

TRENDS IN KALIS RESEARCH

(Peer Reviewed)

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(AUTONOMOUS)



Re-accredited (3rd cycle) with 'A grade (CGPA 3.11) by NAAC
SIVAKASI - 626 130. Virudhunagar District, Tamilnadu, India.

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Editorial

Trends in Kalis Research Journal is instrumental in contributing research in Commerce, Management and other Science subjects. The Department of Commerce (UG & PG) & Business Administration has organized a National Conference on "Business Scape 2022: Opportunities and Growth Post Covid 19". Selected 36 Research articles presented in the conference have been slated in the present issue and they are with thought provoking concepts on the concerned domains knowledge. The articles included in this issue highlighted the impact of covid - 19 on businesses in commerce and service sector, health e-commerce etc.

Indeed, we are delighted to release this peer reviewed research journal for the perusal of enthusiastic researchers and also request the research scholars and Professors to contribute more articles to exhibit their research knowledge in Commerce, Management & Science

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IMPACT OF COVID-19 ON THE INVESTMENT PATTERN OF COLLEGE TEACHERS

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ABSTRACT

Investment portfolio is the enthusiastic pattern determined and diversified by the dream and unimaginable risk. The COVID-19 is an unimaginable risk affect the entire world. The teachers working in college are not exception to this scenario. But, the investment portfolios of the higher and steady income teaching community in formal and primal sector propagate the potential sustainable economic growth. It induces the researchers to study the investment pattern of college teachers and to interpret the impact of COVID-19 on the investment pattern of college teachers. To attain the objectives, the primary data collected from sixty four teachers by adopting Convenient Sampling method with the help of structured questionnaire. The reliability of topical scope "The impact of COVID-19 on the investment pattern of college teachers" proved by Garret Ranking Techniques. The result revealed that the investors willing to take risks and earn high return in Normal Scenario. The insurance recognized as Prime Avenue to protect them from Pandemic. The Government and the College Teachers should adhere the suggestions given by the researchers to reap higher return, obtained commensurate investment and attain the sustainable growth of economy.

KEY WORDS: COVID-19, Pandemic, Investment Pattern, College Teachers

IMPACT OF COVID-19 ON THE INVESTMENT PATTERN OF COLLEGE TEACHERS

INTRODUCTION

"An investment in knowledge pays the best interest." - **Benjamin Franklin**

Investment portfolio is the enthusiastic pattern determined by need and want. But it is diversified by the dream and unimaginable risk. The COVID-19 is an uni

Hence, investing activity in the pandemic has become more emotional experience for the investor because of the high volatility and unpredictability of the markets and the changed sentiments of the investors. The number of working hours that disappeared because of COVID-19 are equivalent to 255 million full-time jobs being lost around the world.¹ Not only have young people suffered more than adults, but young women have been hit hardest by unemployment during the pandemic.² The teachers working in

college are not exception to this scenario because 60% of teachers are working in self-finance stream. At least 55 per cent of teachers in private college faced a reduction or with held of salary during the lockdown by the low revenue of colleges.³ These situations make the teachers to dump their drop of investment in a single dose like insurance to cope up with pandemic situation. But, the consistent income of the government aided college teachers and supplementary income of unaided college teachers through the YouTube and electronic study material earmarked them as higher and steady income community. Therefore, investment portfolios of the higher and steady income teaching community in formal and primal sector propagate the potential sustainable economic growth.

Because, being educated and better aware personality, the college teachers can disseminate the investment pattern to guide the layman, build economic system consistently and balance the economic growth between pre and post COVID-19. Today, the entire nation is expecting the educated teachers' portfolio of investment to triumph over the perils penetrated in the society due to pandemic situation. Hence, No one can snub the statement "The portfolio of educated investor and their potential play pivotal role in reaching the road map of Sustainable Development

Growth". This strong statement and the National Conference on "Business Scape 2022: Opportunities and Growth Post COVID-19" organized by Departments of Commerce and Business Administration of **Sri Kaliswari College, Sivakasi** instigate the Researchers to study the impact of COVID-19 on the investment pattern of college teachers. Besides, the researchers keen interested to know the priority of investment of college teachers after COVID-19. The thirst of searching and solving problem posed the following questions:

- ❖ Is there any Impact of COVID-19 on the Investment Pattern of College Teachers?
- ❖ What are the economic recovery packages and policy will "build back better" and trigger investment to increase society's resilience.

These queries are painstaking and pin pointing the present research problem.

REVIEW OF LITERATURE

The comprehensive study and interpretation of literature that relates to the present study plays a vital role in providing an insight into the research. Hence, the research work pursued from 2016 to 2019 related to this study were reviewed and given below.

Manasi Kulkarni (Killedar) & Dr. C. N. Rawal (2016)⁴, had published a paper on "Investment Patterns of College

Teachers With Respect To Navi-Mumbai city". The objectives of the study were to find the investment pattern, expect the rate of return from their investment, investment preferences, problems, and the key determinants of savings and investment behavior of teachers. The investigator collected the data by distributing a structured questionnaire to 75 teachers of different colleges in the Navi Mumbai city. The results showed that there is no significant relationship between gender, marital status, and rate of return. But there exists a significant relationship between annual savings and rate of return. There is a significant relationship between annual income and the expected rate of return on investments. They concluded that both male and female teachers are investing their net savings for their education of children, marriage, tax concession, etc. Their most preferred avenues are all traditional investments like bank deposits, government securities, bullions (gold, silver) and then real estate. The reason behind selecting these avenues is the safety and security of their principal amount plus the assured income. Being a metro city Navi Mumbai has already been established as a new educational hub after Pune, but still teachers of various educational institutes feel that traditional investment is a more trusted and tested

avenue. Therefore stock market options are still untouched by many of them.

Shyma Nishanth (2016)⁵ in his study on "Spending and Investment pattern - A Comparative Study among College Lecturers and School Teachers". Researcher aims at comparing spending and investment pattern of college lecturers and school teachers. The data were collected from 50 college lecturers and 50 school teachers. Researcher found that College teachers are financially sound than School teachers. The majority of the college lecturers and school teachers prefer food as the most preferred domestic expenditure, investing their funds in PF and LIC is more preferable for both college lecturers and school teachers and believed that investing funds in real estate is the most profitable avenue when compared with other investments. Both of them believed that investing funds in shares and debentures are more risky & investing funds in NSC, LIC, PF, Mutual Fund and Bank Deposits are risk free and they are gave importance for safety while investing their funds. The researcher found that investing funds in gold is comparatively less risky hence, it is recommended that people can select this mode of investment. The study can be concluded by stating that if spending is based upon budget and avoid unnecessary spending to some extent, savings and investment can be enhanced. At present,

college lecturers and school teachers being placed among the category of highly paid employees, they can use their surplus funds to be invested in productive purposes which in turn will contribute to the development of the nation.

Yasodha M and Ravindran G (2017)⁶, studied "Savings and Investment Pattern of Teachers Working in Arts and Science Colleges in Coimbatore District". The study aimed to find out the savings, investment pattern and mode of investment pattern of college teachers working in the Coimbatore district. Primary data were collected from 748 college teachers working in Arts and Science College in Coimbatore District through a structured questionnaire. The data were analyzed by applying Friedman Test and Chi-square test. The analysis revealed those Additional expenses, Children's future, education, and Future emergency contingencies were the most important factors for investment. The Friedman test revealed that Growth orientation and Regular income were the most important factors for saving. Inflation risk, credit risk, and market risk were the most important risk factor experienced in investment. Chi-Square test proved that the personal factors Age, Family members, Number of family members, Annual Income, Place of Residence, and Educational Qualification have a significant

influence on the period of investment in the study of savings and investment patterns among the college teachers in Coimbatore District. It is concluded from the study that the College teachers invest their money in a safer environment, need regular income from their investment made with lower risk. The investment preference is influenced by creating awareness, information factors, and features to invest instruments.

M.Imrana (2019)⁷ identified the level of awareness on investment avenues, savings and investment patterns of the college teachers and major savings and investment avenues currently used by the teaching community. The sample size consisted of 70 teachers. The researcher adopted the convenient sampling method. The researcher has been applied chi-square test and found that, there is relationship between annual income and Proportion of savings of the respondents. He recommended that more tax concession must be introduced by the government for increasing the investments in various avenues, Investment risk must be minimized, which will in turn increase the investment by all age group of the respondent and the procedural formalities regarding certain investment must be reduced. Finally the researcher concluded the investment preference is influenced by creating awareness, information factors and

features to invest instruments. Most of the teachers are saving their money for children's education, marriage and to fulfill the other goals of life.

A large number of research studies have been conducted on investment pattern of teachers in covering various scopes with reference to different geographical locations in India and abroad. So far nobody has analyzed the study on "Impact of COVID-19 on the Investment Pattern of College Teachers". Hence, the Researchers have taken this study and analyzed. This type of research not only helps the teachers to be trendy in their investment pattern but also helpful to the society as well as the government to frame policy packages for "build back better" and trigger investment to increase society's resilience.

OBJECTIVES

The prime purpose of the present research is presented in two points

- ❖ To study the investment pattern of college teachers before and after COVID-19.
- ❖ To interpret the impact of COVID-19 on the investment pattern of college teachers

RESEARCH METHODOLOGY

The path through the research conducted the assurance of validity and reliability of the study described by the researchers as follows.

Source

Both primary and secondary data were used for the study. The primary data was collected with the help of structured questionnaire. The secondary data was collected from articles and websites.

Study Period

The study was conducted between September 2021 and March 2022.

Sampling Technique

❖ Sampling Method

Sixty four College Teachers were selected by adopting Convenient Sampling method.

❖ Sample Size

Forty teachers selected from self finance stream and rest of the teachers (twenty four) selected from Government aided College.

Study Area

The respondents were selected from J.P. Arts & Science College, Nallamani Yadava Arts & Science, Sri Parasakthi College for Women and USP Arts & Science College teachers in Tenkasi District.

Statistical Tool

Garrett Ranking Techniques used to rank the investment pattern of college teachers.

ANALYSES AND INTERPRETATION OF DATA

The investment pattern of college teachers before and after COVID-19 and the impact of COVID -19 on the investment pattern of college teachers have been analyzed in three phases. The analytical scope has been attained by adopting Garret Ranking Techniques. The result is tabulated in Table 1 to Table 5.

I Phase

In the first phase, the investment priority of the college teachers before COVID-19 measured by twelve investment avenues and its rank. Table 1 and Table 2 exhibited the result.

II Phase

In this phase, the inquisitiveness of Researchers has been induced to predict the

investment portfolio of college teachers after COVID -19. But, the same twelve investment avenues taken as yard stick for easy interpretation and judgment. Table 3 and 4 revealed the result of second phase analysis.

III Phase

The topical scope “The impact of COVID -19 on the investment pattern of college teachers” interpreted in this stage.

INVESTMENT PATTERN OF COLLEGE TEACHERS BEFORE COVID 19

The investment priority of the college teachers before COVID -19 measured by twelve investment avenues and its rank. The result is given in Table 1 and Table 2

TABLE 1
Investment Pattern of College Teachers Before COVID 19 - Garrett Scores

S. No.	Investment Avenues	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	Total Scores
1	Real Estate	21*83 =1743	10*73 =730	8*66 =528	5*61 =305	3*56 =168	4*52 =208	2*48 =96	2*44 =88	1*39 =39	1*34 =34	2*27 =54	1*17 =17	4010
2	Furniture	0*83 =0	0*73 =0	1*66 =66	1*61 =61	2*56 =112	4*52 =208	5*48 =240	5*44 =220	4*39 =156	10*34 =340	9*27 =243	9*17 =153	1799
3	Share Market	10*83 =830	11*73 =806	7*66 =462	9*61 =549	4*56 =224	2*52 =104	5*48 =240	5*44 =220	2*39 =78	2*34 =68	3*27 =81	1*17 =17	3679
4	Debt and Derivatives Market	1*83 =83	2*73 =146	2*66 =132	2*61 =122	2*56 =112	2*52 =104	3*48 =144	4*44 =176	4*39 =156	3*34 =102	7*27 =189	8*17 =136	1602
5	Government Securities	4*83 =332	10*73 =730	7*66 =462	8*61 =488	7*56 =392	3*52 =156	1*48 =48	2*44 =88	6*39 =234	4*34 =136	4*27 =108	2*17 =34	3208
6	Fixed Deposits	5*83 =415	4*73 =292	3*66 =198	7*61 =427	9*56 =504	12*52 =624	0*48 =0	5*44 =220	5*39 =195	5*34 =170	2*27 =54	5*17 =85	3184
7	Mutual Funds	2*83 =166	2*73 =146	2*66 =132	3*61 =183	4*56 =224	4*52 =208	5*48 =240	3*44 =132	9*39 =351	12*34 =408	4*27 =108	3*17 =51	2349

8	Insurance	2*83 =166	2*73 =146	2*66 =132	3*61 =183	5*56 =280	13*52 =676	14*48 =672	6*44 =264	7*39 =273	1*34 =34	1*27 =27	1*17 =17	2870
9	Bullion	6*83 =498	10*73 =730	9*66 =504	6*61 =366	5*56 =280	3*52 =156	9*48 =432	3*44 =132	4*39 =156	3*34 =102	2*27 =54	2*17 =34	3444
10	Farm House	2*83 =166	4*73 =292	3*66 =198	5*61 =305	7*56 =392	2*52 =104	3*48 =144	4*44 =176	5*39 =195	6*34 =204	7*27 =189	8*17 =136	2501
11	Art	6*83 =498	2*73 =146	2*66 =112	3*61 =198	4*56 =224	4*52 =208	3*48 =144	3*44 =132	3*39 =117	2*34 =68	2*27 =54	2*17 =34	1935
12	Motor Vehicles	0*83 =0	1*73 =73	8*66 =528	4*61 =244	5*56 =280	0*52 =0	1*48 =48	2*44 =88	3*39 =117	3*34 =102	5*27 =135	5*17 =85	1670

Source : Primary Data

TABLE 2
Investment Pattern of College Teachers Before COVID 19 -Garrett Rank

S.No.	Investment Avenues	Garrett Total Scores	Garrett Mean Score	Rank
1	Real Estate	4010	62.65	I
2	Furniture	1799	28.10	X
3	Share Market	3679	57.48	II
4	Debt and Derivatives Market	1602	25.03	XII
5	Government Securities	3208	50.12	IV
6	Fixed Deposits	3184	49.75	V
7	Mutual Funds	2349	36.70	VIII
8	Insurance	2870	44.84	VI
9	Bullion	3444	53.81	III
10	Farm House	2501	39.07	VII
11	Art	1935	30.23	IX
12	Motor Vehicles	1670	26.09	XI

Source : Primary Data

The Table 2 exhibit that the scores for the investment pattern of College Teachers before COVID 19. The Garrett ranking is done according to the scores. The Garret rank proved that the teachers give prime priority to the Real Estate to reap the highest capital appreciation. The share

market is in second place of their investment pattern because it allows potentially higher rate of return within short period. “The bullions carry no liability and no counterparty risk” induces the investors to assign third rank to bullions (Gold, Silver, Diamond). The Government securities

claim fourth consoling place due to its standard and steady return at reasonable risk. Fixed Deposit stands in fifth place due to its reasonable return at least risk. The neutral rank six is assigned to Insurance to neutralize the family and financial well being.

Farm House and Mutual Fund have neither prime priority nor least priority and it is proved by seventh and eighth position in the investment pattern of College Teachers. An aesthete investors prefer Art as a passion of investment avenue to get handsome return, but sometimes they may lose what is in hand. Therefore, it is in the ninth position of investment pattern of College Teachers. The Furniture and Motor Vehicles assigned tenth and eleventh rank respectively and

these investment avenues preferred for personal sophistication even though there is no appreciable capital appreciation. Intensive knowledge and unpredictable rate of return indulged in Debt and Derivatives market induce the investors to give the least priority to Debt and Derivatives market.

INVESTMENT PATTERN OF COLLEGE TEACHERS AFTER COVID 19

The inquisitiveness of Researchers has been induced to predict the investment portfolio of college teachers after COVID-19. But, the same twelve investment avenues taken as yard stick for easy interpretation and judgment. Table 3 and 4 revealed the result of second phase analysis

. TABLE 3

Investment Pattern of College Teachers After COVID 19 - Garrett Scores

S. No	Investment Avenues	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII	Scores
1	Real Estate	6*83 =498	2*73 =146	7*66 =462	5*61 =305	6*56 =336	13*52 =676	14*48 =672	4*44 =176	6*39 =234	1*34 =34	0*27 =0	0*17 =0	3539
2	Furniture	1*83 =83	2*73 =146	1*66 =66	1*61 =61	4*56 =224	2*52 =104	6*48 =288	9*44 =396	10*39 =390	10*34 =340	10*27 =270	8*17 =136	2504
3	Share Market	4*83 =332	4*73 =292	2*66 =132	3*61 =183	4*56 =224	8*52 =416	7*48 =336	7*44 =308	7*39 =273	7*34 =238	7*27 =189	4*17 =119	3042
4	Debt and Derivatives Market	0*83 =0	1*73 =73	5*66 =330	3*61 =183	1*56 =56	1*52 =52	1*48 =48	6*44 =264	8*39 =312	10*34 =340	16*27 =432	12*17 =204	2294
5	Government Securities	1*83 =83	2*73 =146	3*66 =198	0*61 =0	1*56 =56	1*52 =52	2*48 =96	14*44 =616	6*39 =234	9*34 =306	10*27 =270	15*17 =255	2312
6	Fixed Deposits	9*83 =747	10*73 =730	9*66 =594	9*61 =549	9*56 =504	3*52 =156	7*48 =336	3*44 =132	3*39 =117	0*34 =0	0*27 =0	0*17 =0	3865
7	Mutual Funds	2*83 =166	2*73 =146	2*66 =132	3*61 =183	4*56 =224	4*52 =208	5*48 =240	3*44 =132	9*39 =351	12*34 =408	6*27 =162	12*17 =204	2556
8	Insurance	17*83 =1411	10*73 =730	9*66 =594	9*61 =549	9*56 =504	5*52 =260	3*48 =144	2*44 =88	0*39 =0	0*34 =0	0*27 =0	0*17 =0	4280
9	Bullion	10*83	15*73	9*66	10*61	7*56	4*52	2*48	2*44	4*39	1*34	0*27	0*17	4103

		=830	=1095	=594	=610	=392	=208	=96	=88	=156	=34	=0	=0	
10	Farm House	8*83 =664	9*73 =657	7*66 =462	5*61 =305	9*56 =504	12*52 =624	0*48 =0	5*44 =220	5*39 =195	4*34 =136	0*27 =0	0*17 =0	3767
11	Art	1*83 =83	2*73 =146	3*66 =198	6*61 =366	0*56 =0	5*52 =260	7*48 =336	4*44 =176	4*39 =156	8*34 =272	12*27 =324	12*17 =204	2521
12	Motor Vehicles	5*83 =415	5*73 =365	7*66 =462	10*61 =610	10*56 =650	6*52 =312	8*48 =384	5*44 =220	2*39 =78	2*34 =68	3*27 =81	1*17 =17	3662

Source : Primary Data

TABLE 4

Investment Pattern of College Teachers After COVID 19 - Garrett Rank

S.No.	Investment Avenues	Garrett Total Scores	Garrett Mean Score	Rank
1	Real Estate	3539	55.29	VI
2	Furniture	2504	39.12	X
3	Share Market	3042	47.53	VII
4	Debt and Derivatives Market	2294	35.84	XII
5	Government Securities	2312	36.12	XI
6	Fixed Deposits	3865	60.39	III
7	Mutual Funds	2556	39.93	VIII
8	Insurance	4280	66.87	I
9	Bullion	4103	64.11	II
10	Farm House	3767	58.85	IV
11	Art	2521	39.39	IX
12	Motor Vehicles	3662	57.21	V

Source : Primary Data

The Table 4 shows that the scores for the investment pattern of College Teachers' after COVID-19. The Garrett ranking are done according to the scores. Insurance stands first position because Insurance is the prime avenue to protect the family against health emergencies during the pandemic period. Bullion protects the investor's capital against tail risks. Besides, gold and

silver considered as safe heaven liquid assets and cushion shelter during emergency situation. These phenomenon induce the investors to assign second rank to bullion after COVID-19. Fixed Deposit stands in third place due to its assured fixed return even during pandemic. The Farm House assigned fourth place by the teachers who receive supplementary income from

farmhouse. Motor Vehicles and Real Estate neither prime nor least priority because the value of these assets decreased due to the pandemic period. Share market and mutual fund got seventh and eighth ranks respectively due to volatility in finance market by COVID-19. The investors' priority on Art and Furniture kept in the same position before and after COVID-19 because these investment avenues preferred for personal sophistication even though there is no appreciable capital appreciation. Eleventh rank assigned to Government

Securities. The heavy risk indulged in Debt and Derivatives market induce the investors to retain the last and least priority in the investment avenue of college teachers before and after COVID-19.

IMPACT OF COVID-19 ON INVESTMENT PATTERN OF COLLEGE TEACHERS

The topical scope "The impact of COVID-19 on the investment pattern of college teachers" interpreted and the result is shown in Table 5

TABLE 5
Impact of COVID-19 on Investment Pattern of College Teachers

S.No.	Investment Avenues	Rank	
		Before COVID 19	After COVID 19
1	Real Estate	I	VI
2	Furniture	X	X
3	Share Market	II	VII
4	Debt & Derivatives Market	XII	XII
5	Government Securities	IV	XI
6	Fixed Deposits	V	III
7	Mutual Funds	VIII	VIII
8	Insurance	VI	I
9	Bullion	III	II
10	Farm House	VII	IV
11	Art	IX	IX
12	Motor Vehicles	XI	V

Source : Primary Data

It is clear from Table 5 that the first position of Real Estate replaced by Insurance due to its assurance against economic disaster. The investors preferred Bullion in lieu of share market after COVID-19 to reap the benefit of liquidity. Third rank assigned to Fixed Deposit instead of Bullion because it is assured fixed rate of return. Farm house got fourth place after COVID-19 and this place is occupied by Government Securities before COVID-19. The result is not surprising the expectation of steady income from Government Securities before COVID-19 is replaced by the supplementary income from Farm House. The Government insist the “Social Distance” after COVID-19. To implement the rule of the government, the Motor Vehicles occupied fifth place in the investment avenue of the investors. “No Money No Investment” concept make the investors to perceive the Real Estate, Share Market and Mutual Funds as financial instruments but not preferred investment avenues after COVID-19. The investors’ priority on Art and Furniture kept in the same position before and after COVID-19 because these investment avenues preferred for personal sophistication even though there is no appreciable capital appreciation. The heavy risk indulged in Debt and

Derivatives market induce the investors to retain the last and least priority in the investment avenue of college teachers before and after COVID-19.

FINDINGS

Investment Pattern of College Teachers before COVID 19 -Garrett Rank

The Garret rank proved that Real Estate, Share Market and Bullions have been ranked as top three investment avenues. The Government securities claimed fourth consoling place. Fixed Deposit has been assigned fifth rank. The neutral rank six has been assigned to Insurance to neutralize the family and financial well being. Farm House and Mutual Fund have neither prime priority nor least priority and it is proved by seventh and eighth position in the investment pattern. Art as a passion claimed ninth position in Investment Avenue. “No appreciable capital appreciation” on Furniture and Motor Vehicles induced the investors to assign tenth and eleventh rank respectively. Debt and Derivatives market have been in the last priority due to unpredictable the rate of return.

Investment Pattern of College Teachers after COVID 19 - Garrett Rank

Assurance in Insurance, liquidity in Bullion, fixed return in fixed deposit stimulated the investor to recognize these

investment avenues as prime to protect them from Pandemic. The Farm House claimed fourth place due to its supplementary income. Motor Vehicles and Real Estate neither prime nor least priority. Share market and mutual fund got seventh and eighth ranks respectively. The investors' priority on Art and Furniture kept in the same position before and after COVID-19. Eleventh rank assigned to Government Securities. Debt and Derivatives market have been retained in last priority in the investment avenue before and after COVID-19.

Impact of COVID 19 on the Investment Pattern of College Teachers

The Garret rank proved that Real Estate, Share Market and Bullions have been ranked as top three investment avenues. This indicates the investor have been willing to take risks and earn high return in Normal Scenario. Assurance in Insurance, liquidity in Bullion, fixed return in fixed deposit stimulated the investor to recognize these investment avenues as prime to protect them from Pandemic. It proved that COVID-19 transform the investors from risk taker to risk tackler. The risky free and reasonable return assets preferred in lieu of risky assets with higher rate of return after COVID -19.

SUGGESTIONS

The government should offer more tax concession for salaried class to increase their investments in various avenues.

- ❖ Maximum limit on Housing loan interest paid Rs. 2,00,000 u/s 24(b) should be increased by government to encourage the investors to invest in residential home. The Government should enhance the limit of Rs. 1,50,000 u/s 80C to attract investors to Investment in mutual fund, fixed deposit, NSC and Debentures Sukanya Samriddhi A/C should be encouraged by Government.
- ❖ Limitation on 80EE should be limited by the Government to encourage the “First home buyer” to enjoy the benefit without any limitation. Condition/ Constraints on 80EE i.e Loan amount, square feet of residential home and subsidy on takeover loan should be minimized or eliminated.
- ❖ Deduction on Interest on purchase of electric vehicle loan u/s 80 EEB Rs. 1.50 lakhs must be enhanced by the Government may induce the investors to invest in electric vehicle to make pollution free environment and tackle the frequent price hiked in petrol/diesel. Besides, it saves unnecessary blockages of foreign

currency by the government to import petrol/diesel.

- ❖ Tax Ceiling of salaried people should be enhanced to encourage the investors to invest in other avenues in lieu of facing higher tax liability.

The college teachers should change their investment pattern in such a way to earn high return at reasonable risk by remembering the concept “Plough back of Profit”.

CONCLUSION

The result revealed that the impact of COVID-19 is identified on the investment pattern of college teachers. The major changes in the income and employment have hampered the portfolio of college teachers during pandemic period. This indicates that the investors leveraged the opportunity to secure the life by investing in insurance and liquid asset with less risk. Hence, the government should offer more tax concession for salaried class to increase their investments in various avenues. This will bring the changes in investment pattern of college teachers in the years to come. Investment scenario in India is getting better with each passing day due to high confidence level of investors. Attracting global investors is the major factor considered for the economic development.

Especially, the Dubai visit of Honorable Chief Minister M.K. Stalin brings economic dawn to Tamilnadu and obtained commensurate investment. An educated investor is a prime investor and plays pivotal role to overcome the pandemic situation. The return on investment avenues looks potential, promising and positive. Hence, the educated investors come forward to invest in risky investment to reap higher return and attain the sustainable growth of economy.

Let us hope for the best and scope for the teachers as nation builder...

Let us hope for the prosperity and scope for the economic sustainability...

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A QUICK ONLINE SURVEY REGARDING PERCEPTION ABOUT COVID-19 AMONG COMMERCE TEACHERS

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ABSTRACT

The COVID-19 pandemic is not only witnessing affecting the health of the citizens in the country but at the same time hindering various segments of the country too. From the teachers viewpoint, the most immediate problem observed is the temporarily cessation of face to face classes, which has left students perplexed in a completely new situation; without any clarity as to when normalcy is achieved. In the present study an attempt has been made to investigate the perception about COVID-19 among undergraduate commerce college teachers.

Methods: This study is a cross-sectional empirical study based on descriptive survey research design. The sample comprises 181 undergraduate commerce college teachers, both male & female with different teaching experience from various undergraduate colleges in South Bengal based on stratified random sampling. A 20-item 'Perception about COVID-19 Scale' was used to measure the undergraduate commerce college teachers' perception about COVID-19. This online questionnaire vetted by experts in measurement and research was used as an instrument for data collection and analyzed by employing quantitative research approach.

Results and Conclusions: The results showed that those undergraduate commerce college teachers irrespective of their entire sample, teaching experience and gender have average level of perception about COVID-19. The above 10 years teaching experience and female undergraduate commerce teachers are more concerned with the perception about COVID-19, as quite a large number of researches have reported it though findings are often of mixed nature.

Keywords: COVID-19, Perception, Gender, Teaching Experience and Commerce College Teachers

BACKGROUND

Acute respiratory illness caused by a novel corona virus was first detected in December 2019 in Wuhan, China. The

characteristic of rapid transmission helped the disease to outbreak worldwide and made the world economy in a Global deadlock. Recognising its severity, WHO on 12th March, 2020 declared the outbreak as

Global Pandemic? Droplets of saliva or discharge from the nose of an infected people are the main source of rapid transmission (WHO 2020). Identifying the root cause of this novel Corona Virus, WHO had given some guidelines as a preventive measures like knowledge about the virus, how it transmit to other persons (Zhang et al. 2020). Therefore complete information is necessary for slowing down its transmission rate. Complete information will be helpful for a person to be aware, cautious. In the guidelines, WHO had mentioned that a person will remain safe if he covered his mouth and nose properly while remain in outdoor for emergency, frequent sanitisation of hands or washing hands with soap, not to touch face, mouth and nose with unwashed or insanities hands, always maintain social distancing while remain at outdoor (Jaber, et.al,2021). A responsible and an infected person should help others by practicing etiquette like coughing and sneezing with handkerchief or tissues to cover the face.

In India, the first reported case appeared on 30th January, 2020 in the state Kerela and from the date the number compounded rapidly (Prasad Singh et al. 2020; Saqlain et al. 2020). To control its transmission, Indian Government had also taken necessary steps like stopping of

international flights, lockdown in a phased manner; complete closing down of educational institutions, massive investment in health infrastructures, raising awareness through social media, and many more. Special arrangement in terms of food and shelter was given to underprivileged population (Al-Hanawi et al. 2020). All the organizations be it Government, non - government, professional, print and electronic media has communicated people about the transmission of virus, symptoms of disease, preventive measures to control transmission and medical facilities given to the infected person (Zhang et al. 2020; Maheshwari et al. 2020). However, a reluctant attitude was reported among many persons be it from marginalised section, or from middle income group or from high income group (Rugarabamu et al. 2020; Haque et al. 2020). These deadly attitudes have further complicated the situation. With these features we are now in a new normal life. A life with masks and gloves, social distancing in public places, take a second thought while spending holidays. Blended mode has become normal in education, meeting at work place seminars and conferences in the post COVID period. In the study our target population were the teachers to test KAP towards COVID -19

(Modi et al. 2020; Srichan et al. 2019). Teachers being the role model of the students, this study demands to know three attributes i.e., knowledge, awareness and perspective of a teacher. Teachers being the role model of the students, and all the students are back in their educational institutions at offline mode the study justifies the importance of its need in the new normal life (Al-Hazmi et al. 2018; Erfani et al. 2020; Zhong et al. 2020; Modi et al. 2020; Tomar et al. 2020).

Akash Gupta and Mala Goplani (2020) in their study have shown the effects of lockdown period on education system. In the extensive study they came to the conclusion that breakdown in regular lectures, postponement of exams has indirectly affect the academic year. Sakshi Bansal has raised a question in her paper that “Is online education is a boon or ban for our kids”? The effect of COVID-19 on the performance of Grade 12 Students has been taken into account in a separate study by Edgar John Sintema (2020). His study was confined to Zambia where STEM education was just implemented. After an in-depth study, the author came to the conclusion that pass percentage of secondary school students may likely to fall in this year’s national examinations if the situation of

COVID-19 continues. He also concluded that the school academic calendar will be disturbed. The impact of lockdown as a measure of COVID-19 pandemic on education has also been considered in a joint paper by Vikram R. Jadhav, Tushar D. Bagul, Sagar R. Aswale (2020). Considering the consequences of online teaching during this lockdown period the interesting result that came out from the study is that students are of positive minded and they favour the process of conducting online teaching and examination. This process will definitely increase the cost of education but still they want to go with this online teaching rather than sitting idle (Prasad Singh et al. 2020). With the aim to share research findings with national and state government and to develop strategies to control COVID-19 Population Council has drafted a report based on the adolescents and young people in Bihar and Uttar Pradesh. The report cantered on the information related to knowledge, attitudes and practices as well as the needs among the young people. In a study by Louay Labban, Nasser Thallaj and Aber Labban ended with the conclusion that most of the Syrian people are not aware about COVID -19, its transmission and protective methods. However, the result varied with the

significant factors like- age, education, level of education and occupation. The data used in the study were collected through a valid and reliable questionnaire including socio-demographic and COVID-19 knowledge data from a sample of 400 respondents. A web base survey has been conducted by Bates, B. R., Moncayo, A. L., Costales, J. A., Herrera-Cespedes, C. A., & Grijalva, M. J. (2020) with the objective to study the relation between the transmission rate of the novel corona virus with people's knowledge, attitudes and perceptions towards the virus. Indirectly they aimed to check pandemic's successful management. The study came out with the conclusion that Greek people particularly low educated and senior citizen have high moderate level of knowledge and to fill up the knowledge gap they stressed on certain factors like educational program, health actions and vaccination campaigns. The paper also mentioned that the National Healthcare system should help the people to regain citizen's confidence. In an empirical study, authors Chang, C. T., Lee, M., Lee, J. C. Y., Lee, N. C. T., Ng, T. Y., Shafie, A. A., & Thong, K. S. (2021) have taken the objective to assess knowledge and awareness about coronavirus disease, antibiotics and practice of preventive measures and attitude towards new norm

among the Malaysian people. The COVID-19 pandemic is not only witnessing affecting the health of the citizens in the country but at the same time hindering various segments of the country too. From the teachers viewpoint, the most immediate problem observed is the temporarily cessation of face to face classes, which has left students perplexed in a completely new situation; without any clarity as to when normalcy is achieved. In the present study an attempt has been made to investigate the perception about COVID-19 among undergraduate commerce college teachers.

OBJECTIVES OF THE STUDY

The objectives of the present study are-

- ❖ To assess the perception about COVID-19 among undergraduate commerce college teachers.
- ❖ To study the effect of teaching experience and gender on the perception about COVID-19 among undergraduate commerce college teachers.

STATEMENT OF THE NULL HYPOTHESES

The investigator made the following null hypotheses-

H₀₁- There is no significant differences in perception about COVID-19 among

undergraduate commerce college teachers in respect to -

a- teaching experience (below 5, 5 to 10 and above 10 years)

b -Gender (male and female)

H₀₂- There is no significant interaction effect between teaching experience and gender regarding perception about COVID-19 among undergraduate commerce college teachers.

METHODS

This study is a cross-sectional empirical study based on social survey type descriptive research design with 2X2 factorial design. Quantitative research method is defined as a research strategy that emphasizes the quantification in the analysis and collection of data.

Population and Sample of the Study

The sample comprises 181 undergraduate commerce college teachers, both male & female with different teaching experience from various undergraduate colleges in South Bengal based on stratified random sampling. This cross-sectional study analyzes responses of self-selected undergraduate commerce college teachers who responded to an invitation to complete an online questionnaire. Survey Google form tool was used to develop the questionnaire used for data collection.

Instrument of the Study

A 20-item 'Perception about COVID-19 Scale' is framed by the researcher to assess the perception about COVID-19 among undergraduate commerce college teachers. *The items for the scale were selected on the basis of the experts' opinion to ensure construct validity. The reliability was determined by Cronbach Alpha which was found to be moderate (0.76). Item total correlations were also calculated. No item was found to have zero or negative correlation. Examples of items from the scale are "Educating people about COVID-19 can prevent the spread of disease." and "COVID-19 is similar to other corona viruses in morphology and pathogenesis".* This online questionnaire vetted by experts in measurement and research was used as an instrument for data collection and analyzed by employing quantitative research approach.

RESULTS AND DISCUSSION

It has already been mentioned that the present study is based on quantitative research methods approach. Quantitative analyses are reported in relation to the different research hypotheses of the study and interpretation of data collected through questionnaire. Analysis of variance (ANOVA) was used to determine differences among groups, whereas results were considered significant if the p-value was <0.05.

Table No.-1: Descriptive Statistics Concerning Distribution of Perception about COVID-19 among Undergraduate Commerce College Teachers Scores

N	181
Mean	81.57
Median	84.00
Mode	98
Std. Deviation	13.150
Skewness	-0.746
Kurtosis	-0.038
Minimum	45
Maximum	99
Sum	14765

The descriptive statistics in table no.-1 for perception about COVID-19 among undergraduate commerce college teachers showed that the Mean, Median and Mode values are almost same. The S.D. (13.15) showed that the variability of the scores is also small. The Skewness and Kurtosis values are also very low (-0.746 and -0.038) indicating that distribution is near normal though the curve is little flatter and positively skewed.

Table-2: Mean and S.D. of the Groups Perception about COVID-19 among Undergraduate Commerce College Teachers Scores

Variables		N	Mean	SD
Gender	Female	108	82.96	12.671
	Male	73	79.52	13.657
Experience	Below 5 Year	26	70.12	13.061
	5 to 10 Year	44	74.66	14.411
	Above 10 Year	111	87.00	9.117
Total		181	81.57	13.150

Table no.-2, shows that perception about COVID-19 among undergraduate commerce college teachers of the respondents who above 10 year teaching experience (M= M=87.00 and S.D. = 9.117) is higher than respondents who below 5 year (M=70.12 and S.D. = 13.061); 5 to 10 year teaching experience (M=74.66 and S.D. = 14.411) and the mean score of the female respondents (M=82.96 and S.D. = 12.671) is higher than that of male (M=79.52 and S.D. = 13.657).

Table-3: Summary of the Factorial Analysis of Variance (ANOVA) for the Scores of Perception about COVID-19 among Undergraduate Commerce College Teachers Scores

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Main Influence					
Educational qualification. (A)	785.925	1	785.925	6.733	0.010
Gender (B)	8995.430	2	4497.715	38.534	0.000
First order Interaction Influence					
Educational qualification and Gender (A x B)	723.888	2	361.944	3.101	0.047
Error	20426.140	175	116.721		
Total	1235573.000	181			
Corrected Total	31124.243	180			

Main Influences

The main influences of the category variables namely teaching experience (A) and gender (B) on perception about COVID-19 among undergraduate commerce college teacher's scores are reported below-

First Main Influence (A)

The first main effect of teaching experience was significant on perception about COVID-19 among undergraduate commerce college teachers. This finding could be reported as: there was significant main effect of teaching experience on perception about COVID-19 among undergraduate commerce college teachers [F (1/175) = 6.733, P=0.010].

Second Main Influence (B)

The second main effect of gender was significant on perception about COVID-19 among undergraduate commerce college teachers. This finding could be reported as: there was significant main effect of gender on perception about COVID-19 among

undergraduate commerce college teachers [F (1/175) = 38.534, P=0.000].

This Result indicates that H_0 1-a and H_0 1-b are rejected

First order Interactional Influences (A X B)

Table no. - 3 indicated a significant interaction effect between teaching experience (A) and gender (B) group. For this, the F-value was found to be 3.101, which was not significant at 0.05 level [F (1/112) = 3.101, P=0.047].

This Result indicates that H_0 2-a, is rejected

In this study also female and above 10 years experience commerce teacher's respondents have disclosed their concern and subsequent positive perception towards Covid-19 more than their male, below 5 and 5 to 10 years experience commerce teachers counterparts.

CONCLUSIONS

The results showed that those undergraduate commerce college teachers irrespective of their entire sample, teaching

experience and gender have average level of perception about COVID-19. The above 10 years teaching experience and female undergraduate commerce teachers are more concerned with the perception about COVID-19, as quite a large number of researches have reported it though findings are often of mixed nature. The research study is significant and has implications for the policy makers including policy perspectives as the study will provide necessary inputs regarding essential government policies that need to be undertaken to encourage perception towards Covid-19. Commerce college teachers should be encouraged to participate in committees on Covid-19 projects, programs and policies. Perception of Commerce college teachers towards Covid-19 in human development and in relation to the protection of the society must be recognized and sustained.

LIMITATIONS OF THE STUDY

Although rigorous research method was followed in this study yet there are some limitations which are mentioned below-

- The study was restricted within the Howrah, Kolkata and South 24 Paraganas area situated in West Bengal.
- It did not investigate the effect of other factors like social norms and contextual nature about COVID-19 among undergraduate commerce college teachers.
- The sampling should have been more rigorous and larger in size.

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IMPACT OF COVID-19 ON STREET VENDORS: A STUDY OF CHITTOOR DISTRICT, ANDHRA PRADESH

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ABSTRACT

The COVID-19 pandemic has posed unprecedented economic challenges to everyone across the world. It has shown its impact mainly on world's poor population in terms of livelihood and survival. In these Street Vendors are considered as hardest hit, who has suffered in the most unexpected ways as their livelihood was shattered. In this study, we can get to know about how COVID-19 has shown its impact on street vendors and how they survived in this pandemic. This study aimed to examine the impact of COVID-19 lockdown on the livelihood of street vendors in the Chittoor District, Andhra Pradesh and identify the factors influencing during lock down.

Key words: pandemic, street vendors, livelihood, factors, level of impact.

I. INTRODUCTION

Street Vending is considered as an Unorganised trading, whereas unorganised trading is nothing but a traditional trading where a trader will sell his stock unsystematically. Street Vending means a person will sell his inexpensive stock to the public in unsystematic way. Street Vending plays a major role in the distribution of goods and commodities to the public especially fruits and vegetables.

In Modern History, there is no equivalent to the COVID-19 crisis, which has affected the world with more than 4.3 million confirmed cases and over 290,000 deaths globally. It

has a major role on many persons who have lost their jobs due to the pandemic. It also affected a lot on the purchase behaviour and decision-making process of an individual. Due to the pandemic situation most of the people avoided to buy the street food but accepted the organised trading. Because of this most of the street vendors lost their jobs. In other way, to protect the country from

COVID-19 crisis, many of the governments decided and agreed to close off their frontiers, in order to stop spreading of Virus and to avoid having too many infected peoples. This step of government stood as a barrier for the street vendors to proceed their

business or work, since their work require excessive mobility and access to customers, goods, and market, which has shown a huge impact on their daily lives.

After the lockdown, Centre and state governments issued various guidelines which regulated the vegetables and fruits vendors to sell goods within restricted time slots. Similarly, other economically vulnerable groups such as food vendors were barred from the essential goods and services during the initial phase of lockdown. Which impacted their livelihood considerably? The COVID-19 pandemic allows us to study the consequences of the pandemic on human lives and livelihood. These studies will help us to prepare for future pandemic which is not going to be uncommon. In this context, current research aims to study the impact of COVID-19 lockdown on the livelihood of street vendors in the Chittoor District, Andhra Pradesh.

