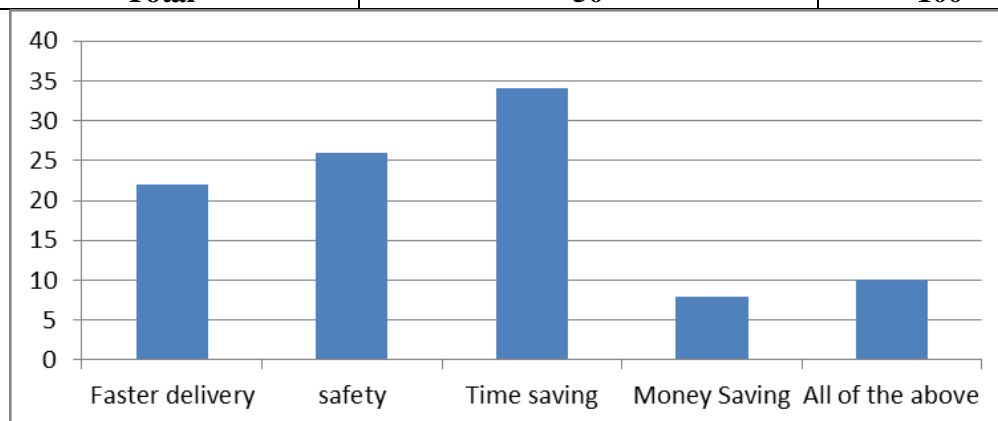
Designation	No of Respondents	Percentage
Professional	5	10
Business men	17	34
Govt. Employees	6	12
Student	20	40
Others	2	4
Total	50	100



It interprets that majority of the respondents are students who use online food delivery apps.

3. Classification based on Respondent's preferences for ordering food online

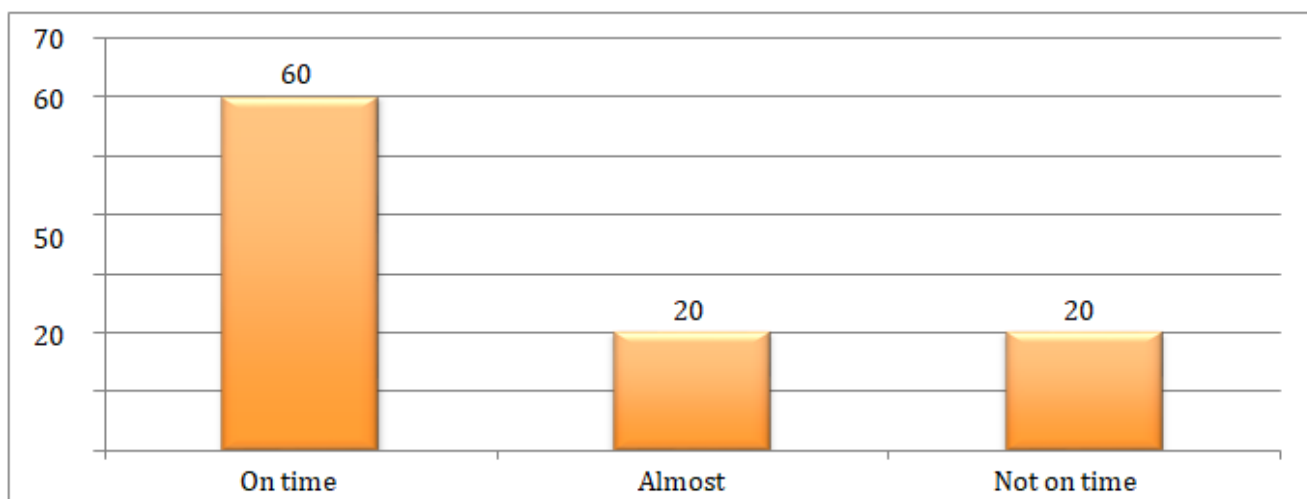
Particular	No of Respondents	Percentage
Faster delivery	11	22
Safety	13	26
Time saving	17	34
Money Saving	4	8
All of the above	5	10
Total	50	100



It interprets that majority of the respondents feel that they can save the time if they prefer online food delivery.

4. Classification based on respondents experience of Ordering Food at the promised time

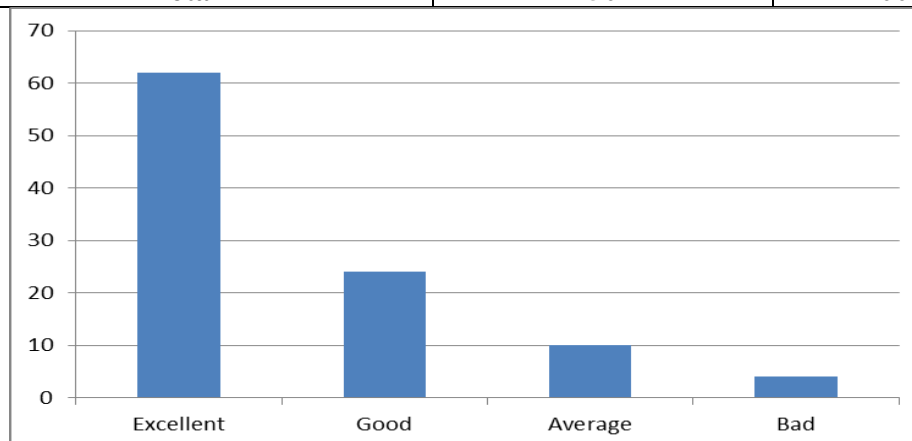
Particular	No of Respondents	Percentage
On time	30	60
Almost	10	20
Not on time	10	20
Total	50	100



It interprets that majority of the respondents agree that food ordered is received at the promised time.

5. Classification based on respondents' opinion about quality of service offered.

Particular	No of Respondents	Percentage
Excellent	31	62
Good	12	24
Average	5	10
Bad	2	4
Total	50	100



It interprets that majority the respondents rated that Quality service offered by online delivery apps is excellent.

FINDINGS:

Before pandemic all sectors of customers directly visit the dine restaurants and enjoy every moment of life such as birthday parties, career succession celebrations, weddings etc. Due to COVID 19 outbreak and sporadic lockdowns public are restricted to their homes and heavily dependent on online orders especially students, professionals etc. and also food will be delivered on time from their opted restaurants with quality and utmost service to the customers. Safety, Time and money saving, faster delivery, good quality are the important reasons for customers for ordering food online. Even the online food delivery apps are also improving their service by maintaining safety, hygenity while delivering orders and offering discounts to customers and increasing restaurant chains in their menu. Dine in Restaurants also operating their services by strictly following Government SOP's like occupancy, sanitization etc.

CONCLUSION:

During a pandemic food sector is one of the most important sectors together with health and important to prevent the food crisis and decreasing the negative impact on the global economy. The spread of COVID-19 being foodborne is negligible there is a necessity to improve rapid and affordable methods for detection of virus throughout the food sector. There is a great need to explore the antiviral food packaging to ensure both food

safety and sustainability which will help in preventing our food system in these hard times of pandemic in future.

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PANDEMIC IMPACT ON PHARMACEUTICAL INDUSTRY IN INDIA

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ABSTRACT:

Now a days everyone are speaking about only one thing that is "are you vaccinated"? This is because of corona virus disease (COVID-19) , on 11th march 2020 World Health Organization (WHO)declared corona virus disease (COVID-19) ,it is spreading through person to person while sneezing, coughing and touching, till now 213 countries were effected with this virus, to control this spread our Honourable Prime Minister of India has announced 1st nationwide lockdown on 24th march 2020 for 21 days . Due to this economic crisis and recession increases. Social distancing, self-isolation and travel restrictions have lead to a reduced workforce and caused many jobs to be lost. Schools have been closed down, and the need for commodities and manufactured products has decreased. In this situation, the need for medical supplies has significantly increased, after that it became a challenge to pharmaceutical industries to provide medicines and vaccination to us. Immediately after 1st lockdown the pharmaceutical industry is started working on it .Pharmaceutical industries doing their best and also working day and night in R&D to supply drugs for covid -19 and vaccination development. This is during the first wave. And in this year during March 2020 the second wave started and more medical supply has significantly in need .Covid second wave pushes India's pharmacy industry growth to 59% in April. The fresh wave of Covid-19 in the country has pushed up sales of medicines and resulted in exponential growth for the pharmaceutical sector. But now we are listening new phase that's third wave or delta variant again it will be more and risky challenge to pharmaceutical industry to face this situation and more burdens on their employee to overcome from it .The aim of this paper is to examine the impact of the COVID-19 pandemic on the Indian pharmaceutical industry and this study confirms the high level of fear amongst the pharmacy employees and provides primary data on the issues in pharmacy companies during this pandemic. The conclusion of the study is the growth of pharmacy industries is rapidly increased in this pandemic because of more demand of medicines and vaccination; the organizations should also give morale and financial support to their employees for their hard work and also effected by covid.

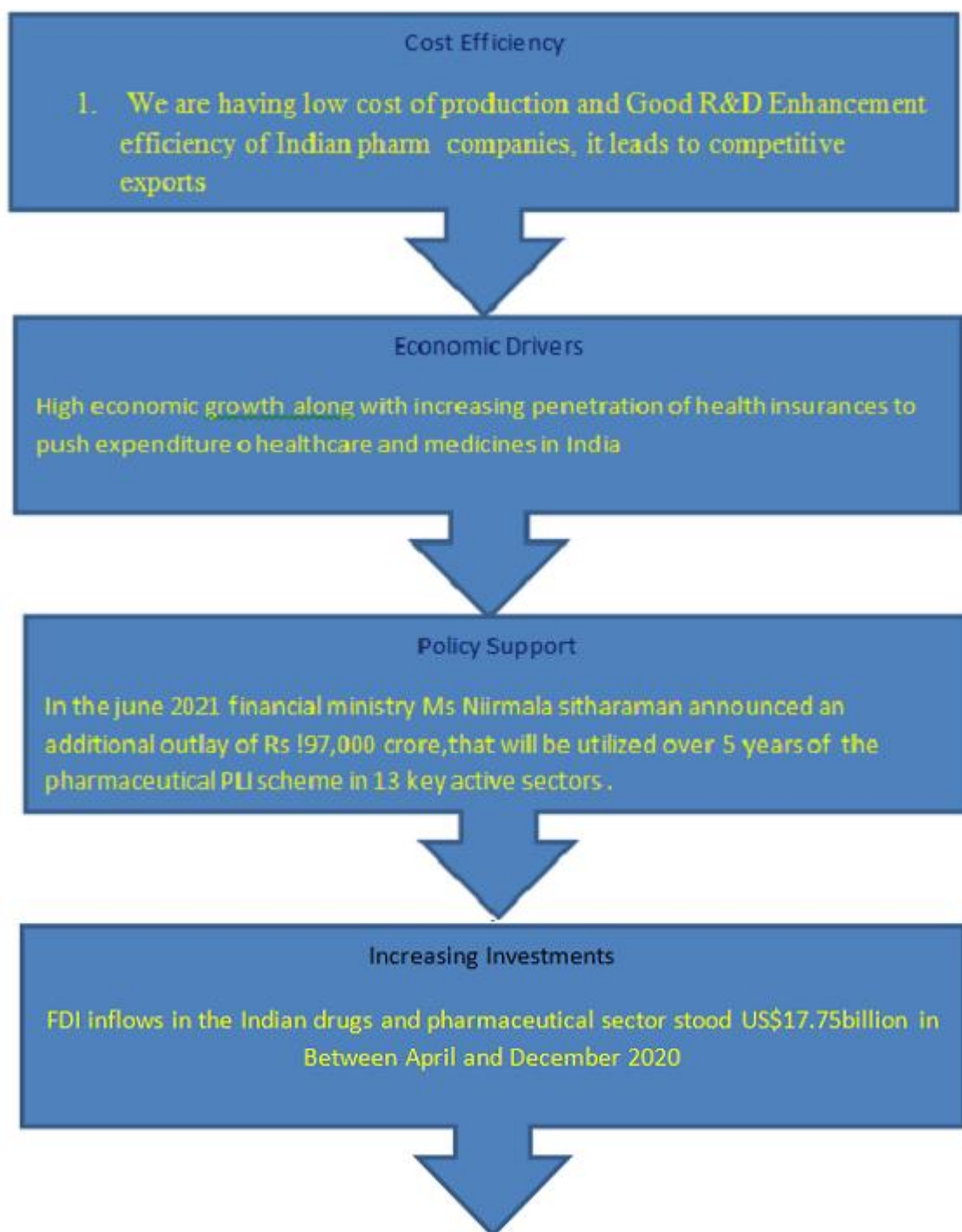
Keywords: COVID-19, Pharmaceutical Industry, Lockdown, Vaccination and Medicines, Pharmacy Employee's

INTRODUCTION:

It is very happy to say that "India is the 3rd rank in terms of pharmaceutical production by volume and 14th by value. The domestic pharmaceutical industry includes a network of 3,000 drug companies and 10,500 manufacturing units". Our country grows an important place in the world-wide pharmaceuticals sector. We are having a great pool of scientists and engineers with a potential to direct the industries ahead to greater heights to meet global challenges. Presently, over 80% of the antiretroviral drugs used globally to combat AIDS (Acquired Immune Deficiency Syndrome) are supplied by Indian pharmaceutical firms. India is the largest provider of generic drugs globally. Indian pharmaceutical sector supplies over 50% of global demand for various vaccines, 40% of generic demand in the US and 25% of all medicine in the UK.

The main reason to focus on this industry because of the following reasons

Advantages of pharmaceutical industries growth in India.



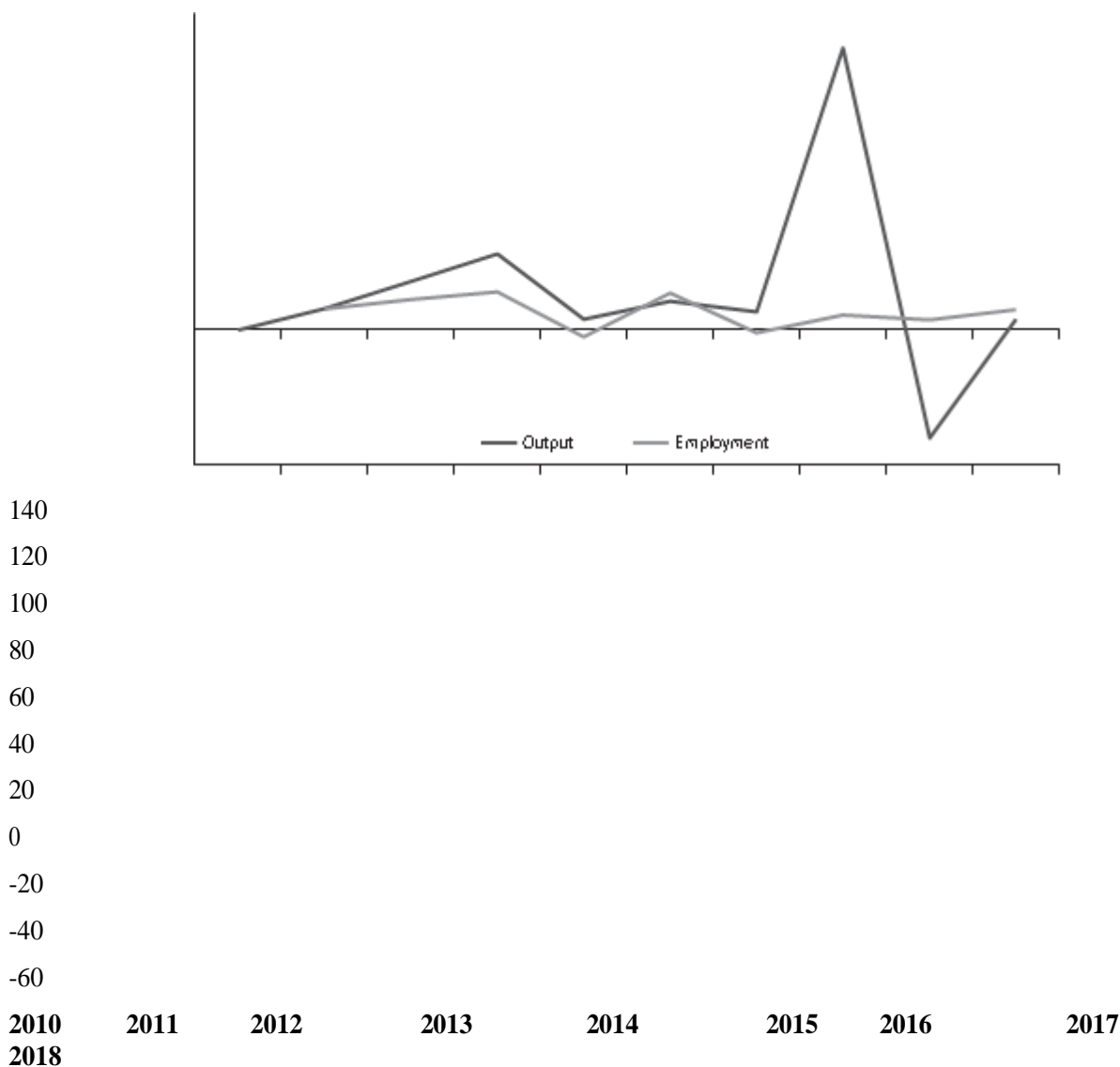
1. Indian pharmaceutical industry is entirely transformed in terms of its production capacity, innovation and adoption of technologies from mid-1990s (Kale, 2019; Kale and Lile, 2007; Athreve and Godley, 2009).
2. The government of India provides the large scale of incentives for pursuing R&D and came up with special trade related IPR to boost exports, which significantly improved the productivity of the Indian pharmaceutical industry (Sharma, 2012).
3. During this pandemic period , Several countries aim to develop a COVID-19 vaccine, the Ministry of Health and Family Welfare (MoHFW) of the Government of India has been providing various incentives and support to Indian pharmaceutical companies to develop vaccination and medicines .These incentives are likely to have a positive impact on this sector.

LITERATURE REVIEW

Corona Virus (Covid-19) has almost impacted every industry, causing steep inroads into the global economy. Pharmacy industry is no exception. **Cost of Drugs and Raw materials:** the impact of covid 19 is also affected the cost of drug and raw material, generally we get the raw material supply from china, but after the effect of

Output and Employment Growth Rates of Pharmaceutical Industry

This figure illustrates output growth as well as employment growth rates of Indian pharmaceutical industry during 2010 to 2019.



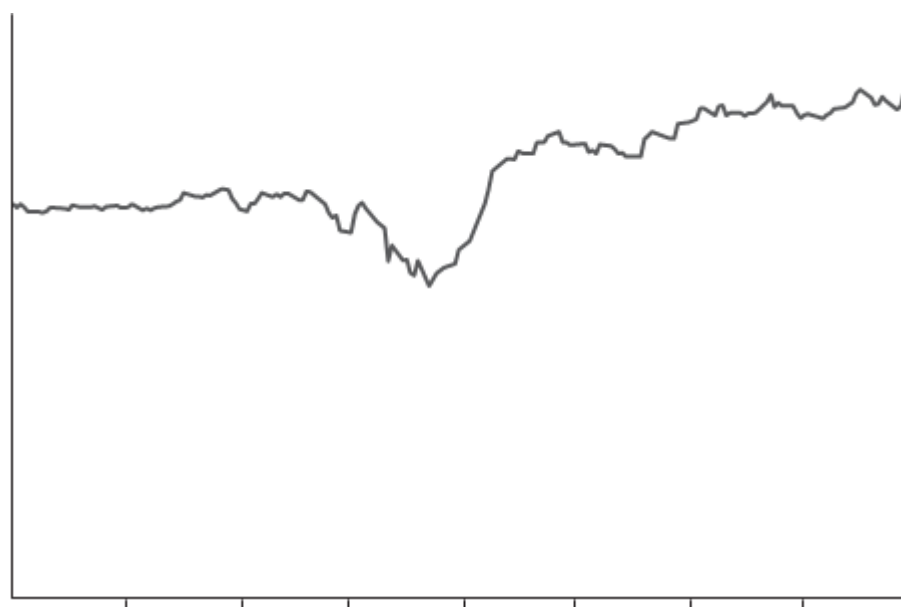
Source: CEIC database.

Company name	Industry	Last Price	Change (Rs)	Change (%)	F.F. Cap* (Rs cr)	Mkt Contribution
Sun Pharma	Pharmaceuticals & Drugs	789.00	2.85	0.36	189,307.53	2,464.50
Divis Labs	Pharmaceuticals & Drugs	4,935.10	11.55	0.23	131,011.40	1,105.07

Lupin	Pharmaceuticals & Drugs	1,150.80	5.50	0.48	52,242.11	899.87
Biocon	Biotechnology & Medical Research	385.00	0.85	0.22	46,223.10	367.80
Torrent Pharma	Pharmaceuticals & Drugs	3,059.60	2.90	0.09	51,775.38	176.87
Alkem Lab	Pharmaceuticals & Drugs	3,403.40	3.70	0.11	40,692.75	159.44
Cadila Health	Pharmaceuticals & Drugs	585.00	0.40	0.07	59,888.94	147.59
Aurobindo Pharm	Pharmaceuticals & Drugs	904.70	-3.40	-0.37	53,009.87	-718.00
Dr Reddys Labs	Pharmaceuticals & Drugs	4,767.00	-15.30	-0.32	79,303.88	-917.35
Cipla	Pharmaceuticals & Drugs	917.30	-28.10	-2.97	73,993.31	-8,169.23

Daily Average Stock Closing Price of Pharmaceutical Industry

This figure presents the daily average stock closing prices of pharma companies.