II. REVIEW OF LITERATURE

(Sonu R. Meher et al., 2021) conducted a study on Effect of COVID-19 lockdown on the livelihood of street vendors. The results reveal that the total sample considered for the study twelve food vendors, eight fruits and vegetable vendors. The mean age of food vendors recorded was 36.91 years; the average years of working recorded were

12.25; the mean education level was 7.83; and the average household size recorded was 5.25. Out of the total food vendors, 10 were males and two were females. The widest lockdown ever imposed in the history of India has led to a devastating impact on the lives of daily wage earners in terms of lost livelihoods, shortage of food and accommodation. The major impact has occurred to the employment activities. Since most of these workers are migrants, several had been left stranded on the streets. Even though the government in its endeavours has launched employment schemes for those who have lost their occupation during the nationwide lockdown, we only hope that the intended relief brings these workers out of their prolonged distress and misery fairly. (Jessica C Romero-Michel et al., 2021) the study proven that street vendors are a sector of the population that is highly vulnerable to significant economic loss due to contingency measures. Informal workers cannot stop working despite the “Stay at Home” initiative because the government has not implemented strategies that guarantee their survival and their families. Therefore, street vendors continue to be a source of the virus's spread throughout cities. (Murthy 2020) the study entitled impact of Covid-19 on Street Vending. The

study findings reveal that the street vendors and regular trading was worst affected because of pandemic and it is found that adverse effect on the life of street vendors. Hence, the government has to provide financial support to street vendors for at least to have basic necessities. (Nitya Maniktala, 2020) the policies introduced in the past two decades with an emphasis on the Street Vendors Act 2014 and the PM SVANidhiScheme 2020. While the street vendors act brought to light the disparity in its execution among the states, the PM SVANidhi scheme 2020 aims at measures to organize the street vendor sector are being hampered by a deteriorating health problem. The findings of the paper revealed that the credit system only prolongs their troubles by giving them credit and not direct relief in such distress times and improvements must be made to digital and financial literacy.(SharitK.Bhowmik, 2011) The findings of the study revealed that the financial inclusion program has paid little or no attention to street vendors because it is aimed at the urban poor. The National policy for street vendors proposed addressing the issues of street vendor's financial inclusion through the establishment of SHGs, Associations, and Microfinance institutions but it failed due to lack of proper

implementation. In addition, light some of the most pressing issues surrounding credit availability for street vendors.(Begari, 2017) examined the impact of education of the street vendors on their performance while they are doing their business. Many street vendors were illiterates, according to the findings of this paper but education has a positive effect on vendor's income. As per the study, there is no assurance that the vendor's job and profits will be safe.

(Recchi S, 2020) Street vendors sell all kinds of goods or services to the public and work from temporary static structures, mobile stalls, or utilize headloads instead of a permanent structure. This type of work has expanded tremendously in public spaces of cities of all sizes, especially in developing countries. Nonetheless, in recent decades, is a continually growing phenomenon, affecting both developed and developing countries. In many developing countries, street vending represents an essential income source for marginalized and impoverished people, especially for internal rural migrants. Moreover, in many developing countries, petty trade is performed mainly by less educated people.

III. OBJECTIVES OF THE STUDY

1. To examine the impact of COVID-19 lockdown on the livelihood of street

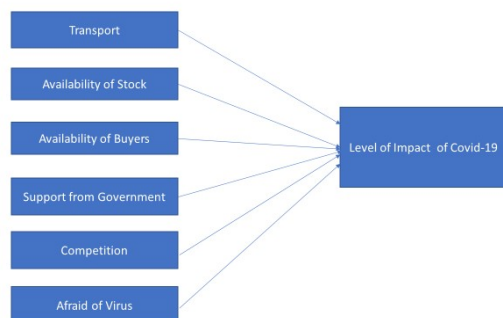
vendors in the Chittoor District, Andhra Pradesh.

2. To identify the factors influencing during lock down.

IV. RESEARCH METHODOLOGY

The present research is quantitative in nature. The unit of analysis of the study are the street vendors in Chittoor District, Andhra Pradesh. Particularly the research being focused on Tirupati, Chittoor and Madanapalle revenue divisions. The sample size being taken 45 in Tirupati & Madanapalle, and 42 in Chittoor, all together total same size is 132 street vendors were focused for the study. A structured questionnaire using five-point Likert scale 5- strongly agree and 1- strongly disagree were used for collecting the opinion from street vendors. Purposive sampling technique used for the study. Descriptive Analysis, and Regression techniques applied for the study. The research model as shown follows.

Research Model



V. RESULTS & DISCUSSION

Table 1. Demographic Profile of Shoppers

Demographic Profile	Responses	Percentage (%)
Age		
20-29	21	15.9
30-39	45	34.1
40-49	48	36.4
50 and Above	18	13.6
Total	132	100
Gender		
Male	69	52.3
Female	63	47.7
Total	132	100
Monthly Household Income		
Less than Rs. 10,000	32	24.2
Rs. 10,001-Rs. 20,000	36	27.3
Rs. 20,001-Rs. 30,000	38	28.8
Above Rs. 40,000	26	19.7
Total	132	100
Education		
SSC	26	19.7
Intermediate	43	32.6
UG	52	39.4
PG	11	8.3
Total	132	100

Source: Primary data

From the sample 36.4 percent of respondents are between 40-49, followed by 34.1 percent are between 30-39, 15.9 percent between 20-29 and 13.6 percent of respondents between 50 and above age group. 52.3 percent is male, and 47.7 percent is female. 28.8 percent are earning between Rs. 20,001 to 30,000 followed by 27.3 percent between 10,001 to 20,000, 24.2 percent are below 10,000 and 19.2 percent

of respondents are earning above 30,000 monthly income. 39.4 percent respondents are UG, followed by 32.6 percent are intermediate, 19.7 percent are SSC and 8.3 percent respondents are having PG qualification, respectively. The results of respondents' demographic variables are summarized in Table 1.

Multiple Linear Regression

The theories and principles developed in dealing with simple linear regression (i.e. one explanatory variable) may be extended to deal with several explanatory variables.

Table 2: Regression result factors and Level of impact

Model	R	R Square	Adjusted R Square	Standard Error
1	0.574 ^a	0.421	0.401	0.521

Source: Authors own study

a Predictors: (Constant), Transport, Availability of Stock, Availability of Buyers, Support from Government, Competition, Afraid of Virus.

b Dependent Variable: Level of Impact of Covid-19.

According to the model summary from table 2, the R square value had gain 0.421, which is 42 percent. These mean that 42% of dependent variable of level of impact of covid-19 can be explained by it six independent variables. The independent variable refers to include Transport, Availability of Stock, Availability of Buyers, Support from Government, Competition, Afraid of Virus in this research, it will conclude that 58% (100% - 42%) of dependent variable of level of impact of covid-19 is explained by other potential factors. The value of adjusted R square with value of 0.401 which 40.1% represented the significant contribution of the six-independent variable toward dependent variable.

Table 3: ANOVA result HRM Practices and Employee Satisfaction

ANOVA					
	df	SS	MS	F	Significance F
Regression	6	31.04	5.17	6.33	0.00
Residual	125	63.71	0.82		
Total	131	94.75			

Source: Authors own study

a Predictors: (Constant), Transport, Availability of Stock, Availability of Buyers, Support from Government, Competition, Afraid of Virus.

b Dependent Variable: Level of Impact of Covid-19.

Table 3 indicates that the full model containing all predictors were statistically significant at 5% because the p-value of 0.00 is less than the significance level of 0.05. The F statistics produced (F= 6.33) shows significant impact of predictors on Level of Impact of Covid-19. It is indicated that model being used in this research is good.

Table 4: Coefficients factors and Level of Impact of Covid-19

Model	Coefficients	Standard Error	t – Stat	P-value
Intercept	0.48	0.38	3.13	0.00
Transport	0.26	0.08	2.94	0.01
Availability of Stock	0.31	0.08	3.30	0.00
Availability of Buyers	0.06	0.09	0.55	0.58
Support from Government	0.29	0.09	3.20	0.02
Competition	0.28	0.05	1.02	0.08
Afraid of Virus	0.21	0.07	2.98	0.04

Source: Authors own study

b Dependent Variable: Level of Impact of Covid-19.

On observing individual dimensions impact on Level of Impact of Covid-19, it is clear from the Table-4, Transport, Availability of Stock, Support from Government, and Afraid of Virus have significant impact on the level of Impact of Covid-19 with coefficients 0.26, 0.31, 0.29, and 0.21 respectively. Whereas the Availability of buyers and Competition has no significant impact with coefficient 0.06 and 0.28, respectively. It indicates that Availability of Stock is the major critical dimension for level of Impact of Covid-19, followed by Support from Government, Transport, and Afraid of Virus as per the coefficients value.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Based on the table 4, the following equation can be derived:

$$Y = 0.48 + 0.26 X_1 + 0.31 X_2 + 0.06 X_3 + 0.29 X_4 + 0.28 X_5 + 0.21 X_6$$

This can be interpreted that the increase of one unit of Transport (X₁) may incur the raise of 0.26 units in Level of Impact of Covid-19(Y). However, for the independent variable of Availability of Stock(X₂), one unit of increase will incur the raise of 0.31 units in dependent variable. On the others hand, one-unit increase in Availability of

buyers (X3) may cause 0.06 units of level of impact to increase. One-unit increase in Support from Government (X4) may increase impact to 0.29. One-unit increase in competition (X5) may increase impact to 0.28. Finally, Afraid of Virus (X6) has a constant relation with level of Impact of Covid-19, it is every one-unit increase in afraid of virus with incur the raise of 0.21 units in level of impact.

VI. CONCLUSION

The study shows that lockdown affected street vendors in multi dimensionally. Street vendor had to stop working and many had to change their profession to selling fruits and vegetables within a limited time zone with greater livelihood challenges and financial hardships. The study highlights that street vendors are a sector of the population that is highly vulnerable to significant economic loss during the restrictions imposed throughout the current pandemic. Placing their daily food needs at risk, which is why they cannot stop working or moving throughout the cities despite the “Stay at Home” initiative. Governments do not appear to understand the magnitude of the problem caused by not implementing specific public policies that guarantee human rights to the informal sector of the population, attending to their needs to ensure their survival and families. 132 sample size considered for the study, six independent variables such as Transport, Availability of Stock, Availability of Buyers, Support from Government, Competition, Afraid of Virus and dependent

variable level of impact of Covid-19. The study applied regression technique, the results indicate that Availability of Stock is the major critical dimension for level of Impact of Covid-19, followed by Support from Government, Transport, and Afraid of Virus as per the coefficients value. Availability of buyers and Competition has no significant impact on level of impact of Covid-19.

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ENTREPRENEURS ARE CURIOUS TODAY AND GENIUS TOMORROW

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ABSTRACT

Eleven per cent of adult population in India is engaged in "early-stage entrepreneurial activities", and only five per cent of the country's people go on to establish their own business, There are a lot of examples of the entrepreneurs in India who are now called synonymous of 'Success'. They saw the bigger picture but wisely started their business as a very small unit. Entrepreneurs set the example of turning their dream into reality. And the story behind to achieve the dreams into reality is to set massive goals for themselves and stay committed to achieving them regardless of the obstacles they get in the way, with the ambition and the unmatched passion towards achieving the goal. The year 2021 has seen India make a mark for itself in the global entrepreneurial ecosystem. While the entire country saw a challenging time during the second wave of COVID-19 in May 2021, Indian entrepreneurs continued building for the country. Rapid digital transformation and adoption of tech during the lockdown led to unprecedented growth. From being one of the emerging markets to consolidating its position as one of the fastest growing markets for emerging tech companies. Due to pandemic from 2019-20 young youths are stepping back from their dream of entrepreneurs. This study focusing on understanding the mind-set of new entrepreneurs in this pandemic situation.

Key Words-Successful Entrepreneurs, Pandemic, Self-employment, Technical skill

I. INTRODUCTION

Entrepreneurship may be regarded as a powerful tool for economic development of country. Entrepreneurs play a key role in the economic development of country. Since independence small scale Entrepreneurship development programs have contributed to the economic growth of nation. Today, it is the need of the hour to create new Generation of Entrepreneurs especially

among the students. Entrepreneurship is neither science nor an art. It is a practice. Entrepreneurship itself is recently being recognized as a full-fledged profession. The year 2021 has seen India make a mark for itself in the global entrepreneurial ecosystem. While the entire country saw a challenging time during the second wave of COVID-19 in May 2021, Indian entrepreneurs continued building for the

country. Rapid digital transformation and adoption of tech during the lockdown led to unprecedented growth. From being one of the emerging markets to consolidating its position as one of the fastest growing markets for emerging tech companies. Due to pandemic from 2019-20 young youths are stepping back from their dream of entrepreneurs.

II. LITERATURE REVIEW

Cochran (1965) has tried to characterize an entrepreneur as a model personality in society. He represents certain ascertainable levels of education, social status and types of cultural conditioning that produce roughly definable model personality. According to him, an individual's performance as a businessman is influenced by three factors, (i) his own attitude towards occupation, (ii) the role expectations held by sanctioning groups, and (iii) the operational requirements of the job. Society's values are the most important determinants of these factors.

Sharma (1975) in his book : Entrepreneurial Performance in Role Perspective, explored the emerging patterns of growth of entrepreneurs, their performance and problems for earnest attention for the healthy and sustained socioeconomic growth of the Indian society. The study was conducted to tackle some theoretical and methodological issues concerned with the analysis of entrepreneurial role of conformity and to throw light on some applied aspects of

entrepreneurial growth in the state of Uttar Pradesh. The researcher selected 100 units as his sample. The units of analysis were both the industrial firms and the entrepreneurs. He studied the caste, religious and family occupational backgrounds of the entrepreneurs. The study brought to light the lack of response of entrepreneurs to the facilities, the ineffectiveness of the institutions providing the facilities and the inefficiency of the personnel employed therein. In the caste-based distribution of the sample, 57% of the entrepreneurs consisted of Vaishyas, followed by 24% Khatries, 5% Brahmins, and 2% Kayasthas and 1% Thakurs. The religious break-up of the sample reveals that the Hindus constituted 81%, Jains 8%, Sikhs 7% and Muslims 4%. The study concluded that there is severe lack of response of entrepreneurs to the facilities made available by the Government.

Bhanushali (1987) chose as objective of his study the correlation between performance of the entrepreneurs with their antecedents. In his study of 125 small scale engineering units in Kolhapur district of Maharashtra, the researcher found that persons hailing from the minority communities or marginal groups and trained in the art of engineering have higher capabilities to achieve better success rate. These conclusions suggest that environmental and physical improvements would not only augment the supply of entrepreneurial talent but also improve the chances of their success. He also concluded

that entrepreneurs who were in the engineering discipline and also those who had received higher education in other disciplines have proved to be more successful. Similarly, the successors of the persons who were serving in the engineering industry also were successful entrepreneurs – even on caste basis. The contention that the minority communities produced successful entrepreneurs is confirmed. Hence, caste, education and parental occupations have greater impact on attaining higher degree of entrepreneurial success.

Singh, (2008)²¹: have identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social unacceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates for ensuring synergy among women related ministry, economic ministry & social &

welfare development ministry of the Government of India.

S.S.Khanka (2009)²⁶ in his book Entrepreneurship Development illustrates the personal characteristics of successful entrepreneurs as hard work, desire for high achievement, high optimism, independence, foresight, good organizing capacity, and innovativeness. According to the author, success of a small enterprise is, to a great extent, attributed to the success of the entrepreneur himself.

III. OBJECTIVES OF THE STUDY

1. To identify the factors influencing to become entrepreneurs
2. To understand the challenges for entrepreneurs'
3. To identify the supportive factors to become successful entrepreneur

IV. METHODOLOGY

Research methodology is a systematic procedure to solve research problem, including all techniques or methods used in search of research objective. The purpose of this study is to find out the role of family and society to become successful entrepreneur. In this study administered well-structured question naire to entrepreneur in Mysore and Mandya. In this article simple statistical tools used such as graphs, chart and percentage to identify the real fact.

V. ANALYSIS AND DATA INTERPRETATION

Table 1: Demographic profile

	No.of Respondents	Percentage
Male	22	58%
Female	16	42%
Total	38	100%

(Primary data)

Figure. 1



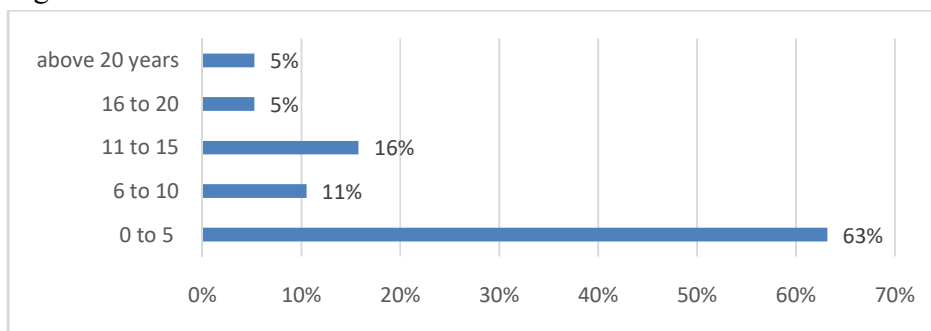
Inference- 58% of the respondents is male and 42% of the respondents are female

Table 2: From how many years doing business

	No.of Respondents	Percentage
0 to 5	24	63%
6 to 10	4	11%
11 to 15	6	16%
16 to 20	2	5%
above 20 years	2	5%
Total	38	100%

(Primary data)

Figure 2



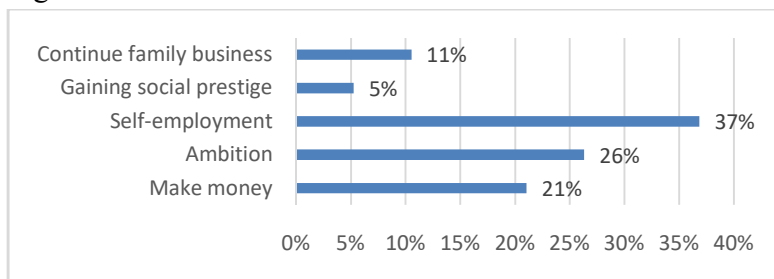
Inference- As per the above table and graph shows that 63% of respondents doing this business from below 5 years ,11% from below 10 years 16% are more 11 year do this business and 5 % of respondents are continues this business from more than 16 years

Table 3: Influencing factors to do the business

	No.of Respondents	Percentage
Make money	8	21%
Ambition	10	26%
Self-employment	14	37%
Gaining social prestige	2	5%
Continue family business	4	11%
Total	38	100%

(Primary data)

Figure 3



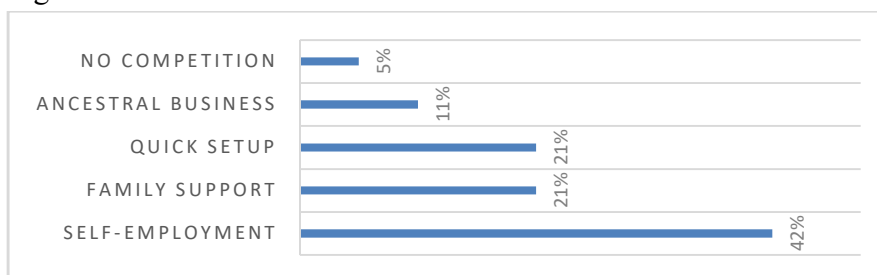
Inference-- As per the above table and graph shows that 21% of respondents said, because of make money starting this business. 26% react it's their life ambition, 37% are have interest in self-employment, only 5% are said this business improve their social prestige and 11% respondents select this business because of continue family business

Table 4: Reason to selected this business

	No.of Respondents	Percentage
Self-employment	16	42%
Family support	8	21%
Quick setup	8	21%
Ancestral business	4	11%
No competition	2	5%
Total	38	100%

(Primary data)

Figure 4



Inference- As the table depicts that Nearly 50% respondent's main reason or motivation to start their business is interest which they have on their business. 21% said they have good family support and 21% easiness to set up an enterprise influenced the entrepreneurs much in their choice of the present line of activity ,11% told because of continue family business and only 5% said less competition is only reason continue this business.

Table 5: compulsory reason leading to Entrepreneurship

	No.of Respondents	Percentage
Leisure time activity	6	16%
Dissatisfaction with previous job	8	21%
Make use to technical skill	10	26%
Continue family business	4	11%
Unemployment	10	26%
Total	38	100%

(Primary data)

Figure 5



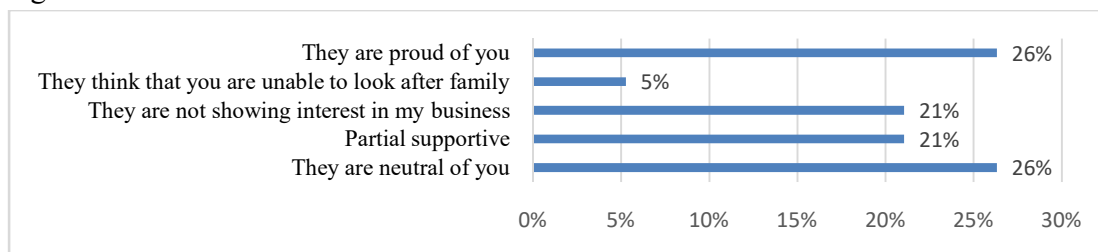
Inference- The graph shows that compulsory reason leading to entrepreneurship is 26% said unemployment and make use to technical skill, 21% said because dissatisfaction with previous job 11% said carrying family business only reason to leading this business

Table 6: Reactions of family members about your business

	No.of Respondents	Percentage
They are neutral of you	10	26%
Partial supportive	8	21%
They are not showing interest in my business	8	21%
They think that you are unable to look after family	2	5%
They are proud of you	10	26%
Total	38	100.00%

(Primary data)

Figure 6



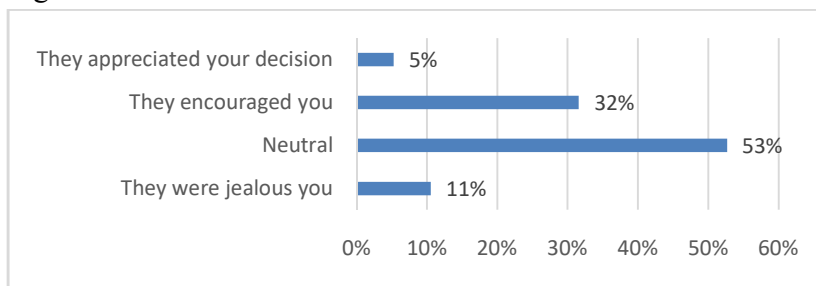
Inference- As show in the figure 26% entrepreneur said their family felt proud about their business 21% equal said someone get partial supportive their business idea and other not showing interest in their business ideas, only 5% entrepreneurs family not have confident in success of this business

Table 7: Experience do you get from relatives, friends, society as an entrepreneur

	No. of Respondents	Percentage
They were jealous you	4	11%
Neutral	20	53%
They encouraged you	12	32%
They appreciated your decision	2	5%
Total	38	100%

(Primary data)

Figure 7



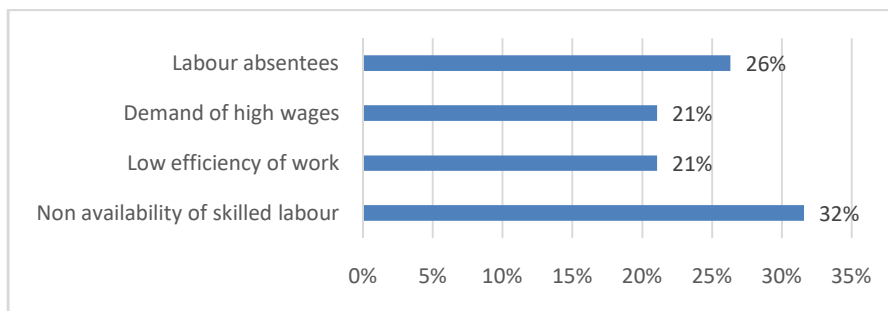
Inference- As show in the table and figure 5% get appreciation from relatives, friends, society, as an entrepreneur, 11% jealous feel about growing of their business 32% are got good encourage about business ideas but more than 50% are neutral.

Table 8: Managerial and Labour Problems

	No. of Respondents	Percentage
Non availability of skilled labour	12	32%
Low efficiency of work	8	21%
Demand of high wages	8	21%
Labour absentees	10	26%
Total	38	100%

(Primary data)

Figure 8



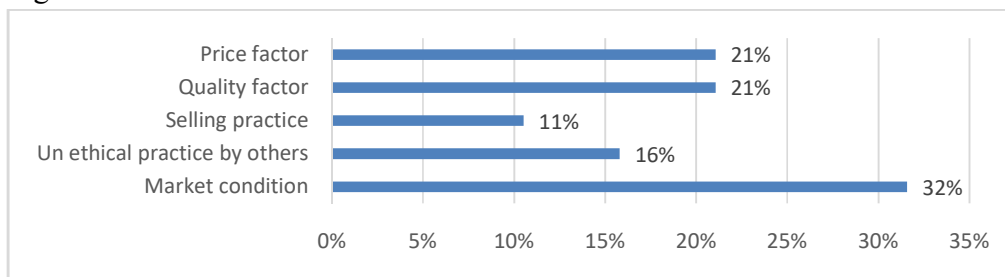
Inference- The graph shows that Majority of the respondent's face labour related problem that is 32% said lack of skilled labour, 26% said reduce Labour absentees challenge while running a business, 21% Low efficiency of work and also high wages demanded by labour is the major challenges face by entrepreneurs

Table 9: Problem of Competition faced into marketing

	No. of Respondents	Percentage
Market condition	12	32%
Un ethical practice by others	6	16%
Selling practice	4	11%
Quality factor	8	21%
Price factor	8	21%
Total	38	100%

(Primary data)

Figure 9



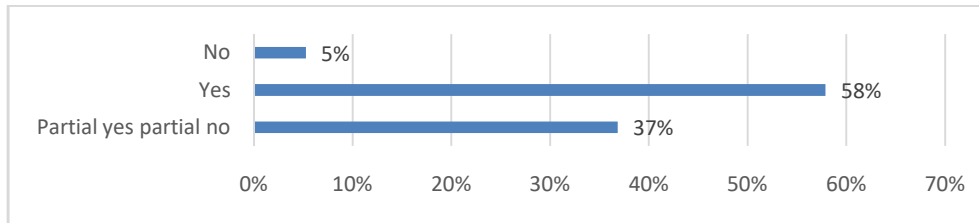
Inference- As show in the table and figure Another external challenge that is commonly faced by entrepreneurs is competition, either with newly start up or established businesses 32% Market related condition, 16% face un ethical practice by other competitor 21% quality related factors and 21% price related issues and only 11% selling related challenges are faced by entrepreneurs.

Table 10: Satisfied with your business performance

	No. of Respondents	Percentage
Partial yes partial no	14	37%
Yes	22	58%
No	2	5%
Total	38	100%

(Primary data)

Figure. 10



Inference-- As per the above table and graph shows more than 50% of entrepreneurs are satisfied about their present business 37 % are not very happy because so many reason and only few percent (5%) are partial satisfied about their present own business.

VI. FINDINGS

- 1) This study found that Majority of respondents i.e. 58% of respondents are Male members and remaining 42% belongs to women entrepreneurs.
- 2) With regards to the experience of entrepreneur it can be revealed that 63% of respondents have 0 -5 years' experience of entrepreneurship.
- 3) The study found that influencing factors to become entrepreneur's majority of the respondent's i.e 37% of the respondents were focused on business because this creates self-employment and execution of new business.
- 4) In this study the respondents were very particular about self-employment and self-motivated towards business. With regards to reason to select a business as their dream and execution of new ventures. The respondent's i.e. 42% of the respondents more focused on self-employment rather than to become an employee for other sector.
- 5) In this research it is proved that everyone wants to prove their technical knowledge and utilization of their skill to execute business. More technical skill leads to execute entrepreneurship. In this study 26% of the respondents would like to utilize their technical skill. This technical skill become important driver to become entrepreneur.
- 6) In India majority of citizens believes business is their dream and they love their execution and take care of ancestor's business. if the young family members willing to join for business, they feel proud. In this study 26% respondents stated that their parents feel proud. And there is neutral reaction from relatives and family friends.
- 7) In this study found that 32% of the respondents opines that in business there are lack of skill labour for business activity and that is the one of the major challenge for new entrepreneurs.
- 8) Present condition is not friendly in the area of competition. Ever business facing competitive edge. 32% of the respondents opines that stiff

competition is major challenges to survive in the market.

- 9) Present study shows that 58% of the entrepreneurs in this study feels satisfaction by their business. In this country every one love their business and they feel have great bonding.

CONCLUSION

Entrepreneur is an economic agent whose ultimate goal is to create a business from a well-defined project. To realize his project, he mobilizes a number of resources (knowledge-based, financial and relation ship-based), from which he produces other resources employment, innovation, this attempt to identify the factors influence entrepreneur, i.e., a person who plans to set up their own business as well as any challenges they encounter. In India majority of citizens believes business is their dream and they love their execution and take care of ancestor's business. if the young family members willing to join for business, they feel proud. And self-business creates self-employment and execution of new business. They feel satisfaction by their business. They want to prove their technical knowledge and utilization of their skill to execute. At present stiff competition and lack of skill labour for business activity one of the major challenges to survive in the market

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STATISTICAL ANALYSIS ON VACCINATIONS IN SANGLI AND KOLHAPUR DISTRICT OF MAHARASHTRA STATE

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ABSTRACT

Western Maharashtra has the highest number of active Covid-19 cases in the state despite vaccinations being maximum in that region. The state has 1.61 lakh active cases at present, a majority of which are from the western districts. Pune has the highest number of 19,275 active cases, while Kolhapur has 17,822 patients. Satara and Sangli districts have 11,232 and 9,855 active cases, respectively. These are the same districts that have vaccinated the highest percentage of their populations, according to data available with Maharashtra's health department. A total 2.46 corer people have been vaccinated in Maharashtra so far. Kolhapur has achieved 66.64 per cent vaccination, which is the highest in the state, This paper aims to analyze the to analyze total vaccination Age- wise vaccination, preference of vaccine in Kolhapur and Sangli district.

Keywords: Vaccination, Covishield, Covaxin, Sputnik V

I. INTRODUCTION

Vaccination is administration of vaccine to help the immune system develop protection from diseases. The ongoing Covid-19 pandemic has been unstoppable across the globe and pandemic. Arrival of vaccine on horizon has raised hopes of termination of pandemic in near future. India form June 21, every citizen above 18 years will be vaccinated free of cost. However, this can be available only at vaccination centers run by State and Centre government.

Vaccination database uses the most recent official number from Government and The Health Ministries worldwide 26% of world population has received 3.7 billion doses of vaccine has been administered 31.14 million are now administered each day. The 18-44 age group has received maximum number 12.2 crore doses of covid-19 vaccines so far. The number works out of just 10% of total vaccine requirement of this young group. Hence, the aim of the paper is to analyze total vaccination Age-wise vaccination, preference of vaccine in

Kolhapur and Sangli district. Data collected by Aarogya Setu mobile application and other government official websites.

II. Aims and Objectives

- To analyze the total vaccination in Kolhapur and Sangli district.
- To find out the trend of vaccination in Sangli and Kolhapur district.
- To test whether Covaxin and Covishield vaccine preference in Sangli and Kolhapur district.
- To analysis the age wise vaccination in Sangli and Kolhapur district.

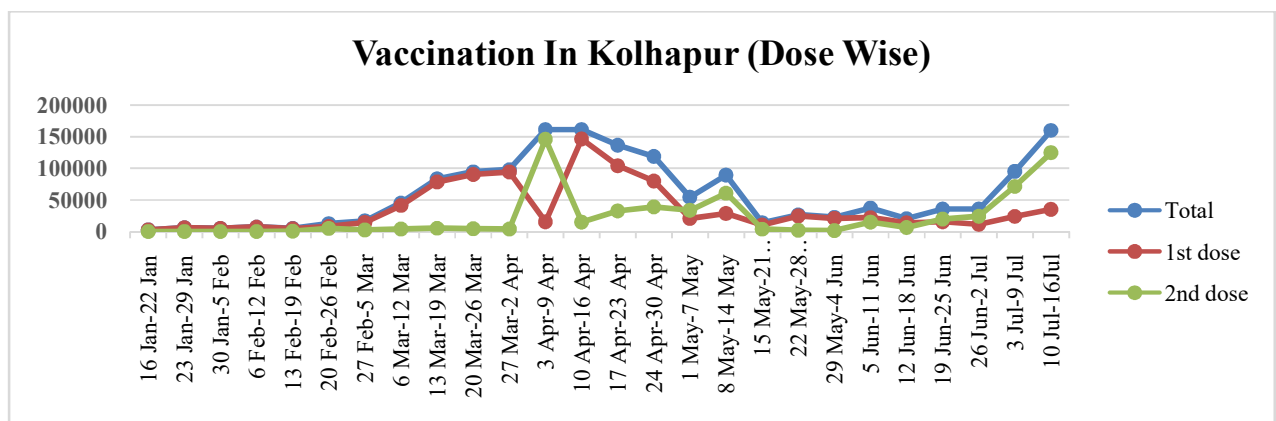
- To compare 1st and 2nd dose completion in Sangli and Kolhapur district by Graphical Method.
- To test the Proportion of mean vaccination of Kolhapur and Sangli District
- To estimate the correlation coefficient between Kolhapur and Sangli district for total vaccination.

III. Methodology and Data collection

Due to Covid-19 situation, we can't able to collect the data by direct contact, so we used the secondary data for survey. Aarogya Setup app and other government websites is our data collection platform.

IV. Vaccination in Kolhapur District

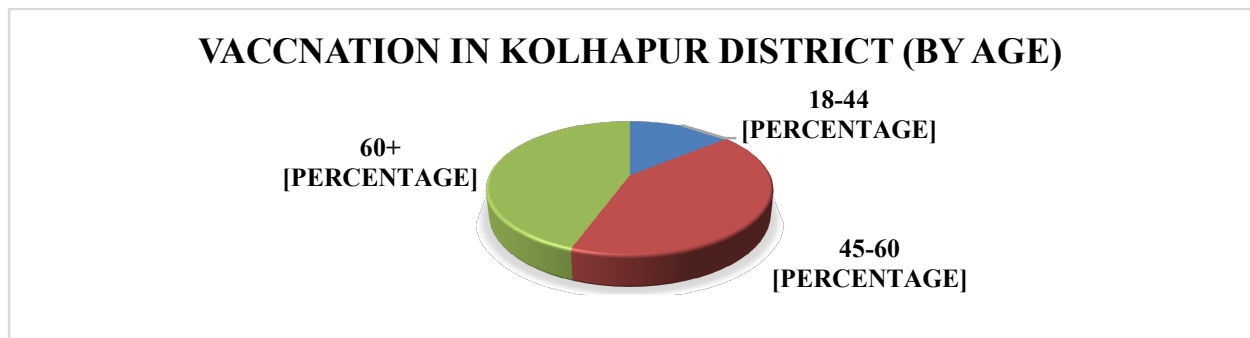
1. Doses Wise (Total Doses, 1st Doses, 2nd Doses)



Conclusion by graph:

From above graph the number of total dose increases upto second week of April then it is decreases and again increases upto 14 may then it gradually decrease. It suddenly increases from 2 July. First and second dose trend is approximately same as total dose trend.

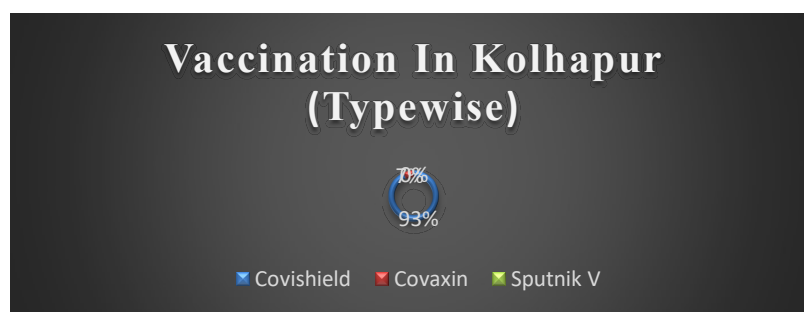
2. Vaccination By Age:



Conclusion by graph:

From the above pie chart, we can observe that the above 60+ and above 45+ age people are get vaccinated in difference of 2% it means they are nearly in same stage.

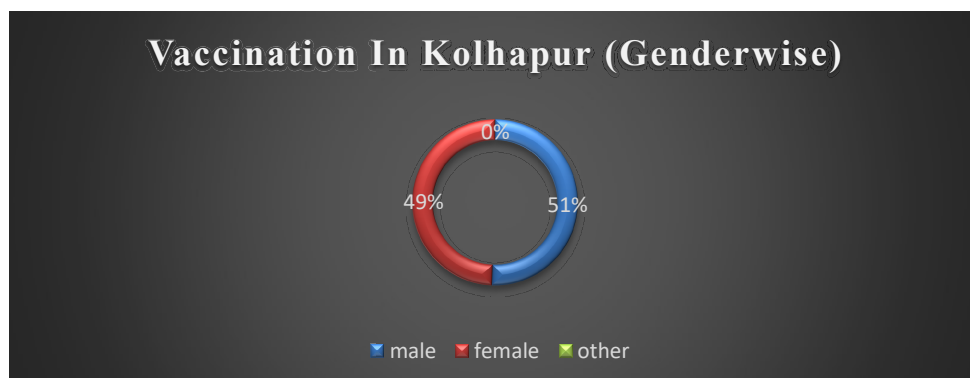
3. Type Wise



Conclusion by Graph:

According to this survey preference of people towards the Covishield vaccine is much more than Covaxin and Sputink-V vaccine.

4. Gender Wise

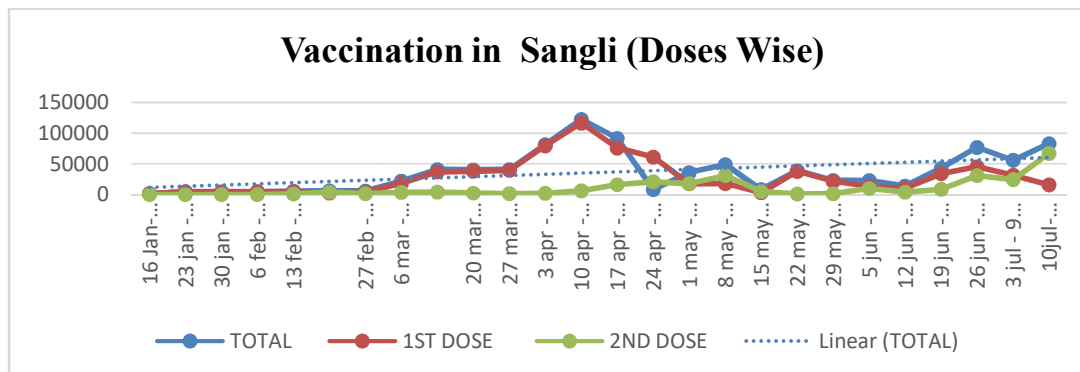


Conclusion By Graph:

Above graph clearly shows that In Kolhapur district both Male and Female almost get vaccinated at the same level.

V. Vaccination In Sangli District

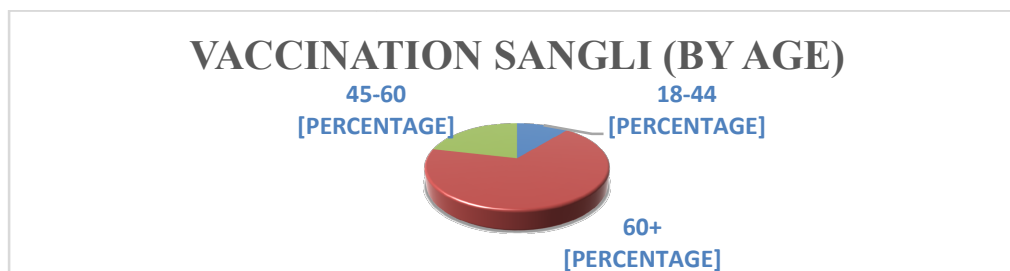
1. Doses wise (Total Doses, 1stDoses, 2ndDoses)



Conclusion By Graph :

From the above graph the number of total dose increases up to 2 week of April then it decreases and again increases up to 14 may then it decreases and goes on slowly increases. First and second dose trend is approximately same as total does trend.

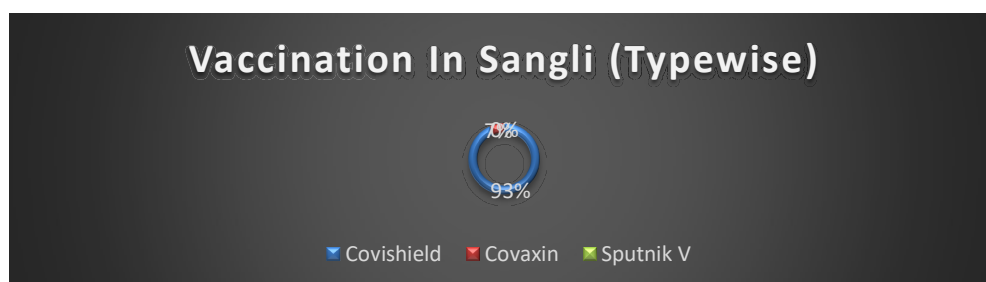
2. Vaccination By Age



Conclusion By Graph:

From above Pie chart we can say that people of above 60+ old get more vaccinated than the age below 60 years. Because to the risk of severe illness from Covid -19 increases with age so they get more vaccinated.

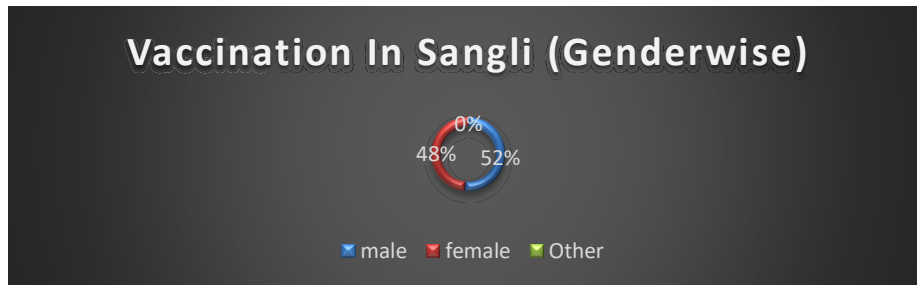
3. Type Wise



Conclusion By Graph:

From above pie chart we observe that the use of Covishild vaccine is more as compared to Covaxin and Sputnik-V because the Covishild is mostly available on all the vaccination centre and the effectiveness of this vaccine is nearly 90% as per globe.