Pharma Index

12000

11000

10000

9000

8000

7000
6000
5000
4000
3000
2000
1000
0

2-Dec-19 2-Jan-20 2-Feb-20 2-Mar-20 2-Apr-20 2-May-20 2-Jun-20 2-July20

In this literature, however, there are only a few studies which examine the impact of COVID-19 on firm or industry level performance. Some exceptions are Shen et al. (2020), Gu et al. (2020), He et al. (2020), and Seungho et al. (2020). Shen et al. (2020) investigate the impact of the COVID-19 pandemic on firm performance by using financial data of Chinese companies. They find that COVID-19 negatively affects firm performance. Similarly, Seungho et al. (2020) examine the effect of COVID-19 on stock market volatility and find both negative and positive impacts of COVID-19. In the case of India: (a) Mishra et al. (2020) examine the impact of COVID-19 and find that it negatively impacts the Indian financial market; and (b) Rath and Akram (2020) show that the COVID-19 pandemic caused electricity spot price.²

Equity Stock Watch

Symbol	Open	High	Low	Last Traded Price	Change	%Change	Traded Volume(lacs)	Traded Value(crs)	52 Week High	30 Days % Change
NIFTY PHARMA	14,599.30	14,612.55	14,507.40	14,512.80	-67.1	-0.46	91.98	916.9	14,743.30	0.73
LUPIN	1,147.05	1,155.60	1,142.55	1,150.50	5.2	0.45	2	23.05	1,267.65	0.87
SUNPHARMA	786.5	796.45	785.55	787.2	1.05	0.13	21.16	167.6	804.35	16.93
ALKEM	3,410.00	3,440.65	3,361.00	3,403.75	4.05	0.12	0.6	20.55	3,558.90	2.67
BIOCON	384.2	385.55	382.85	384.35	0.2	0.05	3.44	13.2	487.75	-1.16
DIVISLAB	4,950.00	4,954.55	4,884.00	4,922.00	-1.55	-0.03	1.44	70.93	5,045.20	8.79
CADILAH	584	587.75	582.75	584.1	-0.5	-0.09	3.14	18.4	673.7	-8.37
TORNTPHARM	3,066.00	3,066.00	3,033.00	3,053.30	-3.4	-0.11	0.34	10.22	3,144.00	4.14
DRREDDY	4,798.40	4,798.40	4,756.30	4,762.55	-19.8	-0.41	1.06	50.79	5,614.60	-14
AUROPHARMA	912.6	912.6	901.2	903.25	-4.85	-0.53	2.96	26.74	1,063.90	-7.87
CIPLA	939	939	913	915.05	-30.4	-3.21	55.84	515.4	997	-5.58

Source: NIFTY Pharma

Safety Measure the Pharmacy Industries Followed for Employee's safety during lockdown and covid

The Pharmaceutical Industry is working determinedly for Civilization safety. Pharmaceutical Industry is moving ahead with great assurance, as usual, to manufacture various Pharmaceutical products as well as Research & Development activities to develop the Vaccines & other products to combat the Covid 19 crisis. We are leaning more and more new corona variants and experiencing different types of health problems every day.

Social distancing:

They introduced new workplace rules for employees to reduce risk of infection example, reserve desk in advance; adequate gaps between shifts and staggered lunch breaks for staff will be implemented. New protocols for canteen, storage plant and other common places will be adopted.

They also followed WHO guidance very strictly regarding:

- Wash your hands often with soap and water for at least 20 seconds
- If soap and water are not readily available, use a hand sanitizer
- Avoid touching your eyes, nose, and mouth with unwashed hands.
- Wear face mask etc.,
- They not only following WHO rules they also implemented Flexible working hours to employees in shifts wise prefer distributed work hours.

Data Analysis

To know the information from the pharmacy professionals about safety measures in Indian companies

Pharmaceutical companies	Pharmacist and pharmacy technician
Hetero Drugs Ltd	25
Aurobindo Pharma Ltd.	15
Natco Pharma Limited	8
Lee Pharma Limited	5
SMS Pharmaceuticals Ltd	7
Glochem Industries Limited	2
Gland Pharma Limited	20
Dr.Reddy's Laboratories	18

Age	No of respondents	%
18 to 24	18	18
25 to 34	30	30
35 to 44	20	20
45 to 54	15	15
55 to 64	8	8
> 65	9	9

Gender	No of respondents	%
Male	67	67
Female	33	33

Years in profession	No of respondents	%
< 1	7	7
1-3	24	24
4-10	43	43
11-15	15	15
>15	11	11

Overall, there were 100 responses from pharmacy professionals in Hyderabad.

Challenges currently faced by pharmacy professionals with remote working

	No of respondents	%
General anxiety about the impact of coronavirus on my life	78	78%
Communication with co-workers is harder	85	85%
Internet connectivity	15	15%
Social isolation	90	90%
Keeping a regular schedule	86	86%
I don't have access to the tools or information I need to do my job at home	100	100%
My physical workspace	85	85%
Too many distractions at home	94	94%
Childcare	98	98%
I'm sick or helping others who are sick	85	85%

Challenges faced by pharmaceutical employees with remote work environment, from the above table it is identified that 100 respondents are unable to use access tool at home and do their jobs they need to visit pharmacy frequently to meet their requirements and work hard for productivity, and most of the employees are suffered a lot during traveling and maintaining isolation social distancing at workplace and they also affected with covid 19 during this period

Impact of social distancing on pharmacy		
increase in workload and visits to the pharmacy frequently	95	95
Not much impact on workload	75	75
Reduced workload and visits to the pharmacy	12	

A mixed response on the impact of social distancing on the pharmacy profession with increase in the work load and visits to the pharmacy

Moral support from organization and information		
Webinars of covid 19	100	100%
Singing postures at workplace	95	95%
Sharing information and suggestion at	85	85%

From the above table the moral support and sharing information about covid in the pharmacy companies are good and no of respondents are positively respondent with these questions.

CONCLUSION

The pharmacy profession played an essential role in the COVID-19 pandemic, and they bring fruitful to us that is the vaccine against COVID-19, pharmacists will need to be central in administering COVID-19 vaccines in order to achieve rapid population-wide coverage. They are continuously working hard to face third wave, R&D department is doing number of investigations and research's to fight against COVID 19. We should appreciate for their continues hard work. Even government also funding on R&D for more research work. Pharmacy employees will be considered one of the frontline health workers that should be permitted to give immunizations. Pharmacy professionals across the Commonwealth demonstrated improved knowledge on the management of COVID-19. Pharmacy Companies should motivate employees and give moral and financial support to them, because of their hard and support now we are happily vaccinating and having sufficient medication for covid -19, in future the companies need to give proper training to the employees and educate them well and maintain the organization isolated and safe them to work without risk for their life.

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 7. Workplace responses to COVID-19 associated with mental health and work performance of employees in Japan 11 June 2020
 8. The Covid-19 Pandemic And Indian Pharmaceutical Companies: An Event Study Analysis by *Chinmaya Behera and Badri Narayan Rath* in Bulletin of Monetary Economics and Banking, Volume 24, 14th 2 BMEB Call for Papers Special Issue (2021)

IMPACT OF COVID-19 OUTBREAK ON THE PERFORMANCE OF FMCG SECTOR IN INDIA**Shivani Vishwakarma**

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Anu Jajoo

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ABSTRACT

Stock market and stock prices always react to the events that are happening in the market. The investors or speculators always try to take the advantage of this. This research paper tried to find out the impact of covid-19 outbreak in India on FMCG stock prices. The study has used the standard event study methodology to investigate the market reaction of Covid-19 first reported case in India on FMCG share prices for 61-day event window. Ten FMCG companies on the basis of market capitalization have been selected as sample for the study. Nifty 50 index has been taken as market index. The cross-sectional analysis reveals that there is significant average abnormal return in pre- and post-announcement period. There is significantly large cumulative positive average abnormal return for post announcement period. The paired sample t test reveals that there is no significant difference between AARs of pre- and post-announcement period. All analysis indicates that the pattern of price movement observed in FMCG sector is not significantly different from market index at the time around Covid-19 outbreak.

Keywords- Average Abnormal Return, Event Study Methodology, Semi Strong form of Market

1. INTRODUCTION

1.1 Impact on Financial Market On 31st December, 2019 the world health organization (WHO) identified the first case of Covid-19 in Wuhan, China. In early and mid-January 2020, the virus started to spread to other Chinese provinces, supported by a huge movement of people towards their hometowns to celebrate Chinese New Year which turned the outbreak into a national crisis. Although Wuhan officials announced a complete travel ban in terms of its residents on January 23, the virus still spread quickly and it became a Global Crisis.

In India, the first case of covid-19 which was originated from China, was reported on 30th January, 2020 at the southern state of Kerala. On March 22, the honorable Prime Minister announced a trail lockdown for 14 hour known as Janta Curfew but the following week, India entered into a lockdown of 21 days which was later extended to more than 90 days with partial restrictions.

The impact of coronavirus pandemic in India has been largely disruptive in terms of economic activity as well as a loss of human lives. The global economy has faced many challenges like trade, production and supply chain disruptions; decline in demand, lower tourism and business travel, loss of investor confidence and productivity losses. Sectors like tourism, aviation and hospitality severely got affected.

Financial market is seen extremely volatile that leads to colossal wealth erosion, huge crashes due to uncertain conditions regarding future prediction, and results of covid-19. The wreck of the stock market is responsible for declining consumption levels. March 12, 2020 was the black day as there were significant slides in domestic equity markets. Both NSE and BSE slipped more than 8% in a single day. There was 2919 points drop in the BSE Sensex and 868 points fall in NSE Nifty. This drop has regularly taken place till date as stock investors

resorted to continuous selling amid increasing cases of covid-19. Indian stock markets again jumped to a new level on March 19, 2020. BSE Sensex closed 581 points low at 28,288, and NSE Nifty closed 205 points lower at 8236. So volatility and wealth erosion of investors is expected in equity markets during covid-19.

Table 1: A comparison of pre and post covid-19 view of Indian Stock Market

Index	Jan 20	Mar 20	Apr 20
Nifty 50	12,362	7,610	9,154
Sensex	41,952	25,981	31,237

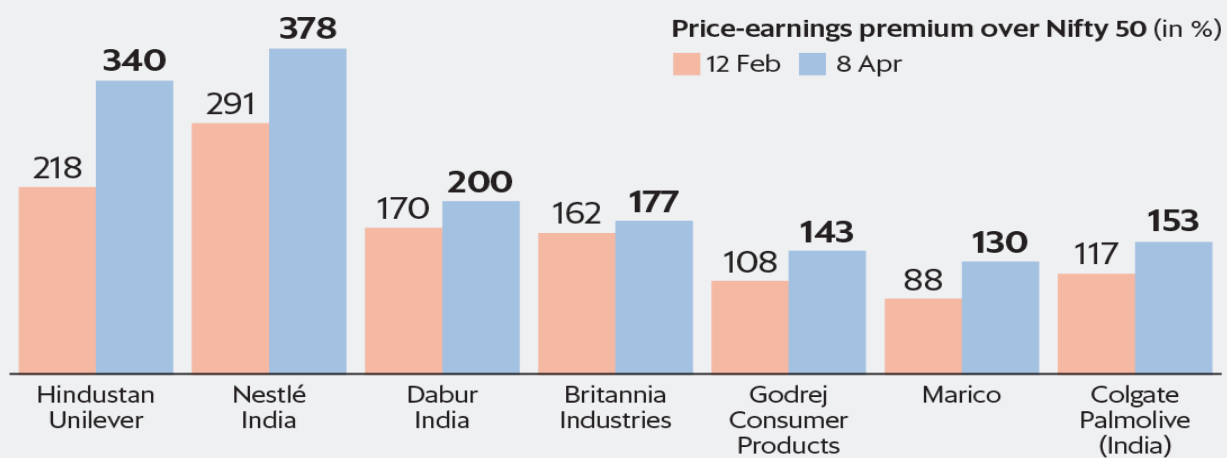
Source: <http://www.businessworld.in/article/Impact-Of-COVID-19-On-The-Indian-Stock-Markets/11-05-2020-191/>

In this particular research we will study the behavior of FMCG stock prices in Indian Market during covid-19 pandemic. The FMCG sector is the 4th largest sector in the Indian economy with 3 main segments under it.



One reason why this industry is particularly different is that at the center of what they do, is the average common man. Hence, In the current backdrop of uncertainty, some investors see stocks of fast-moving consumer goods (FMCG) firms as safe havens, since these businesses are relatively less impacted. The trade in these stocks is less affected by the lockdown.

The premium of fast-moving consumer goods companies' stocks over the Nifty 50 has expanded to even more absurd levels, as investors look for safety.



P-E ratio calculated using FY21 earnings estimates

Source-<https://www.livemint.com/market/mark-to-market/hul-nestle-stocks-suggest-no-impact-from-covid-19-for-fmcg-companies-11586326721190.html>

In the above chart, the shares of FMCG stocks are traded at a premium to the Nifty 50. In this research paper we will study the market price behavior of FMCG stock in India. For the study 10 FMCG companies on the basis of market capitalization has been chosen for the study. For the study the event study methodology is used, the event day is taken as 30th January, 2020, the day when first infected discovered in India. The event window is taken -30 to +30 days for announcement reaction and for short term price movement it is +1 to 180 days.

2. LITERATURE REVIEW

Kumar et al. (2012) has described the event study methodology in his research paper. According to him the event study methodology is considered to investigate the impact of an event on a specific dependent variable. A generally used dependent variable in event studies is the stock price of the company. The definition of such an event study will be a study of the changes in stock price beyond expectation i.e., abnormal returns during the event window period while employing event studies to measure the event impact, we may found the techniques outperform the market. The event study methodology seeks to determine whether there is an abnormal stock price effect associated with an event. From this, the researcher can infer the significance of the event. The basic

and indispensable assumption followed in the event study methodology is that the market is always efficient. In the efficient market, the impact of an event will be reflected immediately in the stock prices.

Woon (2001) has described the limitations of event study methodology. Firstly, the event study methodology depends on the assumption of an efficient market. This assumption is not valid in many situations. Secondly, the methodology provides estimates of the short-run impact on shareholders only and fail to consider many other effects of the event. Thirdly, the results of the event studies are sensitive to changes in research design. Lastly, the results of estimation depend heavily on the data compiled. If the source of data on the dependent variable is not trustworthy, then estimation on abnormal returns will most probably be inaccurate too.

Alam et al. (2020) examined the impact of the lockdown period caused by the covid-19 to the stock market of India. They tried to examine the extent of the influence of the lockdown on the Indian stock market and whether the market reaction would be same in pre- and post-lockdown period caused by covid-19. The study confirms that the lockdown had a positive impact on the stock market performance of stocks till the situation improves in the Indian context.

Liu et al. (2020) examined the impact of coronavirus outbreak on 21 leading stock market indices in major affected countries including Japan, Korea, Singapore, the USA, Germany, Italy, and the UK etc. the study finds that covid-19 outbreak has a significant negative effect on stock market returns across all affected countries and areas, and investors' fear sentiment is proved to be a complete mediator and transmission channel for the covid-19 outbreak's effect on stock market.

Singh et al. (2020) investigated the impact of covid-19 outbreak on the stock market of G-20 countries, and found that post the covid-19 outbreak, stock market all over the world performed badly and experienced negative returns.

Zhang et al. (2020) measured the general pattern of country specific risk and systematic risk across world financial market in the presence of covid-19 outbreak fear. They documented that global markets have become highly volatile and financial market risk has increased in response to the uncertainty of market conditions.

Regarding the impact of deadly virus on financial volatility, Albulescu (2020) documented that new confirmed cases of covid-19 and death reported positively influence market volatility index (VIX) both within and outside of China. Additionally, he proposed that the higher the spread of the deadly virus in the country, the higher would be the financial volatility in the stock market.

Hang (2016) investigates the underlying dynamics of share market bubbles in China during the recent decade and finds hindrance in the information caused large volatilities in the Chinese share market. Blockage of information prevents the shares to respond to economic conditions as well as external shocks and it increases or decreases the demand for shares when the supply is difficult to adjust. Information also has the effect on the performances of the stock market of India; good news or information have a positive impact on the trading of shares and inflows, whereas bad news or information have a negative impact that causes the high volatility which results in heavy outflows in the market.

Nguyen and Pham (2018) examine the relationship between search-based sentiment and Vietnamese stock market returns. The author concluded that the sentiment induced effect is mainly driven by pessimism. And optimistic investors seem to delay taking their investment action until the market corrects itself. The author didn't find any statistical evidence that optimism affects the market returns, but it provides a foundation to their claim that optimistic group may be potential investors who search with the intention to participate in the markets. Again information plays a key role for more participation of the new investors in the market that ultimately affects the stock returns.

Lee and Brahmasrene (2018) investigate the relationship between the macroeconomic variables and stock price of Korea in the short run as well as the long run and found the evidence of long run equilibrium relationship between selected macroeconomic variables such as money supply, industrial production index, inflation, exchange rates and interest rates and Korean stock market, whereas money supply and short-term interest rate are not related to stock prices in the short run. However, exchange rate is positively related to stock prices in the short run. The author also found that there is no compelling evidence that the external shocks such as regional or global crisis have an impact on the stock price dynamics in the Korean stock market.

3. OBJECTIVE OF THE STUDY

- To study the impact of covid-19 pandemic on the price behavior of FMCG stocks in short term.

- To study the impact the announcement of first covid-19 case on the price of FMCG stock in India.

4. RESEARCH METHODOLOGY

4.1. Data and sample: The present study is based on secondary data. The data of this study cover the period from 2018 to 2020 and are retrieved from official website of National Stock Exchange (NSE). The sample includes ten highest market capitalization FMCG companies.

Table 2: Companies and their market capitalization

Company name	Market capitalization
Hindustan Unilever Limited	5,48,250 Cr
ITC	2,63,943 Cr
Nestle India Ltd	1,76,896 Cr
Dabur India Ltd	89,988 Cr
Britannia industries	89,658 Cr
Godrej Consumer Products Ltd	73,593 Cr
Tata Consumer Products Ltd	53,025 Cr
Marico	52,807 Cr
Colgate Palmolive	43,503 Cr
United Spirits	42,774 Cr

Source: <https://www.nseindia.com/market-data/live-equity-market?symbol=Nifty%20FMCG>

4.2 The methodology: The event study methodology has been used to study the effect of first covid-19 affected case in India on FMCG stock prices. The research design adopted for this study is to investigate whether the abnormal return occur on announcement of first covid-19 case is significant or not. In case the abnormal return is significant around the announcement it is inferred as the effect of announcement. The day at which first covid-19 affected case is announced in India is indicated as event day and denoted as 0.

4.3 Event window: Period during which the effect on share price is examined. Days in event window before event day is termed as pre event period and days after event day is post event period. In the study the event window of 61 days is used comprising 30 days after announcement and 30 days prior to announcement.

4.4 Estimation window: To calculate the normal return an estimation window of 335 days prior to event window (-365 to -31 days). Nifty 50 index is taken as the proxy for market return for the study. The event date is defined as the day the first covid-19 case was confirmed in India on 30th January 2020. 60 trading days have been taken as event window (30 days before the event date and 30 days after the event date). The data of 335 trading days has been used for the estimation of alpha and beta for individual company. The return on Nifty 50 has been taken as the market return. All the data related to historical prices has been taken from www.nseindia.com.

Abnormal returns are calculated by deducting the returns that would have been realized if the analysed event would not have taken place (normal returns) from the actual returns of the stocks. While the actual returns can be empirically observed, the normal returns need to be estimated. Abnormal return, also known as “excess return,” refers to the unanticipated profits (or losses) generated by a security/stock

The abnormal return of stock i on t th day is calculated using the formula

$$ARI_{i,t} = R_{i,t} - (\alpha_i + \beta_i R_{m,t})$$

The average abnormal return (AAR) is calculated as total abnormal returns of all 10 companies on t day divided by 10.

$$tAAR = \sum ARI_{i,t} / 10 \quad i=1$$

Cumulative Abnormal Return (CAR) refers to the sum of abnormal returns over a given period of time. It allows investors to measure the performance of an asset or security over a

specific period of time, especially since abnormal returns over short windows tend to be biased. Cumulative abnormal return of each company is calculated by adding all the abnormal returns on each trading day of event window.

$$CAR = \sum AAR_{i,t} \quad t=t_1$$

Cumulative average abnormal return is calculated by adding all the average abnormal return on each trading day of event window. CAAR is used to analyse the impact of an event over a specified time period. $CAAR(t_1, t_2) = \sum AAR_{i,t} \quad t=t_1$

4.5 Research design

The analysis of average abnormal return (AAR) during the event window (-30 to +30 days) would give an insight to know the form of market efficiency during the period under study.

The study of average abnormal return (AAR) under the event window (-30 to -1 days) would talk about what extent the event was anticipated prior to the announcement.

A paired sample t test was examined to know the significant difference between the average abnormal return (AAR) of pre announcement period (-30 to -1 days) and post announcement period (+1 to +30 days).

The cumulative average abnormal return (CAAR) values provide the information about the speed of adjustment of corporate action during the event window.

4.6 Research Hypothesis and tools for analysis

H_{0,1}: AAR=0, the average abnormal return is not significantly different from zero.

The test is given by-

$$tAAR = (AAR \cdot \sqrt{N}) / SDAAR$$

where SDAAR is the standard deviation of securities used for calculating AAR for specified time.

H_{0,2}: there is no difference between the average abnormal return of pre-event period (-30 to -1 days) and post event period (+1 to + 30 days)

H_{0,3}: CAAR=0, the cumulative average abnormal return is not statistically different from zero.

The test is given by

$$tCAAR = CAAR / \sqrt{T} \cdot SDAAR$$

where SDAAR is standard deviation of AAR for specified time period.

All the analysis is done using MS Excel.

5. RESULT AND ANALYSIS

5.1 Normality test of data

Normal distribution of the data is the assumption for applying the student t test to study the significant announcement impact. The Kolmogorov- Smirnov & Shapiro-Wilk test was done to confirm the normality of the series AAR for FMCG Shares. (Table 4). A normal distribution has a skew of zero (i.e., it is perfectly symmetrical around the mean) and a kurtosis of three. The null hypothesis for the test is that the data is normally distributed; the alternate hypothesis is that the data does not come from the normal distribution. As displayed by the calculations in Table 5, the p-values greater than 0.05 are a piece of strong evidence

that accept the null hypothesis of the Test and this implies that the data come from the normal distribution. The QQ plot is also in conformity with the normality result.

Table 3: Descriptives for FMCG AAR

Corporate action			Statistic	Std. Error
AAR	1	Mean	.083672	.0902071
		95% Confidence Lower Bound	-.096769	
		Interval for Mean Upper Bound	.264113	
		5% Trimmed Mean	.107322	
		Median	.094500	
		Variance	.496	
		Std. Deviation	.7045398	
		Minimum	-2.1863	
		Maximum	1.8144	
		Range	4.0007	
		Interquartile Range	.7577	
		Skewness	-.579	.306
		Kurtosis	1.735	

Source: Authors own compilation

Normal Q-Q Plot of AAR

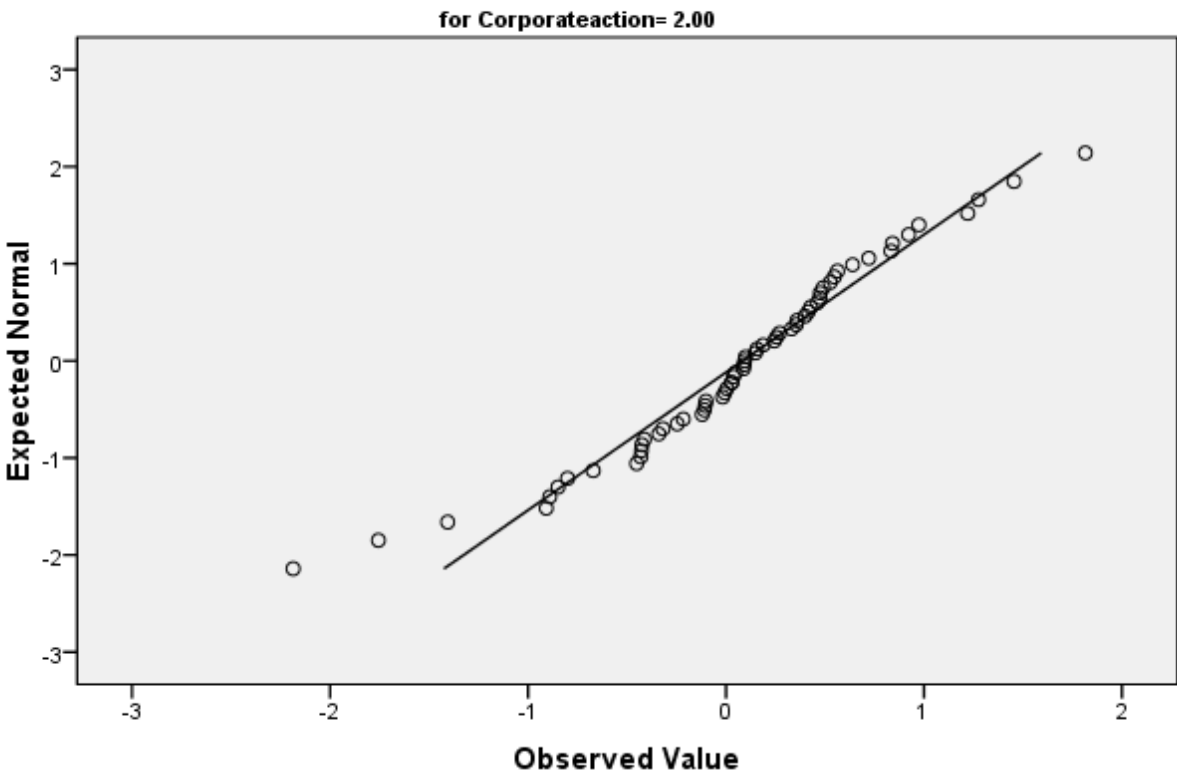


Table 4:Tests of Normality

	FNCG FMCG	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
AAR	1	.107	61	.078	.963	61	.062

Source: Authors own compilation

- 5.2 Anticipation of event prior to the announcement- In the graph of CAAR, it is observed that the values of CAAR started rising from the day -19 to the day -1 (just prior to the announcement). There is positive and statistically significant cumulative average abnormal return from -30 to -1 days (prior to the announcement day). Also, nine out of ten companies under the study have generated positive cumulative abnormal return and positive mean abnormal return from -30 to -1 days. From this information it is clear that the event was anticipated prior to the announcement.
- 5.3 Announcement effect behavior of stock prices and the form of market efficiency- The result presented in table 5 show the occurrence of significant average abnormal return for the pre- and post-event window (-30 to +30 days) both positive and negative, signifies the announcement reaction in the market. Seven companies have positive cumulative abnormal return for -30 to +30 days and three companies have negative cumulative abnormal return for -30 to +30 days. The AAR for the day -23, -16, -13, -11, -8, +18 shows significant positive average abnormal return. The AAR for the day -20, +6, +9, +30 shows significant negative average abnormal return. CAAR values are not statistically significant for 61 days event window. However, the CAAR for (-30 to -1 days) event window is positive and statistically significant. Table 6 is showing the values of cumulative abnormal return for each company under different event window and cumulative average abnormal return for different event window. It is showing that CAAR for -30 to -1 days is positive and statistically significant. The value of CAAR on the day -1 is 7.368% and after the announcement it declines to 4.88% on the day +9 with short term fluctuations in between these days. And it started rising again. It shows that there is no specific pattern of CAAR similarly the pattern of AAR is also not very specific during the event window, which shows that the information is already discounted in the stock prices and the Indian Stock Market exhibits semi strong form of market efficiency.
- 5.4 Difference in pattern of AAR pre- and post-announcement- paired sample t test has been performed to know the difference in the pattern of AAR pre- and post-announcement. As depicted in table 5 p value is greater than 0.05, we can't reject null hypothesis. It suggests that there is no difference between the average abnormal return of pre- and post-announcement.
- 5.5 Speed of adjustment of the announcement- from the graph of CAAR, it shows that the values of CAAR falls to 5.88% on the announcement day. But it is not consistent, it means the speed of information adjustment is not fast.

6. CONCLUSION

The pattern of CAAR and high cumulative average abnormal return for event window (-30 to -1) days (7.638%) show that the market had already anticipated the event announcement and its effect on the economy and stock prices of FMCG stocks. The cumulative average abnormal return for (+1 to +30) days is negative. However, the value of AAR suggests that there is no specific difference between pre- and post-event announcement. It means the behavior of stock prices of FMCG stocks was not much different for pre- and post-announcement. This shows that event was already anticipated and discounted in share prices. It indicates that Indian Stock Market has semi strong form of market efficiency in which only fundamental analyst can make abnormal profits.

Table 5: AAR and CAAR for event window (-30 to +30 days)

day	AAR%	T stats	p value	CAAR%	T test	P value
-30	0.0378	0.0604	0.9532	0.0378	0.0069	0.9945
-29	0.0289	0.1243	0.9038	0.0668	0.0121	0.9904
-28	0.4905	0.8891	0.3971	0.5572	0.1013	0.9197
-27	-0.4124	-1.5372	0.1586	0.1448	0.0263	0.9791
-26	0.0034	0.0248	0.9808	0.1482	0.0269	0.9786
-25	0.0984	0.3683	0.7211	0.2466	0.0448	0.9644
-24	-0.2466	-1.2853	0.2308	0.0000	2E-06	1

-23	0.4149	2.6403	0.0269*	0.4149	0.0754	0.9401
-22	0.2550	1.2335	0.2486	0.6699	0.1217	0.9035
-21	0.3310	1.8394	0.0990	1.0009	0.1819	0.8563
-20	-0.9081	-3.3093	0.0091**	0.0928	0.0169	0.9866
-19	-0.3396	-1.4139	0.1910	-0.2467	-0.045	0.9644
-18	0.2707	0.8592	0.4125	0.0240	0.0044	0.9965
-17	0.0910	0.3385	0.7427	0.1149	0.0209	0.9834
-16	0.5630	3.0137	0.0146*	0.6779	0.1232	0.9024
-15	0.0945	0.2325	0.8214	0.7724	0.1404	0.8888
-14	0.7210	1.6795	0.1274	1.4934	0.2714	0.787
-13	0.9222	2.4336	0.0378*	2.4156	0.439	0.6623
-12	1.8144	1.9187	0.0872	4.2300	0.7687	0.4451
-11	0.5466	2.4264	0.0382*	4.7766	0.868	0.3889
-10	0.2438	0.4730	0.6475	5.0204	0.9123	0.3653
-9	-0.1052	-0.6181	0.5518	4.9152	0.8932	0.3753
-8	0.6389	2.7159	0.0238*	5.5541	1.0093	0.3169
-7	-0.4247	-1.2194	0.2537	5.1294	0.9321	0.355
-6	0.4754	1.6185	0.1400	5.6048	1.0185	0.3125
-5	0.0289	0.0896	0.9305	5.6337	1.0238	0.3101
-4	0.5258	1.0557	0.3186	6.1596	1.1193	0.2675
-3	-0.2160	-1.0801	0.3082	5.9436	1.0801	0.2844
2	1.2204	0.8239	0.4313	7.1640	1.3018	0.1979
-1	0.4747	0.8214	0.4327	7.6387	1.3881	0.1702
0	-1.7559	-2.1476	0.0603	5.8827	1.069	0.2893
1	-0.8905	-0.9758	0.3547	4.9923	0.9072	0.3679
2	0.0881	0.1084	0.9161	5.0803	0.9232	0.3596
3	1.4546	1.4978	0.1684	6.5350	1.1875	0.2397
4	-0.8484	-1.5890	0.1465	5.6866	1.0334	0.3056
5	0.4617	1.3396	0.2132	6.1483	1.1173	0.2683
6	-0.8003	-3.2428	0.0101*	5.3479	0.9718	0.335
7	0.8333	1.9888	0.0779	6.1812	1.1233	0.2658
8	-0.4309	-1.0728	0.3113	5.7503	1.045	0.3002
9	-1.4058	-4.4990	0.0015**	4.3445	0.7895	0.4329
10	1.2754	2.2089	0.0545	5.6199	1.0213	0.3112
11	0.1562	0.4224	0.6826	5.7761	1.0496	0.2981
12	-0.4517	-1.7403	0.1158	5.3244	0.9676	0.3372
13	-0.4275	-0.9581	0.3631	4.8969	0.8899	0.3771
14	0.4275	1.0438	0.3238	5.3243	0.9675	0.3372
15	0.3543	1.2536	0.2416	5.6786	1.0319	0.3063
16	-0.0169	-0.0416	0.9677	5.6617	1.0289	0.3077
17	-0.1205	-0.5163	0.6181	5.5412	1.0069	0.318

*significant at 5% level **significant at 1% level

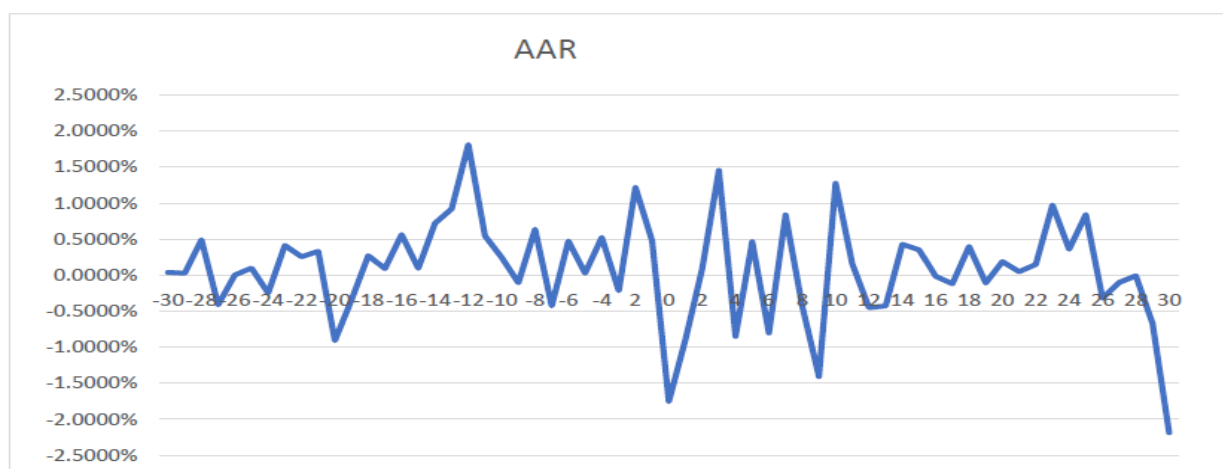
Table 6: values of cumulative abnormal return (company wise) and cumulative average abnormal return CAAR in % for different event windows

Event window	(-30, +30)	(-30, -1)	(+1, +30)	(-10, +10)	(-5, +5)	(-1, +1)
COMPAN Y	CAR%	CAR%	CAR%	CAR%	CAR%	CAR%
HUL	16.524	5.019	11.750	11.653	5.070	-0.798
ITC	-17.900	0.816	-18.311	-9.858	-8.076	2.778
NESTLE	14.865	9.676	6.928	8.714	4.692	-0.006
DABUR	11.453	6.394	7.135	6.506	4.972	2.103
BRITAN NIA	13.402	9.946	3.144	5.018	6.550	1.380
GODREJ	4.014	14.546	-3.478	-12.060	-6.906	-7.675

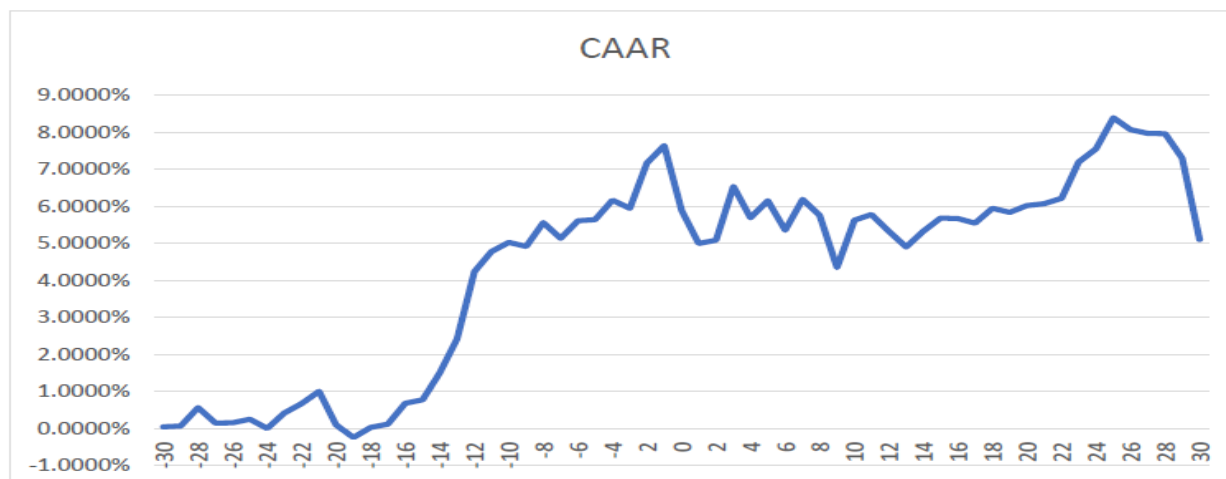
TATA	13.033	14.821	-1.892	0.147	1.662	1.112
MARICO	-9.557	5.985	-13.959	-10.432	-6.307	-5.247

Table 7: Paired t test for pre- and post-announcement AAR		
t- test paired two sample for means		
	<i>pre-event</i>	<i>post event</i>
Mean	0.002546224	-0.000259658
Variance	2.79899E-05	5.8771E-05
Observations	30	30
Pearson Correlation	0.008361093	
Hypothesized Mean Difference	0	
df	29	
t Stat	1.656426017	
P(T<=t) one-tail	0.05420888	
t Critical one-tail	1.699127027	
P(T<=t) two-tail	0.10841776	
t Critical two-tail	2.045229642	

Graph 1 AAR pattern



Graph 2 CAAR pattern



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PANDEMIC'S EFFECT ON THE MEDIA & ENTERTAINMENT INDUSTRY

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The COVID-19 Pandemic has had an impression on nearly all aspects of our lives, and also the movie industry isn't any exception. Show theaters area unit naturally a risky surroundings, as they typically pack many individuals into a tiny low area along for extended periods of your time. In addition, it is often troublesome and long to wash them, creating them but ideal for an extremely contagious virus like COVID-19. So however have businesses like cinema chains and film production corporations adjusted to those unprecedented times. Show theaters have arguably been hit the toughest, and a number of other major chains like Cinemex are forced to shut down for good. Even AMC, the biggest chain in America, could also be forced to file for bankruptcy. Some chains and freelance theaters have allowed small teams of individuals to book personal screenings, in an effort to earn some cash. Many states have declared support for a socially-distanced reopening of theaters, however with distribution corporations not emotional new films and most film-goers cautious, it remains to be seen if several can open up the least bit.

Many major and minor releases were forced to finish their theatrical runs early because the COVID-19 pandemic grew worse earlier this year. The COVID-19 pandemic is not probably to travel away anytime presently, and has forced the general public to form dramatic, long changes to their lives. It's value the movie industry a great deal of cash, and sure modified the manner we have a tendency to watch new movies forever.

Major Legal and business Implications

The natural event of coronavirus is considerably impacting industries across Asian country, with the music and show business being no exception. With the implementation of lockdowns across all states as some way of containing the unfold of the virus, public gatherings are prohibited and theatres, cinemas, music festivals, shows and concerts are closed or off indefinitely. The industry was hit before long as show theatres across the country were closed and major releases were delayed. Even when the lockdowns area unit upraised, the decision for social distancing would possibly become a norm and also the ripple effects can have serious implications for the individuals within the show business WHO survive on production and distribution of music and flicks and also the allied live events. Consequences of the pandemic on these industries may vary from down group action at film festivals and music concerts, disruptions in film distribution to delayed or off show releases and curtailed on-location film shoots. Monetary ramifications can probably be felt by production homes, music labels, filmmakers, and artists, theatre house owners among others for months or maybe years. The foremost legal problems area unit listed below

1. CONTRACTS

The movie industry functions on a line of agreements between content house owners, production homes, artists, investors, sponsors, promoters, distributors, vendors, production corporations, broadcasters, ticketing agencies, theatres, licensors etc. With the unquiet impact of a worldwide pandemic leading to the standing down of workforces, closure of borders, and implemented work from home arrangements, the chance of non-performance, poor performance, delay and non-payment is heightened.

Execution of physical agreements is move to be a challenge. Cancellation of show releases, premieres and events end in a overplus of sensible problems, like potential refunds, exchanges, and written agreement obligations, significantly in regard to interested parties like sponsors, broadcasters, and ticketholders WHO could have committed important amounts of cash currently subject to uncertainty and losses. Some contracts address these problems expressly in their terms, in different cases, written agreement principles like frustration can govern the parties' several rights.

Way Forward: At such a time, the parties ought to review the agreements for clauses like termination, cataclysm and analyze whether or not the timelines and obligations are often revised reciprocally. The parties got to assess whether or not production schedules and unharness dates are often delayed keeping in mind the restrictions on crew members and also the inability of audiences to come back to the theatres. For the execution of future agreements, it's sensible to maneuver towards e-agreements and e-stamping thanks

to the suspension of movement and prolonged social distancing measures. E-agreements being valid agreements also are responsible for tax on execution. However, equivalent levies are as per the several state laws. Some states like Maharashtra and also the city Territory of Old Delhi gives specific provisions for e-stamping. In such cases, each the parties will digitally sign the document and obtain it sealed electronically on an equivalent day. For example, Maharashtra E-Registration and E-Filing Rules, 2013 facilitates on-line payment of tax and registration fees. The govt. of Old Delhi has introduced e-stamping with impact from April one, 2008 and also the work is done out by M/S Stock Holding Corporation of Asian country, a public sector endeavor. Whereas, some states area unit nevertheless to acknowledge the importance and validity of e-agreements and e-stamping. it's looked forward on the a part of the state still as central government to form specific provisions for e-agreements and e-stamping to supply ease for doing business.

2. SHOPPER PROBLEMS

Cancellation of live events could end in potential claims regarding shopper protection rights. Corporations could face the challenge of refunding monies to ticketholders which might place large strain on the already slow economy within the business. In view of an equivalent, the Central Board of Indirect Taxes and Customs (CBIC) has allowed for claiming of refunds of products and Services Tax (GST) paid on advances that entities got for events or bookings that have since been off.

This move by the govt. is anticipated facilitate the show business because the extra flow of funds can facilitate ease the liquidity position of the businesses which can be wont to keep the economy in restraint and help individuals keep their jobs in situ.

Way Forward: It is suggested that stakeholders in live diversion events review price tag terms and conditions, their policies and their obligations in regard to providing services below the applicable shopper laws to grasp their position concerning event cancellations and refunds.

3. INSURANCE

Business Interruption Coverage: the businesses got to assess if their insurance policies would cowl them against the losses ensuing thanks to the prolonged suspension of companies as a result of the pandemic. The extent of insurance cowl obtainable to a corporation can rely on the particular terms of every policy. While corporations do purchase insurance to safeguard themselves against business interruption, such policies do not essentially cowl an epidemic like Covid-19. in line with insurers, the business interruption cowlage triggers as long as the insured property suffers physical injury thanks to a coated peril like hearth or earthquake and wouldn't cover losses caused thanks to an epidemic like COVID nineteen.

Corporations currently wish the Insurance regulative and Development Authority of Asian country (IRDA) to increase the scope of business interruption insurance to the losses caused by the pandemic. Health Insurance for Employees: A recent circular issued by the Insurance regulative and Development Authority of Asian country (IRDAI) states that "Reference is invited to Order No. 40-3/2020-DM-I (A) dated fifteenth April 2020 issued as a part of the Consolidated Revised pointers by Ministry of Home Affairs (MHA), GOI. As per the aforementioned order, inhumane alia; the subsequent area unit stipulated: All industrial and business institutions, workplaces, offices etc. shall place in situ arrangements for the implementation of ordinary procedure (SOP) before beginning their functioning. As per clause no. five of Annexure - II of the aforementioned SOP for social distancing for offices, workplace, factories and institutions, medical insurance for the employees to be created mandatory".

In the circular, the regulator has suggested insurers to supply comprehensive insurance policies to people or teams to modify the preceding organizations to go with the government's directions. The regulator has additionally suggested the insurers to plot these comprehensive insurance products with straightforward wordings and conditions and at an inexpensive value for the explicit organizations. The govt. has created it obligatory for all employers that resume functioning because the internment gets over, to supply medical insurance to their staff.