4. Gender Wise



Conclusion By Graph: Given data and graph shows that the in Sangli district number of vaccinated males is more than females.

Statistical Calculation-

Col umn1	X	Y	(Xi - X bar)	(Xi-X bar) ²	(Yi- Y bar)	(Yi-Y bar) ²	(Xi - X bar) ×(Yi-Ybar)
1	2580	1692	-56892.96	3.236×10 ⁹	-37067.692	1.3741×10 ⁹	2.1088×10 ⁹
2	5951	4890	-53521.961	2.864×10 ⁹	-33869.692	1.1472×10 ⁹	1.8128×10 ⁹
3	5140	4635	-54332.961	2.952×10 ⁹	-34124.692	1.1649×10 ⁹	0.1855×10 ⁹
4	7263	4840	-52209.961	2.726×10 ⁹	-33919.692	1.1505×10 ⁹	1.7725×10 ⁹
5	5206	5817	-54266.961	2.944×10 ⁹	-32942.692	1.0852×10 ⁹	1.7877×10 ⁹
6	13822	6429	-45650.961	2.084×10 ⁹	-32330.692	1.0453×10 ⁹	1.4760×10 ⁹
7	16842	6088	-42630.961	1.8174×10 ⁹	-32671.692	1.0674×10 ⁹	1.3929×10 ⁹
8	45200	22341	-14272.961	0.20372×10 ⁹	-16118.692	0.2598×10 ⁹	0.2300×10 ⁹
9	83581	41010	24108.039	0.5812×10 ⁹	2250.308	5063886.095	54250513.03
10	94514	40538	35041.039	1.2278×10 ⁹	1778.308	3162379.343	62313759.98
11	97953	41049	38480.039	1.4807×10 ⁹	2289.308	5240931.119	88092661.12

12	161226	81284	101753.039	10.3536×10 ⁹	42524.308	1.8083×10 ⁹	4.32697×10 ⁹
13	161214	122326	101741.039	10.3512×10 ⁹	83566.308	6.9833×10 ⁹	8.5021×10 ⁹
14	136572	91679	77099.039	5.9443×10 ⁹	52919.308	2.8004×10 ⁹	4.0800×10 ⁹
15	118749	82047	59279.039	3.5136×10 ⁹	43287.308	1.8737×10 ⁹	2.5659×10 ⁹
16	54288	35811	-5184.961	0.002688×10 ⁹	-2948.692	8694784.511	15288853.02
17	89373	49126	29900.039	0.8941×10 ⁹	10366.308	0.1074×10 ⁹	0.3099×10 ⁹
18	14111	8260	-45361.961	2.0577×10 ⁹	-30499.692	0.93023×10 ⁹	1.3835×10 ⁹
19	26569	38899	-32903.961	1.0826×10 ⁹	139.308	19406.71886	4583784.999
20	22579	23192	-36893.961	1.3611×10 ⁹	-15627.692	0.2442×10 ⁹	0.5766×10 ⁹
21	37004	23132	-22468.961	0.5048×10 ⁹	-15567.692	0.2434×10 ⁹	0.3498×10 ⁹
22	20407	14111	-39065.961	1.5262×10 ⁹	-24649.692	0.6076×10 ⁹	0.9629×10 ⁹
23	35490	42881	-23982.961	0.5752×10 ⁹	4121.308	16985179.63	-98841169.03
24	35586	76690	-23886.961	0.5706×10 ⁹	37930.308	1.4388×10 ⁹	-906039787.9
25	95233	55925	35760.039	1.27878×10 ⁹	17165.308	2.9465×10 ⁹	613832083.5
26	159844	83060	100371.039	10.0743×10 ⁹	44300.308	1.9626×10 ⁹	4.4464×10 ⁹
Total	1546297	1007752		7.7370×10 ¹⁰		3.040×10 ¹⁰	4.834×10 ¹⁰

Proportion Test :-

Total population Kolhapur district

$$N_1 = 3,876,000$$

Calculation:-

$$r_{xy} = \frac{\sum(x_1 - \bar{x})(y_1 - \bar{y})}{\sqrt{\sum(x_1 - \bar{x})^2 \sum(y_1 - \bar{y})^2}}$$

$$= \frac{4.834 \times 10^{10}}{\sqrt{(7.7370 \times 10^{10}) \times (3.040 \times 10^{10})}} = \frac{4.834}{4.85} = 0.9966$$

Here $r_{xy} = 0.9966 \geq 0$ that means the total vaccination in Kolhapur and Sangli district are positively correlated. Whenever total vaccination in Kolhapur is increases there in Sangli district Government supply equality vaccine in this two district.

A_1 = Total number of people have got at least 1st of vaccination

$$= \text{Total Vaccination}$$

$$= 1546877$$

A'_1 = Total number of people not get vaccination

$$= 2329123$$

P = Proportion of people got
Vaccine in Kolhapur district

$$P_1 = \frac{A_1}{N_1} = \frac{1546877}{3876000} \\ = 0.399091$$

From above calculation we say that 39.90% of people got the vaccine in Kolhapur district and 60.09% are remaining.

Total population of Sangli district

$$N_2 = 2822143$$

$$A_2 = \text{Total number of people have got} \\ \text{at least 1}^{st} \text{ dose of vaccination} \\ = \text{Total vaccination} \\ = 1009444$$

$$A'_2 = \text{Total number of people not got} \\ \text{vaccination} \\ = 1812699$$

$$P_2 = \text{Proportion of people got} \\ \text{vaccination} \\ = \frac{1009444}{2822143} = 0.357687$$

From above calculation we say that 35.76% people got vaccine in Sangli district and 64.23% are remaining.

VI. OVERALL CONCLUSION

1. In Kolhapur and Sangli district first and second dose trend is approximately same.
2. According to data, we conclude that in Kolhapur district above 60 and above 45 people are vaccinated more but Sangli district more vaccinated people are above 60.

3. According to survey, we conclude that people get vaccinated more by Covshield as compared Covaxin and Sputnik V.
4. From the survey we conclude that by gender wise Kolhapur district has same ratio of male and female. And Sangli district males are vaccinated than females.
5. By using proportion test we conclude that in Kolhapur district 39.90% of people got vaccine and 60.09% are remaining.
6. In Sangli district 35.16% people got vaccine and 64.23% are remaining. Kolhapur district got more vaccinated as compare to Sangli district.

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- 3-) You tube
- 4-) Quora.com

SOFTWARE - Excel

THE IMPACT OF COVID-19 ON CUSTOMER ENGAGEMENT IN SOCIALCOMMERCE PLATFORMS

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ABSTRACT

With the increasing penetration of the internet, online shopping has become ubiquitous with payment and deliveries made easy. The popularity of social media such as Facebook, Twitter and Instagram, understanding customer engagement behavior with the help of social commerce platforms. Moreover, owing to covid-19, online shopping has become more attract the customer. The scope of this paper is to address this gap and extend previous research by examining that impact of covid-19 and customer engagement in social commerce platforms. A survey-based empirical study 250 individuals' respondents during the pandemic COVID-19 will be conducted with the help of Virtual Snowball sampling techniques. The primary data is collected from the regular and frequent users of social commerce users those who have completed the age of 18. The hypotheses of the model are tested using structural equation model. This study has limitations that must be noted and require further examination and additional research. First, the sample size was limited respondents. The future studies might be performed increasing sample size. This study is to analyses the engagement and buying behaviour on online brand communities and the influence they have on the customers' attitude towards a brand which further develops the purchase intention of the customer in covid period. The paper suggests and supports the adoption and usage of online brand communities as a part marketing and communication strategy.

Keywords- Covid-19, Customer Engagement, social media, Social Commerce.

INTRODUCTION

Social commerce is a subset of e-commerce brought about by the development of social network(Chen et al., 2018). Social commerce is defined as “a subset of e-commerce that involves using social media to assist in e-commerce transactions and activities” (Liang & Turban, 2011).

Social commerce platforms can be configured in two different ways to engage

the customers. First, social networking platforms such as Facebook and LinkedIn, as well as Twitter, can include commercial elements that allow for transactions and adverts for users. Second, typical ecommerce sites like Amazon and eBay incorporate social networking capabilities to better engage with and understand their customers (Liang & Turban, 2011). Social commerce websites provide various applications including product

recommendation to a friend, customer review provision, discussion board, and writing and rating a review, all of which are called social commerce components (Hajli, 2015). The world faced a unique challenge due to the COVID-19 pandemic. The past year saw Covid-19 instantly changed the way we connected with our friends, family, businesses and customers, and brought about a remarkable acceleration in digital transformation. In the COVID-19 quarantine period, people have more time to spend on social commerce platforms. Social media usage and engagement has changed drastically during the pandemic, with 42% of consumers globally saying they now spend longer on social media because of the coronavirus outbreak (williamscommerce, 2020). The purpose of this research is to examine the impact of covid-19 on customer buying behaviour in social commerce platforms. Understanding consumers' buying behaviour in the face of this pandemic and beyond is vitally important for retailers and marketers as well as business and public policy makers to implement strategies and tactics to maintain existing consumers and attract new one (Eger et al., 2021). This research intends to contribute to the analysis of consumer buying behaviour in social commerce platforms.

REVIEW OF LITERATURE

Social commerce can bring sociability to consumers through social

environments, especially during pandemic (COVID-19) outbreaks, for example, websites for social interaction. Social commerce platforms provide different features such as ratings, reviews, tags, recommendations, referrals to buy online, and user profiles to share their experiences (Kim and Park, 2013). This increased usage of social media has created an increased amount of engagement with social media ads and led to consumers making more purchases via social media than ever before. This dramatic change has only been further boosted by the fact that in-store shopping was more difficult during lockdown and hasn't yet recovered to pre-pandemic levels (williamscommerce, 2020). The changes in consumer behaviour patterns that came to dominate at the start of the second wave of the COVID-19 pandemic in the context of the Republic (Eger et al., 2021). Further, post lockdown and post COVID era, consumers feel that buying Indian-made products and encouraging others to buy them would impact and revive the Indian economy constructively (Verma & Naveen, 2021). Changes in the choice of purchase destination, type of goods purchased and adoption of digital payment, especially in developing countries such as India, were observed during the nationwide lockdown (Enormous, 2020). The COVID-19 pandemic, social distancing, and staying at home are expected to push consumers to shop online. However, uncertain consumer demand and

supply chain issues could affect the e-commerce industry. The COVID-19 pandemic issue may also affect large merchants, who are experiencing a decrease in casual shopping, supply chain disruption, and increased purchases of essential hygiene and disinfection products, groceries, and other products (Filimonau et al., 2021).

In summary, apart from the valuable knowledge gained from these studies, none of them investigated the impact of COVID-19 on customer engagement in social commerce platform. In the current study is motivated by the need to understand the effects of COVID-19 on economies, businesses, and consumers, given its magnitude. Moreover, hardly any studies have examined general consumer behaviors in response to the pandemic while focusing consumers and the market in general. This research helps to fill this gap by providing insights for academics and guidance for business professionals. This research is significant, because it enhances the understanding of customer engagement in social commerce platform in response to the COVID-19 pandemic. The findings will help businesses decide whether to further invest consumer behaviour patterns that came to dominate the early days of the second wave of the COVID-19.

OBJECTIVE OF THE STUDY

In the present study mainly focused Impact of Covid -19 and Customer Engagement in Social Commerce Platforms in Pandemic time.

METHODOLOGY

A scientific approach to research methodology is critical for carefully evaluating the research challenge. This research is both descriptive and analytical in nature. The survey method is being used to gain valuable insights into the Impact of Covid-19 on Customer Engagement in Social Commerce Platforms. The proposed research relied based on primary data. The primary data is gathered from regular and frequent Facebook and Instagram users, as well as other social commerce users, who are over the age of 18. A survey technique was used to collect data and obtained 250 respondents will be conducted with the help of Virtual snowball sampling techniques. The primary data is collected through well-structured questionnaire. The questionnaire issued through Facebook, Instagram and Snapchat users as well as other social commerce users. The questionnaire is framed with 3 sections. The structured questionnaire including dichotomous, multiple choice and semantic differential questions. The first section of the questionnaire is framed to obtain the socio-economic background of Social Commerce platform user in covid-19, the second and third section of questionnaire is designed in Linker's 5-point scale used for gathering customer engagement and purchase intention behaviour.

Table 1.0: Customer Engagement in Social Commerce plat forms

Variable	Category	Frequency	Percentage
Gender	Male	100	33.2
	Female	150	66.8
	Total	250	100
Age	Above18-25	95	38
	26-35	78	31.2
	36-45	54	21.6
	Above 45	23	9.2
	Total	250	100
Education qualification	High School	29	11.2
	Secondary School	44	17.6
	Bachelor Degree	94	37.6
	Master Degree	52	20.8
	Above Master Degree	32	12.8
	Total	250	100
Income	Below –10000	79	31.6
	10001-20000	93	37.8
	20001-30000	42	16.8
	Above 30001	36	14.4
	Total	250	100
Time spent on Internet	1 Hour and below	25	10
	1-3 hrs	94	37.6
	3-5 hrs	58	23.2
	5-7hrs	41	16.4
	Above 7 hrs	32	12.8
	Total	250	100

From the above table shows that the Majority of the female respondents shopping online. That majority of the respondents are age group of between 18-25 using online platforms. Hence the Majority of the Bachelor degree Qualification Respondents spending more time on social media. Majority of 37.8% respondents of the monthly income 10000-20000 using internet. That 37.6 % of the respondents to spend internet on 1-3hrs. The findings of the

survey report a higher use of internet among young people as compared to aged people. These demographic distributions can be highly communicative when then are related with their behavioral intent in the usage of the s-commerce website for Buying any product during pandemic time.

ANOVA (ONE-WAY ANOVA)

In statistics, one-way analysis of variance (abbreviated one-way ANOVA) is a technique used to compare means of two

or more samples (using the F distribution). The study conducted the One-Way ANOVA between the dependent variable of purchase behavior and intention for products and services respectively with the factor of gender of the respondents to see if there is a relation between them. The following hypotheses to tested: The mean level of buying behavior remains the same for both levels of gender.

Table 2.0: One Way ANOVA for Buying Behavior and Intention

		F value	
		Products	Services
Gender	Engagement	0.13	0.17
	Behavior	0.46	0.35

From the above Table 2.0, that gender of the respondents is not statistically significant at 95% confidence level. The results shows that the F value is greater than 0.05 hence the null hypothesis is accepted and reject the alternative hypothesis. So, we can infer that gender of people does not have any significant impact on buying behaviour or engagement of online products or services.

DISCUSSIONS

The growth of s-commerce usage has been shown influence on engaging customer in this new phenomenon. This study is conducted to systematically review the impact of covid-19 on customer engagement in s-commerce. The study investigates and categorizes the theories/ factors influencing customers' engagement in s-commerce. The constructs perceived Factors impacting Social Commerce Use Intention behavioral

control, social norms, and attitude are influence online purchasing behaviour of consumer. This broad view can contribute to achieving deep understanding as to how customers in these dynamic environments engage and co-create value. As practical implication, the findings of this study reveal that customer behaviour patterns that came to dominate the early days of the second wave of the Covid.

IMPLICATIONS OF THE STUDY

Social commerce can especially be helpful for categories such as fashion and home decor, where it can satisfy consumer needs to discover and explore new products. Fashion is currently the most frequently purchased category within the sector, followed by Beauty and Personal Care, then Food and Grocery. Social commerce can reach its potential for growth with a cohesive social commerce strategy combined with a simplified shopping experience and pricing strategy tailored to the value proposition of products. In the COVID-19 quarantine period, people have more time to spend on social commerce platform and buy product in the doorsteps.

CONCLUSION

This could be due to the fact that people are more sensitive to using services online and the effect of the consequences of their behaviour has a significant bearing on their intention and despite having a control on their personality and choices, they consciously decide to indulge in purchases online. The COVID -19 pandemic has changed usual social contacts, our working,

schooling, free time spending and also shopping behaviour. As mentioned in the (Accenture research 2020), people are living differently, buying differently and, in many ways, thinking differently. In this research, we document some of the many unusual consumer behaviour patterns that came to dominate the early days of the second wave of the COVID-19.

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A STUDY ON RAMIFICATIONS OF COVID-19 ON THE LIVELIHOOD OF HAWKERS IN TENKASI

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ABSTRACT

The study is related to the impact of covid-19 in the livelihood of hawkers. This study will help us to know about the factors that affect the livelihood of hawkers. By this study we can get knowledge about the livelihood of the hawkers.

Some vendors (fruit and vegetable sellers) began venturing out after a few days without explicit permission, and immediately faced police harassment. After a few weeks, the government eased restrictions and essential vendors were being permitted to vend (due in large part to the advocacy of vendor organizations and activist networks). However, the cost of doing business, as well as the risk, has gone up significantly, with vendors not having access to wholesale markets and suppliers and having to spend more on travel costs due to travel restrictions in place in the city. Also, with the lockdown still partially in place, the number of buyers has gone down and so have earnings. Due to the harsh summer heat, perishable fruits and vegetables also have a reduced shelf life so vendors are unable to capitalise on whatever produce they do have.

The vendors need income support to be able to restart work, and if they are not able to do so, how will they return the loan. In the face of the ever-changing crisis, vendor organizations have to step forward and advocate for vendors to be provided the resources they need to be able to resume their livelihoods.

Key Words: COVID-19, Hawkers

INTRODUCTION

The lockdown has delivered a deadly punch to the informal sector. The empty streets are eerily quiet, because the extraordinary energy produced by the hustlers and hawkers, the crush of buyers and sellers, has melted away.

The lockdown has shut down the largest segment of the self employed, men and women who personify the under-exploited, ineffectively harnessed entrepreneurial spirit of India – street vendors, hawkers, itinerant sellers. The

National Federation of Hawkers counts four crore people engaged in the business of selling on the streets, in the metros, in small towns, in rural hubs across India. Another estimated 70-80 lakhs vendors who sold everything, from food to flashlights on the 20,000 long-distance and suburban trains across India have evaporated, because the trains are no longer plying.

A parallel economy with a turnover of Rs 80 crore a day, every street entrepreneur/trader supported an average of three others as employees or partners or workers on commission. All of them earned a livelihood, bare but sufficient. The entrepreneur on the street may have been the proprietor, a lessee, an employee or working for a commission; they were all autonomous persons. In Calcutta, they are desperate for meager rations handed out by Shaktiman Ghosh, general secretary and founding member of the National Hawkers Federation, and his local comrades of the Hawkers Sangram Committee of West Bengal.

Livelihood promotion for all vendors, including those selling non-essential goods: The impact of COVID-19 has been very harsh on informal workers who have exhausted their capital and earnings in trying to feed themselves during the extended lockdown period. Vendors need to be able to

resume vending for survival and the government should take steps to begin to reopen markets and allow vendors back on the streets.

NEED FOR THE STUDY

Taking steps to survey and register more vendors for access to government benefits: As mentioned earlier, the numbers of vendors who have some form of identification are a fraction of the actual population of vendors. Before the crisis and subsequent lockdown, the Town Vending Committees (TVCs) were supposed to start surveying and registering vendors. As we get used to the new normal, the process of survey and registration should also begin to ensure that all vendors are able to access social security benefits and financial aid during this period of crisis.

STATEMENT OF THE PROBLEM

The lockdown has delivered a deadly punch to the informal sector. The empty streets are eerily quiet, because the extraordinary energy produced by the hustlers and hawkers, the crush of buyers and sellers, has melted away.

The lockdown has shut down the largest segment of the self employed, men and women who personify the under-exploited, ineffectively harnessed entrepreneurial spirit of India – street vendors, hawkers, itinerant sellers. The National Federation of Hawkers counts four

crore people engaged in the business of selling on the streets, in the metros, in small towns, in rural hubs across India. Another estimated 70-80 lakh vendors who sold everything, from food to flashlights on the 20,000 long-distance and suburban trains across India have evaporated, because the trains are no longer plying.

RESEARCH GAP

As the covid-19 became a deadly disease many countries announced and asked the people to be quarantined their selves. Indian Government also introduced many conditions and rules to control the disease. As a part of this all the stores were closed and many restrictions were made for them like reducing business time, following hygienic activities in the store. By this many hawkers were affected. As a result their sale is stringed. This study deals with the subject related to the impact of covid-19 on livelihood of hawkers in Tenkasi district. In this study we see about the problems faced by the hawkers and the factors which are responsible for the impact of livelihood of the hawkers during the pandemic situation.

OBJECTIVES OF THE STUDY

- To analyze the factors that affecting the sales of hawkers during covid-19.
- To analyze the sales criteria of hawkers during pandemic situation.
- To analyze the factors that affecting the sales of hawkers during covid-19

SCOPE OF THE STUDY

In this research, we can find about the problem faced by the hawkers during the covid-19 pandemic time which affected the livelihood of the hawkers. This study has more scope because this study is related to current topic which is more complicated to all the countries as the covid-19 is a disease which is reason for more deaths in the last year. So it is necessary to know the impact of the covi-19.

REVIEW OF LITERATURE

The virus outbreak has taken place amid longer-than-anticipated slowdown, coupled together which may make the economy weaker on the both domestic and global front. “The nominal GDP growth assumption at 10 per cent risks an undershoot in our view, given our less sanguine expectation on India’s cyclical recovery prospects. This is especially true now with a new headwind to global growth in the form of the Coronavirus,”

A Kerala hospital has indigenously developed a walk-in sample collection kiosk to test patients showing symptoms of coronavirus. The kiosk, modeled on those used in South Korea, does not require health workers to wear protective gear. The kiosks have built-in gloves, which can be used by health workers as protective shield while collecting throat swab samples of persons suspected with covid-19. This will be a

departure from the usual practice of wearing gloves and other protective gear.

Six walk-in kiosks for mass collection of samples for coronavirus testing - seen first in South Korea - have been built in Kerala's Ernakulam district. For now, these will be located at each of the four hospitals in the district, which have isolation wards and testing facilities. A WISK (Walk-in Sample Kiosk) is a mobile cubicle with a sealed glass front, and have extended gloves attached in the front, through which a medical practitioner standing in the cubicle can collect samples.

TOOLS & ANALYSIS WILCOXON SIGNED RANKS TEST

The **Wilcoxon signed rank test** (also called the Wilcoxon signed rank sum test) is a non-parametric test to compare data. When the word “non- parametric”

is used in stats, it doesn't quite mean that you know nothing about the population. It usually means that you know the population data does not have a normal distribution. The Wilcoxon signed rank test should be used if the differences between pairs of data are non-normally distributed.

Table 1:
Wilcoxon signed rank test

	After pandemic - Before pandemic
Z	-10.515 ^b
Asymp. Sig. (2-tailed)	.000

Interpretation

Computed p value: 0.000 is less than the assumed value 0.005, therefore alternate hypothesis is accepted, so there is a significant difference between before pandemic sales and after pandemic sales.

Table 2. MEAN SCORE ANALYSIS

S. NO	PARTICULAR	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Pandemic time	80	40	20	5	5
2	Price determination	70	30	30	18	2
3	Fear of people	50	80	10	8	2
4	Fear about covid-19	40	90	12	4	4
5	Lack of goods	40	70	20	10	10
6	Lack of man power	55	65	12	18	2
7	Police restriction	132	4	4	6	4
8	Government rules	43	100	4	2	1
9	Timing of business	50	80	12	6	2
10	People mindset	81	52	10	4	3
11	Price of raw material	74	60	10	3	3

S. NO	PARTICULAR	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
12	Health issues	66	71	5	5	3
13	Lack of transportation	73	65	12	8	2
14	Environment	75	65	11	5	4
15	Hygiene	68	71	9	1	1

Calculation

1. $(80*5) + (40*4) + (20*3) + (5*2) + (5*1)$	=	635	0.282
2. $(70*5) + (30*4) + (30*3) + (18*2) + (2*1)$	=	598	0.266
3. $(50*5) + (80*4) + (10*3) + (8*2) + (2*1)$	=	618	0.275
4. $(40*5) + (90*4) + (12*3) + (4*2) + (4*1)$	=	608	0.270
5. $(40*5) + (70*4) + (20*3) + (10*2) + (10*1)$	=	570	0.353
6. $(55*5) + (65*4) + (12*3) + (18*2) + (2*1)$	=	589	0.262
7. $(132*5) + (4*4) + (4*3) + (6*2) + (4*1)$	=	704	0.313
8. $(43*5) + (100*4) + (4*3) + (2*2) + (1*1)$	=	632	0.281
9. $(50*5) + (80*4) + (12*3) + (6*2) + (2*1)$	=	620	0.276
10. $(81*5) + (52*4) + (10*3) + (4*2) + (3*1)$	=	654	0.291
11. $(74*5) + (60*4) + (10*3) + (3*2) + (3*1)$	=	649	0.288
12. $(66*5) + (71*4) + (5*3) + (5*2) + (3*1)$	=	642	0.285
13. $(73*5) + (65*4) + (12*3) + (8*2) + (2*1)$	=	679	0.302
14. $(75*5) + (65*4) + (11*3) + (5*2) + (4*1)$	=	682	0.303
15. $(68*5) + (71*4) + (9*3) + (1*2) + (1*1)$	=	654	0.291
TOTAL	=	9534	4.338

Mean score = $9534/(15*150) = 4.338$

Interpretation

From the above it is clear that variable Police restriction has the highest mean score of 0.313 compared to other factors. Following this, Environment has second high mean score with 0.303.

FINDINGS

- From the above it is clear that variable Police restriction has the highest mean score of 0.313 compared to other factors. Following this, Environment has second high mean score with 0.303.
- Computed p value: 0.000 is less than the assumed value 0.005, therefore alternate hypothesis is accepted, so there is a significant difference between before pandemic sales and after pandemic sales.

SUGGESTION

In this study I felt that the pandemic situation plays a vital role in impact of livelihood of hawkers. Sales volume of them also affected a lot in the covid-19 situation. Government has to take necessary steps to help the hawkers to overcome the crisis faced by them during the pandemic situation.

CONCLUSION

This study portrays the impact of covid-19 on the livelihood of hawkers.

Livelihood of hawkers can be improved by helping them financially and by giving them our support.

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CHANGING PERSPECTIVE OF E-COMMERCE STRATEGIES DURING AND AFTER COVID-19 PANDEMIC

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ABSTRACT

This paper explores the phenomenon of the transformation of e-business. E-Commerce Industry entirely changed in the COVID-19 pandemic, a digital wave changed the lifestyle. Peoples now are more attracted and comfortable in online dealing as online shopping, marketing, education, and other services too. The retail market completely changed due to the pandemic situation. Presently, the manual business structure is completely changed into an artificial intelligence-based business. As nowadays, customer demand and prefer online shopping. As earlier, customers purchase things with human interaction in physical context but nowadays transforming with the virtual world using computer aid and artificial intelligence. The present study emphasis on two main topics i.e. strategies of E-commerce to increase sales and Porter's five forces model.

Key Words: Technology, E-Commerce

INTRODUCTION

This research finds out that more is the internet users, more will be the online sales. Nowadays the researcher sees a great shift from storefronts to E-commerce. Companies should adopt new innovative technologies for enhancing their businesses. It is globally reached as you can sell your products anywhere in the world. In the back days, people have trust is globally reached regarding online shopping but now it has changed a lot. If you are new to business then you should follow Porter's five force model as it helps a lot to you in predicting

your income and survival in the business field. If someone's running a storefront then they have to pay rent, utility bills, have to spend money on building maintenance, etc. but this is not the case with E-commerce. In that way, E-commerce Business saves more money and get more profit than storefront businesses. It is one of the most popular trends of E-commerce in 2020. Its example includes Walmart voice order in association with Google. Another example is of Alexa-enabled devices

E-Commerce means purchasing and selling through electronic means such as mobile applications and the internet. It also

refers to online transactions and retail. In the last few decades, we saw a huge increase in E-commerce and it is replacing traditional stores now. E-commerce is globally reaching as because of it we can sell our product to anyone, anywhere in the world. Online E-commerce shops always remain open customers can do shopping 24x7. E-commerce businesses save a lot as they don't have to pay any rent. Because of E-commerce, it become easier to automate inventory management through third-party vendors. Internet use Round the world, In the world, there are 4.95 billion internet users, In the past 15 months, the total number of internet users has grown by 192 million in the world. Each day more than 5,00,000 new users. In India, just 21% of households used the internet in 2017 in India, compared to 61% in 2021. In 2020 and 2021, over 130 million users came online from which in 2020, nearly 80 million came online.

Retail E-commerce sales globally is approximately 4.9 trillion U.S. Dollars in 2021. In the next four years, it is expected to grow by 50 % and reach 7.4 trillion dollars by 2025. In Indian E-Commerce Market is anticipated to grow from U.S. \$ 46.2 billion in 2020 to U.S. \$ 111.40 billion by 2025. Total E-Commerce sales by 2021 are anticipated to reach the U.S.\$ 52.57 billion. In research, we find out that more

the internet users, more will be the online sales.

FIVE STRATEGIES TO INCREASE E-COMMERCE SALES

1. Technology

There are days when people are confused about whether they should purchase online or not. But now, the time has changed a lot because of several new technologies like machine learning (ML), chat bots, artificial intelligence (AI), etc. These technologies have created a trust factor among them. Many companies like amazon prime use artificial intelligence to forecast what users like to see. Technologies like chat bots and live chat create direct and one-to-one conversations with customers.

Artificial intelligence - It helped a lot in online shopping by transforming the E-commerce industry. It predicts customers' likes and dislikes based on what they buy and predicts their shopping patterns. By using it, we can improve customers' experience.

2. Proper Product Display

The old saying, "There's nothing new under the sun" holds true. If you want to sell your product, you have to provide something unique to the customers. Proper display of that product will help a lot in making it unique.

Product display must include its price, its most important qualities, a

description written by someone, its size, etc. You have to make sure that you give as much information about the product to the customers as you can on the information page. The three most important things that can enforce customers to buy a product include product reviews, a clear image of a product, and a clear description of the product. Despite this, there are many other things also that will tempt your customers to click on the buy button again and again.

3. Cost efficiency

While running a storefront you have to pay for many things like rent for space, furniture, housekeeping staff, you have to hire more staff and have to pay them as compared to an E-commerce business, for utility bills, for building maintenance, etc. But if you are selling your products on a website then most of these costs are cut out and you saved a good amount. In E-commerce, we have no need to use paper and this saves a lot. Also, by keeping in mind the covid pandemic, we don't have to interact with people in E-commerce. We don't need any proper license like we want while running a storefront. In E-commerce, you just have to pay for things like web hosting and marketing. So, there is more benefit and profit in E-commerce rather than storefronts.

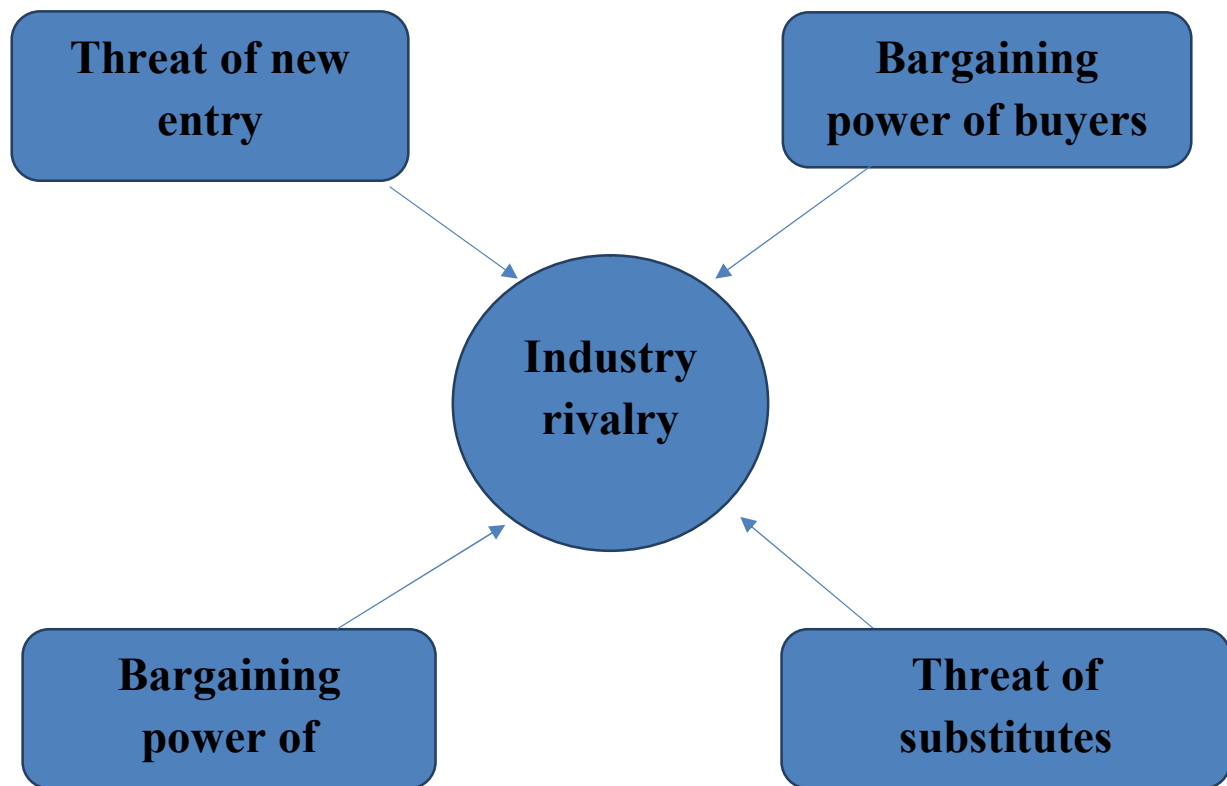
4. Build Trust

Most of the people have trust issues while doing online shopping. You have to make sure that your customers should trust you. There are various ways through which you can build trust with your customers like by providing amazing customer services, by providing an authentic experience, through interaction with customers, highlighting product quality, and highlighting positive comments written by those who already buy that product. If you give them surety that if they don't like the product then they can return it and get their payment back and provide proper customer care services.

5. Competitors

Assessing a company's competitive position in the industry is a very tactician's job. If you are new to the business and want to explore your business then you should follow porter's five forces model. This model helps in predicting your income and your survival in the industry. It is a very useful tool in mapping out a firm's strategy.

Porter's five forces model



Porter's five forces model

1. Threat of new entrants –

The seriousness of threat Direct proportional
Barriers to enters

- High customer loyalty
- Capital requirement
- Experience
- Government policies

2. Bargaining power of Buyers

- Extent to which customers can put a company under pressure
- Few customers or many alternatives
- Switching costs

3. Threat of substitutes

- Existence of products outside of the realm of the common product boundaries increases the propensity of customers to switch to alternatives

4. Bargaining power of Suppliers

- Supplier power over the potential to raise prices or to reduce the quality of purchased goods & services.

5. Industry Rivalry

Rivalry among competitors is intense when

- There are many competitors
- Exit Barriers are high
- Lack of Customer loyalty

Growth of Voice Commerce

It is one of the most popular trends of E-commerce in 2020. Its example includes Walmart voice order in association with Google. Another example is of Alexa-enabled devices. It is expected that the growth of voice commerce will increase from \$0.2 billion in 2017 to \$ 5 billion in 2022 in the United Kingdom and from \$ 1.8 billion to \$ 40 billion in the United States.

After covid-19 we're seeing a dramatic shift from in-person to online shopping

As per the survey "Covid -19 and E-commerce" more people are doing online shopping after covid-19. After Covid-19 pandemic, people are preferring E-commerce more than purchasing from storefronts as it involves the risk of getting covid positive. The researcher did a survey on 3,7000 consumers and from that more than half of the consumers prefers online shopping more.

CONCLUSION

From analysis, the researchers can conclude that because of E-commerce sale has increased. more is the internet users, more will be the online sales. Nowadays the researcher sees a great shift from storefronts to E-commerce. But if you are selling your products on a website then most of these costs are cut out and you saved a good amount. The main advantage of E-commerce is global reach. Proper display of

that product will help a lot in making it unique. Artificial intelligence - It helped a lot in online shopping by transforming the E-commerce industry

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ACADEMICIANS MADE E-MEETING APPLICATIONS RICHER

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ABSTRACT

The COVID-19 changed the perception of the world in many fields, the process of utilizing the available resource was well learned and executed. One such field is “Academics”. It was through the e-meeting applications that the schools and colleges were able to carry on their teaching-learning process. It was through academicians that the e-meeting apps became popular and accessible by everyone. This paper aims to focus on the aspects of how the e-meeting apps business became richer through academic activity. It also focuses on the disadvantages of learning through e-meeting apps to both students and academicians.

Key Words: E-learning; Academicians; Offline; Technology; Profit, Glitches.

INTRODUCTION

The Education system was meant to be face-to-face. The traditional learning system “Gurukula” propagates the same, where the students were expected to stay with the teacher and learn the things done by “Guru” through observation and practice. Later on, as the days progressed this system was given a brick and mortar form by the Britishers calling it “school”.

A school is a place where the students are admitted and taught the prescribed syllabus. This became a popular means of education. The system of the school was completely welcomed by the Indians and children got an education by learning the facts through the teacher face-to-face.

COVID-19 posed a serious challenge to the world as well as to the students. They could

not come out of their home to learn. That was the most challenging phrase for everyone around the world. The schools couldn’t resist themselves from the teaching-learning process. The process of spreading knowledge must go on to overcome every hurdle but how? The answer for the same was “Online!”

The online mode of learning is where the students can gain their knowledge from any part of the world through the internet connection. Internet means a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. This system of connection was chosen for the conducting of classes and communicating with the students through the pandemic period.

The learning process didn't stop even though the toughest phrase in the world. But this brought another challenge to the parents, students were locked inside the home, no physical activity, they became gadget addictions, screen-time of the students increased leading to eye problems. Despite all these challenges the only constant thing was learning! Learning to attend the classes properly, upload their assignments, give their tests online, participate in the activities online, etc. This constant learning process brought both advantages and disadvantages to the students.

Academicians were among those people who thought to lean towards the online applications to carry out their teaching and learning process without any obstacles. COVID brought the traditional face-to-face learning process to the E-meeting process. E-teaching was the most difficult task for academicians to switch online from the most important and traditional form of offline learning. This became possible after the COVID lockdowns because they didn't want their students to give up their learning process. Academicians had to strive hard to learn those sophisticated technological aspects so that they could communicate with their students and continue their teaching-learning process.

Initially, it started with looking at the platforms that were available for free and moved towards the paid and customized versions of the e-meeting applications. The most difficult task was in front and the academicians needed to adjust themselves and learn working with these applications.

As for how demonetization made e-payment apps popular, so did the COVID for E-meeting applications, the main reason behind which was the academicians

It was an irresistible process for the schools and colleges to conduct their classes as the academic calendar was given and it was expected by the Authority body to adhere to the same. For the rescue came these E-meeting applications! It was through the academicians that these e-meeting applications became more popular and accessible to laymen! Academicians made these apps popular by using them to conduct their online classes and these applications were given significant importance for the installation and usage.

OBJECTIVES OF THE STUDY

To study the reasons for adopting e-meeting applications for the teaching

To know the user-friendly application to academicians

To evaluate the profitability of e-meeting applications

To understand the disadvantages of e-meeting apps to both students and academicians.

SCOPE OF THE STUDY

- The study is conducted from the academician's point of view
- The study is restricted to secondary data.

TO STUDY THE REASONS FOR ADOPTING E-MEETING APPLICATIONS FOR THE TEACHING

The main reason why the e-meeting applications were used for the teaching-learning process was, the "LOCK-DOWN".

India had never seen such circumstances before, not just India even the world had never imagined that they would be locked inside their homes!

The COVID taught a new lesson to the world, it dragged the attention of the busy world towards the inner world called 'Home', it enlightened everyone to understand the necessity of turning inside. It created the necessity to utilize the internet and online services. There was no excuse to anyone, irrespective of the profession and business carried on turning towards online was inevitable.

In such a situation the e-meeting apps came to the rescue of the entire teaching fraternity. The applications which were restricted only to e-meetings became a popular mode of communication in every school and college. E-meeting applications were recognized as the most important channel through which the learning process could continue. The lockdown opened a new way of doing business and giving services. Nobody had imagined that the services could go online! The physical classes like yoga, drawing & painting, crafts, singing, dancing, music everything became online. The classes which were very popular offline and thought that they could never be taught online turned to online classes because of the lockdown.

TO KNOW THE USER-FRIENDLY APPLICATIONS TO THE ACADEMICIANS

Many options were available to the academicians when the classes were online, but the most popular among the options available was Zoom! Zoom application

became very famous when the switch over to the online started. Because it was easily downloadable, free, and user-friendly, the zoom application was widely accepted and widely downloaded by users, especially teachers and students. Even though the maximum limit of 40 minutes per session was given to every meeting, it did not have any impact on the download that happened.

The second most popular e-meeting application was "Google Meet" by the popular search-engine company Google.

The maximum time limit of 40 minutes on zoom became a barrier to its growth, people wanted an app that would not restrict their meeting by time, the best one amongst the available options was Google meet. The Google meet did not restrict its use by time. It could be used for an unlimited period. This option made most of the customers switch to over zoom to Google meet.

The other e-meeting application which became popular during the period was-"Microsoft teams", it was a chat-based collaboration platform complete with document sharing, online meetings, and many more extremely useful features for business communications.

Microsoft Teams features make it stand out from other collaboration software:

- Teams are made up of channels, which are conversation boards between teammates
- All team members can view and add to different conversations in the General channel and can use functions to invite other members to different conversations, not unlike Slack.

- The basic chat function is commonly found within most collaboration apps and can take place between teams, groups, and individuals.
- Every team that uses Microsoft Teams will have a site in SharePoint Online, which will contain a default document library folder. All files shared across all conversations will automatically save to this folder. Permissions and security options can also be customized for sensitive information.
- Online meetings feature can help enhance the communications, company-wide meetings, and even training with an online meetings function that can host up to 10,000 users. Online meetings can include anyone outside or inside
- With audio conferencing, anyone can join an online meeting via phone. With a dial-in number that spans hundreds of cities, even users that are on the go can participate with no internet required.
- With its pro account or paid plans, the limit moves up to 24-hour duration. With Zoom, meetings can be recorded but saved to the local computer only.
- Zoom video conferencing app, which was founded in 2011 by Eric Yuan and launched in January 2013, gathered considerable popularity and became profitable in the following years. But it truly entered the public consciousness during the corona virus pandemic, with users under lockdown across the world turning to the app to stay in touch with others.
- The company went public in April 2019 with a valuation of close to \$16 billion. Stocks, initially priced at \$36, traded at \$65 on the first day of going public. According to the Business of Apps website, it saw a 30-fold rise in just the first six months of 2020.
- Yuan stated in a blog post that over May 2020, Zoom was seeing 200 million daily meeting participants. The figure had risen to 300 million in a month by June as compared to just 10 million users in December 2019. Among the new participants, were the UK Cabinet and 90,000 schools in 20 countries.
- Zoom generated \$2.6 billion revenue in 2020, a 317 percent year-on-year rise, with meeting participants soaring by 2,900 percent.
- As of December 2020, it had 4,70,000 business customers. Zoom's valuation exceeded \$100 billion during the pandemic, a 383 percent rise from January 2020. Last year, Zoom's annual

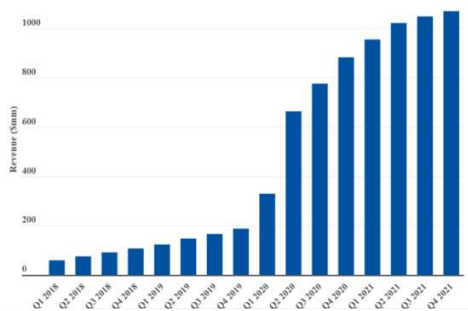
TO EVALUATE THE PROFITABILITY OF E-MEETING APPLICATIONS ZOOM

- One of the most used online video conferencing tools is Zoom, due to its easy-to-use functionality and good video and audio quality. Zoom allows a maximum of 100 participants, including the host, per meeting free of charge, but one can purchase the "large meeting" add-on to host up to 500 participants.
- With Zoom's free plan, unlimited calls, each up to 40-minute duration, can be made.

revenue was \$2.6 billion and profit \$671 million

- Zoom generated \$4 billion in revenue in 2021, a 53% increase in year-on-year
- Zoom was one of the fastest-growing apps of the pandemic; meeting participants increased by 2900%
- It has 191,000 enterprise customers as of February 2022
- Zoom's valuation exceeded \$100 billion during the pandemic, a 383% increase in its value in January 2020. It has since dropped back down to \$35 billion

ZOOM REVENUE



Other Interesting facts about Zoom

- Over 90,000 schools used Zoom at the height of the pandemic
- Zoom was downloaded 485 million times in 2020
- In 2020, over 45 billion minutes of webinars were hosted on the platform

Zoom annual revenue

Year	Revenue
2018	\$331 million
2019	\$623 million
2020	\$2.6 billion
2021	\$4.09 billion

Zoom profit

Year	Profit
2018	\$7 million
2019	\$21 million
2020	\$671 million
2021	\$1.06 billion

MICROSOFT TEAMS

- Teams are part of the Microsoft Office 365 bundle. There are both free and paid plans that allow a Microsoft customer to host meetings with up to 250 attendees and record them as well. Teams don't have any duration limitation for meetings.
- Microsoft Teams to encrypt data "in transit." They store it in a secure network of data centers and use Secure Real-time Transport Protocol for video, audio, and desktop sharing.
- Among other functionalities, there are provisions of screen sharing, integration with company apps, dial-in facility with the phone, grid view, and captions using speech-to-text technology in these video conferencing tools.
- Microsoft Teams saw an approximately four times rise in just five months -- from 20 million in November 2019 to 44 million in March 2020 and 75 million in April.

- According to digital experience management company Aternity, as published in Business of Apps, Microsoft Teams usage growth surpassed Zoom from February to June last year. From March to June 2020, Microsoft Teams notched an 894 percent growth. It added 95 million users in 2020. It currently has 145 million daily active users, including over 500,000 organizations, compared to 75 million last year
- According to Business of Apps, Microsoft Teams, along with Microsoft 365 and Dynamics, generated \$6.8 billion in revenue in 2020, a 700 percent increase year-on-year.

Microsoft Teams saw a huge uptick in users during the pandemic, rising from 20 million users in November 2019 to 44 million in March 2020, then 75 million by April. According to digital experience management company Aternity, Microsoft Teams usage growth surpassed Zoom from February to June.

Instead of Skype, Microsoft bundled most of its collaborative business software into Teams. In 2017, it shifted Classroom to Teams and announced it would discontinue Skype for Business. Additional features have been added since, making it an all-in-one communications platform for an organization of any size.

Microsoft Teams key statistics

- Microsoft added 95 million users in 2020. It was one of the fastest-growing apps of the pandemic
- It currently has 145 million daily active users, up from 75 million last year

- From March to June 2020, Microsoft Teams noticed 894 percent growth, more than Zoom
- Over 500,000 organizations use Microsoft Teams as their default messaging platform
- We estimate that Microsoft Teams generated \$6.8 billion in revenue in 2020, a 700 percent increase in year-on-year

Microsoft Teams revenue

Year	Revenue
2017	\$0.01 billion
2018	\$0.2 billion
2019	\$0.8 billion
2020	\$6.8 billion

Microsoft Teams users

Year	Users
2017	2 million
2018	8 million
2019	20 million
Q2 2020	75 million
Q4 2020	115 million
Q2 2021	145 million

OTHER IMPORTANT INFORMATION

- Microsoft Teams is available in 181 countries, in 44 languages
- Over 183,000 educational institutions are using Microsoft Teams
- Accenture, Continental AG, Ernst & Young, Pfizer, and SAP are among the companies with more than 100,000 active users.

GOOGLE MEET

- Google's video conferencing app Meet was specifically designed with business needs in mind as an easy-to-use interface

that can handle up to 250 people in an online meeting, depending on the Workspace subscription.

- The interface is fully integrated with other Google Workspace apps, like Google Calendar, that allow people to create and drop in and out of meetings quickly by just clicking a link.
- Google on March 3, 2020, announced that the enterprise functionalities of Meet were temporarily available to all Workspace, G Suite customers. Following this, all Google Workspace and Google Workspace for Education customers got their hosting cap raised to up to 250 participants per call and were able to record and live stream their video meetings. Also, there was no limit on the call duration.
- Meetings can be recorded with just two clicks. The captured audio, video, chat, and screen sharing activity are automatically saved to Google Drive. If the video meeting is created via Google Calendar, the recording will also be accessible through the Calendar entry.
- According to G Cloud, Google Meet is more secure than Zoom. Here messages are encrypted “in transit” that is between the user device and Google’s servers.
- As of May 2020, Meet’s peak daily usage had grown by 30 times since January, according to Google.

TO UNDERSTAND THE DISADVANTAGES OF E-MEETING APPS TO BOTH STUDENTS AND ACADEMICIANS.

The lock-down didn’t become a hindrance to the teaching-learning process

through the e-meeting applications. These applications gave a new diversion to online learning! But it carried its disadvantages with it to both the students as well as to the teachers. A few disadvantages are listed below:

OBSTACLES TO THE STUDENTS

- Online Learning May Create a Sense of Isolation: Everyone learns in their manner. Some students possess the ability to work independently, while others find comfort in their community on campus with easy access to professors or their fellow students. Which was not possible through online learning.
- Online student feedback is limited: E-Learning tends to struggle with student feedback. Students completing regular assessments become dissatisfied when they experience a lack of personalized feedback. The traditional methods of providing student feedback don’t always work in an E-Learning environment, and because of this, online education providers are forced to look towards alternative methods for providing feedback.
- Lack of communicational skill development in online students: developing the communicational skills of the students is an area often neglected during online lessons. Due to the lack of face-to-face communication between peers, students, and teachers in an online setting, the students might find that they are unable to work effectively in a team setting. Neglecting the communicational skills of the students will inevitably lead to many graduates who excel in

theoretical knowledge, but who fail to pass their knowledge on to others.

- Online instructors tend to focus on theory rather than practice. The problem is that a large portion of E-Learning training providers chooses to focus largely on developing theoretical knowledge, rather than practical skills. The reason for this is evident – theoretical lectures are considerably easier to implement in an online learning environment than practical lectures.
- E-Learning lacks face-to-face communication - A lack of any kind of face-to-face communication with the teacher will not give proper student feedback, causes social isolation, and could cause students to feel a lack of pressure.
- Online learning is inaccessible to the computer illiterate population- In India, despite the country being one of the major players in the world of E-Learning, there is still a large gap in computer literacy in the population. Until such gaps in society exist, online education will not be able to reach all citizens. Therefore, we must look at online learning as an addition, rather than as a replacement to traditional education.
- **Inability To Focus On Screens** - For many students, one of the biggest challenges of online learning is the struggle with focusing on the screen for long periods. With online learning, there is also a greater chance for students to be easily distracted by social media or other sites.

- **Technology Issues** - Another key challenge of online classes is internet connectivity. While internet penetration has grown in leaps and bounds over the past few years, in smaller cities and towns, a consistent connection with decent speed is a problem. Without a consistent internet connection for students or teachers, there can be a lack of continuity in learning for the child. This is detrimental to the education process.

OBSTACLES TO THE ACADEMICIANS

- No break – as an online class can be conducted from any place, the academicians were made to do classes even though it was a holiday by the government.
- Lesser pay – most of the colleges cut the pay to academicians during the lockdown days, even though the classes and meetings went on as per the schedule the payment of salary was lesser to academicians. The reason quoted for the same was that there is no commutation to the institution daily.
- Lack of training – initially when online classes were adopted the academicians were not trained properly to use the same, because of which there were many glitches faced by them.
- No interaction- the academicians are known for the interaction with students, this helps in the proper evaluation of the learning of students. As it is online learning, there is no such interaction with the students because of which the

learning of the students is not understood by the teachers.

- Learning assessment is difficult- the face-to-face interaction gives a clear picture of whether a student has learned a particular concept properly or not, their body language reveals the same. By which the concepts would be repeated by the teacher to student again. This is impossible in case of the online learning!

FINDINGS

- Academicians faced a lot of glitches during the beginning of the online mode of learning, whereas this was overcome by the fraternity very soon.
- Students also adapted to the new online-oriented classes easily, but because of this, absenteeism increased in the offline classes.
- E-meeting applications contributed to the continuous learning process of the schools and colleges
- With the adoption of the e-meeting app as a mode of communication, the popularity and profits of e-meeting companies increased, especially during the lockdown period.

SUGGESTIONS

- A hybrid model of teaching-learning is the best practice for academic activities, however, the academicians will have to balance the students and content suggested by the education board.
- When hybrid mode becomes part and parcel of the academic activities, then the absenteeism of the students can be monitored and avoided.

- The companies will have to work to bring in the sense of classrooms to the academicians, through the 'together-mode' which must become effective and popular.

CONCLUSION

It can be concluded that during the phase of pandemic only online or only offline will not help the students in their overall development. It is important to have a blended mode of learning for students so that they can adapt themselves to any changes that are posed by the external environment. These techno-oriented students will learn better if there is a proper mixture of online and offline. It was academicians who made these e-meeting applications popular by bringing them into the teaching-learning process. Despite the hardships, they managed to learn the technology and adopted the same in their academic activity, which contributed to the wealth creation of the companies.

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IMPACT OF GST ON THE CONSISTENT PROFITABILITY OF SPINNING MILLS – A STUDY WITH REFERENCE TO PRE AND POST COVID-19 PERIOD

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ABSTRACT

In 2020 COVID- 19 was play a predominant role in the world, this crisis not only affects the humans' life but also affects all the industrial process by terribly, industries were not able overcome from this predicament with ease and the world economy was changed into adversely. Hence the countries government has been taken necessary steps to reduce the burden for the affected peoples like India. In India textile industry is a prominent sector after agriculture. It contributes 5% to the GDP; it creates more employment opportunities by directly and indirectly. Tamil Nadu textile contribution towards overall textile production of the nation is 35% and it's also called as "YARN BOWL". Implementation of Goods and Services Tax is a revolutionary step towards indirect tax structure of the nation; this system creates many changes in all over industrial sectors. The present study has analysed the impact of GST on the consistent in profitability of textile in Tamil Nadu in before and after pandemic period, data were collected from Money control website and examined by using Mean, Standard Deviation and Coefficient of Variation.

Key Words: COVID-19, GST, Textile industry, Consistent Profitability.

INTRODUCTION

In the world from the past two years pandemic crisis ruled over the world; it creates dynamic changes in the world economy and also changes in the day to day life of the people. Most of the countries have announced lockdown in their nation to stop the level virus spreads like India. In India the government has declared the full lockdown for 2 months for the industries which affects the whole production process throughout the nation and also government has extended the lockdown period based on the tempo of virus spread.

In Indian textile garments sector Tamil Nadu play significant role it is called as "YARN BOWL" of the India and it

provides 35% of spun yarn to the Nation's production.³

STATEMENT OF THE PROBLEM

In the pandemic period many industries have been affected, this paper studies the impact of GST on the consistent profitability of spinning mills during pre and post pandemic period. The textile industry is enlarged sector after agriculture; it helps to enhance the nation's economy. Profit is one of the main aims for the any industry to retain their business in successful way but the level of consistency in profitability may changed due to GST regime and pandemic period. Hence this study is a needful to analyze the consistent profitability of spinning mills.

RESEARCH QUESTION

Based on the statement of the problem the following query posed for the study

- Is there any impact of GST on the consistent profitability of spinning mills before and after COVID-19?

REVIEW OF LITERATURE

The related literature with respect to impact of COVID-19 on MSME, Textile and Fashion industry is described below

Dr.Arundhathi Roy Bishwa Bhushan (2020) examined “Impact of COVID-19 on GST A Special Reference To MSME Sectors with the aim to study the effective of current pandemic on GST related to MSME sectors. This study also suggested to the government should reduce the restrictions to MSME sectors to overcome from the financial crisis, introduced policy to reinforcement the MSME sector and they have concluded these steps help the affected industries from the pandemic impact.

Dr,Maithili NAIK,& Gajanan B.Haldankar (2021) have found that at the initial stage of lock down the collection was decreased it's a big issue for the government and penalties related with GST payment process were put off. Hence the study has concluded first COVID -19 wave was a

terribly affects the industries that's why GST collection was too low in this period.

OBJECTIVE OF THE STUDY

- To study the impact of GST on the consistent profitability of spinning mills before and after COVID-19.

RESEARCH METHODOLOGY

This study was based on secondary sources and period covered four financial years consist of 2017 to 2021. Top ten listed spinning mills of Tamil Nadu selected for the study. Mean, Standard Deviation and Coefficient of Variation tools were used to analyse the data

ANALYSIS AND INTERPRETATION

The impact of GST on the consistent profitability of spinning mills before and after COVID-19 analyzed in three dimensional views.

- Consistency in Net profit Ratio
- Consistency in Return on Capital Ratio
- Consistency in Return on Asset Ratio

CONSISTENCY IN NET PROFIT RATIO

The Net Profit ratio established the relationship between Net Profit and Net Sales. The profit margin is indicative of the management's ability or inability position of the organization to operate the business with sufficient achievement

TABLE 1
CONSISTENCY IN NET PROFIT RATIO

S.No	Name of the Company	Before Pandemic			After Pandemic		
		MEAN	SD	CV	MEAN	SD	CV
1	Ambika Cotton Mill	10.03	0.57	5.71	9.55	1.65	17.33
2	Amarajothi	6.54	0.35	5.41	7.72	2.92	37.85
3	Lambodhara	3.945	0.54	13.80	6.44	3.56	55.27
4	Super Sales	3.79	2.52	66.52	2.78	0.73	26.25
5	Sambandam	1.95	0.25	12.66	2.34	1.63	69.95

6	Maris	1.31	0.71	53.98	2.31	5.74	-248.56
7	Salona Cotspin	1.605	0.54	33.92	1.83	1.22	67.03
8	Srinatchiammai	0.26	0.27	103.35	-0.17	0.71	-415.95
9	Bannari Amman	1.375	0.78	57.08	-0.6	0.88	-146.14
10	Rajapalayam	6.75	0.08	1.26	-2.32	5.81	-250.77
Overall Average		3.75			2.99		

Source: moneycontrol.com

Values in the Table represented as percentages.

Consistent Net Profitability of Spinning Mills Before Pandemic (2017-2019)

Net profit ratio of ten spinning mills under this study has been compared in the table. Before COVID-19 in the year **2017 - 2019**, the overall average is 3.75. Ambika cotton mill shows the highest mean value of 10.03 whereas Srinatchiammai spinning Mills Co. Ltd shows the lowest mean value of 11.71. The co- efficient of variation of Net profit ratio ranges between 103.35 and 1.26 percent. The highest co-efficient of variation is found in Srinatchiammai spinning mill and the lowest co-efficient of variation is found in Rajapalaym mills.

The result based on consistent net profitability revealed that the Rajapalayam mill in top position, Ambika cotton mill and Amarajothi mill is in 2nd and 3rd position respectively. Srinatchiammal spinning mill consistency level is in last position.

Consistent Net Profitability of Spinning Mills After Pandemic (2019-2021)

Net profit ratio of ten spinning mills under this study has been compared in the table before COVID-19 in the year 2017 - 2019, the overall average is 2.99. Ambika cotton mill shows the highest mean value of 9.55 whereas Rajapalayam Mills shows the lowest mean value of -2.32. The co-efficient of variation of Net profit ratio

ranges between -415.95 and 1.26 percent. The highest co-efficient of variation is found in Srinatchaiammal spinning mill lowest co-efficient of variation is found in Ambika cotton mill.

Impact of GST on the Consistent Net Profitability of Spinning Mills Before and After COVID-19

The result based on consistent net profitability revealed that the Ambika cotton mill in top position, Super Sales and Amarajothi mill is in 2nd and 3rd position respectively. Srinatchiammal spinning mill consistency level is in last position. In nutshell, the Ambika cotton mill stands in the top most position on the basis of Consistent Net profit before and after COVID -19. The least co- efficient of variation found in Srinatchiammal spinning mill before and After COVID-19.

CONSISTENT IN RETURN ON CAPITAL EMPLOYED

This is help to evaluate the relationships between firm's profitability and capital efficiency and helps to the management to predict the future profit from the investments; future policy regarding investment decisions. This ratio is expressed the firm earnings from its operations before interest on debt or tax.

TABLE 2
CONSISTENT IN RETURN ON CAPITAL EMPLOYED

S.No	Name of the Company	Before Pandemic			After Pandemic		
		MEAN	SD	CV	MEAN	SD	CV
1	Ambika Cotton Mill	18.65	0.33	1.78	15.51	1.24	7.98
2	Amarajothi	13.64	4.11	30.13	11.52	0.20	1.72
3	Lambodhara	15.46	3.37	21.82	13.80	1.63	11.79
4	Super Sales	6.16	2.20	35.73	7.49	0.13	1.70
5	Sambandam	12.20	1.07	8.81	11.08	4.16	37.61
6	Maris	19.13	1.71	8.95	19.91	21.45	107.75
7	Salona Cotspin	15.36	0.21	1.38	19.06	6.06	31.80
8	Srinatchiammai	9.35	0.33	3.56	8.24	0.18	2.15
9	Bannari Amman	12.71	2.54	19.98	10.73	2.31	21.48
10	Rajapalayam	8.84	0.64	7.28	2.68	2.31	86.01
	Overall Average	3.75			2.99		

Source: moneycontrol.com

Consistent Net Profitability of Spinning Mills Before Pandemic (2017-2019)

Table 2 shows that the Return on Capital Employed ratio of ten spinning mills under this study before COVID-19 in the year 2017 - 2019, the overall average is 3.75. Maris spinning mill shows the highest mean value of 19.13 while Super Sales spinning Mills shows the least mean value of 6.16. The co-efficient of variation of Net profit ratio ranges between 35.73 and 1.38 percent. The highest co-efficient of variation is found in Super Sales spinning Mills shows the least and least co-efficient of variation is ascertained in Salona Cotspin

The table 2 revealed that the consistency in Return on Capital Employed is found in Salona Cotspin, Ambika cotton mill and Srinatchiammal spinning mill is in 2nd and 3rd position respectively. Super Sales spinning position is least

Consistent Profitability in Return on Capital Employed of Spinning Mills After Pandemic (2019-2021)

Return on Capital Employed ratio of ten spinning mills under this study has been compared in the table after COVID-19 in the year 2019 - 2021, the overall average is 2.99. Maris spinning mill shows the highest mean value of 19.91 although Rajapalayam Mills shows the lowest mean value of 2.68. The co-efficient of variation of Return on Capital Employed ratio ranges between 107.75 and 1.70 percent. The highest co-efficient of variation is found in Maris spinning mill and the lowest co-efficient of variation is found in Super Sales spinning mill.

Impact of GST on the Consistent Profitability in Return on Capital Employed of Spinning Mills Before and After COVID-19

The result of consistent in Return on Capital Employed revealed that the Maris spinning mill position is top position in before pandemic after pandemic the industry consistency level is in least position, Super Sales and Amarajothi mill is in 2nd and 3rd

position respectively. In concise, the Ambika cotton mill stands in the top most position on the basis of Consistent Net profit before pandemic after pandemic the company position is in 4th place. Super Sales spinning mill consistency level is increased in post pandemic compared with pre pandemic. Maris spinning mill shows consistency in Return on Capital Employed is high in before pandemic period after

pandemic the company consistency level position.

CONSISTENT IN RETURN ON ASSET RATIO

The profitability position can be measured by the relationship between net sales and assets. This ratio helps to the organization to found the intensity of utilization of its assets

TABLE 3
CONSISTENT IN RETURN ON ASSET RATIO

S.No	Name of the Company	Before Pandemic			After Pandemic		
		MEAN	SD	CV	MEAN	SD	CV
1	Ambika Cotton Mill	10.56	0.36	3.42	9.57	1.74	18.18
2	Amarajothi	5.54	1.12	20.17	5.80	1.52	26.23
3	Lambodhara	5.69	0.71	12.43	6.48	1.60	24.66
4	Super Sales	2.62	1.57	59.92	2.11	0.02	1.01
5	Sambandam	1.86	0.40	21.29	1.97	1.44	73.22
6	Maris	1.87	1.07	57.25	2.36	7.54	320.37
7	Salona Cotspin	2.18	0.52	24.00	2.94	2.18	74.08
8	Srinatchiammai	0.36	0.36	101.58	-0.18	0.83	-463.55
9	Bannari Amman	1.20	0.74	62.13	-0.55	0.79	-143.99
10	Rajapalayam	4.27	1.28	30.01	-1.06	2.45	-232.57
Overall Average		3.61			2.94		

Source: moneycontrol.com Values in the table represented as percentages

Consistent Profitability in Return on Asset ratio of Spinning Mills Before Pandemic (2017-2019)

Return on Asset ratio of ten spinning mills under this study has been compared in the table before COVID-19 in the year 2017 - 2019, the overall average is 3.61. Ambika cotton mill shows the highest mean value of 10.56, though Srinatchiammai spinning Mills 0.36. The co- efficient of variation of Net profit ratio ranges between 101.58and 3.42 percent. The highest co-efficient of variation is found in Srinatchiammai spinning mill and the lowest co-efficient of

variation is found in Super Sales spinning mill.

The result based on consistent profitability from return on assets ratio revealed that the Ambika cotton mill is in top position, Lambodhara amd Amarajothi mill is in 2nd and 3rd position respectively. Srinatchiammal spinning mill consistency level is in last position.

Consistent Profitability in Return on Asset ratio of Spinning Mills After Pandemic (2019-2021)


Return on Asset ratio of ten spinning mills under this study has been compared in

the table after COVID-19 in the year 2019 - 2021, the overall average is 2.94. Ambika cotton mill shows the highest mean value of 9.57 although Rajapalayam Mills shows the lowest mean value of -1.06. The co-efficient of variation of Return on Capital Employed ratio ranges between-463.55 and 1.70 percent. The highest co-efficient of variation is found in Srinatchiammal spinning mill and the lowest co-efficient of variation is found in Super Sales spinning mill. Consistency of Return on asset of Ambika cotton mill position is in top position pandemic, Lambodhara and Amarajothi mills position was in 2nd & 3rd position respectively in pre pandemic and Srinatchiammai spinning mill consistency level is in lowest position.


Impact of GST on the Consistent Profitability in Return on Capital Employed of Spinning Mills Before and After COVID-19

The result of consistent in Return on Asset revealed that the Ambika cotton mill stands in the top most position on the basis of Consistent in Return on Asset before pandemic after pandemic the company position is in 2nd place. Amarajothi and Amarajothi mill is in 2nd and 3rd position respectively. Consistent profitability of Return Asset of Srinatchiammai spinning mill is in least position in both pre and post pandemic periods. In crisp, Super Sales spinning mill consistency level is increased in post pandemic compared with pre pandemic.

SUGGESTION

 The Ambika cotton mills consistent profitability level was superior while

compared with others; hence the company should continue their existing techniques to retain their position.

 Srinatchiammai spinning mill should take an essential steps to increase the net profit ratio and enhance their disaster management ability.

CONCLUSION

The present study of impact of GST on consistent profitability of selected Spinning in Tamil Nadu was analysed in pre and post pandemic period (2017-2021). The study explored that consistent profitability Ambika cotton mill was excellent. The consistent profitability Rajapalayam, Srinatchiammai mills yet to the improved. The government has announced initiatives to help the industries for it their future progress such as PLI scheme, export promotions scheme and tax relaxation for them. The study revealed that the government schemes absolutely help the spinning mills to overcome and to attain sustainable development.

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AGRICULTURAL EXPORTS: OPPORTUNITIES & GROWTH

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ABSTRACT

India's agricultural culture and diverse regional climate have made significant contributions to the global food basket. Indian curries, spices, snacks and mangoes are known all over the world for their excellent quality. India exports lots of agricultural products like Bananas, Potatoes, Fresh Flower, Dried Flower, Vegetable Seeds, Fruit Juices and Confectionery, Jelly, Ready to Eat (Ethnic Food), Personal Quick Frost, Cereal Products, Pork, Poultry, Dairy, Drumstick, Millet and Millet Products, Potato Scales / Powder, biscuits, wine, organic products. Total exports of agricultural products from March 2020 to February 2021 were US \$ 17.19 billion. The Agricultural Export Policy (AEP) was introduced in December 2018 by the Department of Commerce (DoC). Promoting high value and value added agricultural exports including export basket, diversification of targets and focus on perishable goods. Argentina, Australia, Brazil, China, Egypt, France, Germany, Hong Kong, Italy, Japan, Netherlands, New Zealand, Oman, Philippines, Qatar, Russia, Singapore, South Korea, Sri Lanka, UK. These are the countries that are exported. According to this government, the federal government can control the distribution of certain food items in extraordinary circumstances (such as war and famine). The government should pursue targeted GI registration, stakeholder negotiations and its concerted efforts to secure the GI mark. Marketing our best products as "Make of India", accelerating advertising and investing in the GI of our unique products will drastically increase our exports.

Keywords: Agricultural export, Agricultural opportunities, Agricultural Growth, Agricultural Policy.

INTRODUCTION

India's agricultural culture and diverse regional climate have made significant contributions to the global food basket.

Indian curries, spices, snacks and mangoes are known all over the world for their excellent quality.

The mandate of the EP (Agri) Division is to contribute to the formulation of export policy for agricultural products and to facilitate and improve the export of

agriculture and allied products (except horticultural crops - tea, coffee, rubber and spices and seafood). The division also deals with SPS (Sanitary & Phytosanitary) & TBT (Technical Barriers to Business) issues in agricultural export and biotechnology matters.

The Division also deals with meetings of the Inter-Ministerial Committee chaired by the Secretary (DFPD) and the Committee of Secretaries, which regularly

convene to review the prices of essential commodities. Secretary of Commerce is a member of both committees. The Division announces the import policies of pulses as per the decisions taken by IMC and CoS.

OBJECTIVES

The primary objective of this paper is to explore the agricultural export opportunities in India and discuss the key measures taken during COVID pandemic to promote agricultural export.

GLOBALLY, INDIA IS A LEADER IN THE FOLLOWING FOOD SEGMENTS

- Total exports of agricultural products from March 2020 to February 2021 were US \$ 17.19 billion.
- In April 2021, grape exports were US \$ 47.36 million
- In FY21, grape exports were US \$ 313.61 million.
- In April 2021, India exported US \$ 17.73 million worth of pulses and US \$12.63 million worth of dairy products.
- In FY21, India exported US \$ 284.23 million worth of pulses and US \$ 201.15 million worth of dairy products.
- At FY21, natural honey exports were US \$ 79.33 million.
- In April 2021, India exported US \$ 13.01 million worth of natural honey.
- India is the largest milk producer in the world. Milk production in the country is expected to reach 270 million metric tons (MMT) by 2024.

- India has the highest number of buffaloes in the world (109.8 million by 2020).

AGRICULTURAL PRODUCTS EXPORTED FROM INDIA HIGHLIGHTS

- In FY22 (up to May 2021), India exported US \$ 616.96 million worth of basmati rice, US \$ 1.05 billion worth of non-basmati rice and US \$ 594.76 million worth of buffalo meat.
- In FY21, India exported US \$ 4.02 billion worth of basmati rice, US \$ 4.81 billion worth of non-basmati rice and US \$ 3.17 billion worth of buffalo meat.
- In FY20, India exported US \$ 4.37 billion worth of basmati rice, US \$ 3.20 billion worth of buffalo meat and US \$ 2.02 billion worth of non-basmati rice.
- Indian agriculture / horticulture and processed foods are exported to more than 100 countries / regions, leading to the Middle East, Southeast Asia, the SAARC countries, the European Union and the United States.

THE GOVERNMENT OF INDIA HAS INTRODUCED THE FOLLOWING EMERGENCY LAWS TO IMPLEMENT REFORMS IN THE AGRICULTURAL SECTOR AGRICULTURE EXPORT POLICY

The Agricultural Export Policy (AEP) was introduced in December 2018 by the Department of Commerce (DoC) with a focus on agricultural export-oriented

production, export promotion, price improvement for farmers and synchronization with government policies and programs.

Awareness raising among farmers, exporters and other stakeholders involved in the region is paramount to expedite agricultural export policy. To this end, APEDA conducted state-wide awareness programs on agricultural export policy on January 8, 2019 in Delhi, February 2, 2019 in Pune and February 13, 2019 in Guwahati. This has made the various stakeholders more aware of the implementation of the agricultural export policy.

OBJECTIVES OF AEP

Promoting high value and value added agricultural exports including export basket, diversification of targets and focus on perishable goods.

Provide an organizational framework for pursuing market access, overcoming barriers, and addressing health and plant health concerns.

Helping farmers to take advantage of export opportunities in the international market.

To promote exports of new, domestic, organic, ethnic, traditional and non-traditional agricultural products.

EXPORT POTENTIAL PRODUCTS

Bananas, Potatoes, Fresh Flower, Dried Flower, Vegetable Seeds, Fruit Juices and Confectionery, Jelly, Ready to Eat (Ethnic

Food), Personal Quick Frost, Cereal Products, Pork, Poultry, Dairy, Drumstick, Millet and Millet Products, Potato Scales / Powder, biscuits, wine, organic products. Furthermore, a report was recently compiled for the analysis of the proposed challenges and interventions for 20 potential export products for deeper penetration in increasing exports.

EXPORT POTENTIAL COUNTRIES

Argentina, Australia, Brazil, China, Egypt, France, Germany, Hong Kong, Italy, Japan, Netherlands, New Zealand, Oman, Philippines, Qatar, Russia, Singapore, South Korea, Sri Lanka, UK .

AGRICULTURAL & PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA):

The Agriculture and Processed Food Export Development Authority (APEDA) was established by the Government of India in December 1985 under the Agriculture and Processed Food Export Development Authority Act passed by Parliament.

The Act (2 of 1986) came into force on 13 February 1986 through a notification published in the Gazette of India.

Provides financial assistance for the development of floriculture and export infrastructure, quality improvement and market development for the promotion and export of more than 700 planned products under a wide range of categories such as

seeds, fruits and vegetables, processed foods and vegetables, animal products and grains. Payment lines in 8 digit HS code.

IMPLEMENTATION OF AGRICULTURE EXPORT POLICY

APEDA has adopted a centralized approach to the effective implementation of the Agricultural Export Policy (AEP). APEDA has been holding a series of meetings and taking various initiatives to implement the Agricultural Export Policy.

This handbook details the progress APEDA has made so far in implementing the Agricultural Export Policy.

The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Ordinance, 2020

This ordinance would allow interstate and interstate trading of farmers' produce beyond the physical premises of APMC markets and prohibit state governments from levying market fees, cess or taxes outside APMC areas

The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Ordinance, 2020

This government will provide the framework for agricultural contracts and protect and empower farmers to engage with agribusinesses, processors, wholesalers, exporters or large retailers.

KEY MEASURES TAKEN DURING THE COVID-19 PANDEMIC

ED APEDA / Commodity Boards have set up a 24-hour Emergency Response

Unit to assist exporters with difficulties such as relocation of goods / trucks / workers, certification, laboratory test reports and sample collection during COVID-19 locking (2020). During the first week of Lockdown, the cell received 1,000 calls reporting various challenges experienced by exporters, which were resolved by engaging with relevant authorities — state administration, customs, ports, and shipping.

In the absence of international trade fairs between Tal Covid-19, APEDA has set up an internal platform to host virtual trade fairs (VTFs) connecting Indian exporters and importers.

ED APEDA has opened regional / extension / project offices in Chennai, Chandigarh, Ahmedabad, Kochi and J&K, an expansion office in Bhopal and a project office in Varanasi to assist exporters across the country.

THE ESSENTIAL COMMODITIES (AMENDMENT) ORDINANCE 2020

According to this government, the federal government can control the distribution of certain food items in extraordinary circumstances (such as war and famine).

The 2020 Amendment removes restrictions on the availability of certain essential commodities. It provides that the federal government can control the supply of food only in extraordinary circumstances such as war, famine, exceptional price rises and severe natural disasters.

MARKETING AND PROMOTION OF “BRAND INDIA”

Partners have suggested creating separate funds to market organic, value-added, ethnic, GI, regional specific and branded products. It is recommended to create marketing campaigns for individual fruits or products like "Wonderful Boom" and "Bananas of India".

These funds will be primarily used for sustainable communication campaigns in the form of branding bits across key target markets. It should use digital and traditional media platforms.

The government should pursue targeted GI registration, stakeholder negotiations and its concerted efforts to secure the GI mark. Marketing our best products as "Make of India", accelerating advertising and investing in the GI of our unique products will drastically increase our exports.

In order to provide a platform for SHGs / FPOs / Cooperatives / Craftsmen's, the Agricultural Export Policy proposes to establish a mechanism for the integration of all trusted self-help groups, FPOs, cooperatives, certified private processors and traders through a public-private partnership mechanism. Possibility to create a portal.

The initiative includes the provision of an e-commerce platform for direct linkage of farmers' cooperatives and producer associations for export connectivity.

CONCLUSION

Agricultural processing and agricultural exports are of great importance, especially

as India has a significant (8-18%) post-harvest losses. Poor post-harvest management and lack of cold chain and processing facilities are the reasons. Instead of wasting products, a well-thought-out export system will help reduce losses and generate revenue for the country.

A key component of 'Make in India' should be 'Back in India', which means value addition and renewed focus on processed agricultural products. Properly supported by infrastructure, institutional backups, packaging and freight transport and linked to domestic production with market access, agricultural exports can revolutionize the agricultural economy.

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DIGITAL BUSINESS MODELS IN INDIA

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ABSTRACT:

Indian Economy is one among the fastest growing economies within the world and it also strengthening its roots in digitalization. During this paper we summarize what's digital business model, its 5 characteristics, 11 sorts of Digital business models, a way to choose the business models in future, and pros and cons of digital business models. Digital Business is playing a job of driving factor of Indian Economy. Through this study able to know what are all the challenges we are visiting face during this digital business world and though types we'll able to find what variety of digital business model will suit for us to decide on the proper models.

KEYWORDS: (Digital, online retailing, digital development, customers' needs)

INTRODUCTION

Digitalization is becoming a vital role nowadays. Digital transformation **changes the way an organization operates**. Systems, processes, workflow, and culture are all part of this process.

This transformation affects each level of an organization and brings together data across areas to work together more effectively. It **improves operational efficiency and productivity**.

It opens the door to new business opportunities and revenue streams, enabling the creation of new products and services. It increases the speed of response to changes in demand in the market.

Digital technologies have advanced more rapidly than any innovation in our

history – **reaching around 50 per cent of the developing world's population in only two decades and transforming societies**. By enhancing connectivity, financial inclusion, access to trade and public services, technology can be a great equalizer.

OBJECTIVES

- The objective of this study is to make yourself upgrade with digitalization in this digitized world.
- Through the types of business model you can learn how to grow up your digital business and attract the customer.
- This study will tell us the tricks and strategies to develop or start a new digital business.

MEANING

A digital business model is a form of creating value based on the development of customer benefits using digital technologies. The aim of the digital solution is to generate a scientific advantage for which customer are willing to pay.

The development of DBM is an important task for companies being confronted with digitalization and digital disruption. The mere extension of an existing analogue business model by a digital component is a preliminary stage, but not an independent digital business model. (Example: online of goods from a stationary retailer.)

CHARACTERISTICS OF DIGITAL BUSINESS MODELS

Digital business models on the other side have certain characteristics that help to distinguish them from digital offerings:

1. The value is created using digital technologies

When the worth proposition of the offered service is (solely) supported digital technologies, then we've got one big indicator for a digital business model. Amazon, Ali baba, Facebook, Google, etc. wouldn't be possible without the utilization of the net.

2. Digital business models are new to the market

One of the most effective examples is that the difference between

digital offerings and digital business models. after you are reading your energy consumption via an app, then it's a digital offering of your electricity provider. once you order transportation via an app that matches your request with a driver, then this is often a digital business model.

3. Digital customer acquisition and distribution

To become a customer and to use a service you wish to use digital channels. Digital business models are sometimes solely supported digital channels. this can be especially important for business models that depend upon early on-boarding (Freemium Model) or on marketplaces (e.g. Amazon puts advertisements once you search online).

4. USP is created digitally:

When the customer is willing to get your services and offerings which are created online, then there's a powerful indicator of a digital business model because the customer value may be created digitally and also monetized.

5. Optimal digital employee experience

A good digital employee experiences improves productivity, reduces information overload, makes information readily available to assist customer-facing staff inform customers, supports innovation and agility, and helps to retain the simplest talent.

TYPES OF DIGITAL BUSINESS MODEL

11 types of business models they are given below;

- The experience model
- The subscription model
- The free model
- Access - over- ownership model
- Ecosystem model
- On - demand model
- Freemium model
- Market place model
- Open – source model
- Hidden revenue generation model
- E – commerce model

THE EXPERIENCE MODEL

Adding an experience to the products that may be impossible without digital technologies. One example is UBER is one among the most effective case studies because it shows exactly what you wish to try to do so as to supply an impressive customer experience. People at Uber have identified all the pain points people faced while hailing a cab- and that they eliminated them one by one. No more painstaking anticipation while anticipating your cab because you recognize exactly where your ride is at any time and the way much it takes until it's there.

Moreover, enabling ratings for both users and drivers may be a way of ensuring that their services will always meet their clients' and their partners' expectations. Drivers only discuss with you if

you're within the mood for conversations and a few of them even give you something sweet along the way. In-app mastercard payment is additionally a plus, on condition that fewer and fewer people carry cash on them.

THE SUBSCRIPTION MODEL

In India, big traditional companies are showing resistance towards the subscription model, but the success of new-age start ups is forcing them to re-think their strategy. India is ripe and growing market with huge opportunities for subscription-based models. The evidence is correct here – the quantity of companies launching subscription-based services, the increasing size of the market, traditional companies starting their own D2C small teams, which are acting on agile and customer-centric frame of mind. No wonder these teams accommodates experienced professionals from young subscription-based brands, entrepreneurs and e-commerce companies.

We all know Netflix or office 365. These products are good samples of the classical subscription model. There the user gets access, updates, services, etc., on a monthly / annual basis. The subscription model is very used for content, software, and membership. we will also add amazon prime, Disney + hotstar, and also other TV channels apps or websites.

THE FREE MODEL (ad-Supported model)

Everyone knows the “free” business model because it is employed by two of the foremost famous companies within the world. Google, also as Face book, are good samples of the way to make use of the ad- supported and free business model. the thought behind this business model is to supply a service at no cost and therefore the use becomes then the merchandise that's being sold. within the case of Google and Face book, every user who is using the services is giving valuable information about himself. With this data, it's then easy to display ads that the businesses can purchase and target specific users.

ACCESS-OVER-OWNERSHIP MODEL

This is all about “sharing” but during a business way. this method allows you to get a product, service, or offering for a group amount of your time without really owning it. this will be renting a car (e.g. Zip car), renting an apartment (e.g. Airbnb), or maybe industrial machinery.

This was one among the foremost disruptive business models because of the implications it had on ownership and therefore the resulting revenues you'll be able to generate. A car could suddenly be an income stream rather than just generating costs.

ECOSYSTEM MODEL

Digital ecosystems are one among the foremost complex but also the

foremost powerful digital business models at the instant. Ecosystem orchestrators like Amazon, Alibaba, Google, Apple, Tesla, and lots of more are leveraging the customer with different services across different platforms. With the knowledge and also the data, they'll then upsell on existing customers and attract new ones because of the “vendor lock-in” effects their ecosystems create.

Junk consider what services you're using from Google, Apple, Amazon, Alibaba, etc., and the way hard it'd be to go away their digital ecosystem. This lock-in effect is additionally an enormous driver for future revenues. But you don't should be an ecosystem orchestrator, could also be you're a user of ecosystems otherwise you supply modules to an ecosystem. a decent example of a modular provider is PayPal, which enables seamless payment to several different digital business models and ecosystems.

ON- DEMAND MODEL

Similar to the “access-over-ownership” is additionally the on-demand business model. during this case, it's not a physical product or a service. On – demand works for examples via online video stores, where you get the proper to consume a video for a specific period of your time (Amazon video, Apple TV , etc.).