Way Forward: As all insurance policies aren't an equivalent, it's vital to think about that every policy can activate its formulation and above all, the exclusions and individual endorsements got to be thought-about intimately.

A number of insurers area unit launching exclusive policies in regard to the coronavirus or enabling customization of existing policies particularly to supply cowl against the treatment of the sickness just in case of affected persons and employers could review these for his or her staff, customers or members. Providing insurance cowl could be a nice gesture by a corporation towards its staff. Corporations ought to try

towards providing insurance cover to their staff. Cluster insurance covers to the workers could be a smart choice as they're not terribly pricey and may be purchased with ease by giant and small-scale corporations.

EMPLOYMENT/WORKPLACE PROBLEMS

The show business force is basically comprised of casual employees or contractors WHO are not entitled to paid leaves and thence stand the chance of losing their means that of keep. Since production and distribution streams area unit nearly at a standstill, companies, previous later, can investigate cutting prices which can consequently end in pay cuts and lay-offs for reasons on the far side the employer's management. However, these area unit troublesome choices that associate degree effect on} people's terribly keep and may involve careful thought of factual circumstances to work out verity nature of an employment relationship. Another important issue at hand is managing the work surroundings and making certain the security of its staff as and after they begin heading back to their workplaces. Current work trends have evolved over the years. Basined offices gave thanks to cubicles, that gave thanks to open ideas while not walls and social distancing at workplaces wasn't specifically a norm before the pandemic. Additional typically than not the workers show up at work even though their health is compromised and this might cause additional unfold of the virus.

Way Forward: Despite the pandemic, the same old rules of procedural fairness within the employment relationship ought to still apply. To avoid legal claims, Firms area unit suggested exercising caution before suspending workers payments, giving stand-down orders or terminating employment arrangements. Firms area unit suggested to encourage workers and workers to figure from home until the danger of the communicable virus is comparatively lower and grant sick leaves or paid leaves to affected persons. When the internment restrictions area unit relaxed, the businesses would be underneath an obligation to make sure a secure and healthy operating atmosphere for his or her workers and implement the rules issued by WHO, the central government, the Ministry of Health and Family Welfare and also the several state governments. Offices ought to be redesigned, prioritizing extra house and sanitation. Firms ought to be versatile with regards to the staff acting from home and workplace on a semi-regular basis. Firms ought to check up on changes like higher air filtration, observance temperatures at entry points, and desks spaced to follow social distancing. Workers ought to be asked to fill health questionnaires which might aid in assessing their current health standing. The businesses ought to even have requisite waivers and disclaimers in situ to cut back the danger of any liability with relevance the employees' health.

With the internment being relaxed all across the country, the industry is additionally viewing resuming production. The difficulty that the business is grappling with could be a struggle between a want to begin the business and a requirement to shield the health and safety of its manpower. a group of business standards can ought to be place in situ to make sure that the on-site and off-site shooting locations, studios, self-importance vans etc area unit freed from the coronavirus. Some vital issues that will be looked into area unit as follows:

- checkpoints for taking blood heat of the forged and crew members;
- mandating that every one workers keep in hotels or assigned housing and isolate themselves from friends and family for the length of a shoot;
- providing crew members with masks and gloves;
- instituting further cleanup shifts;
- ensuring that makeup artists and hairdressers have a "one-time use" policy for all their tools as well as makeup kits, brushes, etc.;
- keep the staff educated regarding any outbreaks;
- limiting the quantity of individuals on set at any given time;
- speeding up the method of cinematography and wrapping up the production;
- filming at intervals the country and avoid inessential outside locations which might guarantee safety and additionally facilitate scale back prices

Overseeing a production fastidiously, following all the health tips and social distancing measures can facilitate scale back the danger of potential liability, however, there's no guaranteeing that there'll be zero-risk. Insurances with higher premiums ought to be looked into by the businesses.

The Silver Lining

Even though dark clouds appear to be looming over the long run of the show business, there appears to be a solacement with the digital OTT platforms, music streaming platforms and radio seeing a gradual growth in their business models. As per a KPMG report, with folks confined to their homes, the consumption of content on these platforms has seen a surge each in terms of hours spent and newer audiences. With restricted sources of diversion because of the danger of catching the contagious virus, folks area unit absolute to communicate the in-home diversion choices like digital, TV and play and consultants believe that this may eventually end in habit formation.

Major productions area unit currently viewing digital releases of flicks on OTT platforms as box workplace revenues can little doubt shrink because of the sturdy probability of individuals avoiding situation facilities for a short while.

The Irrfan Khan starrer *Angezi Medium* that bombed at the box workplace because of sharp announcement of tight internment across numerous states was re-released on Hotstar to cater to the audiences at intervals the range of their homes. The much-awaited Amitabh Bacchan and Ayushmaan Khurrana starrer "*Gulaabo Sitaabo*" set to completely skip its theatrical unleash and proclaimed its official digital unleash on Amazon Prime Video with several such massive banners following the suit. Dubai has expedited for its moviegoers a installation house at the upper side of 1 of its malls to make sure the social distancing norms. The innovative means forward would be the necessity to survive this pandemic. The world additionally appears to be standardization into the radio and people's want to remain educated is additionally mirrored by digital radio's performance throughout the coronavirus irruption. In line with the BBC, it saw its radio properties boast a streaming increase of eighteen. In accordance with the reports, in an exceedingly time of heightened uncertainty and noncontiguous routines, customers area unit turning to radio as a sure supply of knowledge and community affiliation. With all the cancellation and postponements of festivals - like Glastonbury competition (UK), Coachella (US), Burning Man (US) – live concerts and tours - artists have had to consider innovative ways that to move with their fans within the international down amount. Musicians area unit hosting their own concerts from the range of their studios through social media platforms like Instagram, Twitter, Facebook to call a couple of. Irrespective of the pandemic and also the internment, music continues to be being streamed and performed on numerous platforms and also the music continues generating royalties. Once the financial gain in alternative areas has cut, royalty financial gain will be of nice facilitate to the artists. It's recommended for artists to induce themselves registered with the assorted copyright collections societies at the earliest to avoid missing out on royalties. The most important copyright societies in Asian nation area unit The Indian playacting Right Society restricted [IPRS] (for composers and publishers), Indian Reprographic Right Organization and Indian Singers Rights Association.

More and a lot of artists and firms area unit viewing having their content or music accredited to the digital platforms because it would facilitate generate revenue. It is vital that straightforward and structured licensing schemes and royalty rates area unit set in situ by the govt. so new content will simply be created accessible for public use and artists don't seem to be bereft of an opportunity to receive their justifiable share of royalties. The coronavirus pandemic is forcing folks everywhere the planet to regulate to new daily practices and routines to make sure public health and safety. The pause on live events and productions has caused uncertainty and worry among several within the diversion and music business. However, there's still business to try to to – it'd simply need a lot of artistic approach.

Media & diversion Lawyers throughout the days of Corona

With the show business being faced with a myriad of novel legal problems and being forced to reinvent in operation procedures, the demand for delivering effective legal services goes to be heightened. The legal business is itself found within the thick of battling with the cruel effects of the pandemic like workplace and court closures, social distancing and coping with a virtual manpower. However, the well-fortified walls of resistance are broken with breath-taking speed. The legal fraternity was fast to grasp the urgency to change the establishment and adapt a must-do attitude to produce the abundant required legal aid to its business in times of crisis.

As the sustained effects of the coronavirus continue, it appears like it'll turbo charge legal business transformation. With the Supreme Court of Asian nation and numerous alternative High Courts ready to require court proceedings through video conferencing and speedily setting systems in situ for on-line filings, it's apparently evident that the pandemic can propel law into the digital age and reshape its landscape.

CONCLUSION

Of course, a return to any kind of normalcy and with it, regular movie going is dependent on a widely distributed COVID-19 vaccine. Most public health experts believe that milestone won't be reached until late spring or early summer. Various industries and sectors have undergone a digital transformation over the years, however, the Indian legal industry had scarcely taken notice and digital usage was more of an exception than the norm. The coronavirus is changing that. It is acting as a swift, comprehensive, top-to-bottom reimagination of the legal sector. The potential of technology and its ability to support new models of systems and processes are already on display. It is advisable that we constantly up skill and keep our minds open to adapting to the new paradigm shifts in our working environments. Let's be ready to welcome the reimaged Digital Legal Era.

INDIAN PERSONAL COMPUTER MARKET AND LATEST IMPACT OF THE COVID-19 PANDEMIC**Amal Raneem K**Research Scholar, Department of Business Management, H.N.B. Garhwal Central University, Uttarakhand
amalraneem@gmail.com**ABSTRACT:**

Covid-19 Pandemic has affected almost all the sectors. Workers all over the world are forced to go with remote working. Companies had to switch to the Work from Home policy. Students also started studying from home. Work from home became the new normal. These trends drive up personal computer sales and turned out a blessing for this industry all over the world. In this context present study examines the impact of the Covid-19 Pandemic on the sales of personal computers in India. The study will look into the last three years' sales data of the top three personal computer brands of India.

Keywords: *Personal Computer, Covid-19, Pandemic, Indian PC Market. Market Share*

INTRODUCTION:

Personal Computer (PC) is a computer that is manufactured for individual use. The size, price, and capabilities of PCs make them feasible for individual purposes. It is generally designed for the use of an end-user rather than a technician or a computer expert. Desktops, notebooks, tablets, and workstations are normally considered as the personal computer categories. A desktop computer is a computer at an ordinary desk. A notebook computer is a battery-powered PC normally smaller than a briefcase, easy to use in temporary spaces such as libraries, at meetings, airplanes, inside a vehicle, etc. notebooks are sometimes called laptops, weighs less than 2.2 kg. A Tablet computer is a computer whose size is between a laptop and a smartphone. Touch screens are used in tablets. A workstation is a high-performance computer system. A workstation has high graphical capabilities, a powerful processor, and a large storage capacity, it is generally designed for individual use.

Notebook computers were 63.1% of the total PC shipments in India in the first quarter of 2021. Notebook shipments increased 119% from 2020. Desktop share declined to 12.8% from 23.5% in the first quarter of 2020. There is a 72.2% annual growth in total shipments of PCs in the first quarter of 2021.

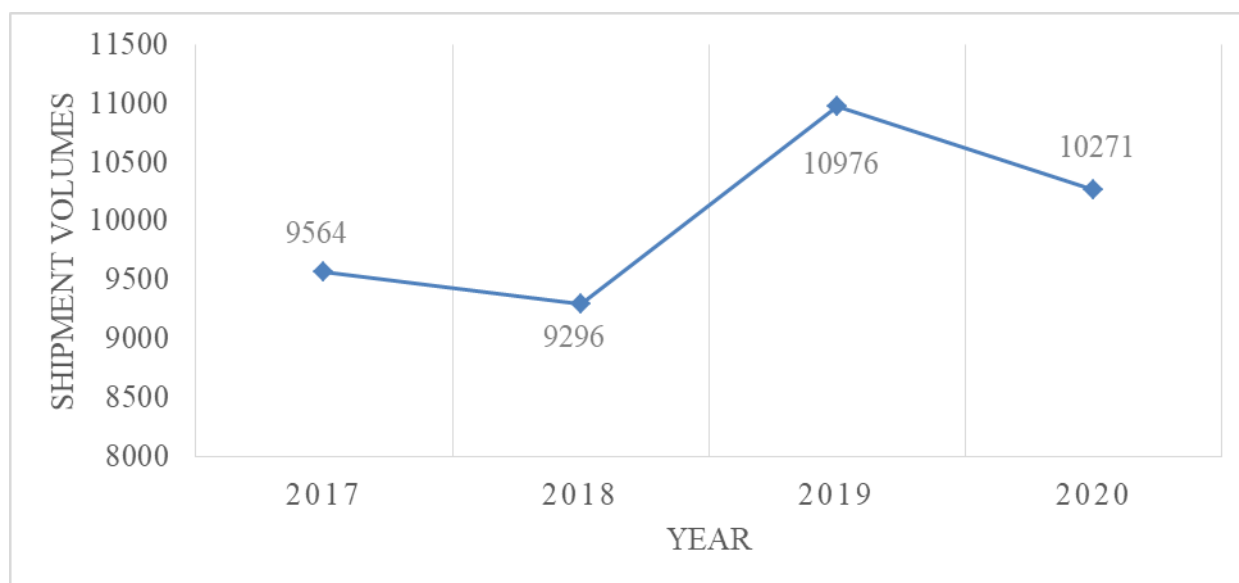
Table 1: India total PC shipments (market share and annual growth)

Product category	Q1 2021 market share	Q1 2020 market share	Annual growth
Desktop	12.8%	23.5%	-5.9%
Notebook	63.1%	49.6%	119.4%
Tablet	23.0%	26.0%	52.2%
Workstation	1.1%	1.0%	93.3%
Total	100.0%	100.0%	72.2%

Note: Shipments in thousands. Percentages may not add up to 100% due to rounding.
Source: Canalys PC Analysis (sell-in shipments), May 2021

Objective and Methodology:

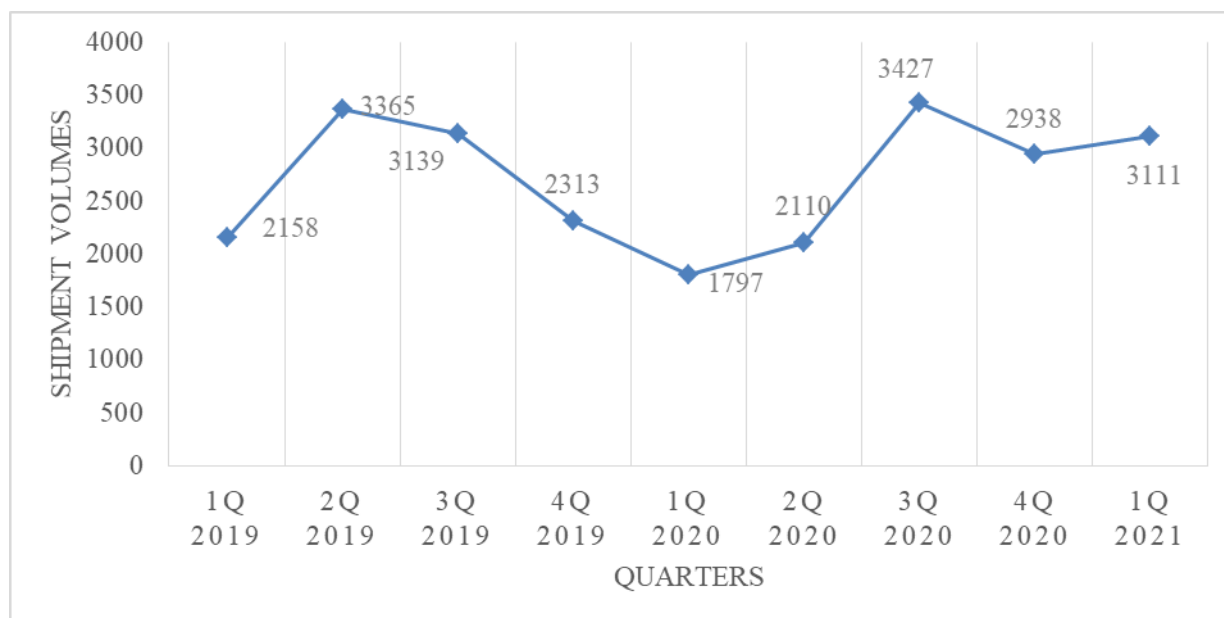
Given this backdrop, the primary objective of this study is to examine whether there is any impact of the Covid-19 Pandemic on the sales of Personal computers in the Indian market. The study also throws light upon the performances of the top three PC brands in India. Total PC shipments are compared year-wise and quarterly. The brands' performance is also compared yearly. Secondary data has been used for the study. The data has been collected from different sources.

Indian PC market, Total Shipments 2017-2020:**Figure 6: Indian PC market, Total Shipments 2017-2020**

Source: IDC

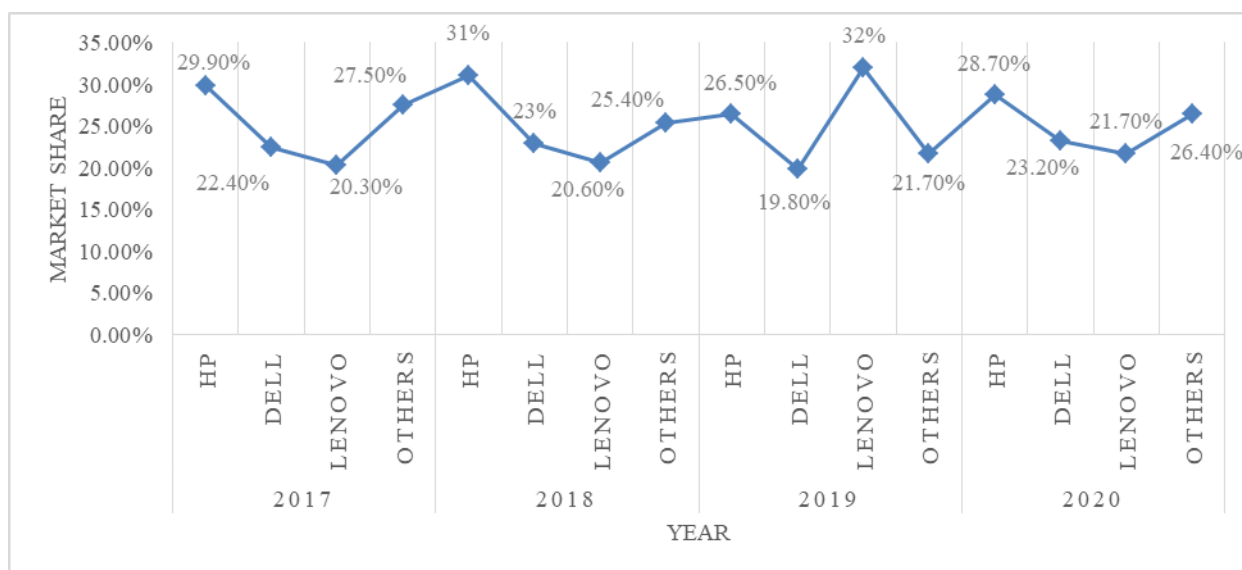
Note: Shipments are in thousands of units

It is very evident from the Figure 1 that the Indian PC market had maximum shipments in the year 2019. In 2019 shipment has touched the one crore mark. Compared to the previous year it was a sudden jump in shipments. The lowest number of shipments was in the year 2018. In 2020 there was a slight decline in the shipments of Personal Computers in India compared to the previous year.

Indian PC market, Quarter wise Shipments :**Figure 7: Indian PC market, Quarter wise Shipments**

Source: IDC

Quarter-wise data gives the trend of the PC market. The second and third quarters of 2019 had a high shipment, but shipments declined in the first quarter of 2020. Second-quarter of 2020 touched the two million marks again. Third-quarter of 2020 had the highest-ever shipments in the quarter. 3427000 shipments happened in this quarter, the final quarter of 2020 witnessed a slight decline in PC shipments in India but regained the numbers in the next quarter by crossing 3111000 shipments.

Top Three Companies, Market Share 2017-2020:**Figure 8: Top Three Companies, Market Share 2017-2020****Source: IDC**

HP dominated the Indian PC market in terms of market share. Except for the year 2019, HP has had the maximum market share. In 2017 HP's market share was 29.9%. In 2018 market share further increased to 31%. But in 2019 Lenovo became the market leader by having a 32% market share. That year HP's market share was 26.5 only. In 2020 HP regained the top position by having 28.7% of the Indian PC market share. Dell's performance was also consistent throughout these years, except the year 2019. Dell had the second-highest market share except for the year 2019. Dell was always behind HP in terms of market share. Lenovo's market share was always behind HP and Dell, but in the year 2019, Lenovo became the market leader. Other laptop brands also have a decent market share in the Indian PC market share. Their market share was always above 20% together in the Indian market (IDC,2020).

FINDINGS:

- Personal Computer shipments in India grew by more than 72% year on year in Q1 2021. 12.8% Desktops, 63.1% notebooks, 23. % tablets and 1.1% workstations were included in the total shipments. Almost all categories of PC grew well, but Desktop shipments fell 6%. Notebook's annual growth was 119.4% and workstation shipments increased by 93.3% from Q1 2020.
- The year 2018 had the lowest total PC shipments in the Indian market with 9296000 shipments.
- In 2019 Indian PC market touched 10 million marks in total PC shipments.
- The First-quarter of 2020 witnessed the lowest PC shipments in the last three years.
- Third-quarter of the same year had the record shipments with 3427000 total PC shipments.
- Fourth-quarter of 2020 and the first quarter of 2021 were also the biggest quarters.
- In 2017 HP dominated the market by having a 29.9% market share. Dell and Lenovo were in the second and third positions in market share.
- 2018 was also continued last year's trend HP topped in the market share with 31% share.
- In 2019 Lenovo became the market leader in the Indian PC market in terms of total shipments. Lenovo had a 32% market share in that year. HP and Dell were in second and third positions.
- HP regained its position by having a 28% market share. Dell and Lenovo were in the second and third positions in terms of total PC shipments in the Indian market.

DISCUSSION:

The year 2018 was not a good one for PC vendors in India. In 2018 they have shipped only 9296000 PC units in India. But in 2019 things have changed. Shipments were increased in the second quarter of 2019 Indian PC market touched three million marks. The second quarter of 2019 was the biggest quarter in the past five years as

Lenovo bagged one mega-deal of 1.1 million units from Electronics Corporation of Tamil Nadu (ELCOT). Lenovo became the market leader in this year with a 32% market share. HP and Dell were behind Lenovo in terms of total PC shipments. The third quarter also witnessed shipments above three million marks. The Fourth-quarter of 2019 and first quarter of 2020 had very low shipments compared to the previous year's shipments. The PC market declined by -16.7% year-over-year (YoY) in the first quarter of 2020 (CY 1Q20), with a total of 1.8 million shipments. This decline in shipments happened to all product categories and this was due to the supply issues faced by the PC vendors due to the Covid-19 pandemic, which badly impacted the logistics and manufacturing departments of vendors in China. India announced the nationwide lockdown in March. Lockdown intensified the problems further for PC companies and resulted in a complete stoppage of commercial and retail orders.