We also see the on-demand model within the “gig-economy”. this can be an example where you book a consultant and you get automatically charged looking

on how long you wish help. (Up work, Up counsel, etc.)

FREEMIUM MODEL

Especially within the software world, this can be one in every of the foremost commonly seen digital business models. Users get free access to a basic version (free) of the merchandise which is generally limited in some ways. If the user wants to use more features or resources, then they need the choice to upgrade to the paid version (Premium).

A good example is Spotify. Everyone can use the service at no cost (and get advertisements) but after you want more features and better quality, then you wish to pay a monthly subscription. This can be also a good example, that different business models may be mixed.

MARKET PLACE MODEL (Peer-to-peer, two-sided marketplace)

The two-sided marketplace are a few things we see very often on the web. The sellers and therefore the buyers use a third party platform to trade their goods and services. This marketplace can involve services (Uber, Upwork, etc.) or also products (eBay, Etsy, Amazon).

The largest issue with this business model is its complexity and dynamics. If you don't have sellers you may never attract buyers, if the buyers don't find sellers, you may lose the buyers. So, a two-sided platform must carefully scale demand and

provide at the identical time to stay each side attracted.

OPEN –SOURCE MODEL

Firefox is one in every of the foremost successful open-source examples. The software is liberated to download, liberated to use, and open for the community worldwide to contribute. Because it's free and lots of individuals contribute it spreads fast and frequently also gets lots of (free) resources to enhance the software. The business model behind Firefox is generating royalties and partnerships from search engines.

Open source itself isn't necessarily a business model, as you may not be ready to leverage the software for a sustainable business model. Red Hat gives out the Linux-Distribution free and later then earns money from training, services, and hosting of the software.

HIDDEN REVENUE GENERATION MODEL

Sometimes the revenue generation isn't always visible for the purchasers initially sight because of data collection and analysis, there could be other value streams possible. As we saw with the Mozilla example, where the open-source browser gets revenues from royalties to incorporate different search engines, we all know that there may be hidden business models behind platforms and digital services.

For companies it's vital to comprehend what the potentials are and if there are further possibilities to leverage an existing

business model with another one to come up with additional incomes. But hidden revenue generation can even back fire, especially when managing data and with unaware customers. Cambridge Analytical was a good example of such a backlash which led to severe consequences for both companies.

E-COMMERCE MODEL

One of the primary and far and away most successful companies to sell physical products via a web shop and e-commerce business model was Amazon. By today it's also the best-known business model on the online and it's possible to shop for almost everything on the web today.

In contrary to a marketplace model, which is Amazon today too, pure E-Commerce models are supported a one-sided sales approach. a corporation is selling its own stocks to customers.

CHOOSING THE RIGHT BUSINESS MODEL

It is always the solution where you have got no direct answer. So what's the best/right/most profitable/most successful business model? – Well ... IT DEPENDS

Every business must see what reasonably offers they require to own and where they require to optimize. Two-sided marketplaces are extremely complex and take longer to grow, Freemium is widely adapted and might be combined with Ad-supported business models as we saw with Spotify and digital ecosystems may well be the foremost complex and highest risk business models because it involves massive

investments, big user-base and also the orchestration of the many partners and streams.

When brooding about new business models it'd always be good to give some thought to the customer and also the unique value proposition you wish to own. Be sure that you just don't seem to be over thinking it and better keep it clean and simple rather than involving too many business. Especially for platforms, market places, and digital ecosystems, it's important to notice that immediate monetization might hinder the expansion and might cause a supply/demand gap. Sometimes digital business models need a critical mass and a critical base to leverage a monetization model and so need quite it slow and investment before they'll even start generating revenues. This can be why there are 2 different strategies:

For earlier/faster monetization it's, therefore, better to appear at Freemium, E-Commerce, or Subscription models. They're easier because the supply-side is already fixed/can be better controlled, you'll be able to generate direct incomes and may only target generating the demand side.

Business models which are more long-term and network effect-driven, are usually double-sided platforms, double-sided marketplaces and particularly digital ecosystems. They have to grow for a protracted time before monetization is sensible and thus have a protracted financing gap, which must be overcome. But on the

long-run they could financially outgrow other businesses as they use the network effect, you'll call it the "the winner takes it all"-effect, to dominate a market thanks to the scale and reduce the doorway of recent competitors as they first would wish to catch up. (Example, Facebook and Google+ – Facebook already took the market and Google had no chance with their social media platform thanks to the network effect).

PROS OF DIGITAL BUSINESS MODEL

- A good business models gives the company a competitive edge in the industry.
- A strong business model provides the company good reputation in the market place encouraging the investors to remain invested in the company.
- Making the business model strong leads to an ongoing business profit leading to increase in cash reserve and new investments.
- Proven business model brings a financial stability in the organization.

CONS OF DIGITAL BUSINESS MODEL:

- Once a business model is formed, then it restricts to implement new ideas for the merchandise.
- Creating a business model is time consuming as lot of things must be considered.
- There can be an opportunity that business model may prove to be inaccurate.

Apart from the disadvantages, business model is mandatory to be prepared before starting of a replacement project.

CONCLUSION

Now a days Digital India term has totally changed the perspective of every citizen in India and improving the overall aspect social and economic growth of all the people in India .Standard of living as well as the basic requirement of this young mass of India is tremendous. As Digital India has empowered and Government is already pushing Digitalization throughout the country by promoting online - services to every citizen. Digital India is all about promoting development and creating an opportunity for new India in terms of all the entities like employment, technology, and transparency through Digitalization.

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E – COMMERCE AND INFRASTRUCTURAL SUPPORT FOR SUSTAINABLE BUSINESS GROWTH

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ABSTRACT

The advancement of Information and Communication technology has brought a lot of changes in all spheres of daily life of human being. E-commerce could deliver a significant benefit to businesses in developing countries by increasing their control over its place in the supply chain, thus improving its market efficiency. Electronic Commerce (e-commerce) has become a buzzword for businesses over the past few years, with increased awareness about the use of computer and communications technologies to simplify business procedures and increase efficiency. Combining a range of processes, such as Electronic Data Interchange (EDI), electronic mail (e-mail), World Wide Web (WWW), and Internet applications, e-commerce provides ways to exchange information between individuals, companies, and countries, but most important of all, between computers. More simply put, e-commerce is the movement of business onto the World Wide Web. E-commerce comprises core business processes of buying, selling goods, services, and information over the Internet. The e-commerce information available on the Internet is huge and still growing. Increased use of smart mobile services and internet as a new distribution channel for business transactions and international trading requires more attention towards e-commerce security for reducing the fraudulent activities.

Key Words: E-commerce, SME, EDI, B2B

INTRODUCTION

With social media growing exponentially in recent years, the conversation between businesses and consumers has become more engaging, making it easier for transactional exchanges to happen online. Internet retailers continue to strive to create better content and a

realistic shopping experience with technologies like augmented reality. E-commerce, is the buying and selling of goods and services on the Internet. Other than buying and selling, many people use Internet as a source of information to compare prices or look at the latest products on offer before making a purchase online or

at a traditional store. E-Business is sometimes used as another term for the same process. More often, though, it is used to define a broader process of how the Internet is changing the way companies do business, of the way they relate to their customers and suppliers, and of the way they think about such functions as marketing and logistics. For the purpose of this study e-commerce is taken to mean doing business electronically.

Advantages of E-commerce

Some of the key strengths of using the Internet for businesses include the following:

1. Round-the-clock operation is an expensive proposition in the 'brick-and-mortar' world, while it is natural in the 'click-and-conquer' world.
2. The net being inherently global, reaching global customers is relatively easy on the net compared to the world of bricks.
3. It is relatively cheaper to acquire new customers over the net; thanks to 24 x 7 operations and its global reach. Through innovative tools of 'push' technology, it is also possible to retain customers' loyalty with minimal investments.
4. In today's world every enterprise is part of the 'connected economy'; as such, you need to extend enterprise all the way to your suppliers and business partners like distributors, retailers and ultimately your end-customers. The Internet provides an effective (often less expensive) way to extend enterprise beyond the narrow confines of your own organization. Tools like enterprise resource planning (ERP), supply chain management (SCM) and customer relationship management (CRM), can easily be deployed over the Internet, permitting amazing efficiency in time needed to market, customer loyalty, on-time delivery and eventually profitability.
5. Using the Internet, one can directly approach the customers and suppliers, cutting down on the number of levels and in the process, cutting down the costs.
6. Improved customer service to your clients. It results in higher satisfaction and more sales.
7. In a brick-and-mortar business, customers conduct transactions either face-to-face or over the phone with store clerks, account managers, or other individuals.
8. At most websites, the customer is in control during screen-to-face interaction, in that the Web largely employs a 'self service' model for managing commerce or community-based interaction. The customer controls the search process, the time spent on various sites, the degree of price/product comparison, the people with whom he or she comes in contact, and the decision to buy.
10. While the customer controls the interaction, the firm has unprecedented access to observe and track individual consumer behaviour.

Disadvantages of E-commerce

Some business processes may never lend themselves to electronic commerce. For example, perishable foods, and high-cost items (such as jewellery, antiques, and the like), may be difficult to inspect from a remote location, regardless of any technologies that might be devised in the future.

Most of the disadvantages of electronic commerce today, however, stem from the newness and rapidly developing pace of the underlying technologies. These disadvantages will disappear as e-commerce matures and becomes more and more available to and gets accepted by the general population.

Many products and services require a critical mass of potential buyers who are well-equipped and willing to buy through the Internet. Businesses often calculate the return-on-investment before committing to any new technology. This has been difficult to do with e-commerce, since the costs and benefits have been hard to quantify. Costs, which are a function of technology, can change dramatically even during short-lived e-commerce implementation projects, because the underlying technologies are changing rapidly.

Many firms have had trouble in recruiting and retaining employees with technological, design, and business process skills needed to create an effective e-commerce atmosphere. Another problem facing firms that want to do business on the

Internet is the difficulty of integrating existing databases and transaction-processing software designed for traditional commerce into software that enables e-commerce.

In addition to technology and software issues, many businesses face cultural and legal obstacles in conducting e-commerce. Some consumers are still somewhat fearful of sending their credit card numbers over the Internet. Other consumers are simply resistant to change and are uncomfortable viewing merchandise on a computer screen rather than in person.

The legal environment in which e-commerce is conducted is full of unclear and conflicting laws. In many cases, government regulators have not kept up with the trends in technologies.

Indian Readiness for E-commerce

A pertinent question arises here about the readiness of Indian buyers for e-commerce. The proliferation of the Net at a rapid pace and the granting of private ISP (Internet Service Provider) licences have put the market en route to a new phase. Even small and medium enterprises (SMEs) have been increasingly realizing the potential of the net.

The technological advancements happening in all spheres of life in India will be the driving factors for the spread of e-commerce in this country, as has happened elsewhere in the world. NASSCOM (National Association of Software and Service Companies), has recently released

the findings of its survey to evaluate the e-commerce scenario in India.

E-commerce is dependent to a great extent, on the number of internet users in India. The following tables give the rate of growth of internet users in India.

E-commerce Opportunities for Industries

Following are some of the areas where e-commerce is witnessing rapid growth in the global markets. Indian software and services companies need to tap into some of these vertical segments to gain the maximum advantage in the e-commerce solution sector.

1. Financial services. A large number of users use the Internet for some form of financial guidance.
2. Stock trading. Online stock trading is nowadays one of the most demanding e-commerce utilities. The ability to offer market access at a competitive price is a key advantage of online stock broking companies and this is slowly happening in India too.
3. Banking. Internet banking is now growing. Many banks like ICICI and HDFC are making inroads into this area.
4. Legal and professional services. Opportunities also exist for Indian companies in legal and other professional services. There are significant legal and regulatory implications of implementing an Internet business or of migrating from a traditional off-line business. In terms of

opportunities for Indian legal service providers, the requirement for professional, legal and regulatory advice is expected to increase as the number of e-commerce users increases.

5. Tour and travel. The travel industry has readily adapted to e-commerce. There has been a growing emphasis on the search for alternative distribution channels within the sector, particularly with the railways and the airlines, as they seek to reduce costs. These sectors have adapted well because of their online reservation systems.
6. Healthcare. Healthcare represents one of the biggest expenditures of governments worldwide. The Internet has the potential to enhance communications, streamline processes and create new business opportunities, by providing high-quality administrative services and integrating information systems.

CONCLUSIONS

The e-commerce industry will be a leader with popularity in electronic business world in the upcoming years. The e-commerce revolution has fundamentally changed the business of transaction by giving new opportunities and breaking borders easily. While it gives benefits to customer and seller. Developing countries face many obstacles that affect the successful implementation of e-commerce with the help of comparing with developed country. When the internet cost will be low then the e-commerce will flourish easily and will

make many of traditional business to run out of their business. Convenience is one of the benefits that customer gets from the e-commerce and thus increasing customer satisfaction. This is due to customer can place a purchase an order from anywhere with internet connection. E-commerce business provider should give importance on every customer by giving smooth service and many options for payment and have more functions available online. Other benefits are expanded product offerings and expanded geographic reach. But e-commerce business faces a lot of challenges in flourishing their business.

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PHARMA RETAILERS' ATTITUDE TOWARDS GST AFTER COVID 19

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ABSTRACT

Retailers are supplying medicine to the ultimate customers from manufacturers; but the medicine retailers' survival depends on Government rules and regulation. The implementations of GST make an impact to the entire field including medical field. The GST will affect the pricing, working capital, contracts, the ERP systems and internal processes of medicine shop. The impact of the pandemic on the pharmacy sector can be seen in different perspectives. In one hand, COVID-19 may be regarded as a century's opportunity for the pharmacy industry; as it increases the demand for prescription medicines, vaccines and medical devices. On the other hand, it could also bring short-term and long-term detrimental impacts on the pharmacy sector in general. This COVID19 has brought so many changes around the world in all aspects and it has marked a spot on retail sector also. Hence, the research work was undertaken to study the positive and negative attitude of medicine retailers on GST after COVID 19 in the medicine field to analyse with help of weighted average score analysis and neutral score.

Keywords: Medicine Retailers, GST, Positive, Negative, COVID 19.

INTRODUCTION

Goods and Service Tax is defined as the giant assessment structure designed to support towards enhances the profitable growth of our country. More than 160 countries have enforced GST so far. GST enforced in the night of June 30, 2017. The medicine retailer's survival depends on Government rules and regulation. The GST Rates for drugs were decided by the GST council; the five different rates like NIL, 5,

12, 18 and 28 grounded on the HSN law of the item. GST is hoping to have a positive impact on the Indian Pharmacy sector as it'll drop the manufacturing price since five different rates are levied in the pharmacy sector. The impact of the epidemic on the medicine sector can be seen in positive and negative way. COVID-19 may be regarded as a century's occasion for the pharmacy sector; as it increases the demand for personal hygiene products, vaccines and

medicines. On the other hand, impacts on the pharmacy sector in general waver in demand, force dearth, fear buying and stock, nonsupervisory changes and shift of communication and elevations to inapproachable exchanges through technology, and exploration and development process changes, drugstore product force chain, slow-down in attention growth and possible changes in consumption trend.

STATEMENT OF PROBLEM

The Government made its dramatic demonetization announcement on November 8, 2016. It never mind if customers were low on their diabetes or blood pressure pills. The Government has its reasons to implement GST on one sacrosanct date (July 1, 2017) i.e. GST will give impact to the entire field including medical field. The entire medicine retailers are worried about the stock in hand and refuse to stock the medicines to avoid mismatch between tax payouts and tax refunds with the GST. Besides, they reported that existing brand medicine shortage. But new brand arrivals with new rates give confusion to them.

The medicine retailer pointed out that unable to get the supply from manufacturer without GST certificate. But, the Union Government had clearly stated that the GST certification would not apply for the traders doing business below 20 lakhs per annum. It will put to the trouble to the medicine retailer to supply the necessary

medicine to the consumers. The heavy investment in billing system is another main problem of medical retailer except organized medical retailers such as Apollo Pharmacy, Med Plus and Wellness. There is a lot of confusion regarding the rates will be applicable to the stock in hand and how it will impact the margin of medicine shop owner.

COVID-19 firstly as a global emergency on February 2020, and then as a pandemic later on March 2020. The pandemic has brought the entire world to a standstill including pharmacy sector. **These phenomena induce the researchers to analyse the positive and negative attitude of medicine retailers on GST after COVID 19.**

REVIEW OF LITERATURE

In this study, related literature has been studied through journals that could provide a good foundation and help crystallize the idea.

Venkateswara Kumar & Kishore Babu (2018)¹ have studied the Perception of Pharmacists towards Goods and Services Tax (GST) in Guntur District of Andhra Pradesh, India". To study the concept of GST and to analyze the perception of pharmacists towards GST. Nature of the research is descriptive and the data are collected from primary as well as secondary sources. The data is collected from 172 respondents. The data are analysis through percentage analysis using MS Excel and presented in charts and tables. It was found

that GST will bring uniformity in a tax rates. The study revealed the GST will not burden people. And it was found in the study the GST will boost the Indian economy in the long run.

Kinjal V, Parvaiz A P and Neelam S (2018)² have analysed “Impact of GST on Pharmaceuticals: An Overview”. Goods and Service Tax is an indirect tax levied on the supply of goods and services. GST Law has replaced many indirect tax laws that earlier existed in India. It is a descriptive research, where the data is collected from secondary sources like previous researches in this field, various journals, books and websites. The costing and taxation system will be easy with only mountainous of three accounts. It will create a neutral market for every person with an equal chance towards development across various states. Pharmacy sector and retailers will discover the lack of limits to explore planned supply chain and distribution channel. Many Ayurvedic products come under cosmetic range.

Yimenu et al., (2021)³ have assessed Impact of COVID-19 on Pharmaceutical Care Services and the Role of Community Pharmacists: A Multi-Center Cross-Sectional Study in Ethiopia. It is a descriptive and data is collected both primary and secondary data. The data is collected from 101 pharmacies. This paper explained that the COVID-19 occurrence had brought a curious impact on the pharmaceutical care services in the retail

pharmacy. The study also showed that the majority of retailers faced shortages and increased prices of pharmaceutical products especially personal protective equipment's, and an alcohol-based sanitizer. There is a gap in retailer's involvement in the control of the current pandemic and underutilization of their potential was identified.

RESEARCH GAP

From the literature it is clear that GST and COVID 19 is an issue for the research in the Indian economy. There is no research work is carried out the comparative impact between the GST and COVID 19 in the pharmacy sector in Indian economy. In this study fill the gap in the comparative attitude towards GST after COVID 19 in the medicine retailers' point of view.

OBJECTIVE OF THE STUDY

The objective of this study is

- To analyse the positive and negative attitude of medicine retailers on GST after COVID 19.

RESEARCH DESIGN

a) Source of Data

The study consists of both primary and secondary data. Primary Data were collected from 54 medicine retailers by using questionnaire.

b) Sampling Technique

The respondents are selected by adopting Simple Random Sampling Method. The data was collected from 54 medicine retailers in Tenkasi District.

c) Study Period

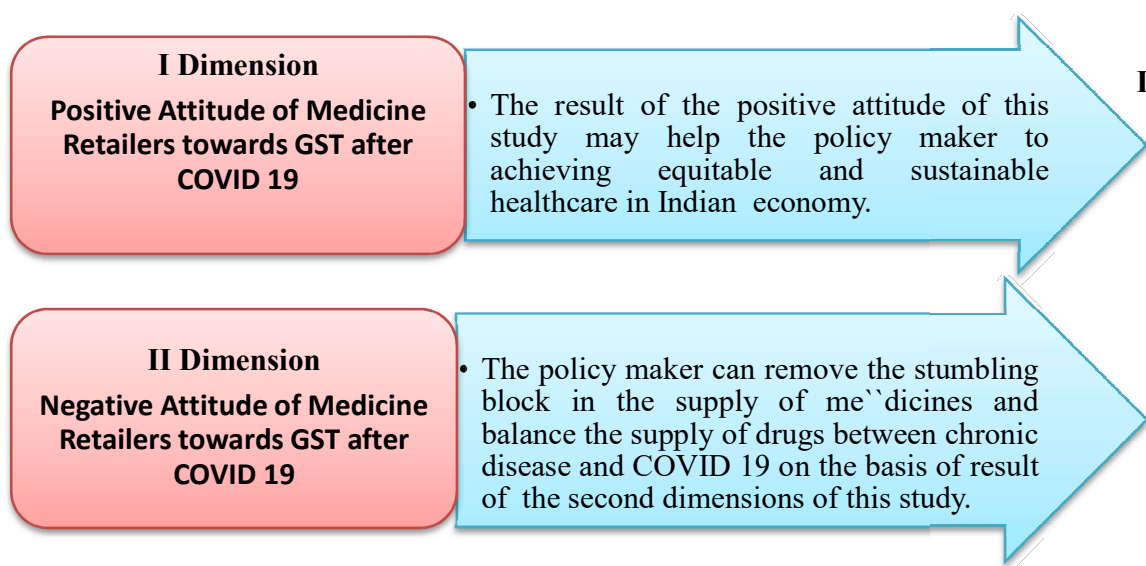
The study was conducted between May to September 2021(five months).

d) Statistical Tools

The simple statistical tool such as Weighted Average Score Analysis, Neutral score, and Ranking Method were used to analyse the data.

ANALYSIS AND INTERPRETATION OF DATA

The overall medicine retailers' attitude towards GST after COVID 19 may be a mix of positives and negatives. In this Context, it is essential to know the medicine retailers' attitude towards GST after COVID 19. The two dimensions of medicine retailers' attitude towards GST after COVID 19 has been analysed by adopting Weighted Average and Neutral Score. The result is tabulated in Table 1 and Table 2.



Dimension

Positive Attitude of Medicine Retailers towards GST after COVID 19

COVID-19 may be regarded as a century's opportunity for the pharmacy industry as it increases the demand for prescription medicines, vaccines and medical devices. The following positives opinion of medicine retailers are providing the value to create the new policy related to the medicine field.

TABLE: 1
Positive Attitude of Medicine Retailers towards GST after COVID 19

S. No	STATEMENT	I	II	III	IV	V	Weighted Average	Mean	Rank
1.	GSTN rules restricted the illegal market after the COVID 19.	15 (75)	10 (40)	15 (45)	10 (20)	4 (4)	184	3.41	III
2.	Tax incentives are accelerating research and innovations in COVID medicines.	15 (75)	20 (80)	10 (30)	5 (10)	4 (4)	199	3.69	II
3.	Tax relief is strengthening the manufacturing of new drugs for COVID 19.	25 (125)	15 (60)	10 (30)	2 (4)	2 (2)	221	4.09	I
4.	Slashed tax is improving access to medicines during COVID 19 period.	10 (50)	10 (40)	20 (60)	13 (26)	1 (1)	177	3.28	IV
5.	Developing supply chain system of pharmacy because of cutting down of tax rate after COVID 19.	7 (35)	8 (32)	21 (63)	15 (30)	3 (3)	163	3.02	VI
6.	Achieving equitable and sustainable healthcare because of reduction of tax rate after COVID 19.	12 (60)	8 (32)	7 (21)	24 (48)	3 (3)	164	3.04	V

Source: Field Data

Neutral Score (54*3 = 162)

Table 1 shows that the medicine retailers positive attitude towards GST after COVID 19. The total score given by medicine retailers for the statements such as “Tax relief is strengthening the manufacturing of new drugs for COVID 19”, “Tax incentives are accelerating research and innovations in COVID medicines”, “GSTN rules restricted the illegal market after the COVID 19”, “Slashed tax is improving access to medicines during COVID 19 period”, “Achieving equitable and sustainable healthcare because of reduction of tax rate after COVID 19” and “Developing supply chain system of pharmacy because of cutting down of tax rate after COVID 19” are higher than neutral score.

The result revealed that the medicine retailers have positive attitude towards GST after COVID 19. It is proved by the neutral score and total scores for all the six statement are greater than the neutral score.

II Dimension

Negative Attitude of Medicine Retailers towards GST after COVID 19

The following negative attitude of medicine retailers are providing the information related to the obstacles of the medicine field because of the COVID 19. It denote the drawbacks of the retailing to help the minimizing the negatives in the medicine field.

TABLE: 2

Negative Attitude of Medicine Retailers towards GST after COVID 19

S. No	STATEMENT	I	II	III	IV	V	Weighted Average	Mean	Rank
1.	Tax relief is only focused on the COVID 19 related products is affect the chronic disease drugs sales.	14 (14)	10 (20)	5 (15)	11 (44)	14 (70)	163	3.02	II
2.	Due to COVID 19, the other daily operations are decrease but still pay the tax.	25 (25)	11 (22)	7 (21)	8 (32)	4 (20)	120	2.22	IV
3.	Shortage of personal hygiene products because of the cross infection and to increase the cost of products due to high tax.	20 (20)	11 (22)	12 (36)	8 (32)	4 (20)	130	2.41	III
4.	The cross infection is increase the transportation cost of the retailers because of door delivery during pandemic.	10 (10)	16 (32)	4 (12)	6 (24)	18 (90)	168	3.11	I

Source: Field Data

Neutral Score ($54 \times 3 = 162$)

Table 2 shows that the medicine retailers negative attitude towards GST after COVID 19. The total score given by medicine retailers for the statement such “The cross infection is increase the transportation cost of the retailers because of door delivery during pandemic”, “Tax relief is only focused on the COVID 19 related products is affect the chronic disease drugs

sales” are higher than the neutral score. But the score is given to the “Shortage of personal hygiene products because of the cross infection and to increase the cost of products due to high tax”, “Due to COVID 19, the other daily operations are decrease but still pay the tax” are less than the neutral score.

The result revealed that the medicine retailers are felt that some negatives for GST in a medical field after COVID 19. It is proved by the neutral score and total scores for all the four statement; the two statements are higher than the neutral score but other two statements are less than the neutral score. Medicine retailers are not accept the decreasing daily operations because of COVID 19 but still pay tax because the government extend the time duration for filling the tax. The personal hygiene products are high demanded because of the cross infection not for high tax; the high demand creates the shortage.

FINDINGS

Positive Attitude of Medicine Retailers towards GST after COVID 19

Neutral Score:

The result revealed that the medicine retailers have positive attitude towards GST after COVID 19. It is proved by the neutral score and total scores for all the six statement are greater than the neutral score.

- ❖ The government take step to reduce the COVID 19 patients is crucial task during the pandemic period; the Government provide the lot of subsidies and tax relief for COVID 19 medicines, research & innovations in Indian Pharmacy sector. It is helpful to create the new innovations to produce the new medicines for COVID 19 and COVID vaccines in India. It is helpful to improving the access of the medicine of COVID 19 to achieving the

equitable and sustainable health care in India.

- ❖ Slashed tax facilitates the free of cost vaccine for every citizen in India. The GST would helpful to create significant role in the pharmacy sector and it creates the great positive impact to the pharmacy field; the retail pharmacy getting the immense demand from their consumers. Also, the consumers are getting the minimum level pricing.

Negative Attitude of Medicine Retailers towards GST after COVID 19

Neutral Score:

The result revealed that the medicine retailers are felt that some negatives for GST in a medical field after COVID 19. It is proved by the neutral score and total scores for all the four statement; the two statements are higher than the neutral score but other two statements are less than the neutral score.

- ❖ Medicine retailers are not accept the decreasing daily operations because of COVID 19 but still pay tax because the government extend the time duration for filling the tax. The personal hygiene products are high demanded because of the cross infection not for high tax; the high demand creates the shortage. Medicine retailers are not accept the decreasing daily operations because of COVID 19 but still pay tax because the government extend the time duration for filling the tax.

- ❖ The medicine retailers are respond that the high transport of cost because of the door delivery during lockdown period, the consumers are ready to buy but they are not physically consumed; at the time the retailers are spent the money to sustain their business through door delivery system.
- ❖ The government tax relief focus on the cross infection only it affects the chronic disease drug sales. The people are fear about the cross infection so they are highly important to the precautions for COVID 19 only; at the time of pandemic the hospitals are not allowed other functions other than emergency and pregnancy check up because of the infections. So, the chronic disease drugs sales are decreased.

SUGGESTIONS

- ❖ The Government make more awareness program regarding available legislation related to GST because the respondents are needs more clarity about getting GST registration certificate.
- ❖ The Government take step to manufacturing or subsidies to start up business for personal hygiene products to reduce the shortage because it is important to every person to control the cross infection. And, the Price of the products needs a control for supply chain system.

CONCLUSION

The overall attitude towards GST after COVID 19 on medicine retailers will be a mix of positives and negatives. In this

Context, it is essential to know the attitude of medicine retailers on GST; a lot of positives for GST after COVID 19 in medical field. The result of the study may help the policy maker to achieving equitable and sustainable healthcare in Indian economy and it helpful to remove the stumbling block in the supply of medicines and balance the supply of drugs between chronic disease and COVID 19.

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DIGITAL INITIATIVES BY INDIAN POSTAL DEPARTMENT DURING COVID-19

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ABSTRACT

COVID-19 has spread rapidly, prompting the Indian government to declare a global pandemic. Being Postal service declared as essential service by our government, The Department of Posts (DoP) has been unwavering its support and collaboration endlessly. DoP has launched a significant digital transformation campaign for banking and postal operations, with the goal of improving efficiency, improving networks, and digitising services provided to citizens. In this journey of change and transformation, DoP is extending its large networks in building a single one stop platform for delivering various digital services that has the potential to drastically improve the overall knowledge of existing and new consumers. Therefore, this study makes an attempt to address various digital initiatives taken by postal department during COVID-19.

KEYWORD: Digital services, COVID-19, digital transformation.

INTRODUCTION

The Government of India authorised the Department of Posts' IT Modernization Project in November 2012 as a Mission Mode e-governance Project with a budget of Rs. 4909 crore. The project comprises computerising, modernising, and networking more than 1,56,000 Post Offices across the country, including 1,31,312 Gramin Dak Sevak branch Post Offices in rural areas. The project involves integrated, modular,

and scalable solutions based on a central server for all Department of Posts operations, including mail, human resources, banking, insurance, and finance and accounts. It also entails the establishment of IT infrastructure such as a data centre and a disaster recovery centre, as well as the establishment of a Wide Area Network (WAN) and the provision of solar-powered and portable hand-held computer devices (Micro ATM compatible) to all branch post

offices. The Department of Posts' IT modernisation project aims to create a solid digital foundation for the world's largest postal network. The Department took on this project with the following goals in mind:

- Modernization and digitalization of all non-computerized Post offices around the country, including rural branch offices, postal offices, administrative, and other offices.
- Creation of scalable, integrated, and modular software to support all Department of Postal operations;
- Establishment of necessary IT infrastructure, such as a data centre and WAN-based network; and rural ICT Infrastructure facilities.

This project is divided into eight segments: Data Center Facility (DCF), Network Integrator (N), Financial Services System Integrator (FSI), Core System Integrator (CSI), Digital Advancement of Rural Post Office for A New India (DARPAN) - Rural System Integrator (RSI) and Rural Hardware (RH), Mail Operations Hardware (MOH), and Change Management (CM). Our approach and strategy in this digital transformation journey will be focused on meeting the needs of the most financially excluded at the

last mile, in keeping with our motto of "Aapka Bank, AapkeDwaar."

STATEMENT OF THE PROBLEM

Finance Minister Nirmala Sitharaman, declared during her Budget speech that all 1.5 lakh post offices would be placed under the core banking system. This would enable accounts to access via Net banking, mobile banking, and ATMs, as well as online money transfers between post offices and bank account. Indian Postal Department has played a critical role in the country's communication system. However, due to developments in communication technology, their importance has decreased drastically. This study makes an attempt to address various digital initiatives taken by postal department during pandemic.

OBJECTIVES

- ❖ To study the digital activities performed by the postal department during COVID-19.
- ❖ To discuss the core activities carried by the postal department during pandemic.

LITERATURE REVIEW

G. Sabitha Srinivas, (2017) observed that opening new branch in every village is uneconomical and payments bank provide banking services on digital platform which is cost effective. Payments

Bank plays a vital role in building cash less economy.

Sameeha and Shana (2016) explained that by adopting core banking and payment bank services, India Post has widened their operation sin to post bank with recent banking technology, qualified and experienced staff and the vast network of post offices.

Reena Agarwal, (2016) observed that payments bank will digitalise the existing banking sector and will contribute in financial inclusion. Payments banks will ease the banking and will make banking faster and easy for customers.

Nalini (2013) opined the government should take necessary steps to transform the Post Office into Post Bank to satisfy the customers with recent innovative product and services.

METHODOLOGY

This study was based on secondary data. Secondary data was collected from published resources such as annual reports of postal department, journals, websites, various articles and also over the internet.

DIGITAL TRANSFORMATIONAL CHANGES DURING PANDEMIC

❖ Using their complementary qualities, the DOP-IPPB platform aspires to be the partner of choice for various financial services firms and fintechs, allowing customers to access the best

solutions that match their needs. Because many fintechs are working to create a digital bank, cooperating with them would help IPPB accelerate its digital transformation strategy and provide customers with a variety of products and services such as insurance, investment solutions, and housing finance.

❖ As of December 31, 2020, network access via Wide Area Network (WAN) has been created in 26,447 Departmental sites, allowing these offices to serve the public through centralised applications that exchange data with the central Data Centre.

❖ As of December 31, 2020, 23,477 Post Offices are providing Core Banking Services (CBS) to Post Office Savings Bank (POSB) customers. At least one ATM has been built in each district headquarters, for a total of 1000 ATMs. These ATMs can be used with other banks. Customers of the POSB had access to internet banking (e-banking) from December 14, 2018. POSB account holders can use the e-banking capability to transfer funds from their POSB Communication Technology (Rural ICT) savings account to the Sukanya Samriddhi

- Yojana (SSY) and the Post Office Public Provident Fund (PPF) accounts. Mobile Banking has also been made available to POSB customers.
- ❖ Core Insurance Solution (CIS), which has been rolled out in 25,409 Post offices as of December 31, 2020, provides postal life insurance (PLI) services.
 - ❖ The Enterprise Resource Planning (ERP) solution has been implemented in the Core System Integrator (CSI) segment. The Department has digitalized all of its postal, mail, and counter activities on a single, central server-based platform thanks to CSI. On the 13th, it also digitalized the Department's finance and accounting and human resource management responsibilities. The following new initiatives were launched using a SAP-based web platform. As of December 31, 2020, CSI had 513 divisions (501 for the 2019-20 fiscal year: Postal & RMS Divisions, and 12 independent Head Post Offices/GPOs).
 - ❖ Solar-powered, micro ATM-compliant, SIM-based hand-held gadgets have been distributed to Branch Post Offices as part of the Digital Advancement of Rural Post Offices for a New India (DARPAN) initiative. As of December 31, 2020, these equipment had been delivered to 1,29,737 branch post offices, and the client applications for the various products and services offered by the Rural System Integrator (RSI) had been installed in 1,29,157 branch post offices.
 - ❖ As part of the Mail Operation Hardware Project, the Department has provided computers, hardware, and peripherals to Mail Offices, as well as smart phones to Postmen.
 - ❖ Employees, particularly Gramin Dak Sewaks (GDS), required assistance in adapting to the Department's huge change in operations. Various trainings and seminars were held as part of the Change Management component of this project to prepare all Department personnel, including GDS, to perform effectively in an IT environment. The project is now finished.
 - ❖ Online access to business intelligence reports and an employee self-service portal.
 - ❖ Customers receive SMS notifications for all occurrences involving an Accountable Article/e-Money Order,

as well as for certain HR services such as pensions.

- ❖ Integration with the Core System and the launch of Common Service Centre (CSC) services at Post Offices.

CONCLUSION

Indian Post is one of the biggest, its network and unique appearance have earned a high level of public trust. Digital platform can also expand their services even more because post office can easily accessible by the general public. The Department of Posts and India Post Payment Bank collaborated to develop a Universal Services Platform. The relationship and collaboration between the world's largest postal network and one of India's most accessible and competitive banks has been setting new standards and milestones in terms of establishing a strong accessible doorstep banking system. In this transformation, the approach and strategy focused even more to achieve digital services more effectively.

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MOBILE CONSUMERS PERCEPTION TOWARDS COMPANY CALLS AND MESSAGES: REFERENCE TO CORPORATE DIGITAL MARKETING PERSPECTIVE

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ABSTRACT

For surviving in the competitive market it's everyone's problem to meet and treat their customers according to their interest. Due to digitalization, most of the companies with irrespective of either existed or startup's each one having equal opportunities to target their customers. Digitalization is cost effective, realistic in experience and best tool for finding exact consumer data for marketing operations. However, customer is a person now a day's targeting by the companies digital communication like messages and calls. This is an attempt to find the perception of mobile users on company calls and messages. This paper is going to give the suggestions and findings to the corporate companies who are reaching their consumer through digital platform like, calls and messages.

Keywords: Digitalization, Marketing

INTRODUCTION

These days, every business is endeavoring to remain in front of its rivals. However, without utilizing digitalization in marketing, it becomes trying for the organization ever to accomplish it.

For example, you have executed an extraordinary effort marketing strategy,

however at that point how might you decide whether your marketing effort is successful

assuming you have no reasonable method for following its exhibition measurements.

There comes the job of digitalization, where you utilize advanced instruments in your marketing efforts. Then, you can effectively focus on the right sort of crowd for the items or administrations you are advertising. For

instance, you will observe your site convenient with regards to guiding possibilities to your actual store. All things considered, assuming you neglect to look for computerized marketing strategies, for example, SEO, pay-per-snap, or email marketing, then you are still excessively far from your rivals.

Before we push forward and take a gander at the job and effect of digitalization in marketing, it is basic to get the rudiments first.

ROLE OF DIGITALIZATION IN CORPORATE MARKETING

1. Fast Customer Feedback

Computerized marketing prompts direct correspondence with your current and proposed clients. This immediate communication and commitment present organizations with speedy client input than applying ordinary marketing instruments.

Presently customers can express their perspective and input about their encounters, their opinion on the item and what highlights they expect in impending send-offs/adaptations. Customers can get moment counsel from online client assistance delegates. New item plans can emerge from a moment visit with a current client.

2. Transient Planning

In this advancing, testing, and contending economies and business climate, momentary arranging has become significant as it limits taking uncalculated gambles. It likewise gives the organizations

noticeable and ideal utilization of accessible assets with a momentary arranging procedure. Also, great marketing and vital business results can prompt a savvy, proficient upper hand.

3. Customers are easily Accessible through Digital Means of Marketing

Digitalization has made it way simpler to get to your customers. Presently you should be asking why we are accentuating such a huge amount on advanced implies in view of the rising number of tech clients and their high commitment with computerized implies. For example, cell phones, iPods/iPads, PCs, scratch pad, cell phones, and shrewd TVs have delivered an incredible chance for business specialists to use advanced media to help their items.

Accordingly, arriving at the objective market and associating with contemporary and imminent customers' turns out to be simple. Meanwhile, customers have a more extensive decision through web surfing to reach and figure out more data about various brands and companies in practically no time. Presently, sites are viewed as an open office of a business association; working 24 hours daily includes 365 days open by giving admittance to current and new client base.

4. References and Huge Client-age Reach with Low Budget

Today, virtual entertainment sweethearts and clients have become

extraordinary hotspots for making references. Additionally, remember that quality items assume a critical part in getting the message out and constructing brand mindfulness through reference marketing. A few virtual entertainment clients create verbal.

Besides, advanced marketing prompts broad correspondence inclusion while conveying the organization's message to a mass market on a minimal expense financial plan. It likewise includes some liberated from cost web based marketing and limited time instruments like sites.

The computerized marketing financial plan has been considered relatively not exactly the spending plan of traditional marketing. Mass SMS and email crusades on a little financial plan can arrive at countless customers. Email marketing has been in utilization by SMEs as well as adjusted by huge associations.

5. Computerized Branding More Effective

Digitalization in marketing is far more viable through continuous advanced marketing efforts. It further prompts more perceivability of brands in advanced media than customary marketing instruments. Getting different brands on advanced media consistently and every now and again produces great relationship with current and future customers.

It gives an extraordinary push-up impression and assembles solid brand

working through computerized marketing. It contains different purchaser personas from memorability, buying to mark unwaveringness.

6. Usefulness Enhancement through E-Learning

Today, the e-learning stage has turned into a wellspring of usefulness and creating extraordinary incentive for business partners. Organizations require profoundly progressed and innovative experts to contend all around the world in the bustling timetable of business specialists and cutthroat conditions. In this manner, self-guided and limit less information can be a strategic and vital business advantage for little and medium ventures.

7. Sway on Business Intelligence

Business Intelligence has exceptionally significant in worldwide economies. Organizations with more dependable and solid Business Intelligence are more hostile and enduring than those defenseless in Business Intelligence. Digitalization has been assuming its part in rebuilding straightforward organizations into profoundly keen organizations that assume control over their competitors and give key initiative in the business.

8. Proficiency in Business Activities

Digitalization implies overcoming any barrier in the effectiveness of business exercises. Money related exchanges and ERP execution from creation to shipment following let a business work sagaciously

and advance business effectively. Bringing down cost, less use of assets, and better yields are the vital benefits for a business having incredible power in digitalization. This likewise works on the BPI, i.e., Business Processes Improvement, a critical image of business seriousness and worth creation.

9. Higher Customer Satisfaction

Client bliss and fulfillment have been a significant concentration for organizations in the current worldwide business economy. Computerized marketing can create more noteworthy consumer loyalty by utilizing all updates and most developed information about the brands they use and like through messages, SMS, e-Newsletters, and telemarketing/contact focuses communications. This large number of activities play a dependable effect in building consumer loyalty. Furthermore, we can additionally break down the client's and guests' appraising of sites, items, data, cooperation with online specialists, and so forth that is a central reason for consumer loyalty.

10. Future Insight with Analytics

Digitalization in marketing has cleared an extraordinary way for future experiences with the logical stages realistic on advanced marketing channels. Like LinkedIn, Facebook sites and SEO investigation, and Bing/Google computerized marketing efforts by the logical experts for future figures about the marketing activities

and future brand-building plans. The information has been a magnificent source to work better and create great business while investigating new business sectors simultaneously. Along these lines, embracing future business challenges has prepared for computerized marketing specialists and business partners.

REVIEW OF LITERATURE

Munshi, (2012) dreary promoting and marketing procedures have given way to advanced marketing. Likewise, it is strong to the point that it can assist with restoring the economy and can set out huge open doors for states to work in a more productive way.

Chaffey, (2013) Internet marketing has been depicted just as 'accomplishing marketing targets through applying advanced innovations'. Advanced marketing is the utilization of advances to help marketing exercises to further develop client information by matching their necessities.

Mort, Sullivan, Drennan, Judy, (2002) Firms in Singapore have tried the outcome of computerized marketing devices as being viable and helpful for accomplishing results. (Teo, 2005). All the more critically, development in computerized marketing has been because of the fast advances in advances and changing business sector elements.

Rohm and Hanna, (2011) the market elements all around the world are changing corresponding to the youthful

crowd availability to virtual entertainment and use. It is critical that essential reconciliation approaches are taken on in association's marketing correspondence plan.

OBJECTIVES

1. To find the significance of corporate digital marketing
2. To study the perception of consumers towards corporate calls and messages
3. To give the suggestions to the corporate companies for better services.

RESEARCH METHODOLOGY

Research Design

The research study is based on the descriptive research design. The purpose of this study is to describe the perception of mobile consumers with company calls.

Data collection

Both the primary and secondary data is taken for research work.

Primary data collection

Primary data was collected through well-structured questionnaire. A Google form questionnaire link was sent through different electronic methods.

Secondary data

Secondary data was collected through Journals, Textbooks, Newspapers and Magazines etc.

Population and Sample size

The research study is based upon the people living in the K.R. Puram area of Bangalore city only, researcher wanted to measure the perception of mobile consumer

towards company calls and messages. The total sample size of the study is 63.

DATA ANALYSIS

Table 1: Gender

Gender	Percentage
Male	59.1
Female	40.9

Source : Primary Data

Inference: The above table showing majority percentage (59.1) of respondents are male. Here with this, considered as a more respondents are male than female.

Table 2: Occupation

Occupation	Percentage
Student/Unemployed	71.4
Employee	9.5
Self-employee	14.3
Business	4.8

Source : Primary Data

Inference: The above table showing majority percentage (71.4) of respondents are students/ unemployed. Here with this, considered as a most of respondents are students/unemployed.

Table 3: Consumer Priority

Options	Percentage
NO Need	9.1
Sometimes	50
Yes Useful	40.9

Source : Primary Data

Inference: The above table showing majority percentage (50) of respondents are showing significance of company calls and

messages 'sometime'. Interestingly after the option of 'sometimes' another majority of (40.9) percentage respondents responding as company calls and messages are 'useful'. Remaining (9.1) percentage of respondents informing company calls and messages are 'No Need'.

Table 4: Consumer Acceptance

Options	Percentage
Always No	50
Yes, I Will Accept	18.2
Some times	31.8

Source : Primary Data

Inference: The above table showing majority percentage (50) of respondents are responding that they 'always says no' on accepting the company calls and messages. Interestingly after the option of 'Always no' another majority of (31.8) percentage respondents responding as company calls and messages will accept 'sometimes' only. Remaining (18.2) percentage of respondents are showing interest on 'Accepting' the calls and messages of corporate companies. However, the respondents need information which is going to give by the company but, they have no interest to accept the calls and messages.

FINDINGS

1. It is to find that majority percentage (59.1) of respondents are male. Here with this, considered as a more respondents are male than female.

2. It is to find that majority percentage (71.4) of respondents are students/unemployed. Here with this, considered as a most of respondents are students/unemployed.
3. It is to find that majority percentage (50) of respondents are showing significance of company calls and messages 'sometime'.
4. It is to find that showing majority percentage (50) of respondents are responding that they 'always says no' on accepting the company calls and messages.
5. It is to find that majority of (40.9) percentage respondents responding as company calls and messages are 'useful'
6. It is to find that the respondents need information which is going to give by the company but, they have no interest to accept the calls and messages.

SUGGESTIONS

- Most of the companies are using digital platform to express their brand and promotions but, it is to suggest that companies should go according to the time and need of the consumer.
- According to the study most number of respondents are not showing interest on accepting the company calls and messages. Interestingly majority of respondents are interested in knowing

of company information. Here, it is to suggest that think about innovations for better channel for marketing / communication.

- It is to suggest that consumer friendly Apps must be develop for mutual benefits.
- It is to suggest that before meeting the customer through mobile calls or messages company should aware about his interest and free time. If not means, customers will do sign-out by making company as block list.

CONCLUSION

Digitalization is the tool which is much popular for collecting and analyzing the data by the companies. This is having expected productivity and cost effective too. In the same time companies also should think about customers' interest while using digital tools. Organizations put a lot of work into building products and services that their customers love. Yet, all of these investments do not guarantee that customers will always be satisfied with your brand. Sometimes, things will go wrong and create negative experiences for your customers. Majorly, customers will felt dissatisfy with unwanted calls and messages by the companies during their emergency. This should be keep consider for not getting dissatisfaction with your performance. Finally, in my view digitalization is the best source for growing,

and it also creates the scope for troubling the customers also. But, intelligence is much needed for taking decisions before adapting digitalization concept.

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BUSINESS OPPORTUNITIES POST PANDEMIC

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ABSTRACT

Telemedicine experts are extending the reach of healthcare professionals as patients are being advised to seek care from the comfort of their homes. A large majority of the audience who never tried telehealth services are comfortable with using it now. A recent report suggests there is a 40% increase in telemedicine support in the US since December 2019.

Being the need of the hour, the industry is demanding support for – ongoing medical assistance, customer service, and health report maintenance. AI-chatbot services are providing adaptable solutions to telemedicine and non-profit organizations for customer service to cope with the crisis.

Keywords: Covid-19, Digitization

INTRODUCTION

The year 2019 is unforgettable for everyone. The men and machineries which ran 24/7 were paused. The Covid-19 started its journey in 2019 and still it is not completely evacuated. The Covid-19 has made a great impact in various fields and also the livelihood of every single common man. The greater and powerful economies were also stunned. But despite these impacts the economy and various sectors have evolved to overcome and survive the situation. The disruption caused by coronavirus has brought about exciting opportunities for businesses to evolve, and meet the changing needs of their customers. The “DIGITIZATION” is now thriving the world economy.

IMPACT OF COVID-19

COVID-19 has had an unprecedented impact not only on health and humanity but also on the global economy. The drastic shift in consumer behaviour has created an everlasting ripple effect on businesses from all industries. The short-term behaviours of consumers coping with this crisis tend to last long-term impacting business models, partnerships, and the competitive landscape. The e-commerce, cloud technology, delivery industry, AI learning has been emerging post Covid-19.

ECOMMERCE – CONSUMER SHIFT TOWARDS ONLINE SHOPPING RISES

Waking up to a new economic reality has changed the consumer’s retail behaviour in profound ways. In fact, a recent study found that global online grocery sales

reached 110% in April. While there is a high demand for online shopping, eCommerce stores are facing the challenge of meeting their consumer's needs; inventory flux, time management and customer support. Needless to say, the responsibility to provide a no-touch, hygienic experience in every sale.

This created a need for retail stores to stabilize their product management system; manage their inventory flow; and provide on-time communication support to their customers – opening endless opportunities for eCommerce outsourcing services to support the retail industry.

ONLINE PAYMENT PLATFORMS – EFFORTS TO IMPROVE ACCESSIBLE PAYMENT SOLUTIONS

The World Health Organization (WHO) recommends customers to pay contactless rather than with cash. When the pandemic made every brick-and-mortar store adopt a curb-side pickup and eCommerce module, online payment gateways turned to be the ultimate support for every retailer – big or small.

Online payment platforms are now creating more digital options and solutions for customers. Devising an inclusive setup for the audience irrespective of their educational and financial background. Building omnichannel payment solutions to accommodate varying ways of shopping – accelerating business opportunities to collaborate with tech support in the future.

DELIVERY INDUSTRY – NEW PARTNERSHIPS TO MEET CUSTOMER DEMAND

COVID-19 is transforming the delivery industry – Food delivery services are expanding their warehouses to integrate with neighbourhood stores for hyper-local deliveries. New collaborations have started when the on-delivery app provided a plethora of options. To meet the need of a hygienic delivery solution, drone companies – Wings, UPS Freight forward and Zipline are all experimenting drone delivery trials of medical and industrial goods.

Due to the challenges, regulations, and operating models, drones are not used for the delivery of common goods. However, with technical support and innovative solutions, the industry will overcome technical, social, and legislative hurdles to make drone delivery a common phenomenon.

EDUCATION INDUSTRY – AI-EMPOWERED ONLINE EDUCATION

Educational Institutions are adapting innovative tools for learning to thrive in this post-pandemic world. It's no longer about thinking digital, instead, it's about being digital.

This shift in the learning system with online classes replacing the traditional methods; and the demand for new learning management software (LMS) have created opportunities to collaborate education with technology on a better scale. AI-empowered

tools to assist in attendance and validate candidates are predicted to be the new norm of the future educational system.

TELEMEDICINE – THE NEED OF THE HOUR

Telemedicine experts are extending the reach of healthcare professionals as patients are being advised to seek care from the comfort of their homes. A large majority of the audience who never tried telehealth services are comfortable with using it now. A recent report suggests there is a 40%

increase in telemedicine support in the US since December 2019.

Being the need of the hour, the industry is demanding support for – ongoing medical assistance, customer service, and health report maintenance. AI-chatbot services are providing adaptable solutions to telemedicine and non-profit organizations for customer service to cope with the crisis. Beyond finding opportunities, it is also the responsibility of B2B service providers to provide true value to healthcare through quality service and cost-efficiency.

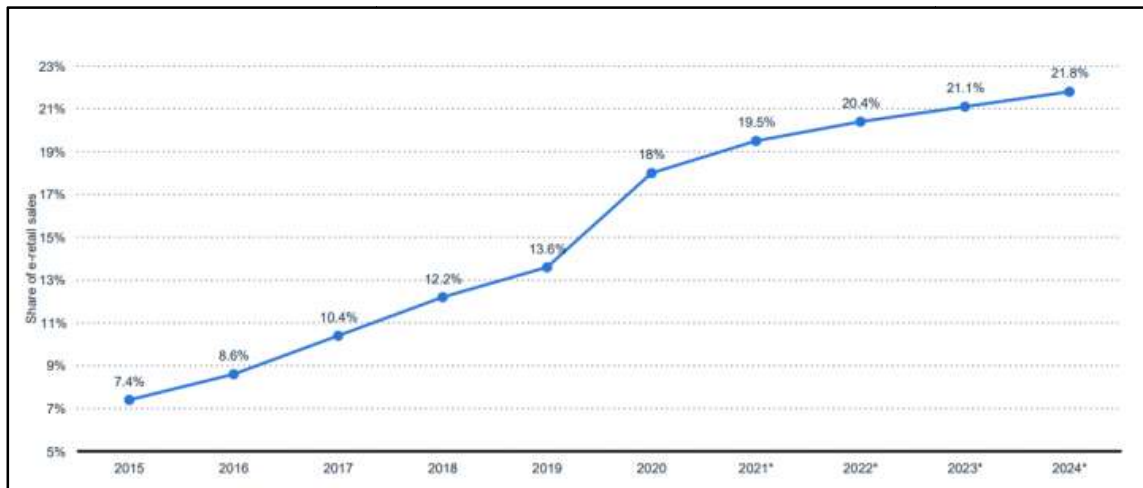




Source: Payoneer Blog

STATISTICS

In the chart below we see a distinct upward jog in total global retail sales from 2019-2020, giving a strong boost to a steady 8% growth in retail ecommerce sales worldwide forecast through 2024. This shows us an increase in online retail sales as a result of the paradigm shift that COVID disruptions have brought to business.



GRAPH: eCommerce Share of Total Global Retail Sales 2015-2024

Pandemic Impact to Worldwide Consumer Behaviour

As various pandemic-related business restrictions that prevented in-person activities crept across the world's regions, business turned to the pandemic-proof ecommerce sales channels for basic survival. Online, global consumers could not stop purchasing through their favorite

websites (44% of global digital purchases) and online marketplaces (47% of global digital purchases). In response to this consumer migration to digital, Brazil, Spain, Japan saw the largest increase in number of businesses selling online as a reaction to the pandemic.

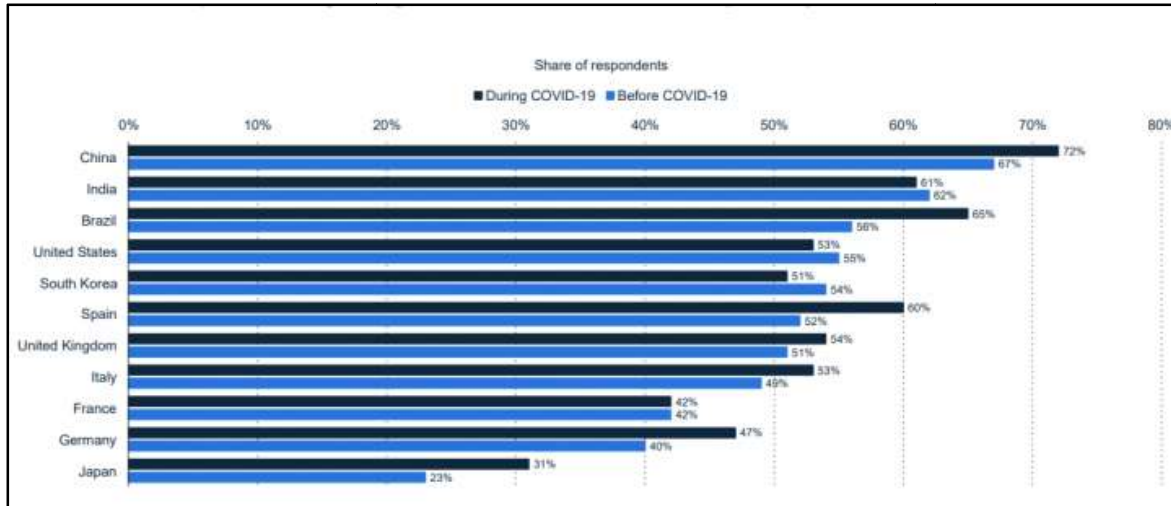
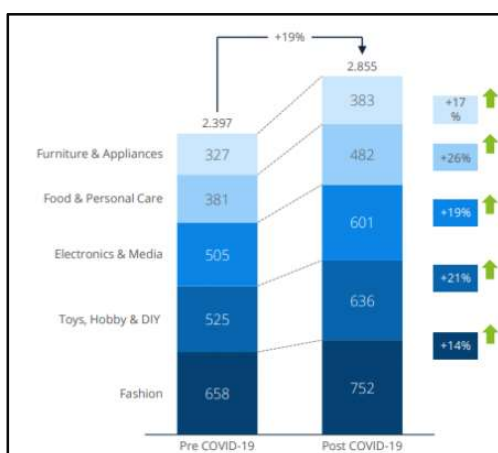


CHART: Share of B2B Companies Selling Through e-Commerce Before and During the Pandemic, By Country 2020

IMPACT ON E-COMMERCE REVENUE

In the chart below we see a forecast increase of 19% in worldwide ecommerce revenue between pre-and-post COVID-19 timeframes in 2020. Food & Personal Care products show the most growth with a forecast increase of 26% of revenue as a result of consumer transition to online sales channels.



CONCLUSION

“Survival of the Fittest” originated from the Charles Darwin’s ‘Theory of Evolution’. In each stage of evolution, the one which is fit and able to face all the situation will survive. Maybe there will be some negative impacts on some sectors of business. But most of the existing business has evolved themselves to survive the Pandemic. Also new and innovative business opportunities had emerged. Since starting of 20th century internet and digitization has taking place. But after post pandemic the internet and e-commerce related business has emerged so fast.

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IMPACT OF COVID-19 ON DIGITAL MARKETING

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ABSTRACT

The pandemic covid-19 had an considerable impact on digital marketing. This have an impact on for digital marketing was the productive one, as a substitute of opposite sectors impact. Covid has created lot of unpredictability among clients and traders, with regard to employment, health, etc, the same also led to behavioural shifts like spending extra time at home, working remotely, fitness conscious, keeping off crowded areas, and so forth and each one these had an unlimited effect on marketing. The behavioural shift used to be mainly the direction of digital structures which created appropriate danger for the marketers to join with clients digitally quite ever before. With increased social media engagement and hankering for digital content, digital medias supplied the marketers with lot of possibilities to money on. At the equal time, this additionally made the entrepreneurs to behave mindfully and to be socially responsible while execute digital marketing strategies.

This paper is created with an attempt to analyze and understand to have an impact of covid-19 on digital marketing.

Key Words: Digital Marketing, Covid-19, pandemic, Search engine, web traffic

INTRODUCTION

Digital advertising is an arm of advertising that use net and digital media such as cell phones, social media, laptop, website and so on to encourage merchandise and services. The match of digital marketing in 1990's and 2000's, changed the way manufacturers and entrepreneurs use technology to execute advertising plans and strategies. In latest times, Digital marketing became more frequent, using aggregate of content material marketing, Micro Video marketing, Search engine optimization, social media marketing, etc. Epidemic of Covid-19 gave digital marketing an unexpected boost, via making the humans locked down at home with less or no work hand and affect a quick paced behaviour shift towards digital

platforms. Digital techniques entails efforts to undertake the advertising to distinctive platforms, and to layout the advertising to different buyers and additionally to different devices rather than a gaint coherent audience.

LITERATURE REVIEW

➤ **Mathew Johnson(2020)**, conclude that besides a doubt, the corona virus has left its mark within the books. The query marketers ought to be asking themselves is without a doubt how much will these change things? We are starting to understand the affect the virus has had on industries, however how will the revolutionary entrepreneurs of now days adjust? One

component is certain- digital options should be at the pinnacle of the agenda of all businesses.

- **Rae Yule Kim(2020)**, states that the pandemic compelled vicinity of company to go digital and many companies have made such transition effectually in a fast length of time. In this paper, it is explored how the pandemic accelerated the boom of e-commerce.
- **Mohammad Waliul Hasanat (2020)**, concludes that the lookup paper right here includes of have an effect on corona virus on the online employer of malaysia. Onexamining it has observed that online organizations are substantially hampered due to this pandemic disease.
- **Adeba Shaikh (2020)**, concludes that as human beings spend longer time at home and are discouraged from going out, the virus will lead to a enduredexpand in consumers buying online.

OBJECTIVES

The main targets of the study are:-

To learn about thinking of digital marketing

- To analyze impact of Covid-19 on digital marketing
- To analyze the future role of digital marketing post covid-19

RESEARCH METHODOLOGY

This study about is chiefly based totally on quantitative data. As a cause of

this study, statistics have been gathered on all India basis. The secondary facts and records have been amassed from various scholars and researchers, posted e-books, articles posted in distinctive journals, periodicals, conference papers, business enterprise websites for annual reviews etc. The business enterprise associated records and statistics are used which is accessible publically on the websites of the company. The methodology used was that of fundamental literature review.

DIGITAL MARKETING

Digital advertising is an umbrella time length for the advertising and marketing of products or services the use of digital technologies, commonly on the internet, however additionally which consists of mobile phones, show marketing and any different digital medium.

Digital advertising is target specific. That means, the manufacturers and entrepreneurs can select a particular phase of client based on a number factors, and also pick out the best medium of channel for connecting with such patron base. Same as the traditional advertising techniques, digital marketing is additionally interactive in nature. The different platforms like Twitter, Facebook, Instagram, etc. and AI based technologies like Chatbots comprises marketing with consumer remarks and permits for an interactive two way verbal exchange between the business enterprise and the customer.

TOOLS OF DIGITAL MARKETING

As the customer's reaction for conventional advertising approaches are decrease in latest times, the customer's engagement with brands and marketing things to do through digital platform has increase considerably. This extend in engagement is has led to evolution of various digital marketing tools:-

- **Search Engine Optimization:-**SEO entails creating greater site visitors to a internet site via making a positive ainternet site seems higher up the results of a search engine like Google. This procedure helps commercial enterprise advertising and marketing via improve a manufacturers awareness.
- **Search Engine Marketing:-** It is a paid procedure in which search engine is paid by entrepreneurs to exhibit their internet site link on pinnacle of the search list on every occasion the purchased keyword are searched.
- **E-mail Marketing:-**E mails are a awesome marketing approach to get clients to return to a brand and purchase new products.
- **Social Media Marketing:-**A strong presence on social media platforms is the essential digital marketing tool. There are many ways to encourage a brand's social media existence.
- **Content Marketing:-**It is growing valuable and pertinent content material usually on platforms. A manufacturer can use content advertising as a device to achieve better brand cognizance by

way of advertising itself as a agency that is in touch with and essential to world.

- **Web Advertisng:-** Brands can market themselves extra correctly via growing clickable commercials to put on popular websites.
- **Affiliate Advertising:-** It is when a company will pay to have a valuable spokesperson with a large audience, normally a blogger or social media influencer, to put up about their company so that a company can amplify its circulation.
- **Influencer Marketing:-** Itis one of the newest equipment of digital marketing in which social media influencers, such as Youtube stars, Tik tok stars, and so forth are used by company to aid their products on respective platforms.

IMPACT OF COVID-19 ON DIGITAL MARKETING

The widespread of covid-19 has a serious bad impact on on-field advertising activities, normally due to lockdown. However, this opened doors for digital advertising as human beings shifted to digital mediums quicker than anticipated. Following points explains the effect of Covid-19 on digital marketing and advertisng:-

- **Increased Social media Engagement paved way for increased social media marketing:-** Due to covid-19 epidemic ensuing in lockdown and work from home being in place, humans had lot of

free time, which they often spent on social media. As a result, this offers an opportunity for entrepreneurs to capitalize on and better connect with their clients through more than a few social media sites, like Facebook, twitter.

- **Shift from KPI expectations to lifetime value:-**Digital advertising is traditionally based totally on analytics and Key Performance Indicators for estimating efficacy of marketing campaigns. However, the outbreak of corona virus has disparege the importance of and emphasis on KPI and increased the significance of purchaser lifetime value.
- **Increased demand for Video content:-** Due to covid-19, demand for video contents in video streaming structures like Youtube has increased extremely. These systems provided the marketers with an probability to advertise and promote their products and services.
- **Increased importance of AI based chat bots:-** During covid-19, seniority of workforce was once on work from home status, the organizations adopted to AI based chat-bots, that would provide requisite assistance to clients through a pre-programmed chat room.
- **Emphasis of experiential marketing:-** During lockdown period, the marketers has to center of attention on making the clients online trip a lovely one when they come upon the website, attend webinar, visit landing pages etc.

- **Surge in demand for OTT content hubs:-** Covid-19 surge a demand for Over-the-top platforms which presents the digital marketers with an chance to promote their merchandise and services.
- **Increased Product research among customers:-**People are spending extra time in searching products. It forces marketers to manipulate their online recognition effeciently and be responsive towards clients queries.

FUTURE OF DIGITAL MARKETING POST COVID-19

There is no doubt that covid-19's effect on digital advertising is productive for most parts, however going ahead in future, post Covid Era the entrepreneurs have to keep or instead improve on the cutting- edge digital possibilities in order to preserve the client base which is obtained throughout covid-19 period.

Following are some factors which give an explanation how to keep these opportunities:-

- **Being socially responsible in social media-** Although the companies have won superb volume of clients engagement on range of social media platforms, going ahead in future the association have to keep this engagement while ensuring that they act with responsibility.
- **Maintain Online Reputation-** With an expand in the customer's online time spend, and enlarge in social media activities, any mistakes from the

company's phase can lead to faster enormous of bad information and may lead to drastic backlash. Thus, retaining the online recognition will be very tough and indispensable as well.

- **Managing web traffic-** Post covid, as the human beings get back to their regular existence and routines, the venture in front of the entrepreneurs would be to get the same quantity and first rate net site visitors on their websites and landing pages.

LIMITATIONS OF STUDY

- Limited to secondary data
- Time hindrance whilst accumulating data
- Generalization of all the information from this study is now not greater suitable.

CONCLUSION

In today's scenario, digital is at the heart of all groups and digital advertising is an quintessential device in arms of marketers for executing advertising techniques all through pandemic period. Covid-19 has put digital advertising an speedy music and paved the way for further enlargement and magnification of digital advertising activities. Organizations have to take care the customers and attempt to support them with the assist of innovative ideas and try to use more and greater digital

platform for security and preserving social distancing. Organization have to prepare for future according the customers altering desires and boost the digital infrastructure with security and trust for keeping the contact less delivery and save the time and money. Lastly, it can be stated that to end the spread of the Covid 19 virus throughout the globe, the best solutions are working towards social distance and working remotely from home.

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ETHICAL ISSUES IN DIGITAL MARKETING

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ABSTRACT

It is recommended since it is less expensive and more effective than the offline technique. However, there have been numerous instances of online retailers engaging in deceptive techniques. Customers in India are already wary, but they are gradually developing trust. However, news and incidents that we hear and see in our everyday lives, such as cheating, fraud, and misusing our financial accounts, are opening the door to digital marketing at an early stage. Furthermore, many businesses use unethical methods to pursue customers for their own gain. Only by being explicit and fully aware of all of these unethical difficulties in digital marketing can unethical behaviour be lessened, and marketers will find it more difficult to move away from their unethical behaviour.

Keywords: Unethical, Digital, Technique

INTRODUCTION

Digital marketing was born from the convergence of information technology, the internet, and electronics. In our modern environment, social media refers to the sharing of information, experiences, and viewpoints through community-oriented websites. The Internet was widely used as a formative medium until recently. The internet has gotten more sociable during the last few years. We're now looking at other people's websites, habits, and behaviour to make well-informed and intelligent selections regarding our next purchase. Technology nowadays with social media

marketing is about listening to the community and responding in kind, but for many social media marketers, it also relates to obtaining specific information. The use of digital marketing has become increasingly popular. Digital Marketing has wide scope, it covers online marketing, online advertising as well as various electronic channels. Digital Marketing ensures approaching the consumers in timely, relevant and cost-effective manner. Both, pull and push advertising strategies are possible in digital marketing. Further, the ethical issue of digital marketing is that it can even invent the pull function out of the

push. The person who receives information may be surrounded with the information which actually they do not want but he receives it. This is possible due to advancement in information technology and they also bring results for marketers but raises many questions as to how far it is ethical.

OBJECTIVES OF THE STUDY

- To explore the unethical means used by online stores for effective digital marketing;
- To explore the problems faced by consumer in this unethical process;

REVIEW OF LITERATURE

This type of email is distinct from unsolicited commercial email, generally known as "spam," which is becoming a growing concern for people who use email. This is breaking marketers' trust in their customers (Sara Radicati, 2010).

According to research, spam email has a response rate of under 1% of all emails sent out by advertising, but permission-based emails have a click through rate of between 5% and 8%. (Yoon, 2001).

An out-of-the-ordinary example of social media Facebook has provided businesses with new marketing opportunities by allowing them to communicate with millions of people about their products and services. This is only achievable if the managers understand how to use communication tactics to engage customers

and improve their experience (Mangold,2009).

Marketing professionals must have a thorough understanding of online social marketing strategies and programmes, as well as how to use performance measurement indicators efficiently. As the market dynamics in respect to the youthful audience's access to and use of social media change around the world. The use of strategic integration tactics in an organization's marketing communication plan is critical (Rohm & Hanna, 2011).

With the above reviews we can assume that GST is a tax reform which will change the scenario of the country as a support for this review study. Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013).

Online services tools are more influencing than traditional methods of communication (Helm, Möller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt 'to social media which itself is a motivating sign for businesses and marketing professional (Arnott, 2013).

Consumers' mental processes are influenced by their online shopping experiences (Cetine, Cristiana, Rădulescu, 2012). For businesses, the Internet is the most powerful tool available (Yannopoulos, 2011). Because the Internet is changing the brand, price, distribution, and promotion strategy, marketing managers who fail to recognise the role of the Internet in their corporate marketing plan will be at a disadvantage.

RESEARCH METHODOLOGY

This study is purely based on secondary data. The data is obtained from various journals, articles and collected over through the internet.

ETHICAL ISSUES IN DIGITAL MARKETING

The virtual stores provide with Trust Pay guarantee satisfaction to the consumer in online shopping by giving money back guarantee without asking any question and also money return guaranteed with trust pay if issue is not solved within 30 days. Guarantee differs based on Virtual Stores. But, still the consumer has a feel that the virtual stores sometimes cheater don't listen to the genuine complaints of the consumer.

MAJOR GROWING ETHICAL ISSUES IN DIGITAL MARKETING:

Today ethical issues in online marketing are becoming more widely discussed and scrutinised. It is no secret that the digital world has changed how to do

business and social media has become a major ethical issue in business and can also damage the reputation of the company if not handled in a right way. However, ethical issues in social media are not limited.

1. Consumer privacy

Online marketing has become so successful because it allows companies to target their marketing based on certain location. With the use of online tracking search engines are able to gather information about a person including where they live, how old they are and their interests. This information is then used by online marketers to sell products and services directly to consumers. But Privacy policies for all ethical methods of online marketing should always be made clear before any consumer interacts with an ethical digital marketer.

2. Copyright infringement

Everyone understands the importance of copyright law, but ethical issues in online marketing are being continuously challenging. Take for example 'Google bombing' which is an unethical technique aimed at increasing a specific website's ranking on Google searches by linking the site's content to another site which constantly comes up high in search rankings. Copyright infringement can highly damage to campaign.

3. Personal information security

The ethical way for companies to handle customer data should be made clear;

personal information of consumers given should be safe, make sure they are secure and do not disclose any details of the consumers without their permission. Generally, hackers access the website through a vulnerability in the server's hosting system which allows them to gain information from private information stored on that server or similar servers. They then use this data illegally to try and capture more details through fraudulent activities, such as card and bank details. It is must to follow the rules strictly on safeguard stored personal information.

4. Advertisements on ethical websites

Many online marketers use to advertise products and services on third-party websites. Marketers also use a third-party to place their advertisement over websites, but they should make how the third party company follow are have framed their company's ethics and values. Professional looking advertisements is a key term in ensuring ethical online marketers to get their message ethically.

5. Using social media influencers

An high influencer with large number of followers in social media platforms such as Twitter, Facebook and Instagram, who has the ability to influence many consumers in purchasing goods or services should be choosen and some social media influencers promote their without mentioning them as a paid promotion which creates greater impact on effectiveness and trustworthiness for the particular promotion

so you should how ethical it is to use ethical influencers, so make sure you enter into a transparent and legal agreements. The growing ethical issues in online marketing should not discourage ethical marketers from promoting ethical products and services in a ethical manner.

These 5 ethical issues which ethical marketers should consider before launching an ethical campaign that can help establish trust between themselves.

CONCLUSION

Finally digital marketing is the best way for marketers to standardize their business at the same they should also consider the genuine feedbacks and drawbacks from consumers. Since consumers are the king of the market and rules.

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MOST SUCCESSFUL ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES IN INDIA AFTER COVID-19

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ABSTRACT

Unfortunately, Coronavirus is right here to live for a while, so do now no longer allow this virus prevent you from doing what high-quality may be completed throughout those trying out times. Keep up with the Trend- Looking at the existing state of affairs of uncertainty and unemployment, one have to consciousness on the brilliant facet and become aware of opportunities created via way of means of the lockdown. An attempt has been made in this paper to trace out the new commercial thoughts, unique commercial enterprise thoughts and additional business opportunities in India after COVID-19. Numerous manufacturers, self-hired technicians, small commercial enterprise owners, SMEs, and MSMEs have ventured into hand sanitizer and face-masks manufacturing in place of ultimate down their contemporary operations throughout the lockdown. People can create and publish movies on YouTube in quite a few genres, consisting of gardening and cultivation, dance and different arts, architecture, and cooking. The quantity of likes and subscriptions they get will assist them make an excellent residing from this medium. Even the smallest of items could make a massive distinction in recovery the worldwide economic system at some stage in those tough times. Stay optimistic, don't lose hope, be aware, and feature quite a few staying power to combat this pandemic. Everyone is fighting this lethal virus and the entire international is running collectively to get rid of COVID19. Treat lockdown as a duration of invention, learning, and information that shall nurture a shiny destiny for mankind.

Key Words: COVID-19, Small Business Opportunities, Lockdown, Pandemic, E-Learning

INTRODUCTION

COVID 19, one of the deadliest viruses has incurred unforgettable losses to families, in addition to vast slowdown and

live for a while, so do now no longer allow this virus prevent you from doing what high-quality may be completed throughout those

trying out times. Do now no longer lose wish and don't allow this virus weaken you. Lockdown is a brief degree taken via way of means of governments of numerous countries to gradual down the unfold of the virus and to take suitable steps to fight Corona in India. Businesses have suffered big losses and those have misplaced their jobs due to the huge monetary stoop resulting from COVID 19. We cannot wait similarly without doing anything. Coronavirus (COVID-19), a deadly disease that grew stealthily has come to be one of the deadliest viruses which might be killing humans worldwide. This virus took start in Wuhan town of China and due to the fact that then have travelled to extra than a hundred and sixty international locations.

STATEMENT OF THE PROBLEM

The World Health Organization (WHO) has declared Coronavirus as a pandemic. It has come to be a mass scare and is main to the deaths of hundreds of humans in severe international locations consisting of China, Italy, Iran, Spain, the US, and lots of extra. In India, this pandemic began out on 30 January 2020 via way of means of affecting an person who had a journey records from Wuhan, China. Therefore, we should come to be extra aware, decisive, proactive, and consider agencies that may be began out from

domestic throughout lockdown for college kids doing graduation, working-elegance or post-retirement, as well. Some of the Best small commercial enterprise thoughts after lockdown that may be began out are defined right here. In this state of affairs, we are able to all give attention to seizing the contemporary process openings created via way of means of the COVID 19 lockdown, preserve a wholesome dose of motivation, and wish to keep our social, monetary, and bodily wellbeing. Keep up with the Trend-Looking at the existing state of affairs of uncertainty and unemployment, one have to consciousness on the brilliant facet and become aware of opportunities created via way of means of the lockdown. An attempt has been made in this paper to trace out the new commercial thoughts, Unique commercial enterprise thoughts and additional business opportunities in India after COVID-19.

OBJECTIVES

- To identify and trace out new commercial thoughts in India after covid-19
- To suggest possible opportunities and factors based on the findings of the study

METHODOLOGY

This paper is based on fully secondary data which were published in

various journals, records from National Informative Centre and websites.

NEW COMMERCIAL THOUGHTS

Following are the vital alternatives and the brand new commercial enterprise thoughts that may be optimally used for psychological, social, and monetary growth:

- The first aspect to recall is customer call for. Because of the lockdown, now no longer all are essential, and we have to set apart the luxuries and comforts. Supplying necessities and the excessive call for for them drives the financial system and generates progressive commercial enterprise concepts.
- Technology and on-line process possibilities are at the upward push, and you possibly can live updated at the trending alternatives to pick the high-quality commercial enterprise concept to begin beneath the existing circumstances.
- Education, banking, agriculture, furniture, design, gifts, weddings, meals, taxes, finance, and production are a few small commercial enterprise thoughts to consciousness on.
- We have to prioritise era as a key aspect to developing career, new commercial enterprise thoughts and possibilities.

UNIQUE COMMERCIAL ENTERPRISE THOUGHTS.

It is important to set up virtual relationships, construct tactics, and using a hit strategies to investigate the market and enforce those particular commercial enterprise thoughts.

1. E-learning One of the sectors with a purpose to by no means prevent functioning is education. Even Coronavirus can not save you younger minds from being educated. To attain out to the huge variety of college students who crave an intensive interpretation and comprehension of unexplained subjects and finishing touch of instructional syllabus, you possibly can have interaction in on-line video lectures, on-line tuitions, unique classes, webinars, or on-line coaching apps.

2. Healthcare Items Since the collection of lockdowns began, the manufacturing of small-scale or hand-made mask and hand sanitizers has visible a meteoric upward push to satisfy the developing call for those fitness care items. Numerous manufacturers, self-hired technicians, small commercial enterprise owners, SMEs, and MSMEs have ventured into hand sanitizer and face-masks manufacturing in place of ultimate down their contemporary operations throughout the lockdown.

3. Doorstep Delivery During this lockdown, doorstep transport has established to be one of the maximum reliable marketplace models. Customers could an

increasing number of favour to buy vegetables, moist marketplace resources and different necessities digitally as opposed to from the shop with inside the instantaneously future. 'No touch transport,' wherein the transport employees depart the product on the customer's doorstep with none direct touch with the customer, is trending those days.

4. Food Delivery Can't visit the eating place? Let the eating place come for your doorstep. With the assist of on-line structures including Zomato and Swiggy, ordering meals on-line has come to be a easy procedure. Numerous startups also are imparting meals transport services. As a result, beginning a meals transport provider is a great commercial enterprise concept after the lockdown in India.

5. Cab Service The lockdown has positioned many constraints on transportation services. By focusing in this constraint, one can also additionally earn a respectable dwelling via way of means of working a taxi provider for humans to trip for paintings or journey for non-public reasons. The ease of trip is the maximum renowned answer throughout the lockdown, and therefore a cab provider may be the maximum a hit small commercial enterprise concept.

6. Blogging This is an top notch manner for people to speak their thoughts and views

to the overall population, imparting them with a extra knowledgeable perspective on numerous subjects. This is generally useful for people who like writing however are plagued via way of means of it. A blogger has a huge target target market and could boost loads of cash from subsidized and affiliated blogs and advertising.

7. Social Media Management Social networking, as a especially influential and green communications tool, ought to be integrated into each commercial enterprise concept. Maintaining a social media presence is crucial for agencies to stay related to their customers and target target market. Social media directors are in price of a company's presence on social media websites including Facebook, Twitter, Instagram, And LinkedIn. Social media control is a great commercial enterprise concept to consciousness on after the lockdown.

8. Digital Marketing Digital Marketing is one of the maximum a success commercial enterprise thoughts to put in force at some stage in the lockdown. It may be carried out withinside the shape of tweets, blogs, images, or maybe podcasts; content material is a considerable element in virtual advertising and marketing. The current ban via way of means of the Indian authorities on fifty nine Chinese programs that had a monopoly at the Indian content

material enterprise has created possibilities for Indian builders and entrepreneurs to create and introduce Indian content material programs.

9. Youtubing Many people have opted for the YouTube advertising and marketing small commercial enterprise idea scheme and feature all started monetising the large website. YouTube movies are catching on and feature come to be a family object for folks who are bored at domestic who've quite a few time on their hands. People can create and publish movies on YouTube in quite a few genres, consisting of gardening and cultivation, dance and different arts, architecture, and cooking. The quantity of likes and subscriptions they get will assist them make an excellent residing from this medium.

10. Art Work Staying positioned interior has given anybody masses of time to paintings on their innovative propensities. Needless to say, it's miles the quality possibility for artists to take pleasure in their craft. Once they have got the vital materials/resources, they simplest want to create a digital gallery digitally to promote their paintings after which ship it to the customer's address. Virtual artwork exhibitions may be carried out to make their presence felt withinside the goal marketplace.

11. Renewable Energy Sector The international is seizing this danger to convert right into a extra environment-friendly, prosperous, and digitally connected. As a result, it's miles affordable to claim that gamers withinside the renewable power marketplace have considerable prospects. If you be a part of the renewable power area now, you may discover a plethora of call for-facet prospects.

ADDITIONAL BUSINESSSES OPPORTUNITIES

In addition to above thoughts, the subsequent are the critical commercial enterprise after COVID-19.

- Online consultancy commercial enterprise
- Freelancing or blogging
- Website improvement commercial enterprise
- Photography commercial enterprise
- Homemade clothes, timber toys, handbags, greeting cards, etc.
- Kitchen add-ons and plantation gadgets
- Candles production commercial enterprise
- Gifts gadgets like antiques, image frames, ornaments, custom designed cups, perfumes, ceramic goods, and plenty extra.

CONCLUSION

To halt the virus's propagation, India and different nations have imposed lockdowns, wherein all however important centers are quickly halted. Although the problems we are facing via this system should be understood and addressed, several possibilities and small commercial enterprise thoughts are generated with a wealth of untapped entrepreneurial potential. You also can search for matters which can be quite simply to be had and may be used as consistent with the call for on this time of crisis. Even the smallest of items could make a massive distinction in recovery the worldwide economic system at some stage in those tough times. Stay optimistic, don't lose hope, be aware, and feature quite a few staying power to combat this pandemic. Everyone is fighting this lethal virus and the entire international is running collectively to get rid of COVID19. Treat lockdown as a duration of invention, learning, and information that shall nurture a shiny destiny for mankind.

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DIGITAL TRANSFORMATION OF ENTREPRENEURS THROUGH SOCIAL MEDIA: COVID-19 SCENARIO

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ABSTRACT

The world of business has completely transformed from the state of what we do to the state of how we do. The novel corona virus has influenced every aspects of life irrespective of various diversities. The pandemic left every sector in vein and any start up was not in a situation of exemption. Survival of any business depends on the bonding it creates with the consumers. Most of the entrepreneurs were able to sustain their customers through best hospitality practices and by spending time through direct interaction with the consumers. But the unpredicted crises changed every sort of business activity and the lock down made entrepreneurs to find new ways to knock the doors that were permanently closed by the buyers. Technological advancements were the only motivators that helped entrepreneurs to meet their target customers virtually. The atmost time spent by the millennial generation on social media during lock down created a new platform as a savior for the entrepreneurs. This paper analyzes the scenario of digital transformation of traditional entrepreneurs through social media during and after Covid-19.

Keywords: *Entrepreneurs, Facebook, Instagram, Social Media, Whatsapp, YouTube.*

I.INTRODUCTION

Entrepreneur is a person who converts risks into opportunities. They are people with the mindset of a survivor and not a victim. They never dwell themselves in the mistake of the past rather learns from the mistake and plans the present and future accordingly. These intellectual qualities were hit by the pandemic situation and unplanned lockdown for more than a year.

The MSME's that contributes to one third of India's GDP were threatened by the pandemic. Entrepreneurs faced challenges like delay in customer payments, failure to meet running costs, forced lay off and furloughed employees. With these challenges the entrepreneurs were able to understand the precarious position that need to be crossed and this made them to shake hands with technological advancements say

digitalization. Social media sites like Facebook, Instagram, Whatsup and Youtube which were seen only as a platform for creating instant friendships and maintaining relationships became a savior for the business to find customers, interact with them virtually and follow them continuously that helped an Entrepreneur to push his business towards a bright future.