The Indian PC market declined by 37.3% year-over-year (YoY) in the second quarter of 2020 with a total shipment of 2110000 units. In the product categories, the desktop was the category which impacted badly with a 46.4% decline. Lockdown forced employees to work from home, which resulted from high demand for notebooks as firms rushed to provide the required infrastructure to work at home. global enterprises and companies placed large orders for notebooks. This led to the record shipment of the notebook with 105.5% growth in 2Q20. enterprises reduced desktop orders. India PC market set a new milestone by shipping 3.4 million units in the third quarter of 2020 with 9.2% year-over-year growth. Demand for remote working and e-learning remained strong, resulting in the third quarter being the biggest quarter in the last seven years in the Indian PC market. The quarter witnessed the highest shipments with 2.0 million shipments, growth was 167.2% from the previous quarter. The India PC market marked a growth of 27.0% year-over-year in the fourth quarter of 2020. 2938000 million PCs were shipped in the quarter. Growth in notebooks was 62.1% and contributed more than three-fourths of total PC shipments. remote working and e-learning were the growth driver.

There were a total of 7.9-million-unit notebook PC in the year 2020. Notebook shipments increased by 6.0% in 2020. desktop shipments declined by 33.2%. Dell became the top brand in terms of market share in the fourth quarter. HP and Lenovo secured second and third positions respectively (IDC, 2020)

The Indian PC market continued the trend of growth streak 73.1% in the first quarter of 2021. 3.1 million PC units were shipped, this is the highest ever first-quarter shipment to the Indian market. Notebooks were the three-fourths share of the total PC category by registering 16.7% growth in the first quarter and the desktop category also showed signs of recovery in the market.

CONCLUSION:

Students and workers were forced to stay home because of the Covid-19 pandemic, resulting in the highest level of personal computers' sales in the last six years in the Indian market. Before the pandemic PC sales were very low in the Indian market. But unlike other sectors pandemic increased the sales volume in the lockdown period. The first and second quarters of 2020 didn't witness very high sales even though demand for PCs was very high. Vendors couldn't deliver according to the demands. Logistic and production-related issues caused by lockdown were the reason behind this. But third-quarter onwards Indian PC market registered the highest level of sales. According to IDC, this trend will continue further. Companies will place new orders for desktops when the pandemic is over. Notebooks were the major category of PC shipments. Notebooks were not available for shopping both offline and online marketplaces. The price of the notebooks also increased by the vendors drastically.

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IMPACT OF COVID-19 ON EDUCATION SECTOR IN INDIA

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ABSTRACT

The COVID-19 pandemic has not stopped at national borders. It has affected people regardless of nationality, level of education, income or gender. But the same has not been true for its consequences, which have hit the most vulnerable hardest. Education is no exception. Students from privileged backgrounds, supported by their parents and eager and able to learn, could find their way past closed school doors to alternative learning opportunities. Those from disadvantaged backgrounds often remained shut out when their schools shut down. It has changed the traditional education system to the educational technologies model in which teaching and assessments are conducted online. Both the positive and negative impacts of COVID-19 on Indian Education system are observed.

INTRODUCTION

COVID-19 outbreak has created educational disruptions, and global health concerns that proved very difficult to manage by global health systems. After observing the corona virus pandemic situation the WHO advised to maintain social distancing as the first prevention step. So, every country started the action of lockdown to separate the contaminated people. The education sector including schools, colleges and universities became closed. Classes suspended and all examinations of schools, colleges and universities including entrance tests were postponed indefinitely. Thus, the lockdown destroyed the schedules of every student. Though it is an exceptional situation in the history of education, COVID opportunities to come out of the rigorous classroom teaching model to a new era of digital model. The lockdown has compelled many educational institutions to cancel their classes, examinations, internships etc. and to choose the online modes. Initially, the educators and the students were quite confused and didn't understand how to cope up with the situation of this sudden crisis that compelled closure of the educational activities. But latter on all realized that the lockdown has taught so many lessons to manage with the emergence of such pandemics. Thus, COVID- 19 has created many challenges and opportunities for the educational institutes to strengthen their technological knowledge and infrastructure (Pravat, 2020a). The lockdown has given them a ray of hope for teachers and students to continue their educational activities through online. The teachers assigned work to students via internet, delivered lectures through live video conferencing using different Apps like Zoom, Google meet, Facebook, Youtube, and Skype etc. There are WhatsApp groups of guardians, teachers, students and parents for affective communication through which they are always in touch to share their difficulties through this e-medium.

OBJECTIVES OF THE STUDY

The main objective of the study is to examine the impact of COVID-19 on education. Consequently, the study also investigated the various challenges that hinder continued/online education during the COVID-19 lockdown.

Impact of Coronavirus Pandemic on Education

The outbreak of Coronavirus negatively affected educational activities worldwide. The coronavirus pandemic affected educational systems worldwide, leading to the widespread closures of schools (Wikipedia, 2020b). It created serious disruptions in academic activities, as well as in career plans. As part of the global efforts to combat COVID-19, many countries across the world closed down schools in an attempt to contain the coronavirus pandemic. Though the outbreak of COVID-19 has created many negative impacts on education, educational institutions of India have accepted the challenges and trying their best to provide seamless support services to the students during the pandemic. Indian education system got the opportunity for transformation from traditional system to a new era.

COVID-19 has accelerated adoption of digital technologies to deliver education. Educational institutions moved towards blended mode of learning. It encouraged all teachers and students to become more technology savvy. New ways of delivery and assessments of learning opened immense opportunities for a major transformation in the area of curriculum development and pedagogy. Use of learning management systems by educational institutions became a great demand. It opened a great opportunity for the companies those have been developing and strengthening learning management systems for use educational institutions (Misra, 2020). In lockdown situation students were not able to collect the hard copies of study materials and hence most of the students used of soft copies materials for reference. There is a new opportunity where collaborative teaching and learning can take on new forms. Collaborations can also happen among faculty/teachers across the world to benefit from

each other (Misra, 2020). The pandemic situation induced people to learn and use digital technology and resulted in increasing the digital literacy. It had Improved the use of electronic media for sharing information: Learning materials are shared among the students easily and the related queries are resolved through e-mail, SMS, phone calls. Educators and learners are getting opportunities to interact with peers from around the world. Learners adapted to an international community. Students are able to manage their time more efficiently in online education during pandemics.

Education sector has suffered a lot due to the outbreak of COVID-19. It has created many negative impacts on education and some of them are-

Classes have been suspended and exams at different levels postponed. Different boards have already postponed the annual examinations and entrance tests. Admission process got delayed. Due to continuity in lockdown, student suffered a loss of nearly 3 months of the full academic year of 2020-21 which is going to further deteriorate the situation of continuity in education and the as students would face much difficulty in resuming schooling again after a huge gap. Most of the recruitment got postponed due to COVID-19 Placements for students may also be affected with companies delaying the on board of students. Unemployment rate is expected to be increased due to this pandemic. In India, there is no recruitment in Govt. sector and fresh graduates fear withdrawal of their job offers from private sectors because of the current situation. Not all teachers/students are good at online teaching or at least not all of them were ready for this sudden transition from face to face learning to online learning. Most of the teachers are just conducting lectures on video platforms such as Zoom, Google meet etc. which may not be real online learning without any dedicated online learning platform. Reduced global employment opportunity- Some may lose their jobs from other countries and the pass out students may not get their job outside India due to restrictions caused by COVID-19. Many Indians might have returned home after losing their jobs overseas due to COVID-19. Hence, the fresh students who are likely to enter the job market shortly may face difficulty in getting suitable employment. Some educated parents are able to guide but some may not have the adequate level of education needed to teach children in the house. Mid day meals is a school meal programme of the Government of India which is designed to provide better the nutritional food to school-age children nationwide. The closure of schools has serious implications on the daily nutrition of students as the mid-day meal schemes have temporarily been shut. Various studies have pointed out that mid-day meals are also an important contributing factor for increased enrolment in the schools. As many students have limited or no internet access and many students may not be able to afford computer, laptop or supporting mobile phones in their homes, online teaching-learning may create a digital divide among students. The lockdown has hit the poor students very hard in India as most of them are unable to explore online learning according to various reports. Thus the online teaching-learning method during pandemic COVID-19 may enhance the gap between rich/poor and urban/rural. 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, a there will be a significant decline in the demand for international higher education. : During this lockdown most of the parents will be facing the unemployment situation so they may not be able to pay the fee for that particular time periods which may affect the private institutes.

SUGGESTIONS:

India should develop creative strategies to ensure that all children must have sustainable access to learning during pandemic COVID-19. The Indian policies must include various individuals from diverse backgrounds including remote regions, marginalised and minority groups for effective delivery. Immediate measures are required to lessen the effects of the pandemic on job offers, internship programs, and research project. 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 Higher Education Institutions (HEIs) in India keeping in view of rapid growth of the online learning platforms. Across the globe, Indian traditional knowledge is well known for its scientific innovations, values and benefits to develop sustainable technologies and medicines and this knowledge systems in different fields should be integrated with a present-day mainstream higher education system. At current times, access to technology and internet is an urgent requirement. So, the digital capabilities and the required infrastructure must reach to the remotest and poorest communities to facilitate the students to continue their education during the pandemics. There is a need to deploy public funds to fix the internet gap and ensure that students continue to learn digitally. The state governments/private organisations should come up with ideas to address this issue of digital education. Some significant issues associated with distance learning strategies like the availability and access to digital devices with internet connectivity, the need for safe learning

spaces, creating capabilities for teachers, families and students to operate and navigate digital devices, and engaging lesson plans for disabled students and other marginalised groups should be addressed by Govt. and the stakeholders.

CONCLUSION:

COVID-19 has impacted immensely to the education sector of India. Though it has created many challenges, various opportunities are also evolved. The Indian Govt. and different stakeholders of education have explored the possibility of Open and Distance learning (ODL) by adopting different digital technologies to cope up with the present crisis of COVID-19. India is not fully equipped to make education reach all corners of the nation via digital platforms. The students who aren't privileged like the others will suffer due to the present choice of digital platforms. But universities and the government of India are relentlessly trying to come up with a solution to resolve this problem. The

priority should be to utilise digital technology to create an advantageous position for millions of young students in India. Even if the COVID-19 crisis stretches longer, there is an urgent need to take efforts on maximum utilisation of online platforms so that students not only complete their degree in this academic year but also to get ready for the future digital oriented environment. The concept of "work from home" has greater relevance in such pandemic situation to reduce spread of COVID-19. India should develop creative strategies to ensure that all children must have sustainable access to learning during pandemic COVID-19. The Indian policies must include various individuals from diverse backgrounds including remote regions, marginalised and minority groups for effective delivery of education.

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A STUDY ON "ONLINE STREAMING BY Over The Top Media (OTT), PLATFORMS DURING LOCKDOWN"

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INTRODUCTION

Entertainment has been an important part of modern day society. With almost everyone leading fast paced and stressful lives, it has become a basic desire for a person to come home and relax with a movie or a series or any other entertainment content. In December, 2019 as the Covid 19 virus spread in Wuhan city of China. As the virus could not be contained and soon this was declared a Global Health Emergency by WHO on January 31st, 2020.

Soon the International Air Travel was restricted to contain its spread but every measure was in vain. As the death is increased, Covid 19 virus was heading towards pandemic state. On March 11, 2020 WHO declared it as a Pandemic and all the countries started imposing lockdowns and people were asked to quarantine themselves. India implemented lockdown from 25th March 2020.

With this, the social life came to a halt. Recreation facilities, Movie theatres, Restaurant, Offices were all closed. Every Nation had its own Battle with the virus. Amidst of this panic, home entertainment kept people sane. The Over the Top Media (OTT), particularly, help people to divert from the panic created by the Virus. Since no other source for entertainment, there was a huge spike in the consumption of OTT Platforms. This not only resulted people taking new subscriptions but also increased hours spent on consuming the content of these platforms. Companies like Netflix, Amazon Prime, Disney Plus Hotstar etc. have seen temporary spike in their viewership. Not only Video on Demand services but services like gaming consoles, fire TV's, music streaming platforms as Spotify also saw huge demand for their products. It was estimated that people spent double the time on these platforms than usual.

Though the year 2020 was worse with the pandemic one sector that benefited is OTT Media Industry. In India, the OTT Media Industry that was growing already have spiked tremendously with the lockdown implemented. It can be said that the year 2020 was a turning point to the Industry. Many new OTT Platforms like Aha also came into the market and have grown too. Hence, it was evident that Lockdown had a significant impact on OTT Media Market and its big giants. Many experts though consider this sudden spike in the growth of OTT Media business is due to lockdown but also believe that these are not temporary but a permanent change in the consumer behaviour. This kept many experts many wondering about the future of the OTT Media business. Many studies also show that the OTT Media future is bright and significant in future. It was also observed most of the consumers now shifting from Traditional to OTT media Entertainment. A Study by PNG also said that majority of consumers are willing to give up Television entertainment in favour of the OTT platforms.

Since the world is still fighting the pandemic and there may be many lockdowns imposed in the country as the number of waves of virus increase, it is still ambiguous how profitable was the lockdown for the OTT platforms and the consumer preferences after the pandemic is finished.

Streaming Services

Streaming services are the direct web portals of the OTT Platforms. One can login into with the help of the user's login credentials using devices like Mobile Phones, Laptops etc. and access the content on these platforms. These streaming services include a mixture of free and paid (subscribed) services. Free steaming services include YouTube and paid include Netflix, Amazon etc. These streaming services are directly accessed platforms they also form since streaming services are directly accessed platforms they also form huge chunk as majority of people access them via their portals.

Significance of the Study:

The Over the Top (OTT) Media Business was already a growing sector. However, this was definitely given a massive boost with the implementation of the lockdown in the Country due to COVID-19 Pandemic. It has been stated in an article in the National Herald "Surge in OTT Platforms Subscriptions during India Lockdown: Survey" published on May 20, 2020, that 75% of Indians have taken new subscriptions for these platforms in Lockdown. Moreover, it has also been estimated that the consumption has also been doubled in the Lockdown. Hence, this study was needed to understand the impact of lockdown. Thus, this study is significant as it attempts to understand

➤ The Impact of Lockdown on Over the Top Media Services.

- The Consumption of the OTT Services during lockdown.
- The Satisfaction derived from OTT Platforms during lockdown.
- The Future of the OTT Streaming Services in India.

LITERATURE REVIEW:

MANOJ KUMAR PATEL (2020): Their study titled “OTT Viewership in Lockdown and Viewer’s Dynamic Watching Experience” focused on the growth of OTT platform in lockdown period. The study mainly focused on the factors that to increase in OTT viewership during the lockdown period. The study also attempted to shed the light on the challenges faced by the Cinema Hall Owners in the face of changing consumer preferences towards these OTT Platforms. The study revealed that majority of the respondents revealed that their consumption during the lockdown period has increased. Though the viewers had a choice between television content and OTT Content, but they have opted for the latter. The study concluded that viewers want their content instantly and On Demand. Moreover, The OTT Streaming services are only

likely to grow due to its cost effectiveness, access liberty, quality, variation in content. This in turn will have a huge impact on the Cinema Halls.

GARIMA SHARMA NIJHAWAN (2020): In their study titled “Role of COVID as a catalyst in increasing adoption of OTT in India: A Study of Evolving Consumer Consumption Pattern in India and Future Business Scope”. They have focused on finding out the new trends and reasons around the stir in OTT Consumption due to COVID 19 virus or Pandemic in Urban India. The study revealed that the significant number of respondent’s screen time went up enormously post COVID 19. It was also discovered that main reason was budding content availability on these platforms. In addition, the lack of other entertainment sources and advantage of working from home also made them to resort to these platforms for entertainment. Additionally, majority of the respondents revealed that they binge watched content with these platforms at dinnertime or before going to bed.

Hence, they concluded that traditional entertainment media restricted the content but OTT’S platforms tapped and explored this aspect providing lucrative and growing content. It was also summarized that COVID-19 had played a prominent role for the demand of OTT Platforms in Urban Areas with good connectivity and better consumer paying power. They also suggested areas like targeted advertising, psychological impact of OTT on youth to be explored for further research.

RAGIV GHODE (2020): His research titled “ Media and Me in Lockdown : An Exploratory Study to understand Media Consumption Pattern among Urban Millennial during lockdown Period due to COVID -19” focused on the media consumption pattern by urban millennials during the lockdown period . Millennials are those who are born during period 1982-2000. These are people mostly in 20 to 38 years in age, who are working in Corporates, Students in higher studies. These were engaged in Work-From-Home and Online Classes during the lockdown. Hence, the researcher has stated since they were the ones mostly confined to houses, the study was more concentrated on millennials.

The study found out that majority of millennials consumed significantly higher amount of media than usual and were bombarded with information. However, these was not only confined to OTT Platforms but also include or indulged themselves in internet surfing, E-

News, Social Media etc The study concluded that the consumption of media increased in

lockdown , more importantly , millennials preferred watching web series on OTT Platforms and small social media posts rather than long duration contents. There was no difference between students and Working professions.

The Study has therefore concluded that though the consumption of Video on Digital Platforms is on the rise but the Television remains the largest sub-segment with the

Entertainment and Media Industry due to its Affordability. The study also inferred that in future, with appropriate business models, OTT Services might take over the Television Business. Hence, it was suggested the Players in the Television Industry need to step up their game and aim at creating and broadcasting the content with high quality and a range of variety in order to compete against the OTT Business Giants.

Scope of the Study:

The Scope of this study is to understand the effect of lockdown on the viewer’s consumption of OTT video streaming services. This study also attempts to understand the future scenario of OTT Streaming Platforms. It Includes

- Evaluating the consumption of the content of these services.
- Identifying most rated platform in terms of quality and content availability.
- Analysing the success of the OTT Streaming services in satisfying the viewers during lockdown.

Research Design:

The data for this study was collected from a Questionnaire. The sample of the study was selected as public. The technique used for sampling is Convenience Sampling as the sample is General Public. The Data was also collected from secondary sources such as Journals, Newspapers, and Research Papers etc.

Data Collection:

Data can be classified as two types based on the sources from which it is being collected. They are

Primary Data:

Data, which is brand new and is collected by the researchers or the investigators from direct or primary sources or On Field, is called Primary Data. This Data is usually collected using Questionnaires, Interviews, and Survey etc. The Primary Data Collected for this study is collected with the help of Questionnaire.

Questionnaire for this study is prepared using Google Forms and was sent to the sample respondents and responses was documented. Secondary Data:

Secondary Data is the data, which is collected by institutions or persons other than the Researcher. This includes data that is published by companies in their Annual Reports, Government Bodies or any other recognised body. Secondary Data used for this study are Journals, Research papers.

Sample Unit: General Public

Sample Size: 100

Sampling Technique: Convenience Sampling. **Research Instrument Used:** Questionnaire **Sample Test:** Chi Square Test and ANOVA test. Statistical Package for Social Sciences (SPSS)

LIMITATIONS OF THE STUDY:

This study includes the following limitations:

- A much diversified sample can be taken as the sample for this study was done using convenience sampling due to lockdown restrictions.
- The OTT Media sector is changing, growing and transforming with technological developments and personalising the content to the users, which is also major limitation.
- With the world still fighting the pandemic and many lockdowns can be implemented with waves of the virus until a cure is found, the full data about the growth of OTT platforms in the pandemic time cannot be collected.
- There is still a possibility that consumers can change their preferences in future, if there is a cure for the virus and when world goes back to normal, for once and for all.

Data Analysis and Interpretation:

Data Analysis is the next crucial stage which involves scrutinizing the data that has been collected. Data Analysis is carried after processing of data. Processing of data includes editing, coding, classification and tabulation of the data that has been collected. Analysis of the data is computation of measures and searching for any patterns of relationships or difference among the data. Its primary purpose is to extract useful information that provides basis for the decisions. Interpretation of data, immediately followed by the data analysis involves drawing inferences from the data that is processed and analysed. Data interpretation helps draw conclusions for the study.

Sample for the study:

The sample was drafted using technique of Convenience Sampling. The sample selected consists of 100 respondents. Questionnaires were sent to the respondents through Google form link. Cross Tabulations and graphs were used for Data analysis. ANOVA and Chi Square Test were used.

Table:1

New Subscriptions taken during lockdown by Gender

Gender	New Subscriptions taken		Total
	Yes	No	
Male	15	15	30
%	15.0%	15.0%	30.0%
Female	25	45	70
%	25.0%	45.0%	70.0%
Total	40	60	100
%	40.0%	60.0%	100.0%

Source: Primary Data

Analysis: From the analysis of table and graph, it was known that, including both male and females, majority 60% of them said that they have not taken any new subscriptions to OTT platforms during lockdown, while 40% said they have taken new subscriptions.

Males who have taken new subscriptions are equal in number to who have not taken new subscriptions i.e. 15%. In case of females, majority (45%) of them did not take new subscriptions, while only 25% of them have taken new subscriptions.

Interpretation: Hence, irrespective of Gender, it is known that majority of them have not taken any new subscriptions.

TABLE:2 New Subscriptions taken during lockdown by Age

Age	New Subscriptions Taken		Total
	Yes	No	
15-19	2	3	5
%	2.0%	3.0%	5.0%
20-24	24	36	60
%	24.0%	36.0%	60.0%
25-29	7	9	16
%	7.0%	9.0%	16.0%
30 and above	7	12	19
%	7.0%	12.0%	19.0%
Total	40	60	100
%	40.0%	60.0%	100.0%

Source: Primary Data

Analysis: The above table shows that majority 24% of the respondents answered that they have taken new subscriptions in lockdown belonged to 20-24 age bracket, but 36% of the same group have said that they have not taken new subscriptions which is comparatively high. This could be observed in all the age groups as well.

Interpretation: Hence, majority of respondents who had not taken new subscriptions are comparatively more than respondents who have taken the subscriptions.

Table:3 Would opt for Online Streaming platforms over Television by Gender

Gender	Would Opt Online Streaming Platforms over Television			Total
	Yes	No	Maybe	
Male	24	2	4	30
%	24.0%	2.0%	4.0%	30.0%
Female	48	7	15	70
%	48.0%	7.0%	15.0%	70.0%
Total	72	9	19	100
%	72.0%	9.0%	19.0%	100.0%

Source: Primary Data

Analysis: From the analysis of table it was known that, including both male and females, majority 72% of them said that they would prefer, while 19% said they might, and only least 9% of respondents said that they would not prefer OTT platforms to television.

24% of males said that they would prefer OTT platforms to Television while it was 48% for females. In case of respondents who answered maybe, 15% were females and 4% were males. Out of respondents who answered no, while only 2% were males, 7% were females.

Interpretation: Hence, irrespective of gender, majority of respondents would or might prefer OTT platforms to Television.

Table:4 Would opt for Online Streaming platforms over Television by Profession

Profession	Would opt for Streaming Platforms over Television			Total
	Yes	No	Maybe	
Student	29	4	12	45
%	29.0%	4.0%	12.0%	45.0%
Salaried Employee	33	2	5	40
%	33.0%	2.0%	5.0%	40.0%
Self Employed	4	2	0	6
%	4.0%	2.0%	0.0%	6.0%
Others	6	1	2	9
%	6.0%	1.0%	2.0%	9.0%
Total	72	9	19	100
%	72.0%	9.0%	19.0%	100.0%

Source: Primary Data

Analysis: From the analysis of table it was known that, majority i.e. 33% of the salaried employees, 29% of students have said yes. While 12% of students have said that, they might and least 1% from other professions have said no.

Interpretation: Hence, majority of students and salaried employees would prefer OTT platforms to television. However, females were highest.

Table;5 Would opt for Online Streaming platforms over Television by Profession

Profession	Would opt for Streaming Platforms over Television			Total
	Yes	No	Maybe	
Student	29	4	12	45
%	29.0%	4.0%	12.0%	45.0%
Salaried Employee	33	2	5	40
%	33.0%	2.0%	5.0%	40.0%
Self Employed	4	2	0	6
%	4.0%	2.0%	0.0%	6.0%
Others	6	1	2	9
%	6.0%	1.0%	2.0%	9.0%
Total	72	9	19	100
%	72.0%	9.0%	19.0%	100.0%

Source: Primary Data

Analysis: From the analysis of table it was known that, majority i.e. 33% of the salaried employees, 29% of students have said yes. While 12% of students have said that, they might and least 1% from other professions have said no.

Interpretation: Hence, majority of students and salaried employees would prefer OTT platforms to television.

Table:6 Between Groups opting OTT platforms over Television and Gender

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.800	1	.800	1.263	.264
Within Groups	62.110	98	.634		
Total	62.910	99			

Source: Primary Data

Hypothesis:

H0: There is no significant difference between gender and preferring Television to OTT Platforms

H1: There is a significant difference between gender and preferring Television to OTT Platforms

Interpretation:

The above ANOVA table shows whether there is statistical significant difference between the two group means.

The calculated value of F (1, 98) is 1.263.

The Critical value of F (1, 98) at 5% level of significance is 3.94. Since, the calculated value is less than critical value, H0 is accepted.

Hence, there is no significant difference between gender and preferring Television to OTT Platforms.

Table:6 Between Groups opting OTT platforms over Television and Gender

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.800	1	0.800	1.263	0.264
Within Groups	62.110	98	0.634		
Total	62.910	99			

Source: Primary Data

Hypothesis:

H0: There is no significant difference between gender and preferring Television to OTT Platforms

H1: There is a significant difference between gender and preferring Television to OTT Platforms

Interpretation:

The above ANOVA table shows whether there is statistically significant difference between the two group means.

The calculated value of F (1, 98) is 1.263.

The Critical value of F (1, 98) at 5% level of significance is 3.94. Since, the calculated value is less than critical value, H0 is accepted.

Hence, there is no significant difference between gender and preferring Television to OTT Platforms.

Table:7 Age watching content on streaming platforms

Age		Watching content on Streaming Platforms		Total
		Yes	No	
15-19	Count	5	0	5
	Expected Count	4.6	.5	5.0
20-24	Count	54	6	60
	Expected Count	54.6	5.4	60.0
25-29	Count	16	0	16
	Expected Count	14.6	1.4	16.0
30 and above	Count	16	3	19
	Expected Count	17.3	1.7	19.0
Total		91	9	100
		91.0	9.0	100.0

Chi square value: 3.220

Source: Primary Data

Hypothesis:

H0: There is no significant association between age and watching content on OTT platforms H1: There is a significant association between age and watching content on OTT platforms

Interpretation:

The calculated value is 3.220.

The critical/table value for 3 degrees of freedom at 5% level of significance is 7.815. Since the calculated value is less than tabular value, we accept H0 i.e. Null Hypothesis.

Hence, there is no significant association between age and watching content on streaming platforms.

FINDINGS

The study found that the 70% of respondents were females and 30% were males. 5% of respondents belonged to 15-19 age group, 60% of respondents belonged to 20-24 age group, 16% of respondents belonged to 25-29 age group, 19% of respondents belonged to 30 and above age group. Sample included 45% of students, 40% of Salaried Employees, and 9% of Self-employed / Business, 6% from other professions.

To evaluate the consumption of On Demand Content in Lockdown:

Majority of respondents (91%) are watching content on OTT platforms. About 30% and 45% either watch content on these platforms before lockdown very often or sometimes respectively. 55% of the respondents have felt that they did or might have watched content on OTT platforms more than usual in lockdown and majority of them felt that this increase was seen due to easy accessibility and free time during lockdown. Additionally, most of them were salaried employees and students between the age groups of 20-24. Most of them (60%) have said that, though there was an increase this did not induce them to take any new subscription to OTT platforms.

To Study the customer satisfaction on the OTT Streaming platforms during lockdown:

Most of respondents agree (45%) or strongly agree (30%) that their entertainment needs were satisfied with the OTT platforms and very least have disagreed. Majority of them were students and salaried employees between 20 to 24 years of age. Amazon Prime, Netflix and Disney plus Hotstar were rated the highest in terms of quality and content availability, followed by Aha and Sun NXT.

To Examine the Future of OTT Business:

Majority of the people have told that they would (72%) and might (19%) give up Television entertainment for OTT platforms. Greater chunk of respondents have also answered that they might (38%) or will (45%) give up Theatre entertainment for OTT entertainment it mostly included students and salaried employees between 20 to 30 years of age.

CONCLUSIONS

To evaluate the consumption of On Demand Content in Lockdown:

Most of the respondents are aware of the OTT platforms and used to watch sometimes or often before the lockdown. However, there was a spike in consumption of the content in lockdown. This increase was caused by easy accessibility of these OTT platforms and free time available during lockdown. Nevertheless, this increase in consumption of the OTT entertainment did not drive consumers to take new subscriptions. It is also clear that this increased consumption seen was in the students and salaried employees of 20-24 years of age. However, this may be viewed as a temporary spike in consumption largely due to imposition of lockdown. Because this was observed mainly in students and salaried employees, who were taking online classes/were working from home during pandemic.

To Study the customer satisfaction on the OTT Streaming platforms during lockdown:

Major part of the students and salaried employees have agreed or strongly agreed that their entertainment needs were satisfied by OTT entertainment in lockdown. It should also be acknowledged that this is around the same time when Movie theatres were closed and people had only TV entertainment other than OTT platforms. Amazon Prime, Netflix, Disney plus Hotstar have stood the test of the time. They remain still most popular in terms of the quality and content availability.

To Examine the Future of OTT Business:

Since people were satisfied with OTT platforms, huge part of them prefer OTT platforms to traditional TV Entertainment and Movie Theatres. Hence, the future of the OTT Media Industry is bright as ever. But a more

larger part are still unsure over preferring OTT Platforms to TV or Theatre entertainment, hence, can be targeted by the OTT companies and shift preference. Therefore, it is concluded that, in spite of the temporary spike in consumption of content during lockdown, the changing consumer preferences are seen to be long lasting.

SUGGESTIONS

- Though there was an increase in consumption of OTT related content in lockdown, this did not persuade consumers to take new subscriptions. This may be due to the cost factor, low promotions or even related to content available on platforms. Hence, OTT companies can reduce subscription cost, tune up their promotions, or add more creative and latest content to their platforms.
- A huge part prefer these platforms over others but a larger part are not sure. Hence, OTT companies, with promotions or subscription cost reduction measures, may be able to pull completely 90% of the entertainment consumers to their platforms.

SCOPE FOR FURTHER RESEARCH

- There is an unpopularity for the Indian OTT channels. Further studies can be done to find out the awareness, reasons for less popularity and measures to be taken by those platforms to tune up their subscriptions.
- Since, it is evident that there was an increase in the consumption of content of OTT media platforms during lockdown. Further researches can concentrate on its evil effects or psychological effects on consumers, especially millennials.

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ASPIRE, PERSPIRE AND PROSPER A FRAMEWORK ON GOAL SETTING

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1.0 Goal setting plays an important role in one's career advancement. Goals are the targets which are aimed to be met or reached. Goal setting is the process through which one achieves the set aims. Goals should be attainable and clear. Goal is the object or aim of an action such as to attain a specific standard of proficiency in a given time frame. To thrive as a human, it is necessary to define *goals* clearly and *persevere* to achieve them.

1.1 Objectives and Methodology: The focus of the paper is on goal setting and the ways to attain the goals. The following are the objectives of the study

- To know the steps involved in goal setting
- To suggest ways to reach and attain the goal
- To know the perceptions of the respondents about the factors influencing the outcomes

A structured questionnaire is administered to 60 students and 30 lecturers to know their perceptions about the factors influencing the success of goal setting process. Rank correlation is used for analysis.

1.2 Findings of the study: The present part of the study deals with the conceptual framework and the perceptions of the respondents.

1.2.1 The meanings of the terms goal, mission, vision, purpose and aims are highlighted hereunder:

Table1 Meanings of the terms Goal, Mission, Vision, Purpose and Aims

Goal	Something one is trying to do or achieve or something one hopes to achieve, especially when time and efforts are quite necessary. <i>The goal is to stimulate as much demand as possible.</i>
Mission	A very strongly felt aim, ambition or calling. <i>Her main mission is to generate employment opportunities to at least 100 engineering graduates.</i>
Vision	A picture in one's imagination or the ability to see; sight. <i>He has a vision of a world without hunger.</i>
Purpose	The intention of something or something that is needed in a particular situation. <i>The very purpose of auditing is to ensure true and fair view.</i>
Aims	To intend to do or achieve something. <i>The advertisement caption is aimed at drawing the attention of young adults and children.</i>
Destination	The place where somebody or something is going or heading towards. <i>I am happy that I reached my destination an hour before the planned time.</i>
Targets	A result that one tries to achieve. <i>The sales manager is asked to target the new customers to enhance the quantum of sales.</i>

1.2.2 The present part of the paper deals with the steps involved in goal setting

Table 2 The steps involved in goal setting

Individual Goals	Organizational Goals
Define and refine	Devise and revise
Assess and possess	Trust and entrust
Plan	Plan
<i>Have the wherewithal of these Cs – Confidence, Commitment, Clarity, Composure, Challenge, Capabilities,</i>	<i>Have the wherewithal of these Cs – Confidence, Commitment, Clarity, Composure, Challenge, Capabilities, Communication, Cooperation,</i>

Communication, Competitive Spirit.	<i>Coordination, Collective Bargaining, Cynosure (one that serves to direct or guide)</i>
Know the difference between a determined and a deterred mind	Delegate and obligate (if necessary) (Obligate = Impress or compel)
Act and interact	Act and interact
Perspire	Perspire
Transpire (Go on)	Transpire (Go on)
Inspire	Inspire

The moment the goal is defined and understood, we need to give four important inputs to the subconscious and the conscious mind, Viz., I can do it, I shall do it in my own and inimitable style, I will do it and I should do it. One has to be assertive and firm minded to reach and to avoid breach. We need to be proactive and not reactive.

1.2.3 This part of the study deals with the ways to attain the goal

1.2.3.a The perceptions of the respondents with regard to the factors influencing successful goal setting process are highlighted hereunder:

Table 3

	Ranks assigned by lecturers	Ranks assigned by students
Commitment	5	1
Confidence	4	6
Positive attitude	6	5
Patience	7	9
Perseverance	8	8
Optimism	3	3
Planning	2	2
Organizing	10	10
Sense of direction	9	7
Periodical review	12	12
Time management	1	4
Keen observation	11	11
Coefficient of correlation = $r = 0.8672$		
Source: Primary Data		

It is evident from the coefficient of correlation that there is a perfect positive correlation between the views of lecturers and students with regard to the factors influencing the goal setting process. Some of the factors which are converged upon are planning, optimism, organizing and periodical review.

1.2.3.b Inching towards the goal: It is important to direct all the efforts towards the attainment of goals. The following tips and cues may help one in inching towards the goal successfully.

- Know why this goal should be reached – Is it vital/ essential/ desirable?
- Be true to yourself
- Concentrate on integrating two events, viz. what was behind and what is ahead.
- Have an assertive nature
- Present a Positive attitude
- Set out the optimistic and pessimistic time for the completion of the events contributing to the attainment of goals
- Set forth attainable Goals
- Go for perpetual evaluation/ periodical review
- Strive for good judgement. While doing so, kindly be remembered that “good judgement comes from experience...and experience comes from bad judgement”
- Stay focused on the goal

-
- Learn from the experiences of others
 - Possess two important Ps Viz., Patience and Perseverance
 - Remember the famous quote “commitment transforms a promise into a reality”
 - Have clarity and purity of thought
 - An *Individual Goal* is required to be set by self and not by others
 - Be prepared for failures. *It is a fact that all the flowers of a mango tree are not transformed into mangoes.*
 - *Learn to manage crisis*
 - Manage your resources effectively and efficiently
 - Try to understand that success and self confidence are intertwined
 - Make sure that there is no mix up of goals
 - Avoid comparison. *The end results of comparison are ego and jealousy.*
 - Consult and take the help of right people
 - Avoid copycat strategies
 - Plan and implement
 - Know the planning premises
 - Ensure effective communication
 - Have a sense of direction
 - Learn to know where to put a full stop

Let us take a few examples to understand the goal setting process

Let us assume that X has completed her plus two course or Intermediate from a Junior College. She wants to become a Sub-Inspector of Police. She is firm about this Goal. What should she do to reach this goal?

- She needs to join a degree college which has got NCC Wing in it. A “C Certificate in NCC” will take her ahead of her competitors.
- She needs to concentrate on her physical fitness and emotional balance. She should avoid junk food.
- She should try to profess in Marshal Arts.
- She needs to strike a balance between ‘preparation for the degree exams and preparation for the SI Selection processes’. One should always remember that Degree is the minimum qualification for the post.
- If necessary she should join a coaching centre for guidance.
- She needs to stay focused on the goal and work sincerely to achieve it. Let us take another example. A student who had just joined M.Com wishes to become a full time faculty in a University. The following measures are suggested to make him reach the goal.
- He needs to avoid rote learning. He should concentrate on meaningful and application oriented learning. Such knowledge will help him in teaching the subject in an effective manner.
- He needs to Prepare for NET/SET Exam; he may try to guide the undergraduates through whom he learns teaching methodologies and the subject.
- He should work on the diction, oral communication and gestural communication.
- He needs to go through news papers and journals to update his knowledge.
- He needs to observe and emulate the best teachers.
- He may try for research and general paper writing.



1.3 Conclusion: *A Goal may be long-term or a short-term goal. The success of goal setting depends on the routing process or path selected to reach the goal. Fast track methods / short cut methods should never be adapted or used. Goal setting is not just planning. It goes beyond that. One needs to aspire and perspire in order to prosper. Such prosperity lasts longer.*

**GOVERNMENT INITIATIVES TO BOOST AGRICULTURE THROUGH AGRICULTURE
INVESTMENT SUPPORT SYSTEM - RYTHU BANDHU SCHEME**

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ABSTRACT

India is an agrarian country with around 70% of its people depending directly or indirectly upon agriculture. Agricultural credit is considered as one of the most basic inputs for conducting all agricultural development programmes. In India there is an immense need for proper agricultural credit as Indian farmers are very poor. From the very beginning the prime source of agricultural credit in India was moneylenders. In the post-independence period, various attempts were made by the Government for enriching the institutional agricultural credit structure of the country leading to continuous growth in the base and sources of agricultural credit.

The present paper discusses the benefits and challenges in implementation of Farmers' Investment Support Scheme (FISS) and measures to be taken to benefit the farmers so that FISS contributes to the country's economy.

Key Words: Rural Indebtedness, Credit, Financial Institutions, Direct Investment Scheme, Agriculture Investment Support Scheme, Rythu Bandhu.

INTRODUCTION

India is an agrarian country with around 70% of its people depending directly or indirectly upon agriculture. Agricultural credit is considered as one of the most basic inputs for conducting all agricultural development programmes. In India there is an immense need for proper agricultural credit as Indian farmers are very poor. From the very beginning the prime source of agricultural credit in India was moneylenders. In the post-independence period, various attempts were made by the Government for enriching the institutional agricultural credit structure of the country leading to continuous growth in the base and sources of agricultural credit.

After independence the Government adopted the institutional credit approach through various financial institutions like co-operatives, commercial banks, regional rural banks etc. to provide adequate credit to farmers, at a cheaper rate of interest. Both the co-operative sector, commercial banks and rural banks are trying simultaneously for meeting credit requirements of the farmers. Even then, there are number of problems faced by agricultural credit structure of the country which are standing on the path of development of the agricultural sector. But the total contribution of non-institutional source towards agricultural credit has gradually declining and leaving the farmers in debt. The major worries of a farmer are feeding his children in the wake of a disaster and managing to pay off loans. For meeting the credit needs of the poor, the programmes like linking of self-help groups (SHGs) with lending agencies are to be further strengthened.

But this Rural credit agencies and its schemes have failed to meet the needs of the small and marginal farmers and forcing them to commit suicides. Apart from the introduction of Central Government's Direct Investment Scheme to enhance agriculture productivity and

Agricultural Credit in India

Since independence, credit has been occupying an important place in the strategy for development of agriculture. The agricultural credit system of India consists of informal and formal sources of credit supply. The informal sources include friends, relatives, commission agents, traders, private moneylenders, etc. Three major channels for disbursement of formal credit include commercial banks, cooperatives and micro-finance institutions (MFI) covering the whole length and breadth of the country. The overall thrust of the current policy regime assumes that credit is a critical input that affects agricultural/ rural productivity and is important enough to establish causality with productivity. Therefore, impulses in the agricultural operations are sought through intervention in credit.

In order to improve the flow of credit to the agricultural sector, the Reserve Bank had advised public sector banks to prepare Special Agricultural Credit Plans (SACP) in 1994-95. Under the SACP, the banks are required

to fix self-set targets for achievement during the year (April- March). The targets are generally fixed by the banks about 20 to 25 per cent higher over the disbursements made in the previous year. With the introduction of SACP, the flow of credit to agricultural sector has increased significantly from Rs.8,255 crore in 1994-95 to Rs.1,22,443 crore in 2006-07 which were higher than the projection of Rs.1,18,160 crore. As against the target of Rs.1,52,133 crore for the financial year 2007-08, disbursements to agriculture by public sector banks under the plan were Rs.1,11,543 crore (provisional). As recommended by the Advisory Committee on Flow of Credit to Agriculture and Related Activities from the Banking System (Chairman: Shri V.S. Vyas), the Mid-Term Review of Annual Policy of RBI for 2004-05 made the SACP mechanism applicable to private sector banks from the year 2005-06. Disbursements to agriculture by private sector banks under SACP during 2006-07 aggregated to Rs.44, 093 crore against the target of Rs.40,656 crore. As against the target of Rs.41,427 crore for the financial year 2007-08, disbursements to agriculture by private sector banks aggregated to Rs.45,905 crore (provisional).

From the Government side, with a view to doubling credit flow to agriculture within a period of three years and to provide some relief to farmers affected by natural calamities within the limits of financial prudence, the Union Finance Minister announced several measures on June 18, 2004. Accordingly, the Reserve Bank and NABARD issued necessary operational guidelines to banks. From the very beginning, the actual disbursements exceeded the targets for each of the last four years. As against the target of Rs.2,25,000 crore for 2007-08, all banks disbursed Rs.2,25,348 crore (provisional). During 2007-08, 7.29 million new farmers were financed by commercial banks and RRBs as against the target of 5 million farmers fixed by the Union Finance Minister for the year. The Finance Minister, in his Budget Speech for the year 2008-09, urged the banks to increase the level of credit to Rs.2,80,000 crore during the year 2008-09.

Such efforts have, however, not been transmitted to the growth in agriculture output. Since the mid-1990s, the growth of the agricultural sector has been low as well as volatile; the growth decelerated from an annual average of 4.7 per cent per annum during 1980s to 3.1 per cent during the 1990s and further to 2.2 per cent during the Tenth Plan period. Growth in agricultural production has decelerated during 2006-07 with the agriculture sector characterized by stagnation in output of major food grains. Per capita annual production of cereals declined from 192 kilogram (kg) during 1991-95 to 174 kg during 2004-07 and that of pulses from 15 kg to 12 kg over the same period. Per capita availability of food grains has, thus, fallen close to the levels prevailing during the 1970s.

Sources of Agricultural Credit:

The role of credit in agriculture sector has been significant. In modern agriculture, farming has become now complex and needs careful planning to achieve success. Rural credit reaches few rural households, and formal sources provide credit to only a small proportion of rural households.

Pradhan Mantri Krishi Sinchai Yojana (PMKSY) :

The Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) was launched on 1st July, 2015 with the motto of 'Har Khet Ko Paani' for providing end-to end solutions in irrigation supply chain, viz. water sources, distribution network and farm level applications. PMKSY not only focuses on creating sources for assured irrigation, but also creating protective irrigation by harnessing rain water at micro level through 'Jal Sanchay' and 'Jal Sinchan'. Micro irrigation is to be popularised to ensure 'Per drop-More crop'. PMKSY adopts State level planning and projectised execution that allows States to draw up their own irrigation development based on District Irrigation Plans and State Irrigation Plans.