II.OBJECTIVES OF THE STUDY

1. To analyze the challenges faced by Entrepreneurs during Covid-19
2. To identify the influence of social media on public after pandemic.
3. To understand the strategies framed by the Entrepreneurs through social media during and after the pandemic.
4. To acquire knowledge on how various social media sites supported Entrepreneurs to cross the crisis.

III. SIGNIFICANCE OF THE STUDY

This study helps the readers and aspiring Entrepreneurs to understand how the outbreak of an infectious disease creates an impact on businesses and the entire economic situation of a country. It helps the young entrepreneurs and new start-ups to ascertain the importance of social media in attracting new customers and the need to acquire technical knowledge to survive in the business world. It also helps the Educational institutions to reframe the curriculum based on current technological advancements in order to create an

inclination among the students to become successful entrepreneurs.

IV. METHODOLOGY

The data collection is secondary and includes research articles, magazines, newspapers and official websites

V. LIMITATION OF THE STUDY

The study does not analyze all the social media sites and gives importance to most popular platforms like Facebook, Whatsapp, Instagram and Youtube. It does not enumerate all the business features incorporated by the social media sites rather restricted to certain important and widely used features.

VI. CHALLENGES FACED BY ENTREPRENEURS DURING COVID-19

The sudden outbreak of the pandemic affected all segments of life and the business world drastically. Being connected with the consumers is the pinpoint of any business activity. Entrepreneurs found it really hard to have such a connection due to sudden lock down and regulations imposed by the government on business entities. They were in a situation to rethink and reframe the organizational structure to survive in the entrepreneurial economy. Entrepreneurs of new start-ups were under a depressed condition when compared to matured or experienced entrepreneurs as they faced the following challenges

1. The wide spread of disease created a fear and self doubt regarding business uncertainty
2. The physical health of the customers, employees and entrepreneurs themselves were forced to be a priority
3. Entrepreneurs were not able to meet their target customers in person and was not able to find new clients for their business
4. On the other hand finding existing customers became a challenge
5. Even if an entrepreneur finds customers after crossing several hardships, the identified customers were not ready to buy the products or services which were not considered as necessities as they were in a fear of managing family with available money due to prolonged days of lock down
6. Demand for the products decreased and the orders placed by customers were cancelled that in turn decreased the sales and revenue.
7. Decrease in cash inflow due to reduced investments and sales became a threat towards entrepreneurial journey.
8. The culture of work from home made it even harder to find skilled employees and to retain the talented.
9. Entrepreneurs were under a pressure to pay their employees even if there is no fund.

The above said barriers influenced the entrepreneurs to leverage a new recovery path in order to navigate the pandemic.

VII. SOCIAL MEDIA: THE LIFELINE OF BUSINESS SURVIVAL

Social Media is a popular platform that consists of digital tools like Whatsapp, Facebook, Instagram, Youtube, Twitter etc... which was used only for communication and entertainment before pandemic. Due to reasons like fall in smartphone prices, fast internet connectivity and lack of communication with loved ones during lockdown billions and billions of people became active users in social media. According to Hammercopf consumer survey there was an 87% increase in the usage of social media within a week after the lockdown. The sudden outrage had taught a valuable lesson to the business world and Entrepreneurs thereby understood that their general marketing strategies and promotional activities will not work in the pandemic situation. Social media with innumerable users became the only opportunity for the business men and lifeline for most of the small and medium scale businesses. Table 1 shows the report declared by the Union Minister Ravi Shankar Prasad on usage of social media by the public in India as on February 2021.

Table 1
Data on the usage of Social Media

Social Media Site	No. of users (in crores)
Whatsapp	53
Youtube	44.8
Facebook	41
Instagram	21

As per the report of The Global Statistics the growth rate of active social media users increased by 42% (ie) more than 19 million in India.

7.1 Facebook: A business Support System

Facebook is the most popular and largest Social media Network under the parent company Meta and holds social media sites like Whatsapp, Instagram and Facebook Messenger. Facebook was used mostly by the Gen Z and millennial generation that made possible to find their close friends from any part of the universe. But after pandemic it became a sales channel to support a business in creating their own business page with profile picture, cover photo, favorites, ads, social media customer care etc... and also helped in measuring their business performance in a particular period of time.

7.1.1 The Ads Manager

Due to loss of revenue during the crisis most of the Entrepreneurs were not able to spend money in promotional activities which was made possible by Social media

through Facebook. The Ads Manager is an important and value added feature in Facebook that helps the Entrepreneurs and start-ups to upload multiple video advertisements with reduced cost. It helps to find the target audience by specifying the location, age, gender, language and information on detailed targeting based on which Facebook displays the audience size and estimated daily results on number of people viewing the advertisement.

7.1.2 Facebook Messenger

Facebook Messenger and chatbots helps the business to receive customer queries and respond to it either publicly and through private messages. The comment on a product is made voluntarily by the customers or viewers' that acted as the word of mouth that influenced and created an intention among other viewers to try the same. Entrepreneurs are using this feature as a feedback form which reduces the cost of further research and analysis. Conversational marketing is made possible through Facebook Messenger through which

the goodwill of a concern achieves greater heights.

7.1.3 SMB Guide

Facebook rolled out an SMB Guide for Small and Medium Business of India to recover from the impact of pandemic. This Guide with step by step details is used by most of the Entrepreneurs to update the technical skills that supports them to transform their business from offline to customer active mode (ie) the online mode with minimum effort. It helps the young Entrepreneurs to learn the millennial way of doing business in the digital era.

7.1.4 Facebook Insights & Unified Inbox

The Unified Inbox offered by Facebook helps to track customer views and comments of followers from Facebook, Instagram and Messenger at one place. Facebook Insights helps to evaluate the performance of business through various metrics like followers, impressions, actions and demographic data.

7.1.5 The Business nearby Section

The Business nearby Section introduced by Facebook helped the users to know about the nearby shops and their products that helped business to build resilience in the competitive market.

7.1.6 Metaverse

Most of the Event Management Companies lost their revenue as all the wedding ceremonies and other celebrations booked prior to Covid 19 were cancelled during the pandemic. Facebook became the

forerunner in using the digital technology Metaverse a real time 3D software development program that gives a virtual experience, interaction and augmented reality for the people involved. This technology is now used by companies like Microsoft, Apple, Amazon etc to hold meetings and to attract new customer base.

7.2 Whatsapp

Facebook acquired Whatsapp on February 19, 2014 and now it is the top most messaging app used by all sort of people in India. It has transformed into a popular business communication app which has created a situation that no businessman can take forward his business without this social media platform. Whatsapp is one of the widely used sources of business communication during pandemic. It helps an Entrepreneur to share the meeting link among his employees and an account number or mode of payment among the customers. Entrepreneurs are able to communicate both literally and virtually with the stakeholders. It supports and helps to share other social media links of the concern say a Facebook link, Instagram link and Youtube link of the company with multiple groups and can reach innumerable people within a short span of time. The payment gateway in Whatsapp is a value added feature and its getting popular now a days.

7.3. Instagram

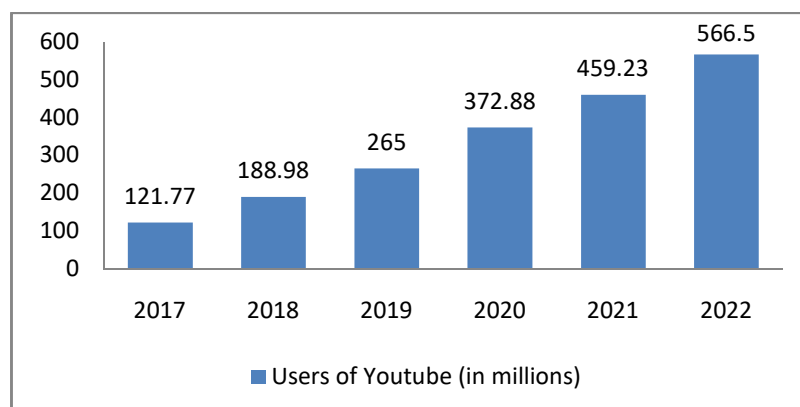
Instagram is a social networking platform used for sharing photos and video files which was acquired by Meta in the year 2012. It has become a popular sales channel for most of the business after the pandemic. It has incorporated many features and stickers to support the start-ups. The “Support Small Business” sticker was launched to promote all sort of small business like grocery shops that helped Small and Medium Business to strengthen

the customer base and Instagram followers. “The Food order Sticker” of Instagram created an inclination among the followers to order their food through Swiggy and Zomato.

7.4. Youtube

Youtube is a social media platform owned by Google for sharing audio and video files by the users and subscribers. Chat1 shows the growth in the usage of the platform before and after Covid 19.

Chart 1
No. of Users in India



Source: Statista 2022

From the above chart it is clear that the users of Youtube have increased tremendously after the crisis. Most of the Entrepreneurs in recent days promote their products by uploading videos explaining their product quality, price, discount, address and even whatsapp number for further clarification and placing order.

7.4.1 Affiliate Marketing

Affiliate Marketing plays a major role in youtube through which an Entrepreneur has an affiliate with youtubers to promote his products and services. The youtuber on the other hand shares the company’s link with the viewers and subscribers and appeal them to visit the particular website or link uploaded in the description of their youtube

channel for which the youtuber gets commission. Through this strategy a company can reach a mass customer base within a short period of time. The Youtube Entrepreneur on the other hand uses this affiliate marketing to earn high commission from affiliate program.

SUGGESTIONS

The study has come out with the following suggestions which should be inculcated to enhance the Entrepreneurial Growth in India.

1. Social Media platforms are used widely by Gen z and millennial generation and so Educational Institutions must reframe the curriculum inculcating practical knowledge, technical skills and importance of social media in running a business that in turn will create an inclination towards Entrepreneurship among students.
2. Social Media sites itself must take measures to create awareness on the value of social media among traditional entrepreneurs through workshops, webinars in order to transform them into Digipreneurs
3. Most of the Entrepreneurs hesitate digital way of business due to fear of lack of cyber security in social media platforms. Government must be keen in enhancing Cyber law to protect Entrepreneurs and customers from unauthorized hackers.

CONCLUSION

The hardest time of pandemic changed the unchangeable aspects of life and business. It made the Entrepreneurs to refine past processes and to adopt new strategies and marketing plan. Opportunities created by Social media were grasped by most of the start-ups at the beginning of lock down and it has increased tremendously in recent days. Businessmen were able to cross the hardest time only because of social media. The crisis has transformed a retailer into e-tailer and social media platforms have trained customers to buy online. The upcoming entrepreneurs must understand the importance in enhancing the technical knowledge and skills in order to survive in the market in any form of crisis in the near future.

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PROBLEMS AND PROSPECTS OF SMALL SCALE INDUSTRIES IN INDIA

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ABSTRACT

Small-scale industries (SSI) were the one of the dreams of Mahatma Gandhi. The Father of our Nation. He has supported the growth of small-scale industries in India, because he had the vision that it would help the economically backward people in India to come up in their life. He emphasized that India lives in villages and visualised for grass root level prosperity and democracy through small scale and cottage industries. In fact he was the pioneer in setting up Khadi and village industries. Mahatma's principles like simple living, simple technology and small scale industries are the best methods for environmental protection too.

The development of small-scale industries has been one of the most significant and characteristic features of Indian Industrial development. This sector accounts for 40% of total industrial output and contributes nearly 35% of the total direct exports. SSI's play important roles in employment creation, resource utilization and income generation. The gestation period is very short and they need smaller unit of capital to start. Establishment of such industries in rural areas and small towns helps for a balanced growth of the economy as whole. They are mostly setup by individuals and they provide an outlet for expression of entrepreneurial spirit.

Keywords: Small Scale Industries, Micro, Small and Medium Enterprises, Manufacturing and Services

INTRODUCTION

In India, the first official definition for Small Scale Industry dates back to the second five year plan. In 1955 small scale industries board defined as "A unit employing less than 50 persons, if using power and less than 100 persons without the use of power and with capital assets not exceeding rupees five lakhs"

In 1972, the Government of India constituted a committee for drafting legislation for small-scale industries, which

suggested that the small-scale industries might be classified into three categories namely Tiny industry, Small industry and Ancillary industry.

In accordance with the provision of Micro, Small and Medium Enterprise Development (MSMED) Act, 2006 the micro, small and medium enterprises are classified into two classes.

(a) Manufacturing Enterprises – The enterprise engaged in the manufacture or production of goods pertaining to any

industry specified in the First Schedule to the Industries (Development and Regulation) Act, 1951. The manufacturing enterprises are defined in terms of investment in plant and machinery.

(b) Service Sector-The enterprises engaged in producing or rendering of services and are defined in terms of investment in plant and machinery. The limit for investment in plant and machinery for manufacturing and service enterprises

Investment Limit in Manufacturing Sector

Enterprises	Investment in Plant and Machinery
Micro-enterprises	Does not exceed twenty five lakh rupees
Small enterprises	More than twenty five lakh rupees but does not exceed five crore rupees.
Medium enterprises	More than five crore rupees but does not exceed ten crore rupees

Source: Micro, Small & Medium Enterprises Development (MSMED) Act, 2006

Investment limit in Service Sector

Enterprises	Investment in Plant and Machinery
Micro-enterprises	Does not exceed ten lakh rupees
Small enterprises	More than ten lakh rupees but does not exceed two crore rupees.
Medium enterprises	More than two crore rupees but does not exceed five crore rupees

Source: Micro, Small & Medium Enterprises Development (MSMED) Act, 2006

The definition of small scale industries has undergone changes over the years in terms of investment limits to boost up the development of this sector

Changes in the Definition of Small Scale Industries in Terms of Investment Limits

Sl.No	Year	Investment limits in Plant and Machinery	Additional conditions
1	1955	Upto Rs.5 lakhs	Less than 50/100 persons with/without power
2	1960	UptoRs. 5 lakhs	No conditions
3	1966	Upto Rs.7.5 lakhs	No conditions
4	1975	Upto Rs.10 lakhs	No conditions
5	1980	Upto Rs.20 lakhs	No conditions
6	1985	UptoRs. 35 lakhs	No conditions
7	1991	UptoRs. 60 lakhs	No conditions
8	1997	UptoRs. 3 crores	No conditions
9	2000	UptoRs. 1 crore	No conditions
10	2006	UptoRs. 5 crores	No conditions

Source :Complied from various acts and notifications

REVIEW OF LITERATURE

This paper reviews the existing microeconomic evidence on whether SMEs boost growth and reduce poverty. A growing body of work suggests that SMEs do not boost the quantity and quality of employment. Initially, Birch (1979) argued that small firms are particularly important in job creation. He reports that over the 1970s, firms with fewer than 100 employees generated eight out of ten new jobs in America. However, a wide array of evidence rejects the view that small firms are the engines of job formation (Dunne, Roberts, and Samuelson, 1989; Leonard, 1986; Brown, Hamilton, and Medoff, 1990). For instance, Davis, Haltiwanger and Schuh (1993) show that while gross rates of job creation and destruction are higher in small firms; there is no systematic relationship between net job creation and firm size. In Sub-Saharan Africa, Biggs and Shah (1998) find that large firms were the dominant source of net job creation in the manufacturing sector.

OBJECTIVES OF THE STUDY

1. To study and understand about the SSI & MSME.
2. To know about the problems of SSI.
3. Study and analysis the steps to be taken for starting SSI.

RESEARCH METHODOLOGY

Research design of this paper is descriptive in nature. The various of problems and steps to be taken in has been

studied, and described. The basic focus of this paper is to know various sources of employment generation and poverty eradication through small scale industries. Sources of data collection is secondary. The secondary data is collected from various articles, research paper, books, magazines and internet etc.

PROBLEMS OF SSIs

Despite the recommended contribution to the national economy, the SSI sector does not receive the necessary support from the relevant government ministries, banks, financial institutions and companies, which hinders more competitive domestic and international markets. The small industry in India has not developed properly due to the various problems it faces in running its business. The potential is huge, but the main challenges facing small industries are:

Skilled Workforce Skills

If your employees are skilled and capable, small business success depends on entrepreneurs and employees. The lack of suitable skilled workers for the rural sector creates a problem for small businesses.

Inadequate Credit Support

Inadequate and timely provision of credit facilities is a major problem faced by small businesses. This is partly due to a lack of capital and partly to the low creditworthiness of the country's small units. Lack of funding is a serious obstacle to the development of small businesses. The

financial problems of small industries are part of the larger capital problems of the economy as a whole and are partly due to the peculiarities of the regulation of small industries.

Irregular supply of raw materials

Small factories face significant challenges in obtaining raw materials, whether they use local or imported raw materials. The problem is caused by incorrect and irregular supply of raw materials. Lack of proper raw materials, sometimes poor quality of raw materials, rising prices for raw materials, currency crisis and ignorance of the social order by the entrepreneur are another obstacle for the small sector products

Lack of organized marketing

One of the biggest challenges for small businesses is marketing. Since these divisions often do not have a marketing organization, their products are compared in quality to large industrial products. This makes them less competitive compared to larger divisions. Without organized marketing, a product is bad compared to a good product.

Lack of machinery and equipment

Small enterprises are trying to use modern machinery and equipment in their production processes in order to compete with large enterprises. Most of the smaller units use outdated traditional methods and equipment.

Lack of adequate infrastructure

India's economy is characterized by inadequate infrastructure, which poses a major challenge to small-scale growth. Most small apartments and industrial buildings in cities have one or more problems, such as power outages, water and sewer problems, bad roads, raw materials and marketing problems. Thus, the lack of adequate infrastructure negatively affects the quality, quantity and production schedule of the company and ultimately leads to low utilization.

Competition with large units and imported goods

It is very difficult for small units to compete with large units, and imported goods are relatively very cheap and of better quality than small units.

Other Problems

In addition to the above problems, several other problems hinder small divisions.

STEPS TO BE TAKEN FOR STARTING SSI

An entrepreneur possessing the keen aptitude for setting up a small-scale unit should formulate a business plan and take a number of steps to give shape to business idea. Prepare project report and obtain various approvals and sanctions. The following are the various steps to be taken by entrepreneurs to start a small industrial unit.

Selection of the product

An entrepreneur may select a product according to his own capacity and motivation. Design a new product (innovative) or copy an established product (imitative) or may make improvements upon existing product in terms of quality, additional uses, comfort and lower price. The economic viability of the product should be assessed on the basis of the following demand aspects.

- i) Volume of aggregate existing demand both in domestic market and export market.
- ii) Volume of potential demand
- iii) The degree of import substitution and the degree of substitution of an existing product.
- iv) The volume of demand by big units for ancillary products.

The necessary information on the above aspects may be obtained from the State Development Agencies, technical publications, industrial houses, giant public sector units and from various research laboratories of CSIR and NRDC. In some cases consultants or experts may be hired for product selection from the Research and Development (R&D) Division of broad industry groups. To ascertain the product viability, the entrepreneur has to obtain accurate market information. He may take-up a market survey either by himself or with the help of an agent consultant.

Small-scale entrepreneurs in India produce most of the products required for our day-to-day requirements such as ready made garments, leather footwear, detergent soaps and liquids, plastic items like buckets, jerry, cans, wallets and purses, food items, vermicelli, macaroni, jams, jellies, pickles, condiments and so on. The important industries reserved for small scale sector are chemicals, natural essential oils, transport equipments, pressure stove, electrical appliances, electronic equipments, bicycle parts, mathematical and survey instruments, sports goods, stationery items, clocks and watches etc.,

Selection of form of ownership

The most suitable forms of ownership for SSI are

- a) Sole proprietorship
- b) Family ownership
- c) Partnership and
- d) Private Limited Company

The first two forms are mostly preferred for having unified control over the unit. The next two forms highly facilitate the pooling of financial resources, managerial and technical skills and business experience.

The selection of type of organization is an important entrepreneurial decision. This decision of an entrepreneur depends on a number of variables. The deciding core factors are:

- i) Type of Business-Service, Trade and Manufacturing.

- ii) Selection of Industry and the area of operation
- iii) Scope of operations, volume of business and the size of the market
- iv) Amount of capital funds required-Fixed capital and Working capital.
- v) Possibility of raising resources from the market, institutions, subsidies and other incentives.
- vi) Costs and procedures and relative freedom from Government regulation.
- vii) Comparative tax advantages.
- viii) Size of the risk
- ix) Continuity of the enterprise.
- x) Degree of direct control and adaptability of administration.

The above ten factors are the major factors that will influence the choice of a proper form of an organization.

Selection of site

Any new organization has to take the major strategic decision on locating its facilities. The general objective in selecting a site is to minimize total cost of production and distribution. The selected site should also maximize revenue and provide an opportunity for further growth and expansion. The most important factors that influence locating an operation may be

- i) Personal factors.
- ii) Economics (purchasing power of community, per capita retail stores etc)
- iii) Competition
- iv) Geographic considerations.
- v) Local laws and regulations.

Small business can avail of the benefits provided by the government through its policies on licensing, subsidies, financial concessions, taxes, duties and establishing industrial estates. The nearness to market, raw material, sources of labour supply and availability of infrastructural facilities are also to be considered while selection of site.

Designing capital structure

Small industries require finance for

- i) Purchase and installation of machinery.
- ii) Procurement of raw materials and components and the manufacture of products.
- iii) Working funds.
- iv) Availability of funds until the realization of sales.

The sources of initial capital of a new venture are

- a) Own capital
- b) Long term loans from friends and relatives and
- c) Term loans from banks and financial institutions.

In recent years, the commercial banks and financial institutions play an important role in providing term loans as well as working capital finance to SSI's.

Acquisition of manufacturing or technical know-how

Many institutions like Government research laboratories, research and development divisions (R&D) of industries and also individual consultants provide the

technical know-how. The scale of operation is linked closely with technology, financial resources available, and market demand envisaged. National laboratories, CSIR, and NRDC provide information on the feasible scale of operation relevant to manufacturing know-how that is sought for by the applicant.

Preparation of project report

An entrepreneur has to prepare a project according to a standard format. The report normally covers important items like sources of finance, availability of machinery and technical know-how, sources of labour and raw materials, market potential and overall profitability.

All these are systematically estimated and presented balancing the opportunities and constraints. The project report should cover the technical feasibility, economic viability and financial implications of the project/business.

FINDINGS

1. Small industry helps to increase the level of employment in our country.
2. Small Industry (SSI) helps reduce poverty in the country.
3. Unemployment will fall and promote entrepreneurial activities.
4. An increase in the gross domestic product (GDP) of a country leads to economic growth.

CONCLUSION

SSI plays an important role in reducing poverty and increasing employment. To promote the urban and rural growth of the country. The government is helping to improve the infrastructure and production of SSI. Reducing problems such as slums and poverty. SSI plays a very important role in the economic development of India. It helps people increase their incomes, increase their savings and increase investment and industrial development. Unresolved problems in developing countries such as India are being partially solved and aware about elements for success of entrepreneurs.

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APPLICATIONS OF DIGITAL TECHNOLOGY IN COVID-19 PANDEMIC

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ABSTRACT

COVID-19 has become a global pandemic due to its high transmissibility and lack of a viable vaccine or cure. Containment and mitigation have been the focus of government-coordinated efforts around the world, with various degrees of success. Early surveillance, testing, contact tracing, and stringent quarantine appear to be common measures among countries with low COVID-19 per-capita mortality rates. In most successful countries, the scale of coordination and data management required for the implementation of these policies has relied on the use of digital technology and its integration into policy and health care. This Viewpoint lays out a framework for using digital technologies in pandemic response and management, demonstrating how successful countries have used them for pandemic planning, surveillance, testing, contact tracing, quarantine, and health care.

Key words: Digital technology, testing, Surveillance

INTRODUCTION

COVID-19 is a global pandemic caused by the new coronavirus 2 that causes severe acute respiratory illness (SARS-CoV-2). Due to significant transmissibility, a case fatality rate of greater than 1%, and a lack of effective antiviral treatment or immunisation, pandemic management has centred on containment and mitigation. Governments all across the world have had varying degrees of success in minimising COVID-19's influence, despite relying on well-established public-health concepts.

Digital health technology can help pandemic strategy and response in ways that are impossible to achieve manually. Digital technologies have been integrated into government-coordinated containment and mitigation efforts, such as surveillance, testing, contact tracing, and strict quarantine, in countries like South Korea, which could be connected to their incidence curves flattening early.

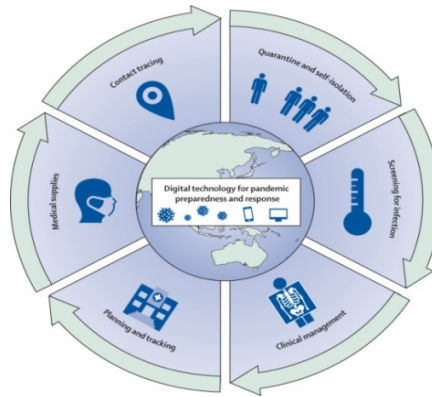


Figure 1: Digital technology as a tool for pandemic and response

This Viewpoint lays out a framework for using digital technologies in pandemic planning, surveillance, testing, contact tracing, quarantine, and health care, highlighting how successful countries have adopted and integrated digital technologies for pandemic planning, surveillance, testing, contact tracing, quarantine, and health care.

Table1: Digital technology initiatives used in pandemic

	Functions	Digital technology	Countries	Advantages	Disadvantages
Tracking	Tracks disease activity in real time	Data dashboards; migration maps; machine learning; real-time data from Smartphone and wearable technology	China; Singapore; Sweden; Taiwan; USA	Allows visual depiction of spread; directs border restrictions; guides resource allocation; informs forecasts	Could breach privacy; involves high costs; requires management and regulation
Screening for infection	Screens individuals and populations for disease	Artificial intelligence; digital thermometers; mobile phone applications; thermal cameras; web-based toolkits	China; Iceland; Singapore; Taiwan	Provides information on disease prevalence and pathology; identifies individuals for testing, contact tracing, and isolation	Could breach privacy; fails to detect asymptomatic individuals if based on self-reported symptoms or monitoring of vital signs; involves high costs; requires management and regulation; requires validation of screening tools
Contact tracing	Identifies and tracks individuals who might have come into contact with an infected person	Global positioning systems; mobile phone applications; real-time monitoring of mobile devices; wearable technology	Germany; Singapore; South Korea	Identifies exposed individuals for testing and quarantine; tracks viral spread	Could breach privacy; might detect individuals who have not been exposed but have had contact; could fail to detect individuals who are exposed if the application is deactivated, the mobile device is absent, or Wi-Fi or cell connectivity is inadequate

Quarantine and self-isolation	Identifies and tracks infected individuals, and implements quarantine	Artificial intelligence; cameras and digital recorders; global positioning systems; mobile phone applications; quick	Australia; China; Iceland; South Korea; Taiwan	Isolates infections; restricts travel	Violates civil liberties; could restrict access to food and essential services; fails to detect individuals who leave quarantine without devices
Clinical management	Diagnoses infected individuals; monitors clinical status; predicts clinical outcomes; provides capacity for telemedicine services and virtual care	Artificial intelligence for diagnostics; machine learning; virtual care or telemedicine platforms	Australia; Canada; China; Ireland; USA	Assists with clinical decision- making, diagnostics, and risk prediction; enables efficient service delivery; facilitates patient - centred, remote care; facilitates infection control	Could breach privacy; fails to accurately diagnose patients; involves high costs; equipment may malfunction

Planning and tracking

In various nations, big data and artificial intelligence (AI) have aided COVID-19 preparedness and tracking of people, and hence the transmission of illness. Chinese authorities were able to follow the movement of persons who had visited the Wuhan market, the pandemic's epicentre, using tools like migration maps, which employ mobile phones, mobile payment apps, and social media to collect real-time data on people's locations. With these data, machine learning models were developed to forecast the regional transmission dynamics of SARS-CoV-2 and guide border checks and surveillance. As soon as China reported the outbreak, Taiwan initiated health checks for airline travellers

from Wuhan, integrating data from immigration records with its centralised, real-time national health insurance database.

Health-care facilities were able to examine patients' travel history and identify individuals for SARS-CoV-2 testing and tracking as a result of this integration. The proximity of Taiwan to Wuhan, China, made the region particularly vulnerable to COVID-19, although the low number of cases and deaths can be attributed to the efficient use of big data. Swedish Health Services, a health-care organisation based in the United States, has created a platform that allows health-care personnel to provide real-time data on COVID-19 patient volumes, personal protective equipment, staffing, ventilator usage, and other resource

information. This data has been shared among the company's hospitals in order to keep track of facility status, allocate health-care resources, and expand hospital bed capacity.

Because of the requirement to track COVID-19, data dashboards that visually indicate illness burden have been developed. UpCode uses data from the Singapore Ministry of Health to show infection trends by age, gender, and region, as well as the time it takes for infected people to recover. The corona virus dashboard at Johns Hopkins University (MD, USA) and the web-based platform Health Map give up-to-date graphics of COVID-19 cases and deaths around the world. Climate change may now be factored into estimates thanks to AI systems. AI has its limits and requires COVID-19 datasets for training. Most AI predictive models have so far relied on Chinese data, which may not be generalizable. Aside from the lack of past training data, social media and other sources of information.

Screening for infection

Individuals in China are screened and directed to appropriate resources using free web-based and cloud-based solutions. In Taiwanese airports, high-performance infrared thermal cameras are utilised to collect thermal images of people in real time, quickly detecting persons with fever. People's temperatures are taken at the entrances to companies, schools, and public

transportation in Singapore. The data from the thermometers is analysed and used to locate emerging illness hotspots and clusters where testing can begin. Iceland, unlike most other countries, has begun mass testing of asymptomatic people.

Iceland collects data on patient-reported symptoms using mobile technologies and integrates it with other datasets including as clinical and genomic sequencing data to disclose insights about the virus's pathology and spread. This method has contributed to our understanding of the prevalence and transmission of asymptomatic COVID-19. Iceland now has the greatest per-capita testing rate and one of the lowest COVID-19 fatality rates. Germany and South Korea are two more countries that conduct extensive testing. In the United States, a commercial company has utilised digital thermometers to collect real-time data on clusters of febrile sickness, and a national research is using a wearable application to capture resting heart rate, which could help detect COVID-19 outbreaks.

These projects are either business-driven or research-based, and they are not incorporated into policy or practise. Systematic screening technologies are costly and require trained workers, which prevents many countries from adopting them. Because of the long incubation time and the relatively high prevalence of asymptomatic illness compared to other infectious

diseases, digital systems that monitor vital signs or self-report symptoms are ineffective. Because of these characteristics, researchers at the European Centre for Disease Prevention and Control believe that the majority of passengers from Chinese cities would be missed by screening.

Contact Tracing

South Korea has put in place instruments for aggressive contact tracing, which uses security camera video, facial recognition technology, bank card information, and global positioning system (GPS) data from vehicles and mobile phones to provide real-time data and full timelines of people's movements. South Koreans are receiving emergency text notifications about new COVID-19 cases in their area, and anyone who may have come into touch with infected people are being told to go to testing centres and isolate themselves. South Korea has one of the lowest per-capita mortality rates in the world thanks to early detection and isolation of illnesses.

When people are in close proximity to each other, a mobile phone application in Singapore has been launched that exchanges short-distance Bluetooth signals. The software records these meetings and saves them for 21 days in their respective mobile phones. When a person is diagnosed with COVID-19, the Ministry of Health in Singapore accesses the data to identify the infected person's contacts. Singapore, like

South Korea, has one of the world's lowest COVID-19 fatality rates per capita.

Germany has released a smartwatch programme that collects data on pulse, temperature, and sleep patterns in order to detect indicators of viral infection. The application's data is displayed on an online, interactive map that allows authorities to analyse the possibility of COVID-19 occurrence across the country. Despite a high prevalence of instances, Germany has maintained a low per-capita death rate in comparison to other nations, thanks to extensive testing and digital health initiatives. Contact tracing software is not without flaws. When the exposed individuals are wearing personal protection equipment or separated by thin walls penetrable by cell phone signals, quarantine is not required. Individuals who do not carry their phones or do not have mobile service, on the other hand, may miss out on relevant exposure. Furthermore, Oxford University (UK) academics have stated that a contact tracing programme would need to be used by 60% of a country's population to be effective as a mitigation approach.

Quarantine and self-isolation

In numerous countries, indiscriminate lockdowns for infection control have had serious economical implications. Individuals who have been exposed to or infected with the virus can be quarantined via digital

technology, with less stringent limitations enforced on other residents. The rapid response (QR) code system in China allows authorities to monitor health and limit movement by requiring individuals to fill out a symptom assessment and record their temperature. The QR code functions as a COVID-19 health status certificate and travel pass, with colour codes indicating low, medium, and high risk; those with green codes are allowed to move freely, while those with red codes must self-isolate for 14 days.

China also monitors and restricts public gatherings with AI-powered surveillance cameras, drone-borne cameras, and portable digital recorders. International visitors were confined in hotels upon arrival in Australia, with those from Wuhan being held off the Australian continent. Individuals who violate quarantine will be required to wear tracking devices under new regulations, with fines imposed for subsequent violations. In Taiwan, electronic monitoring of home-quarantined individuals is assisted by government-issued mobile phones that are GPS-tracked; in the case of a quarantine breach, this so-called digital fence sends messages to the individual and imposes fines. Individuals in self-isolation in South Korea are required to download a

mobile phone application that warns authorities if they leave their isolation area.

People under self-isolation in Hong Kong are compelled to wear a bracelet that is connected to a database via cloud technology and warns authorities if the quarantine is breached. Iceland has developed a mobile phone application to track COVID-19 patients and ensure that they remain in self-isolation. If people leave their quarantine zone without their phones, mobile phone solutions for quarantine enforcement can be avoided. Self-reported surveys, such as those employed in QR code systems, are only effective when people are unwell and accurately report their symptoms. However, when utilised in conjunction with other tactics, such technical improvements may be beneficial.

Clinical management

COVID-19 diagnosis and risk prediction can be aided by artificial intelligence. COVID-19 pneumonia cases are detected in China using a cloud-based AI-assisted CT service. This method analyses CT scans in seconds, allowing COVID-19 to be distinguished from other lung illnesses and significantly speeding up the diagnostic process. On chest x-rays, COVID-Net, an open-source deep convolutional neural

network design available to physicians worldwide, can swiftly distinguish COVID-19 cases from other lung disorders.

Infected patients can be predicted to develop acute respiratory distress syndrome and critical illness using machine learning algorithms developed in China. These models can help with clinical decision-making and resource allocation by identifying regions and hospitals that require critical care resources and medical supplies. Virtual care platforms, which combine video conferencing and digital monitoring to give remote health care to patients, have been used around the world to reduce patients' exposure to SARS-CoV-2 in health-care institutions. Clinician-to-patient video visits in Canada have climbed from around 1000 per day in February 2020 to over 14000 per day by mid-May.

Patients with chronic diseases or mild to moderate COVID-19 illness in their homes have also benefited from digital technology in countries such as the United States and Australia. Virtual care, if properly planned and administered, can boost health-care access both during and after the pandemic, but potential dangers include misdiagnoses, technology malfunction, data breaches, and expenses to the health-care system.

Risks of digital technology

Health-care gaps can be exacerbated by digital health initiatives, which can reinforce socioeconomic inequities. The internet and mobile phones are common examples of digital technology. Despite the fact that 4 billion people globally accessed the internet in 2019, usage in high-income areas was disproportionately higher than in low- and middle-income areas (82 percent in Europe vs 28 percent in Africa). Even in high-income countries, vulnerable groups may lack access to internet signals, smart phones, or wearable technology such as smart watches, such as those in low-income neighborhoods or isolated locations.

Interventions should be customised to the target regions in order to effectively adopt digital technology internationally; broadband access necessitates federal and private sector investment in technology and infrastructure. Subsidized mobile phone plans, loaner gadgets, free Wi-Fi hotspots, and training programmes could provide interim solutions to these inequalities at the regional level. Automated apps and devices that do not require constant network access should be explored in places with insufficient infrastructure or finances to enable cellular and data coverage.

Several digital health treatments, particularly those that track persons and enforce quarantine, can violate privacy while raising danger among people who have mental illnesses or limited access to food or water. Surveillance and control by the government can instil fear and jeopardise civil freedoms. To strike a compromise between the necessity for contact tracing and privacy, European authorities have proposed that data be kept for only 14 days, the time it takes for a virus to spread, and that non-essential digital safeguards be lifted once the pandemic is over. An opt-in Smartphone monitoring application with anonymized data, no central database, and no GPS information is being used in some European nations. Concerns regarding privacy and data security may be mitigated by allowing a return to normal routine without a recurrence of infections.

CONCLUSION

The use of digital technology into pandemic strategy and response might be one of several features of nations who have flattened their COVID-19 incidence curves and maintained low death rates. In the struggle to restrict the spread of a highly transmissible virus, countries that immediately introduced digital technologies to enable planning, surveillance, testing,

contact tracing, quarantine, and clinical care have remained front-runners in managing disease burden. The methodical measures used by nations that have been successful in controlling and minimising infections might benefit other countries still struggling with a spike of cases.

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A STUDY ON INDIAN RETAIL STORE FORMAT FRAMEWORK AND STRATEGIES 2022

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ABSTRACT

India's large and aspiring middle class of nearly 300 million individuals want products that are value-driven. The country's 500 million youth have high disposable incomes that have resulted in a huge demand for products. The Indian retail sector accounts for over 20% of the country's GDP. The Indian retail sector is expected to grow at a CAGR of approximately 20%. The Indian retail is evolving from the brick and mortar model to adopt technology for connecting with consumers. The Indian retail is undergoing a saga of sea changes with evolutions and revolutions from e-commerce, m-commerce to drones. This provides a great opportunity for the retailers to embrace technology and to go beyond the expectations of the consumers. Digital technology will be a game changer and it is for the retailers to understand these trends and leverage them. The present paper focuses on the current trends in retail along with the opportunities it creates for retailers to go that extra mile to provide customer experience.

KEY WORDS: Consumer experience, Retail Sector, Technology, Trends

INTRODUCTION

The emergence of Retail in India is cause for success of Indian organized Retail & Marketing. With the help of modern management techniques we will become the specialist Retailers in future. We know that the relationship between the Retailer & customer is very close than other chains of distribution. India is a nation of shopkeepers. We can see more than 12 million retail outlets in India, and India has highest density of retail outlets in the world.

Retail Industry in India is at present estimated to be more than US \$ 250 billion. On that part of organized retailing is estimated 3.5% i.e. \$ 7.47 billion. Retail sector has played an unparalleled role throughout the world in increasing productivity of consumer goods and services. This industry has emerged as one of the fastest growing sectors in India and is gradually ushering in a revolution in shopping in India. Retailing in India has become a national phenomenon and India

has emerged as the most attractive emerging retail market: a potential goldmine. Organized sector growing at a blistering pace is overshadowing the unorganized sector & alongside, Indian cities are witnessing a paradigm shift of retailing to the vibrant organized sector. Indian kirana shops are one of the lifelines of Indian economic system. With such a strong set up, involving a very huge amount, today's unorganized retail sector feel problematic with a quite small but fast and steady growing organized retail. The prime reasons for the growth of organized retailing are increase in the rate of literacy, growing number of working women, growing middle class penetration, highly disposable income, changing lifestyles of Indian consumers, need of world class services, joyful shopping, media penetration along with the assurance of similar quality products with large ambit of price differentiation. It is necessary to understand that in the complex world of trade today, retail would include not only the goods but also the services that may be provided to the end consumer. Thus one can say that purchase of a railway ticket, services of a plumber, parlour services, dry cleaning, consultation of a doctor etc. are all under the category of retail transaction. The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. The retail industry in India has come forth as one of the most dynamic and

fast paced industries with several players entering the market. It is also the second largest industry in US in terms of number of employees and establishments. The Indian retail industry is the largest among all the industries, accounting for over 10 percent of the country's GDP and around 8 percent of the employment. According to an estimate unorganized retailing sector has 97 per cent presence, whereas, organized retailing accounts merely three percent. The main challenge facing the organized sector is the competition from unorganized sector. Unorganized retailing has been there in India for centuries, these are named as mom-pop stores. The main advantage in unorganized retailing is consumer familiarity that runs from generation to generation. It is a low cost structure; they are mostly operated by owners, have very low real estate and labour costs and have low taxes to pay. Organized retailing, in India, refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include supermarkets, hypermarkets and retail chains. Organized retailing was absent in most rural and small towns of India. Supermarkets and similar organized retail accounted for just 4% of the market. India has about 11 shop outlets for every 1000 people. The Organized retail has grown at a much higher rate as compared to unorganized retail in India during last few years.

The Organized retail has been showing annual growth rate of over 35 percent and 10-15 million Sq. Ft quality spaces being added every year. Overall retail industry is growing at 8-10 percent per annum. Total retail market in India is projected to be USD 800 billion by 2017 from USD 340 billion in 2007. Almost two-third of total retail investment is going into modern retail formats like hyper markets, super markets and specialty stores.

OBJECTIVE OF THE STUDY

The study's goal is to examine contemporary retail trends, with a focus on India that merchants must comprehend and change in order to stay up with customer expectations. The paper is based on statistical data, case studies and thorough understanding of various journals, research papers, newspapers and online information.

THE INDIAN RETAIL STORY

The current momentum in the Indian retail sector which has been growing at an annual compounded rate of 6.4 percent since 1998 and with a market size of USD 425 billion in 2010 has caught the world's attention. Despite socio-political challenges and foreign direct investment (FDI) in retail trading subject to certain restrictions, the Indian retail sector has grown too large to ignore. Along with India's strong growth fundamentals, increased urbanization and consumerism provides immense scope for retail expansion both for domestic and foreign players. The Indian retail sector is

just emerging with unorganized players predominantly controlling the market. However, with 97 percent of the business coming from the unorganized sector such as the traditional family run stores and corner stores, the Indian retail sector offers large potential for growth in the organized sector. The revenue generated from organized retail which continues to grow on impressive scales also shows the potential of the untapped sector.

HIGH GROWTH POTENTIAL OF THE SECTOR ATTRACTS INVESTORS

There is a paradigm shift in global investors' destination choices: from being 'efficiency seeking' to 'market seeking.' Also, there is a shift from sectors like natural resources, manufacturing and infrastructure, which are export driven and are conducive to tariff avoidance, to more varied industries including retail, education, banking, tourism etc. International retailers are now focusing on the portfolio of countries – with different levels of risk, at different stages of maturity and with distinct consumer profiles to balance short term and long term opportunities. Governments across the globe have begun to take notice of the corresponding benefits in development, export boost and supply chain improvements that FDI in retail can yield. FDI in retail has been a key driver of productivity growth in Brazil, Poland and Thailand, resulting in lower prices and higher consumption. Large-

scale foreign retailers also lead the path of improvements in the productivity chain, for wholesalers and food processors. As a result, since its opening up to foreign investment in 1994, traditional small retailers in Brazil managed to increase their market share by 27 percent. They can also channelize exports at a significant scale.