Kisan Credit Card Scheme

The govt. of India introduced the Kisan Credit Card Scheme in 1998-99 to facilitate access to credit from commercial banks and regional rural banks to the farmers. The KCC scheme is an innovative mechanism for facilitating short term credit to farmers.

Pradhan Mantri Fasal Bima Yojana

To resolve the problem of unpredictable nature of farming and prevent farmer suicides in the country, the Government launched PM Mantri Fasal Bima Yojana in early 2016. It's a crop insurance policy with relaxed premium rates on the principal sum insured for farmers. Implemented with a budget of Rs 17,600 crore, this scheme will provide financial support to farmers and cover for their losses.

National Mission for Sustainable Agriculture (NMSA)

NMSA is one of the eight Missions under National Action Plan on Climate Change (NAPCC). It aims at promoting Sustainable Agriculture through climate change adaptation measures, enhancing agriculture

productivity especially in rainfed areas focusing on integrated farming, soil health management, and synergizing resource conservation.

National Bank for Agricultural and Rural Development (NABARD)

National Bank for Agriculture and Rural Development (NABARD) was established on July 12, 1982 with the paid up capital of Rs. 100 cr. by 50: 50 contribution of government of India and Reserve bank of India. It is an apex institution in rural credit structure for providing credit for promotion of agriculture, small scale industries, cottage and village industries, handicrafts etc.

It also supports “Vikas Vahini” volunteer programs which offer credit and development activities to poor farmers. It also inspects and supervises the cooperative banks and RRBs to periodically ensure the development of the rural financing and farmers’ welfare.

But this Rural credit agencies and its schemes have failed to meet the needs of the small and marginal farmers and forcing them to commit suicides. Apart from the introduction of Central Government’s Direct Investment Scheme to enhance agriculture productivity and to break the vicious cycle of rural indebtedness the Government of Telangana proposed and launched “Agriculture Investment Support Scheme” (“Rythu Bandhu”) on 10 May 2018 at Dharmarajpalli village in Karimnagar.

Agriculture Investment Support Scheme (“Rythu Bandhu”)

To break the vicious cycle of rural indebtedness the Government of Telangana proposed and launched “Agriculture Investment Support Scheme” (“Rythu Bandhu”), the first cash transfer scheme for farmers, on 10 May 2018 at Dharmarajpalli village in Karimnagar. A budget of Rs.12,000 Crores has been provided for the financial year 2018-19 by Government of Telangana. Rythu Bandhu literally means Related to Farmer’. The Rythu Bandhu Scheme is proposed by Government of Telangana for providing Investment Support for Agriculture and Horticulture crops by way of grant of Rs. 4,000/- per acre per farmer which the Telangana Government has extended the Rythu Bandhu scheme for 2019-20, while enhancing the amount from Rs 4000 to Rs 5000 each season for purchase of inputs like Seeds, Fertilizers, Pesticides, Labour and other investments. It is also Farmers’ Investment Support Scheme (FISS) which aimed to support the farmer to invest for two crops a year by There are around 13.8 crore farmers in the country and about 86 per cent of them, who have small and marginal landholding, are the likely beneficiaries.

Telangana is the first state where the government is providing land-owning farmers monetary assistance even before they plant the first seed. The scheme has even attracted the attention of the prime minister as a way to achieve the target of doubling farm income by 2022.

Objectives of the Scheme

The scheme has two primary objectives:

1. To facilitate greater investment and use of modern inputs in agriculture,
- 2., To reduce their dependence on credit from informal sources.

The scheme is aimed directly at increasing productivity, improving incomes and relieving debt burden of the farmers. For proper implementation of the scheme and reaching the beneficiaries, the land titles of ownership have been updated and verified, and beneficiaries are provided with updated documents for the land titles. An Integrated Land Records Management Portal website, Dharani, has been created to maintain all land records of the state.

The reason behind the initiative, named Rythu Bandhu Pathakam or Farmers Investment Support Scheme, is the extreme agrarian distress that the region has witnessed in the past two decades.

Telangana has seen close to 1,000 farmer suicides every year since 2014, says Beeram Manjeera, president of Telangana Manjira Rythu Samakhi, a state-wide farmer organisation. The state’s first Chief Minister K Chandra Shekar Rao, came to power promising relief from agrarian distress and the government has spent Rs 16,600 crore so far on loan waivers.

On May 10, the chief minister launched Rythu Bandhu to cover input costs of seeds, labour and fertilisers (see ‘Troubled course’ on p18). Under the scheme, farmers get Rs 4,000 per acre (1 acre equals 0.4 hectare) for up to 50 acres. The expenditure during the kharif season is estimated to be around Rs 5,700 crore. A grand sum of Rs 12,000 crore has been set aside for this in the state budget for the current fiscal, making it the most expensive farmer welfare scheme by a state in the country, says a June 2018 State Bank of India report. If the scheme is expanded across the country, it would cost the exchequer around Rs 3 lakh crore, says the report.

The total amount disbursed under Rythu Bandhu Scheme varied according to the season. In 2018, Summer crop Rs.52.36 billion to about 5.02 million land holders and in winter crop about Rs 52.52 billion were disbursed to about 4.9 million land holders. The disbursement during Summer 2019 was Rs 61.7 billion while that in winter 2019-20 was 49.8. billion. In 2020-21, a total of Rs 14.64 billion were disbursed — Rs 72.9 billion to 5.8 million farmers in Kharif season and Rs 73.5 billion to 5.9 million farmers in Rabi season. The Agriculture Department of the State Government is the nodal agency and Agriculture Officers posted at Sub- District level are the nodal officers at the implementation level. Banking institutions are important stake holders and are proactively involved at the Sub-District level and village level for disbursal of cash benefits. The participating Banks in this scheme are public sector banks, private banks and co-operative banks.

Advantages of Rythu Bandhu:

- Takes care of initial investment of every farmer
- Does not allow Farmers to fall into the debt trap
- Relieves Farmers from debt burden

Implementation

Rythu Bandhu Scheme is designed in such a way that it provides timely investment support to farmers, particularly small landholders, at the time of sowing. Timely cash availability ensures timely sowing of the crops and purchase of necessary inputs for agricultural crops and hence to optimal productivity. Adequate liquidity also helps in the irrigation in case of the failure of rainfall. All this leads to higher levels yield per unit of land.

Rythu Bandhu is being implemented on a war footing in Telangana. Between September 2017 and March 2018, paper-based land records of the state's farmers were updated and digitized. The government started distributing cheques and Pattadar Passbooks for the collection of the cheques in May and by mid-June, over 5 million land-owning farmers, which is about 90 per cent of the total eligible farmers in the state, had been identified and handed over cheques. "This is truly a historic step. For the first time there is no application process. All the beneficiaries have been identified and provided with the cheques. The only cheques left undisbursed are those stuck in land record disputes. These are barely 2-3 per cent of the total land-owning farmers in the state," says C.Parthasarathi, principal secretary in the state's agriculture department. About 5.8 million Telangana farmers have been benefitted from the Rythu Bandhu Scheme covering nearly all farm households except tenant cultivators. Telangana had undertaken an intensive exercise to rectify land records across 10,500 revenue villages to ensure there were no glitches in execution. The Telangana agriculture department, said since the flagship scheme was announced, cheques worth Rs. 5,256 crore were distributed. More than 5 million farmers have been given cheques out of the total 5.8 million.

Challenges

The most expensive farmer welfare scheme in Telangana is providing land-owning farmers monetary assistance even before they plant the first seed but is excluding most beneficiaries. Though the speed of implementation of the scheme is commendable, it has a glaring problem—non-inclusion of tenant farmers. Since the scheme uses land-ownership, rather than records of cultivators, for identification, a large number of farmers have been left out. "Our village was resettled 30 years ago and not many of us have a patta or registration. More than half the village leases land at Rs 15,000-20,000 per acre per year and practices tenant farming on the basis of informal agreements. As a result, many are not eligible for the government support," says Shivudu Pullakanti, a farmer of Pottipalli, who owns 1.2 ha and has taken another 0.8 ha on lease to farm.

The All India Kisan Sangharsh Coordination Committee, an umbrella organisation of farmer unions and non-profits, has organised several protests against the exclusion of tenant farmers. "The government, however, thinks that tenant farming is negligible in the state. But this claim of the government is turning out to be a gross underestimation," says Kiran Kumar Vissa of Hyderabad-based non-profit Rythu Swarajya Vedika (RSV). A survey in May-June 2018 by RSV, along with students from the Tata Institute of Social Sciences, Hyderabad, and Azim Premji University, Bengaluru, in three villages—Pottipalli, Itikyala in Mancherial district and Gimma in Adilabad district—found that in Pottipalli and Itikyala 40 per cent of the land was under tenancy.

In the four villages visited by Down To Earth, tenancy was quite common. In Jangaon district's Venkatadripet village, around half of the farmers are engaged in tenant farming, says Srinivas Reddy, who farms on 3.6 ha, more than 50 per cent of which he has taken on rent. In the neighbouring village of Malkapur, where the average landholding per household is about 2 ha, a majority of the farmers practice tenant farming, says village sarpanch Kongar Ravi. Most people here own a little land and lease too. So the scheme is helpful to some

extent. But a lot of money that has been distributed has ended up with those who do not farm and only own land. What's worse, the money spent will remain the same in rabi, though cultivation during the season is 70 per cent less than that in kharif, as per Telangana agriculture department.

The reason the government has not been able to include tenant farmers in the scheme is that it simply has no idea of area under tenancy or the number of tenant farmers. According to the Rythu Bandhu scheme, the farmers of Telangana have pointed that the expenses of cultivation are actually borne by the cultivator of the land who is not the actual title holder of the land and it is not actually reaching the ones who are investing their money in all the sessions.

Since 2014, around 3500 farmers have committed suicide and 60% of these farmers are not the actual title holders of the land.

As Forum for Good Governance (FGG) secretary M. Padmanabha Reddy rightly points out that the scheme was wide open to any farmer without any restrictions. A rough estimate put it that half of the ₹15,000 crore being spent on the scheme annually was being pocketed by big landlords, absent landlords, including NRIs.

Rythu Bandhu- Relief during COVID 19

COVID-19 has impacted every walk of human life in Telangana state including the farmers. The lockdown led farmers in disruptions not only in access to inputs, but also in access to markets to sell their produce. Farmers growing vegetables and other perishable commodities were the most affected. During the COVID 19 times farmers were in actual need of cash in hand. The uninterrupted cash transfers under Rythu Bandhu scheme even during the peak COVID period including the lockdown. Though the total disbursement under the scheme during the first few months of the COVID pandemic was lower than the previous season, it nevertheless provided a big relief and helped a large number of farmers overcome challenges posed by the pandemic.

CONCLUSION

Proper implementation of Rythu Bandhu Scheme will have positive impact on the growth of the economy. The Agricultural Investment Support Scheme has been a motivation to the other states like Odhisha, Maharashtra and Karnataka to launch similar initiatives.

In order to help the economy the Rythu Bandhu Scheme should be modified in such a way that it refrains these 50% of tenant farmers from going into losses despite their attempts at cultivation. Politicians, bureaucrats, IT assesses, NRIs and employees should be excluded from the scheme. Government should initiate major steps to demarcate between the small and medium land holdings in order to decide eligibility of the real beneficiary. Also the MSP (Minimum Support Price) should strictly be implemented to avoid the middle men and take care that should reach the actual farmers and cultivators. Redefining the eligibility by limiting benefit to five acres land holding and exclude fallow lands not under cultivation from its purview. Rythu Bandhu scheme would play a vital role in achieving target 2.3 of Goal 2 of the 2030 agenda emphasizing doubling the agricultural productivity and incomes of small-scale food producers if the State Government takes measures in modifying the operational guidelines.

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IMPACT OF COVID-19 ON INDIAN ECONOMY

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ABSTRACT

The flare-up of pandemic covid-19 is a remarkable shock for the economy of India. Before covid-19 struck economy of India was at that point in a parlous state. Due to prolonged nationwide lockdown, overall monetary downturn, as well as concerned interference of intrigue and smoothly chains, the economy is at risk to stand up to an all-inclusive time of log jam. The degree of the budgetary impact will depend on the range and earnestness of the prosperity crisis, the term of the lockdown and the way where the situation spreads out once the lockdown is lifted. In present study, researcher depicts the condition of economy of India in the pre-COVID-19 period, evaluate the expected effect of the stun on different sections of the economy, analyze the techniques that have been accounted for so far by the focal government and the RBI to improve the money related paralyze and put forth a ton of procedures recommendations for unequivocal parts.

Keywords: - Indian Economy, Pandemic, Demand, Supply, Fiscal Policy, Covid-19

Jel Classification: E2, E5, E6, G2

INTRODUCTION

Indians are in a worldwide pandemic COVID-19 that is perpetrating two kinds of dazes on nations: a wellbeing stun and a monetary stun. Given the idea of the ailment that is exceptionally infectious, the approaches to contain the spread incorporates strategy activities, for example, the burden of social separating, self-detachment at home, conclusion of establishments, and open offices, limitations on portability, and even lockdown of a whole nation. These activities can conceivably prompt desperate ramifications for economies around the globe. As it were, powerful regulation of the malady requires the economy of a nation to stop its ordinary working. This has activated feelings of dread of a profound and delayed worldwide downturn. Kristalina Georgieva, head of IMF said that more than one seventy nations can expertise negative GDP due to this pandemic. This year could see worldwide worst monetary aftermath since the Extraordinary Depression during the 1930.³⁴

On January 30, 2020 India recorded the primary instance of illness. From that point forward the cases have expanded consistently what's more, essentially. On 14 July 2020 India has recorded a 907K confirmed, 571K recovered and 23727 deaths contrasted with other nations, particularly those in the created world, which have been gravely influenced, worldwide 13.1M confirmed, 7.23M recovered and 572K deaths.⁵ As per specialists, Indian has all the earmarks of being at the early phases of the flare-up and could very before long get overpowered with an enormous For controlling the spread of the infection, Indian administration reported a multi-week long across the country lockdown beginning March 25, 2020 number of cases. Indian general wellbeing framework is moderately more vulnerable than different nations. The legislature spends just 1.5% of the all-out GDP on general wellbeing because of which the framework is terribly underprepared to manage a wellbeing emergency, for example, this.⁶

To the degree conceivable, the lockdown time frame should be utilized to increase testing, contact-following, secluding affirmed patients, and setting up treatment offices including stopgap emergency clinics. Likewise significant is the preparing clinical staff given this is an uncharted area. This is particularly significant in rustic zones. There must be a joint effort between the state and the private area to manage this emergency by pooling in their joined aptitudes and assets. Without these arrangement activities, the lockdown will just delay the issue.

In this paper, researcher investigates the economy of India during, pre-COVID-19 period and evaluates the possible effect of the stun on different sections of the economy. Researcher also talk about the policies that have been reported so far to improve the financial stun lastly ends with some strategy proposals.

2. In pre-Covid-19 economy of India

Stun is happening right around a comparative way in all nations of the world regarding the request and gracefully interruptions and the subsequent financial log jam. In the event that there ought to be an event of India in any case the issue might be dynamically exceptional as well as larger suffering owing to the express the

economy was in, in the pre-COVID-19 period. At that point when the first case of Covid-19 was represented in a long time, the economy crumbled basically following a long time of powerless execution. As indicated by the official insights, GDP development eased back in 2019 to 4.7%, that is most reduced level from 2013. Joblessness showed up at a high of 45 years. The advanced yield from the eight-focus regions close to the completion of 2019 fell by 5.2%-the the most extremely horrible in fourteen years. Private section adventures had been stale for a long time and declining in late events and use utilization **2.1 Informal segments**

India has a giant agreeable division, the best on earth, utilizing near 90% of its working individuals, furthermore, contributing over 45% to its overall GDP. This locale was hit by two successive stuns in a brief timeframe range, from 2016 to 2019. The fundamental stun was Demonetization in November 2016 when 86% of the cash in the economy became unusable transient inferable from an association demand, followed by the careless presentation of the Goods and Services charge in 2017.⁷

While demonetization was a gigantic enough money related stun, that didn't on an essential level bombshell premium and deftly parts for a truly prolonged stretch of time. There was a short-lived nonappearance of strategies for payment.⁸ we as of now know in knowing the previous that people searched for a workaround in the sorts of electronic portions, easygoing credit, changing over dull money into white, using old notes, etc. By virtue of the current crisis, the intrigue isn't there, the effortlessly isn't there, and along these lines, the crucial salaries are not there. This is consequently generously trickier. With the Covid-19 scene, the beforehand doing combating the easygoing part will be excessively influenced.

2.2 corporate sectors and banking sector

During the hour of emergency, one division of the economy that is required to acknowledge a basic action to the degree encouraging the heaps on the legitimate economy is the money related region. The need basic is to keep credit spouting to all classes of fiscal chairmen firms, families, and so on, to help them holding over this emergency. In a bank oversaw economy, especially when the fiscal exchange is arriving at new lows each day, the money related authorities that most firms will go to are the banks. Activities taken by banks would be urgent intending to this financial test. Banks assume an imperative job as institutional members in the obligation advertise. Be that as it may, the financial segment in India is severely broken. Up until now, the issues in this area were antagonistically influencing credit development. Presently this has started to hurt the obligation showcases too which additionally play a significant a job with regards to budgetary intermediation. This could quickly turn into a genuine stifle point as the Indian economy battles to grapple with this uncommon stun (Sengupta and Vardhan, 2017, 2019).

3. Impact of the crisis

The countrywide lockdown has carried about every single monetary action to an unexpected end. The disturbance of request and flexibly powers are probably going to proceed significantly after the lockdown is lifted. It will require some investment for the economy to come back to a typical state and, after its all said and done social separating measures will proceed for whatever length of time that the wellbeing stun plays out. Henceforth request is probably not going to get reestablished in the following a while, particularly interest in superfluous merchandise and enterprises. Three significant segments of total interest utilization, the venture, and fares are probably going to remain stifled for a drawn-out timeframe.

As the lockdown proceeds, power request remains practically 30% beneath a year ago levels. Payload traffic at Indian ports was somewhere near around 5% year on year in March.¹⁶ Oil request in India is accounted for to have crumpled by practically 70% year on year.¹⁷ Movement of trucks on the streets is running at 10% of typical levels.¹⁸ Rail cargo which is a significant pointer of financial movement has been somewhere near 36% year on year in the course of the last seven days.¹⁹

India's flying, the travel industry and friendliness ventures had just supported most extreme harm in light of the Covid-19 flare-up and after the lockdown, it is sketchy how much they will have the option to brave this tempest. With flights suspended till mid-April, the shutdown will undoubtedly push India's quickly developing flying industry into risk. The Center for Asia Pacific Aviation (CAPA) has surveyed that the Indian flight the industry will post stunning misfortunes worth about \$4bn this year.

There will likewise be enormous scope falling impacts for the accommodation and the travel industry enterprises. Lodgings and café networks the nation over are shut at the present time. They are probably not going to observe a get sought after in any event, when the lockdown is loose. Their organizations will languish over a while, starting concerns of enormous scope cutbacks.

The World Travel and Tourism Council have anticipated that movement could fall by 25% in 2020 putting to chance 12-14% of the employments in the segment. This converts into 50 million employments in danger, comprehensively. As indicated by gauges from CMIE's Consumer Pyramids Household Survey, travel and the travel industry represents five percent of aggregate work in India about 20 million employments. Lodgings and cafés represent another 4 million occupations. Work in the movement and the travel industry has just been declining since late 2017.²⁰ these segments will be excessively influenced during the on-going emergency. Air contamination is a marker of both modern action and vehicular development. Focal Pollution Control Board's Air Quality Index for India's significant seven urban areas shows critical improvement in air quality during the lockdown time frame. The file is practically 50% of the levels seen simultaneously a year ago, with higher estimations of AQI proposing lower nature of air.²¹

3.2 Agricultural and Rural Activities

The horticulture division is basic as an enormous number of laborers and the whole nation's populace is reliant on this division. The exhibition of agribusiness is likewise key to the condition of provincial interest. Before Covid-19, horticultural GDP encountered a normal development pace of 3.2% every year for the period 2014-15 to 2019-20 with discontinuous fluctuations²⁴. The 21-day lockdown and related interruptions will influence agrarian exercises and the important flexibly chains through a few channels: input appropriation, reaping, obtainment, transport obstacles, advertising also, and handling. Limitations of development and work shortage may hinder cultivating and food handling (FAO, 2020).

3.3 MSMEs

The miniaturized scale, little and medium ventures overall structure a significant piece of assembling in India and play a significant job in giving enormous scope work and furthermore in the nation's fares. Ongoing yearly gives an account 30% Of GDP contribution is by MSMWs, and dependent on traditionalist appraisals utilize near about half of the modern specialists. Over 97% of MSMEs can be delegated miniaturized scale firms, and more than 90% are unregistered with the legislature. A considerable lot of the smaller scale endeavors are little, family-run businesses.²⁷

Be that as it may, numerous parts of government strategy are, best case scenario scale unbiased and don't expressly support these ventures. This part doesn't approach sufficient, opportune, and reasonable institutional credit (Economic Census, 2013).

During lockdown period in China experience SMEs might be beneficial for Indians (Zhand, 2020). As shown by the examination, SMEs are endeavoring to persevere. Near about 14% of the checked on firms will be not ready to prop up recent period due to pay reason, as well as half past a fourth of a year. It shows a dreary picture of SMEs under a comprehensive plague circumstance in India. The imperatives change along the smooth chain. For instance, upstream firms are dominantly influenced by work deficiency while downstream firms face powerfully confirmed affects identified with versatile imprisonments and buyer requests. Nevertheless, impact is apparently particular across parts. Passage firms persevered through more than non-convey firms as they use progressively transient authorities and their arrangements are uncommonly engaged. All things considered, the outline creates the impression that Covid-19 has dealt with a staggering blow on the SMEs of India.

4. Analysis of policies announced

4.1 Agriculture

The Union home service has given rules on the lockdown which have excluded ranch work and cultivating tasks, organizations occupied with the obtainment of agrarian items at least help costs, mandis told by the state governments, entomb and intra-state development of reaping and planting related machines and assembling, bundling units of composts, pesticides and seeds, among others. There are, be that as it may, a few issues of usage. A considerable lot of the handouts have not arrived at the neighborhood specialists and police work force. Subsequently, smooth development of fundamental food and horticultural things has been influenced. There is a requirement for clear execution of the rules. Badgering for ranchers, merchants and homestead reap transporters ought to be evaded by including grass root level bodies, for example, the panchayats.

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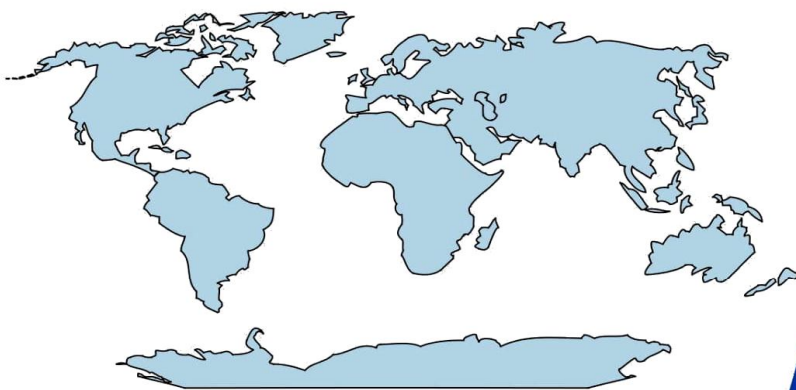
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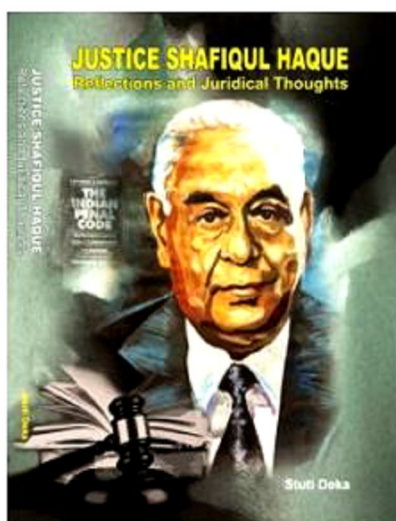


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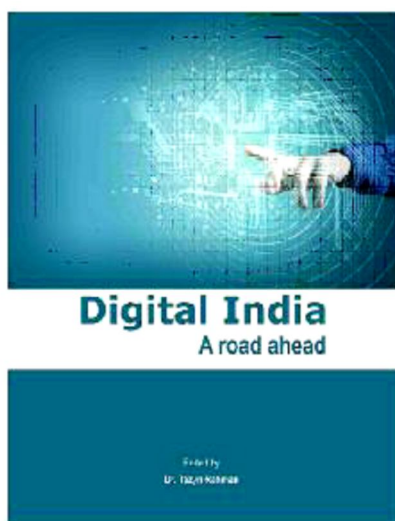
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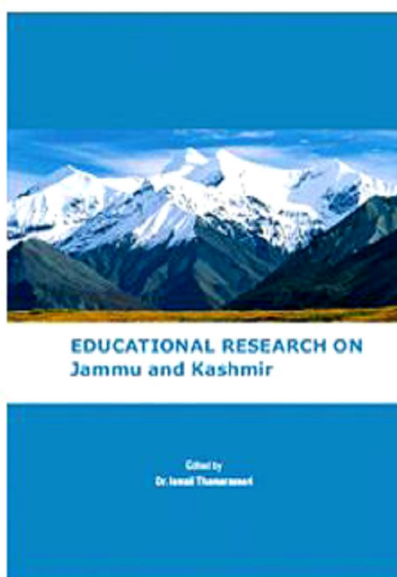
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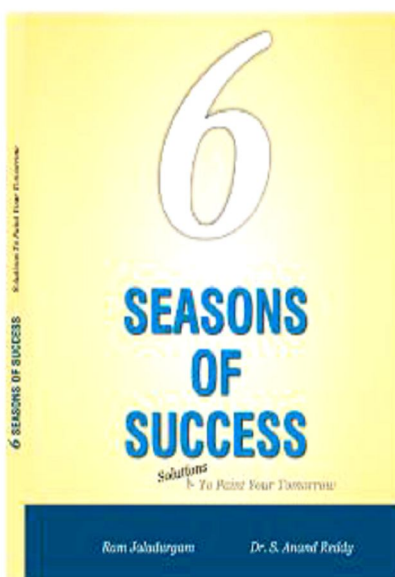
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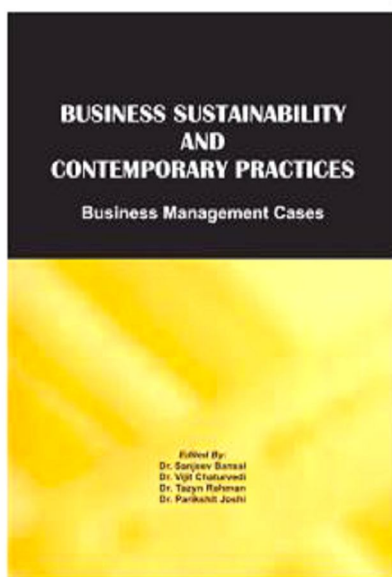
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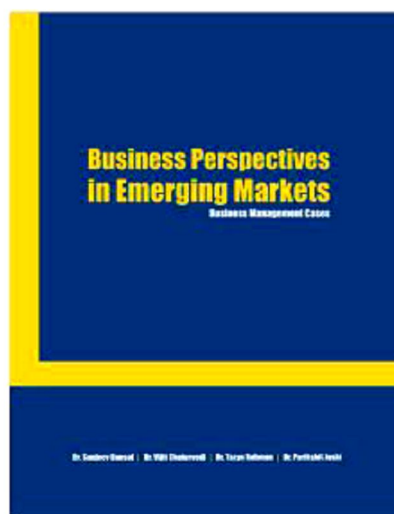
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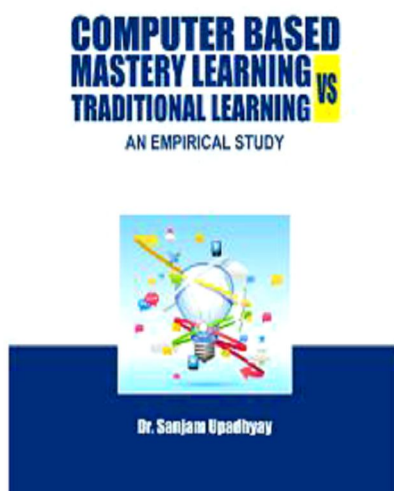
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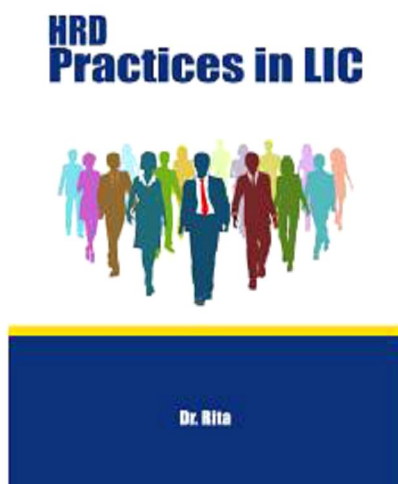
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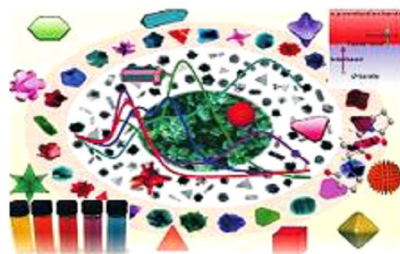
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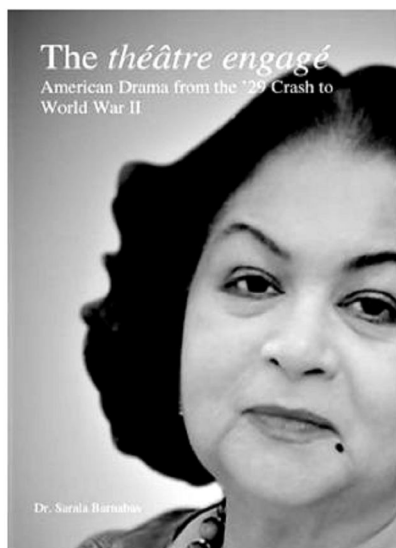
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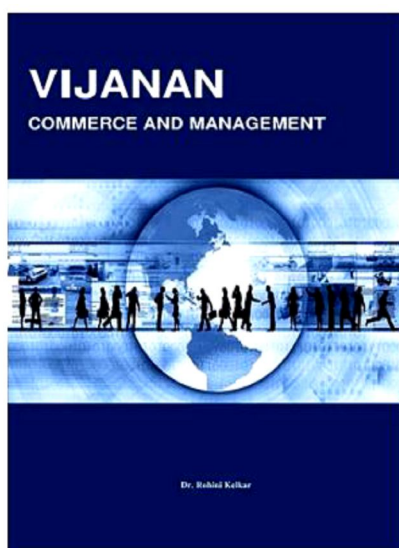
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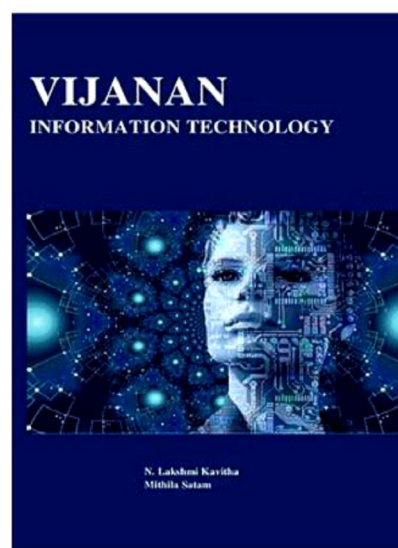
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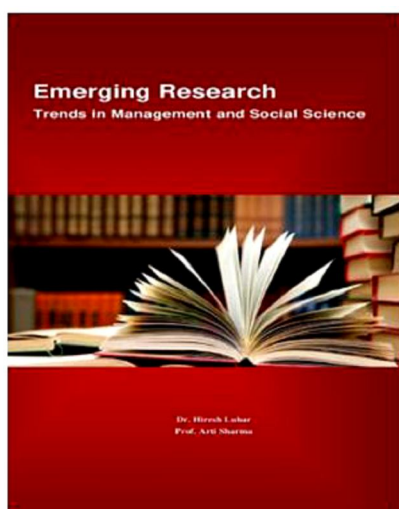
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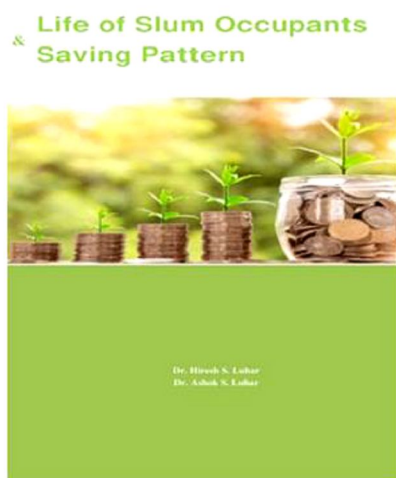
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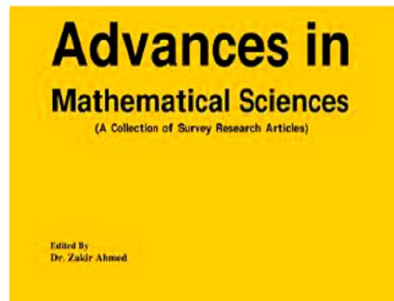
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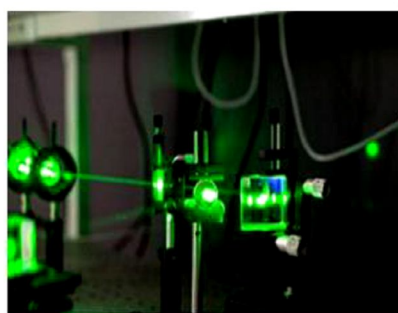


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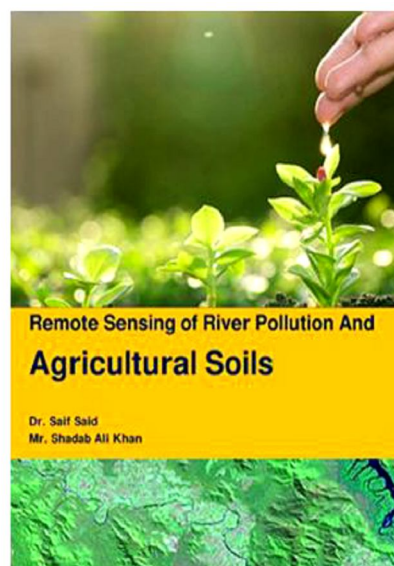
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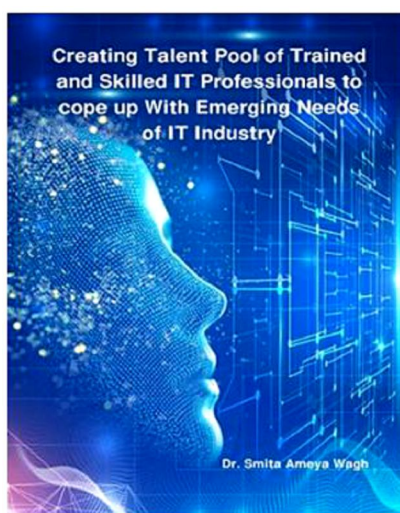
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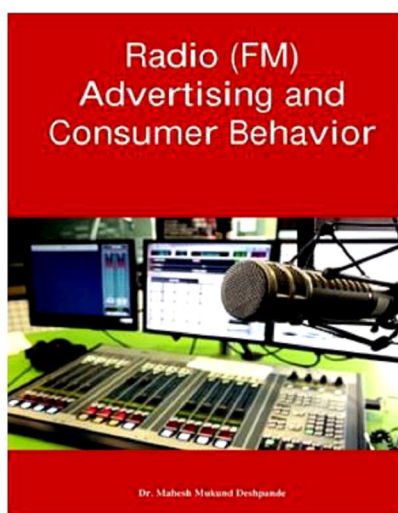
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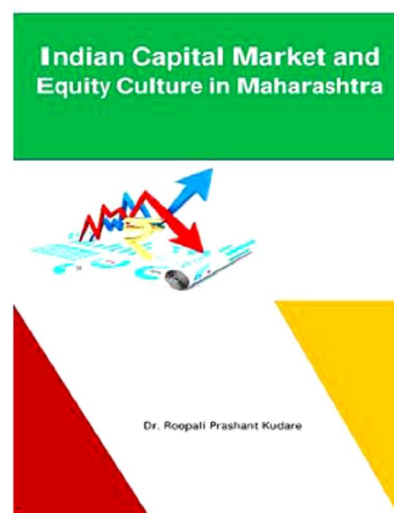
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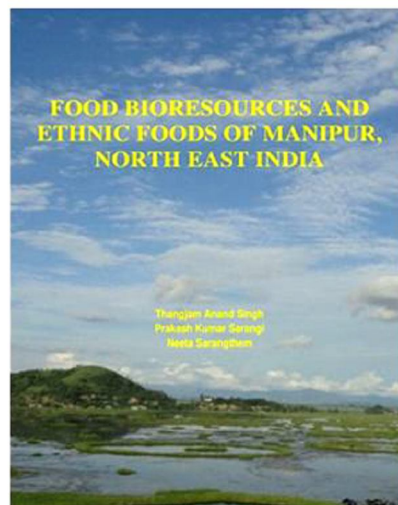
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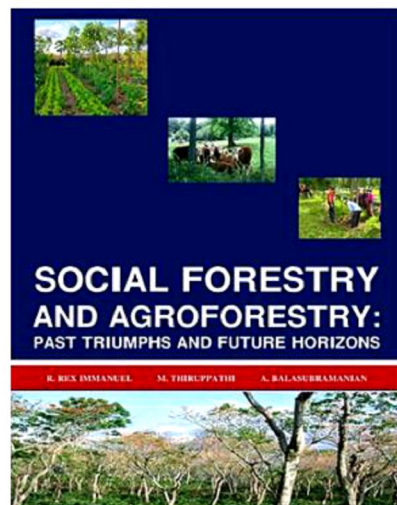
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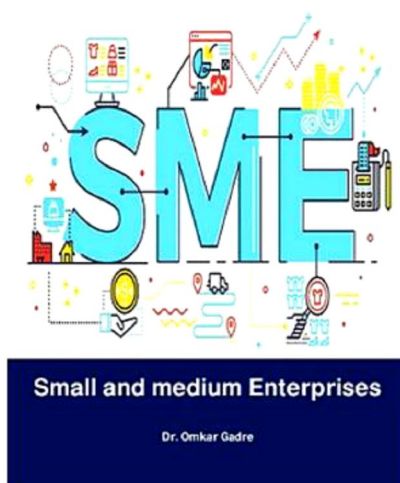
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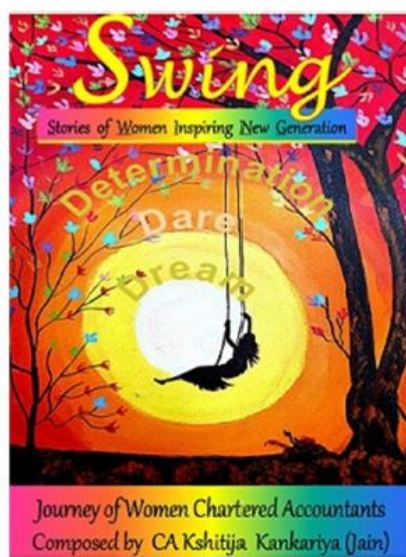
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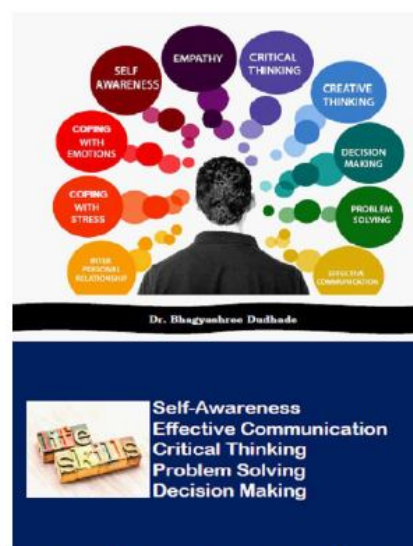


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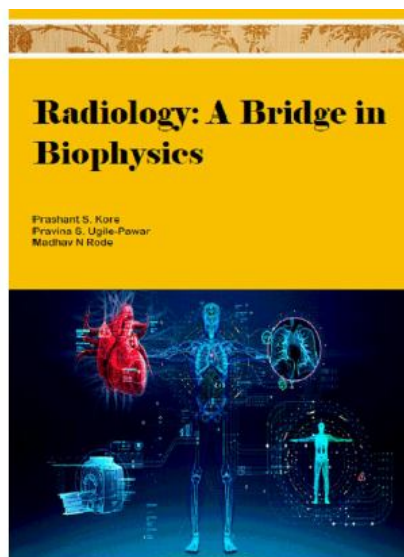
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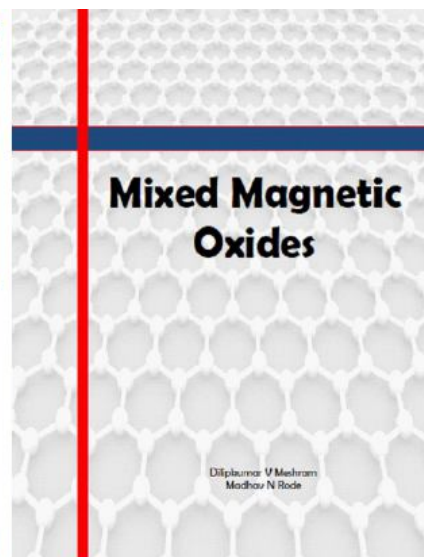


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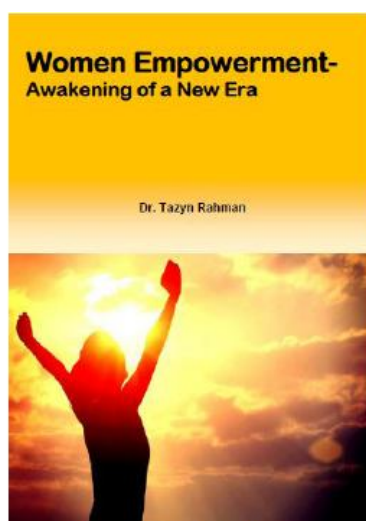
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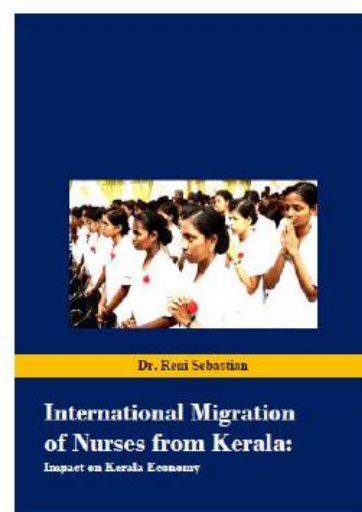
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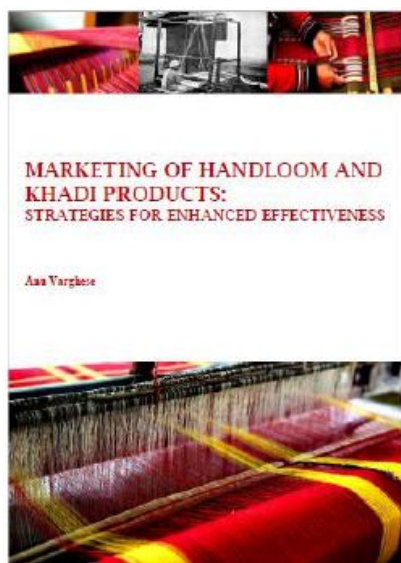
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