For example: Tesco in Thailand and Wal-Mart in Brazil increasingly depend on local products to feed their global supply chains. Retail also happens to be a pillar of the tourism industry. More specifically in India's context, opening up the retail sector for FDI has been placed in the context of moderating inflation. The idea is that organized storage and transport chains will help cut nearly 40 percent transport and distribution losses in the present supply chains, one of the factors pushing up food prices to high and unsustainable levels. Governments across the globe have begun to take notice of the corresponding benefits in development, export boost and supply chain improvements that FDI in retail can yield. Thus, it can be said that this liberalization of investment in the retail sector could change

the face of Indian retail by offering quality goods at lower prices to the consumers. In addition, due to availability of cheap raw material and work force, global retailers would also utilize Indian goods for their international outlets leading to an increase in Indian exports and improving the balance of payment position.

The Indian retail sector is fragmented, consisting of small independent owner managed shops, accounting for 92% of the retail sector and the remaining 8 % constitutes the organized sector. Rising disposable income, urbanization, dominance of the younger generation in spending, nuclear families, advancement in science and technology especially in the Information and communication Technology (ICT) are various factors contributing to the growth of retail in India. The organized retail is poised to grow at the rate of 20% by 2022. The policies of the government namely, FDI in retail, single brand as well as multi-brand are all welcome steps in this direction, which provides great opportunities for retail in India.

TABLE 1 : FORMATS / CHANNELS OF ORGANIZED RETAIL

Channel/ format	Type of merchandise	Pricing	Size (sq ft)	Average stock keeping units	Location	Example
Store						
Super centre	All type of	Discount	200,000-	200,000	Outskirts	Wall mart

	merchandise	pricing	300,000			
Hypermarket	Mostly food & grocery and apparels with focus on value products	Discount pricing	60,000 - 120,000	80, 000	Malls	Hypercity Big bazaar
Super market	Food & grocery	Discount pricing	10,000 - 30, 000	20,000	Malls	Food bazaar
Neighbored/ convenience store	Daily use items		500- 3,000	2,000	All location within city	Reliance fresh
Cash and carry	Mostly food & grocery	Bulk buying heavy discount	100,000- 300,000	150,000	Outskirts	Metro cash and carry
Discount stores	Food & grocery & fashion accessories	Heavy discount	NA	NA	NA	Local big shops
Departmental store	Apparel accessories	Competitive	20,000- 100,000	50,000	Malls	Shoppers shop
Specialty stores	Any one type of merchandise	Competitive	500- 10,000	5,000	Main markets, malls	Mobile stores
Non stores						
Stalls	Small food items, accessories	Normal	20-100	50	Malls multiplexes, cinema theatre	Pocorn
Vending machines	Small items	Normal	NA	NA	Stations	Coffee, chocolates
Order retailing (catalogue, website & TV)	Any type of merchandise	Competitive	NA	NA	NA	Flipkart
Door to door	Any one type of merchandise	Competitive	NA	NA	NA	Eurko

FACTORS DRIVING ORGANIZED

RETAIL

- 1) Higher disposable incomes
- 2) Purchase of essential and luxury products

3) New technology and lifestyle changes

4) Access to credit facilities

5) Nuclear families

- 6) Increase in the number of working women
- 7) Increase in rural income
- 8) Migration to cities and towns from villages
- 9) Growth of modern trade formats like malls, hyper markets etc

CUSTOMER EXPERIENCE

Today's customers care more about the retailing experience than they did in the past. They look for personalized and distinctive experience from the retailers. Before making a purchase, a customer tries to collect a lot of information about the product, through various touch points like the store sales associate, friends, relatives, through social networking sites, websites etc. The customer interacts with the retailer across multiple channels. Hence, it is vital for the retailers to provide complete customer experience across these channels. Retailers use better customer service to increase customer purchases, generate loyalty and create positive image. Various factors that affect the customer experience are :

- a) Proximity of the store and store layout
- b) Availability of parking facilities, cafeteria, entertainment, play area for children, rest rooms etc,

- c) The retailers need to stay connected with the customers
- d) Quick and prompt service at the retail stores
- e) Easy returns policy

To provide a seamless consumer experience, the retailers have to be dynamic and keep pace with shoppers expectations and to outsmart them in terms of delivery, returns, and product choices and after sales service. It is absolutely essential for the retailer to understand the buying behavior of the customers and needs to be proactive and dynamic.

TECHNOLOGY IN RETAIL

Rising consumer confidence, increasing income, consumption-based behavior and a large pool of consumers opens up a plethora of opportunities for the retailers to tap. The fact that we have the youngest population in the world, companies are poised for ascending on the growth scale. Retailers need to tap technology to stay in this competitive environment. Technology helps retailers achieve top-line growth and bottom-line profits by enabling loss prevention, minimizing retail shrinkage, increasing operational efficiency and facilitating best practices in retail excellence through everyday solutions to business challenges. As per retail industry analysis

done by TYCO, 80.3% of retailers believe that technology enhancement holds the key to challenges in the business. It helps retailers improve profitability through innovation in technology and proper store management solutions.

E-tailing

Retailers in India are trying to attract customers through every means possible—online, offline and through mobile. Multi-channel retailing is the buzzword. Many traditional retailers have joined the e-wagon. According to Technopak, the e-tail market is set to grow from 6 billion USD to 76 billion USD by 2025. The biggest driving factor is the increasing penetration of broadband and usage of smart phones and tablets. E-tailing constitutes only .12 percent of the total retail and is estimated to grow to 5.3% by 2022., when there would be at least 180 million broadband users in the country and this is a great opportunity available for retailers to explore. The e-tail sector could create 1.45 million jobs in the next decade, which is a great reason for us to cheer. The total volume of Indian e-commerce including financial and travel services touched 20 billion USD in 2015. Flipkart, e-bay, Amazon India, Jabong and Snapdeal are some of the top players. The proliferation of internet usage will alter the manner in which

the consumers will pick up trends, learn new things, form opinions and consume merchandise. Consumers look for convenience in all modes of living including shopping. As per Technopak estimates, 66% of urban India's time is taken up by sleep, time spent at work, commuting to work and are left with remaining 34% of time for other activities like shopping, socializing, entertainment etc. This trend has resulted in significant growth in the usage of internet and internet-enabled devices for shopping. There is a great amount of penetration of devices through which the internet can be accessed namely PCs, laptops, smart phones, tablets etc. The number of broadband connections is expected to be around 45million with around 180 million users by 2022 from the 25million connections and 60 million users in 2015. As per Technopak's estimates, e-tailing is likely to provide direct employment to 1.55 million people by 2021 and e-tailing market will emerge as a destination for highly skilled technology jobs for nearly 0.3 million people by 2022. Besides, e-tailing is likely to drive employment in various functions like HR, finance, accounts, vendor management, content development, customer care etc. These are likely to generate 0.1 million jobs by 2021. Also, e-tailing enables growth

opportunities for entrepreneurship across the value chain to become service providers E-tailing enables reduction in cost for the customer, recording of point of sales data and payment receipts, and absence of intermediaries. Thus it enables e-tailer's ability to manage business with lesser working capital and reduces credit levels in the system. It has the potential for increase in tax collections viz., VAT, CST. According to Technopark estimates, tax collections are expected to be 7.6 billion by 2022. Moreover, e-tailing can play a vital role in consolidating wholesale and retail distribution and can greatly bring down the cost of distribution and complement the traditional retail.

Mobile Internet

India is the second largest mobile phone market in the world and is set for a record growth due to 3G and 4G wireless technology. These drive internet access through mobile phones, high speed data download, make video calls etc. According to Retail outlook 2012 of Quantum Retail Technology INC., mobile technologies alter the traditional way of store operations and a serious game changer for retail. Mobile technologies are causing retailers to completely rethink the way in which sales personnel interact with customers. As

consumers continue to outsmart retailers, taking their smart phone everywhere they go, retailers in addition to delivering product information can also look into the sales history to achieve higher service levels with the adoption of mobile technology. As supply chain becomes more and more complex and consumers becoming smarter, it is imperative that the retailers stay ahead with next generation technology. Consumers can use their mobile phones to access information about product characteristics and price for related products. Also, consumers are able to make payment anywhere, anytime through their mobile phones. By scanning an RFID tag with a mobile phone, anyone in the supply chain can check information about a product's past and future states in the supply chain.

F-commerce

F-commerce is face book commerce. Retailers are sending posts to the respective face book accounts based on the interests of the customer and thereby individualizing the information sent.

Omni-channel retailing

According to Quantum Retail Technology's Retail outlook 2012, Omni-channel retailing means that consumers have the ability to choose whatever channel they want to interact with, any device they want

to do it with and still get a very convenient, consistent, high service shopping experience. It provides the flexibility to commence the shopping in one channel and complete the transaction in another channel. Example – browsing through a catalog and making a purchase through mobile. It is the right product, right price, right channel and right time that will deliver a revolution in customer experiences and expectations that will increase margins, increase profits and provide high service levels for retailers. Omni-channel retailers carry merchandise that is customer-centric and is not specific to any channel. Research has shown that Omni-channel shoppers spend up to 15 to 30% more than multi-channel shoppers and exhibit strong brand loyalty and also influence others to patronize a brand.

Cloud computing

Use of cloud computing for data mining for consumer is the key to stay connected with the consumers. Cloud computing is the sharing of software by multiple users, without heavily investing on the software. Data mining, data analysis greatly aid in DSS (decision support systems) for effective inventory and supply chain management.

RFID in retail

RFID enabled services helps in tracking of information from supplier, logistics, distribution centre, store, shelves and at the checkout point. It is greatly used in SCM (supply Chain Management). For a retailer having operations in different cities and who sources products from several locations, to have real-time data of the goods in the warehouses and at the outlets, RFID is a great boon.

Augmented Reality

Augmented reality enables customers to decide on a garment color without having to visit the change room as stepping in and out of the trial room can be more tiring. It enables swapping through innumerable options within a few seconds.

Search Engine

Retailing giant Wal-Mart has launched a new search engine to drive sales on its website. Wal-mart is the first brick and mortar retailer to develop a dedicated search engine and the machine with its “machine learning” capabilities enable predictive and intuitive analysis of consumer behavior. The search engine can combine multiple aspects of key words used by customers, which enables a great understanding of what the customer is looking for.

Me-tail

The retail industry has realized that it needs to understand the psychology of today's consumer and capture sales at every opportunity. The increasing desire for personalized communication and offers from brands has made me-retail a major trend. Me-retail aims to deliver an experience that is all about personalized shopping, making use of social data and information on purchase behavior.

CONCLUSION

The Indian retail sector has matured over the years but is still highly unorganized. The country's estimated annual retail opportunity of USD 500 billion is a great opportunity for both domestic and international retailers. Additionally, despite the regulated environment, as per the recently released World Investment Report for 2014, India is the third most desirable destination for FDI. The report further states that FDI inflows to India stood at USD 32 billion in 2011, registering a growth of 33 percent over 2010. It is expected that FDI inflows will move up by 25 percent by the end of 2022. The country needs more investment in the retail and allied sectors such as cold chains, warehousing and logistics. Market observers insist there is a retail renaissance underway and it is digital,

as technology is linking consumers, devices and data for a smarter shopping experience. Technology represents an outstanding competitive advantage for those retailers who are open to innovation and willing to take on a new perspective of today's unpredictable, complex retail industry. As supply chain becomes more and more complex and consumers becoming smarter, tech-savvy, gadget-literate, and surf through different channels, it is absolutely essential for retailers to stay ahead with next generation technology. Digital relationships are vital for retailers and it is with these relationships that they can shape and steer experiences and reach and engage customers. Retailers are the architects of the relationships they have with consumers building bridges that help customers make decisions in a retailer's favor now and over time. The need of the hour is affordable technology at reasonable price, easy to use with maximum benefits to the retailers and consumers alike.

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A COMPARATIVE STUDY ON CONSUMER PERCEPTION TOWARDS ORGANIZED RETAIL SECTOR WITH UNORGANIZED RETAIL SECTORS

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ABSTRACT

Consumer perception encompassed the consumers' attention to the product, as well as their interpretation, memory, purchase, and consumer decision. It comprises customer perceptions of the goods, purchasing frequency, and retailer selection, which might be organised retail or disorganised retail. The primary goal of this research is to raise customer awareness of the organised retail industry. The data acquired from customers in the organised and unorganised retail sectors was used in this study to compare consumer behaviour toward their purchasing habits in the organised and disorganised retail sectors. The data was collected from the sample using a survey approach using a pre-designed structure questionnaire. The study's sample size is 320 customers. In the Virudhunagar district, a questionnaire was provided to customers of both organised and unorganised retail businesses. SPSS16.0 software was used to analyse the data. The data was interpreted using statistical procedures such as chi-square and frequency analysis. Customers prefer to shop at disorganised retail stores than organised retail stores, according to the findings.

Keywords: Consumer, Retail, Perception, Survey

INTRODUCTION

The process through which an individual picks, organises, and interprets inputs into a meaningful and coherent image of the world is characterised as perception. Every day, as individuals, we are exposed to a wide range of products and services. As a result, different people have diverse perspectives on the same items and occurrences. This is due to the fact that everyone has a unique perspective on things.

According to Mathew Joseph, unorganised merchants in close proximity to organised shops saw a decrease in their amount of business and profit in the years after the advent of major organised stores. According to Underhill (1999), buying is highly distinct in nature; it is more than just buying what one wants; it also involves the consumers adoption of the goods, brand, or store utilising numerous senses.

Introduction - Retailing

The term "retail" is derived from the French word "retailer," which means "to cut a piece off" or "to break bulk." It encompasses all actions directly linked to the selling of products and services to the final consumer for personal and non-commercial purposes. In layman's words, it denotes a face-to-face interaction with the consumer. Retailing entails direct contact with the customer as well as the coordination of business operations from beginning to end—from the concept or design stage of a product or offering through its distribution and post-delivery service to the customer. It is described as an unorganised retail sector outlet managed locally by the owner or caretaker of a store that lacks technical and accounting uniformity. To fulfil local demands, the supply chain and sourcing are also done locally. With rising complexity and modernity of family and individual lifestyles, as well as increased globalisation of commerce, the world over retail sector has risen swiftly; India has begun to accommodate up fairly startlingly quickly. The sector has aided many nations' economic progress and is without a doubt one of the most rapidly changing and dynamic industries in India and the globe today.

Organized vs. Unorganized Sector:

To fulfil local demands, the supply chain and sourcing are also done locally.

With rising complexity and modernity of family and individual lifestyles, as well as increased globalisation of commerce, the world over retail sector has risen swiftly; India has begun to accommodate up fairly startlingly quickly. The sector has aided many nations' economic progress and is without a doubt one of the most rapidly change and dynamic industries in India and the globe nowadays.

Review of Literature

The motive for shopping, according to Dholakia (1999), is to make physical trips to a shopping location. It is seen as both a domestic chore and a source of amusement, relaxation, and enjoyment. Along with employment, Shopping is seen to have the most advantageous quality of being a leisure activity (Dholakia, 1999). According to Underhill (1999), shopping is unique in that it involves more than just buying what one wants; it also involves the customer's approval of the goods, brand, or store through the use of various senses such as sight, smell, taste, hearing, and even tasting.

Backstop and Johansson (2006) investigated the elements that impact customer experiences in stores. Traditional values like as employee demeanour, an acceptable product selection, price, and a layout that supports the store visit make up in-store experiences.

Kalhan (2007) investigates the influence of organised retail on unorganised retail stores. According to major results,

70% of unorganised shops reported declining sales. Kumar (2011) examined the techniques of unorganised retailers with regard to consumer durables and discovered that the most significant aspect is a product strategy, which implies merchandise, followed by pricing, distribution, and advertising.

Kushwaha (2011) analysed customer perceptions in organised and unorganised retail markets and discovered that characteristics such as cleanliness, distance, price, quality, safety, and shopping space are decisive factors for unorganised retail. In their study, Ali, Kapoor, and Moorthy (2010) discovered that customers' buying behaviour was impacted by their income and educational level, whereas gender and age had no significant impact on their behaviour. The key three elements that drive consumer purchasing behaviour are social factors, psychological factors, and personal considerations.

Objectives

- To study the consumers purchase decision in the retail industry.
- To determine the kinds of retail sector and the location where consumers purchase the goods.
- To study the type of products that customers purchase in a specific retail sector.

Research Methodology

The study is classified as "descriptive research," which is defined as research that focuses on characterising the features of a single person or a group of people. This study is being conducted with the goal of learning more about consumer perceptions of the organised and unorganised retail sectors. The study's sample size is 320 customers. The sample size was chosen at random. In the Tamilnadu district of Virudhunagr, a questionnaire was provided to customers of organised and unorganised retail outlets. The data for this study was collected using the questionnaire cum schedule approach. For this study, non-random sampling was performed. The data for this analysis was collected using the 'Convenience sampling' approach.

Analysis and Interpretation

Chi-square analysis

Null hypothesis Ho: There is no link between the kinds of retail sector and the customer that purchases the items.

Alternative hypothesis H1: There is a link between the selected retail sector and the kind of customer that purchases the items.

Table 1 :Type of retail sector do you prefer* Place you buying the products

Particulars	Sectors	Products Purchase Store							Total
		Super market	Discount store	Department store	Kirana store	Street stall	convenience store	Provisional store	
Type of retail sector you prefer	Organized retail sector	60	42	34	0	0	0	0	136
	Unorganized retail sector	0	0	0	44	62	50	28	184
Total		60	42	34	44	62	50	28	320

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.482E2 ^a	6	.000
Likelihood Ratio	193.248	6	.000
Linear-by-Linear Association	115.765	1	.000
N of Valid Cases	320		

The table represents the relationship between the kind of retail sector and the number of customers who buy products in the store. In this table, 184 respondents like unorganised retail and 62 respondents prefer to acquire their goods from a street vendor. .000 is the p value. It indicates that the null hypothesis is not true. As a result, it has been discovered that there is a link between the type of retail sector and the customers that buy products in the store.

Chi-square analysis

Null hypothesis Ho: There is no relationship between customers buying the products and kind of products they purchase in the store.

Alternative hypothesis H1: There is relationship between customers buying the products and kind of products they purchase in the store.

Table 2 :Place you buying the products * kind of shopping you make in this store

Particulars		Kind of shopping you make in this store								Total
		Grocery	Drink	Milk & Egg product	Detergent & House Cleaning product	Bakery & pastry	Vegetables	News papers	others	
Place you buying the products	Super market	34	8	8	6	4	0	0	0	60
	Discount store	24	2	4	4	4	2	2	0	42
	Departmental store	24	0	2	4	2	2	0	2	36
	Kirana store	6	0	6	6	6	10	8	2	44
	Street stall	6	8	6	6	16	8	8	4	62
	Convenience store	4	8	14	0	2	12	8	2	50
	Provisional store	14	8	0	0	2	0	2	0	26
Total		112	34	40	26	36	34	28	10	320

Particulars	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.085 ^a	42	0.000
Likelihood Ratio	100.369	42	0.000
Linear-by-Linear Association	14.852	1	0.000
N of Valid Cases	320		

The table represents the relationship between the kind of product purchased by the consumer and the type of product purchased by the customer in the shop. In this table, 62 respondents purchase a product

from a street vendor, whereas 112 respondents purchase groceries. 0.000 is the p value. It is well established that there is a link between customers buying things at a shop and the type of product they buy.

Table 3 :Frequency of Visiting the Store by Consumers

Particulars	Frequency	Percent
At least 3 times a week	58	18.1
Weekly	84	26.2
At least twice per month	92	28.8
Monthly	46	14.4
Sporadically	40	12.5
Total	320	100.0

Source: Primary Data)

The table indicates the frequency with which respondents visit the store; out of 320 respondents, 18.1 percent visit the store at least three times each week. 26.2 percent of respondents visit the store weekly, while 28.8 percent come once at least twice a month, and 14.4% of respondents visit on a monthly basis.

Table 4 :Period of Visiting the Store

Particulars	Frequency	Percent
Below 1 months	44	13.8
1 to 3 months	76	23.8
3 to 6 months	64	20.0
6 to 1 year	40	12.5
Above 1 year	96	30.0
Total	320	100.0

(Source: Primary Data)

The table shows that out of 320 respondents, 13.8% visit the shop for less than one month, 23.8 percent visit for one to three months, 20% visit for three to six months, and 30% visit for more than one year.

Findings and Recommendations

- ❖ The majority of customers are unaware of the organised retail industry. As a result, the retail sectors must use shop displays to raise public knowledge of the organised retail sectors.
- ❖ Several consumers in this study purchased their items from street shops

near their homes. As a result, organised retail establishments may be created in areas that are handy for purchasing.

- ❖ Both industries are subject to tax government control in terms of pricing, quality, and taxation. As a result, responsible officials should maintain control over the unorganised retail sector's pricing in order to avoid price discrimination between products.
- ❖ Retail organisations and other channel members must have a reliable network connection in order to employ suitable

technology and establish a strong allocation set up to satisfy customers.

- ❖ A good retailing organisation would also benefit from the establishment of numerous non-store retailing hubs. Non-store selling makes modern principles easier to adopt and less expensive.
- ❖ Furthermore, the attitude of the unorganised retailer should change. They must recognise, accept, and embrace change so that current technology may be implemented in their stores. They will succeed in the business if they do so.

CONCLUSION

People were unaware of the retail industry until the last decade. With the use of technology and globalisation, the Virudhunagar district may have a variety of structured retail industries. Customers ended their shopping at surrounding residential shops exclusively, despite stores offering a wide range of items. As a result, there isn't enough business to keep the market going. This research focuses on a comparison of the structured and unorganised retail sectors. This research also attempted to look into the retail sector's awareness in the Virudhunagar area. The state government must have authority more these merchants and must regularly supervise their operations. Customers are more likely to trust retailers as a result of this.

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IMPACT OF COVID-19 ON ENTREPRENEURSHIP AND CONSUMER BEHAVIOUR

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ABSTRACT

COVID-19 presented the world with a severe loss of life and impact, which has no geographical bounds or expected time to when its effects will subside. It has affected countries across the globe, disrupting economic levels and businesses in every industry while also altering individuals' everyday lives. The current research aims to examine the impact of coronavirus pandemic on entrepreneur's business activities and their perceptions on the difference in consumer behavior during this time. The findings reveal the pandemic negatively impacted business productivity and profits, forcing many businesses to physically close permanently. Surprisingly, female entrepreneurs do not perceive a change in consumer behavior compared to pre-COVID-19 times. Interestingly, the results indicate there is a negative impact on employees' efficiency to conduct work in which almost no research has conveyed such a finding. Ultimately, this research will help entrepreneurs gain more knowledge and a deeper understanding of this new environment necessary to undertaking certain measures and adaptability in order to sustain their businesses during unprecedented times.

Keywords: Coronavirus, Entrepreneurship, Consumer Behaviour, Employees

INTRODUCTION

Individual lifestyles, social interactions, culture, economic activity, and government policies have been significantly impacted by COVID-19. It has also affected and forced businesses to develop different methods of conducting business (Puriwat et al., 2021).

The fast pace at which novel medical technologies are being developed together with the different new ways the pandemic is handled will consequently lead to an increase in entrepreneurship (Kuckertz

et al., 2020). Since the beginning of 2020, entrepreneurs have been experiencing difficulties in selling their products and services whilst facing deficiencies in important raw materials, particularly from China in which many entrepreneurs rely on their exports. The rise of the coronavirus pandemic (COVID-19) has created significant impacts on the global economy and affects all types of activities (Giones et al., 2020; Zhan, 2020).

Furthermore, policies of shutting down are impeding many importing and

exporting facilities around the world. Entrepreneurs are facing problems with product availability that in turn, hinder their abilities to satisfy the customers' needs as a consequence of COVID-19. Emergent from China and spread to the rest of the world, COVID-19 is a new variant of coronavirus from the SARS family that has caused a drastic variety of changes across the world that governments have been struggling to slow its spread. Throughout history, humans have faced many crises that have later become essential to society's development because such crises forces governments to work on developing and improving health-care systems and to apply a plethora of modern technologies (Abdul, 2020). Therefore, all countries have applied a variety of precautionary measures with the aim to slow this virus spread such as enforcing social distancing policies, closing many organizations and posing restrictions on work. Yet, such measures lead to significant impacts on trade, economic levels and business levels. Businesses are considered to be essential elements to supporting communities in recovering from the economic consequences of coronavirus whereby applying innovations facilitate the prosperity of societies after the current pandemic (Karimi et al., 2020).

Due to the economic impact, some businesses such as restaurants, tourism operators, and movie theatres have been forced to stop their work completely. In addition, there has been a significant decrease in demand for consumer goods as

a result of the inability of customers to visit stores or in the shortage of cash needed for purchasing to which enterprises have found themselves forced to change their commercial approaches. Likewise, online businesses have been experiencing problems in fulfilling customer needs due to the shortage of products. Thus, the current research will illustrate the effects of the coronavirus pandemic on businesses and consumer buying behavior (Pymnts.com, 2020; Jebril, 2020).

Objectives

- ✓ To examine the impact of the corona virus pandemic on entrepreneur's businesses.
- ✓ To explore the opportunities for entrepreneurs in light of the corona virus pandemic.
- ✓ To explore the impact of the coronavirus pandemic consumer behavior. Research Methodology

Statement of the Problem

The corona virus pandemic started in late 2019 and spread to the rest of the world in early 2020. In many Arab countries, the authorities first announced the closure of shops and cafes, which then turned into a complete lockdown such as in Jordan, Kuwait and Lebanon, consequently causing many day laborers to lose their livelihoods and become unemployed. This situation in turn placed pressure on the economy in these countries. Similar to the rest of the Arab region, Saudi Arabia's entrepreneurs considered quitting their businesses since the pandemic was thought

to negatively impact their businesses, customer behavior and employee efficiency. This predicament was heightened by the limited studies in the country regarding the true impact of the pandemic on the organizations of entrepreneurs.

This study contributes to the existing literature in two ways; the first is the impact of corona virus on male and female entrepreneur's organizations and the second is the manner in which consumer behavior affects entrepreneurs. The limitation of this study is worth mentioning since, until now, no study has focused on the Middle East regarding the impact of the corona virus pandemic on entrepreneurs, the exploration of the changes of entrepreneurs and of the impact on entrepreneur's businesses on consumer behavior. However, this might provide the opportunity for male and female entrepreneurs to change the current methods in their business.

Literature Review

Entrepreneurs are known to be more innovative and greater risk-takers than non-entrepreneurs due to their capabilities in responding and adapting to market needs (Ratten, 2020). The strong self-efficacy and motivation inherent in the characteristics of entrepreneurs enables a flexibility and independence to capture opportunities in the market (Alessa, 2021). In this manner, Liguori and Winkler (2020) contend that entrepreneur's global influence will continue to grow since their adaptive traits

aid their reactions during times of crises. With the meager knowledge and the uncertainty revolving around the duration of this new widespread virus, the large-scale disruption on society imposes a plethora of a variety of problems that differ based on geographical location (Ratten, 2020). Therefore, the sharing of knowledge and other forms of cooperation are needed to help alleviate the strains caused by the pandemic. Over a recent period, there has been a trend toward digitalization, which has been exponentially accelerated by the pandemic. New technological advances have been changing traditional practices in almost every industry and have also changed the habits and behaviors of consumers). More than ever, the role of technology is at crux of ensuring that all types of activities can continue (Ryandono et al., 2021).

A report by Craven et al. (2020) highlights the impact of the pandemic on consumer behavior, conveying that there is a significant surge in e-commerce, change in brand preferences and decline in discretionary spending. The report also includes the varying challenges retailers face across multiple dimensions from sales and marketing to assortment. The heightened utilization of digital tools since the start of the pandemic has been blurring the lines between personal life and work and between domains such as finance and mobility (Puttaiah et al., 2020). There has been a drastic spike in downloads for business and videoconferencing apps, 58%

of US consumers stated they were spending more money online and 42% indicated they have been purchasing more through mobile devices since the start of COVID-19 (Puttaiah et al., 2020).

In the last two decades, China witnessed great prosperity at the economic level and is now considered one of the necessary countries to improving the economies of other countries around the world. China plays an important role in the global economy with 20% of manufacturing products produced in the region that countries across the world use, particularly manufacturing organizations (Zhan, 2020). Accordingly, the current pandemic imposes challenges not only to China, but also on all other countries in the imports of necessary products and materials. For instance, Malaysia mainly depends on Chinese products therefore; its sales rate of businesses has significantly decreased. Moreover, online businesses are facing significant losses just as are public and private organizations in Malaysia (Abdul, 2020). In light of the current pandemic, governments are imposing higher levels of restrictions on individuals as well as on businesses. Consequently, this has led to significant challenges in the world's economy and on individuals' wellbeing to a greater extent (Varshney & Varshney, 2017).

In particular, the machinery and automotive industries are largely impacted by the corona virus pandemic while the retailing industries have been forced to

close outlets. Hence, this situation has been identified to impede many businesses around the world. It should be noted that many major cities have decided to close down and apply social distancing measures that all intend to enhance users' activities through utilizing online platforms related to shopping in Malaysia, for instance (Karimi et al., 2020). According to recent research, it has been found that the utilization of online retail platforms and mobile apps have gained a significant increase in inactive and new users, while an increase in the number of online platforms have been recorded from the first week of March 2020 (Jebril, 2020). It has been noted that there is a significant development in the total number of active and new users during the second week of March 2020 and it had also been expected that the rate of active users in online platforms would continue to increase compared to the number of users in January and February. Many of the new and active users in online platforms are mainly focused on websites that provide food delivery services. In the countries of South East Asia such as Taiwan, Malaysia, Thailand, Hong Kong, and Singapore there had been an increase in online traffic in food delivery sites (Karimi et al., 2020). According to research, the rise in demand and traffic were analyzed during the initial period of March, which indicated a large increase in the number of active and new users in which the increasing rate of traffic is related with the passage of every day since March 2020 (Pymnts.com, 2020).

Due to uncertainty and fear, the enterprises profits are likely to be decreased as a result of the effects of COVID-19. The implications at the economic level would not only affect public health systems, but also travel, trade, food and agriculture industries, and retail chains. The new virus caused shifts at the economic level since it encouraged social distancing, which in turn, lead to the shutdown of financial markets, businesses and social events. In order to handle such a crisis, many organizations have conveyed the concept of citizenship as they practice their roles in community well-being by giving-up short-run profits for the benefit of the society, while also displaying the concept of resourcefulness as they work to develop innovative responses to the new challenges with their limited resources. Furthermore, many enterprises have been forced to not only cut costs, but also to become involved in new entrepreneurial activities.

Consumer Behavior

The behavior of customers influences, to a significant extent, the demand of business activities. On the other hand, the purchasing behavior is impacted by the closing down of businesses around the world with shortages in products and services. Thus, customers would mainly rely on online platforms to meet their necessities (Hasanat et al., 2020).

Ultimately, customers' engagement become consequences and antecedents in the process of value co-creation that reflect customer behavior, emotion and cognition

(Brodie et al., 2013), while the engagement of customers has an impact on the value of co-creation (Oyner & Korelina, 2016). This is reinforced by Storbacka et al.'s (2016) argument that "actorengagement [is] a micro foundation value [to] co creation". This demonstrates that information sources play a major role in consumer behavior during the COVID-19 pandemic (Laato et al., 2020). Miri et al. (2020) observed panic buying throughout the pandemic. However, in some countries, individuals bought products such as canned foods, paracetamol and hand sanitizer to prepare for the symptoms of coronaviruses such as nausea, diarrhea, and vomiting (Miri et al., 2020).

Other reasons for unusual purchasing might include social pressure for "people feared they would be left without necessary products unless they purchased them immediately" as a result of the large increase in food purchases (Goodwin et al., 2009) with the environment being a major influence on consumer behavior (Joshi & Rahman, 2015). In addition, the perceived risk of consumers refers to the decision-making behaviors of consumers due to uncertainty that causes negative consequences. The negative consequences produced by perceived risk are multiplied by poor branding (Mitchell, 1992). The perceived risk is derived from uncertain and unforeseen consequences of an unpleasant nature resulting from the purchasing of the product (Bauer, 1960; Rehman et al., 2020) and perceived uncertainty is associated with perceived risk (Shimp & Bearden, 1982).

Impact of Corona virus on Entrepreneurship

Businesses around the world are facing significant restrictions due to heavy pressures caused by the coronavirus pandemic, which lead to shortages in the demand of product and services and are affected by the behavior of consumers. Entrepreneurs are considered change agents providing the main source of hope for many. In order to enhance economic activity, entrepreneurs are required because they offer better solutions to problems that may rise in the market. The coronavirus pandemic has indirect effects including import and export delays that impacts trade movement all over the world. It has led to more stress and tensions in the global business environment. Such stress has come from the changes required to keep competitive advantage and at the same time, to protect individual's health. Businesses found that there was an impending need to alter their strategies to an online platform with the aim to access a greater number of customers. For many businesses that work through traditional face-to-face interaction, there became a prudent necessity to change present business practices. Some entrepreneurial businesses have been able to transform more quickly than others because of the environmental changes. The reason for this is represented in the desire of business leaders to be in the marketplace, while also respecting the required regulations. This has led to great tension amongst businesses due to the

necessity to change quickly. Despite the definition that entrepreneurs grow from uncertainty, the pandemic has led to a large amount of uncertainty from a variety of different sources. This illustrates that there is still uncertainty about whether there is a need for future changes or whether the changes conducted are enough. Prior to 2020, most entrepreneurs depended on market uncertainty, yet the current pandemic constitutes market, health, and social uncertainty thereby indicating a need for strong leadership about the changes required by businesses.

Considering that the coronavirus is a zoonotic disease, meaning that it originated from an animal and spread to human, there is a high degree of uncertainty surrounding the origins of the disease, which creates mass tension. The shortage of knowledge in the search for a cure or vaccine has led to further stress. As individuals are spending more time online, it has changed the way businesses provide their services. Social media and especially online communities are strategies that businesses are utilizing to communicate with their customers. Individuals now have much more time to spend on artistic or creative ventures and are establishing social media pages where online communities have flourished as a safe method to interact with other individuals. Importantly, new kinds of products such as facemasks are being made to meet the changing societal requirements and needs.

Furthermore, through the imposition

of travel bans by many countries, there was a weakening in the economic activity caused of the uncertainty in the business environment. The coronavirus pandemic has closed most tourism and hospitality places, including hotels and restaurants. Within just a short period of time since the virus first started spreading, there has been an unprecedented shut down of many sectors with profound negative effects on the informal economy. This means that for the food industry, instead of offering on site services they have had to switch to offering take away services, which impacts their supply chain regarding the kinds of products and services provided (Hasanat et al., 2020).

CONCLUSION

The unprecedented severity of the coronavirus pandemic across the world is killing hundreds of thousands and disrupting the everyday life of million people in various aspects. From businesses being forced to close down and major economic crises to an impediment on various features of social life, COVID-19 has drastically changed the manner in which different activities are being conducted. This paper demonstrates that there is a significant increase in entrepreneurs shift to utilizing online platforms to conduct their businesses due to restrictions instituted by governments, which consequently impact the demand of consumers. By comparing Riyadh, Saudi Arabia, to the findings of other studies, this paper highlights the different perceptions and experiences of

both male and female entrepreneurs on the impact of their businesses and effects on the behavior of consumers caused by COVID-19.

Unlike the findings of research outside the Middle Eastern region, female entrepreneurs in Riyadh contend that consumer behavior and habits were not affected by the pandemic. This was due to the fact that stringent restrictions and lockdown in Riyadh only took place for a short period of time, hence enabling people the freedom of mobility to conduct their everyday usual lives.

Moreover, both male and female entrepreneurs assert that this pandemic negatively impacted the efficiency of their employees to conduct work to which only a meager number of researches utilize this variable. The adaptable nature of entrepreneurs is important to investigate since they are known drivers for innovation. It is widely contended that entrepreneurs are paving the way in providing solutions and opportunities, particularly during COVID-19, for a transition of traditional business practices in an ever-increasing digitalized world. Therefore, there is a great need for further research on this topic with what little information is already available.

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RECENT TRENDS IN E-COMMERCE DURING PANDEMIC

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ABSTRACT:

E-Commerce is most considered and chosen way of purchasing different types of products and services. Nowadays E-commerce has to be replaced with traditional purchasing. The only reason behind is a lot of variety is available to customers to choose their own product in fingertips from all over world. Due to this covid19 pandemic is a challenging situation for global and it effects the e-commerce trends. The pandemic has affected customer behavior, the amount of sales, and the overall supply chain drastically. E-commerce is become a substitute source and considered top in this condition, and e-retailers provide goods that usually consumers bought in superstore traditionally and the corona virus impact on whole e-commerce.

Keywords: E-Commerce, Pandemic, Discussion

INTRODUCTION

E-commerce business is taking place when buyer and seller conduct their business transactions with the help of internet. The term electronic commerce or e-commerce refers to any sort of business transaction that involves the transfer of information through the internet. E commerce platforms which were used for the buying and selling of goods and services were mainly used to deliver the essentials which included the groceries, masks, sanitizers and other essentials commodities.

E-commerce" and „online shopping" are often used interchangeably but at its core ecommerce is much broader

than this – it embodies a concept for doing business online, incorporating a multitude of different services e.g. making online payments, booking flights etc. On the supply side, many operators of brick-and-mortar stores, who often were forced to completely shut down their physical business, are now considering e-commerce a potentially crucial complimentary or alternative sales channel. To ensure an efficient e-commerce landscape that delivers for everyone, policy makers should further foster the enabling environment for online transactions in areas such as digital connectivity.

E-Commerce

The term electronic commerce refers to a business model that allows companies and individuals to buy and sell goods and services over the Internet. Ecommerce operates in four major market segments and can be conducted over computers, tablets, smart phones, and other smart devices. E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. Now, almost all retailer companies are integrating online business practices into their business models.

Business-to-business (B2B)

E-commerce refers to the electronic exchange of products, services or information between businesses rather than between businesses and consumers. Examples include online directories and product and supply exchange websites that allow businesses to search for products, services and information and to initiate transactions through e-procurement interfaces.

Business-to-consumer (B2C)

The B2C is the retail part of e-commerce on the internet. It is when businesses sell products, services or information directly to consumers. Today, there are innumerable virtual stores and

mall on the internet selling all types of consumer goods. The most recognized example of these sites is Amazon, which dominates the B2C market.

Consumer-to-consumer (C2C)

The Consumer to consumer is a type of e-commerce in which consumer's trade products, services and information with each other online. These transactions are generally conducted through a third party that provides an online platform on which the transactions are carried out.

Consumer-to-business (C2B)

The C2B is a type of e-commerce in which consumers make their products and services available online for companies to bid on and purchase. This is the opposite of the traditional commerce model of B2C. A popular example of a C2B platform is a market that sells royalty-free photographs, images, media and design elements, such as iStock.

Business-to-administration (B2A)

The B2A refers to transactions conducted online between companies and public administration or government bodies. Many branches of government are dependent on e-services or products in one way or another, especially when it comes to legal documents, registers social security, fiscals and employment.

Consumer-to-administration (C2A)

C2A refers to transactions conducted online between individual consumers and public administration or

government bodies. The government rarely buys products or services from citizens, but individuals frequently use electronic means in the following areas are Education. Disseminating information, distance learning/online lectures, etc. Social security, Distributing information and making payments, etc.

Mobile e-commerce (M-commerce)

The M-Commerce is a type of e-commerce on the rise that features online sales transactions made using mobile devices, such as smart phones and tablets. M-commerce includes mobile shopping, mobile banking and mobile payments. Mobile also provide e-commerce opportunities to businesses, allowing consumers to complete transactions with companies via voice or text conversations.

Discussion

COVID-19 has significant impact on e-commerce of the world and in some cases negative impact but overall e-commerce is growing rapidly because of virus. Corona virus compelled to customers to use internet and make it habit in their daily routine. Furthermore, many challenges facing by retailers in e-commerce, such as extend the delivery time, difficulty face during movement control, social distance and lockdown. The process of shipment and supply is quite slow now, but still people buying because they do not have another alternative. Hence, people moving towards technology due to virus. Furthermore, some products

are very high in demand in market. Even retailers cannot fulfill the customer's demands such as hand sanitizers, toilet papers, disposable gloves, grocery, and dairy products. On the other hand, negative effect of COVID-19 on tourism industry, flights are in loss, international trading is very slow and stuck in their position

CONCLUSION

The year 2020 has seen unprecedented changes to the economies of nearly every country in the world. These changes have triggered rapid growth of online commerce. This is due to the social distancing norms, movement and trade restrictions imposed in various countries. Impact of the pandemic on global economy necessitates concerted actions among countries to ensure essential supplies especially to the socio-economically weaker sections of the populations.

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A STUDY ON CONSUMER ATTITUDE TOWARDS DIGITAL PAYMENT SYSTEMS IN VIRUDHUNAGAR DISTRICT

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ABSTRACT

The world is changing at a staggering rate and technology is considered to be the key driver for these changes around us. An analysis of technology and its uses show that it has permeated in almost every aspect of our life. Many activities are handled electronically due to the acceptance of information technology at home as well as at workplace. Slowly but steadily, the Indian customer is moving towards the Digital Payment Systems. The ATM and the Net transactions are becoming popular. But the customer is clear on one thing that he wants net-banking to be simple and the banking sector is matching its steps to the march of technology. Digital Payment Systems or Online banking is a generic term for the delivery of banking services and products through the electronic channels such as the telephone, the internet, the cell phone etc. The concept and scope of Digital Payment Systems is still evolving. It facilitates an effective payment and accounting system thereby enhancing the speed of delivery of banking services considerably. So the researcher wants to analysis the attitude of the customers towards digital payment systems in the study area.

Key words: Digital Payment Systems, Internet banking, Automated Teller Machine

INTRODUCTION

Digital-banking is conducting ones banking or bank account online through a computer and an internet connection. Digital banking is the use of a computer to retrieve and process banking data (statements, transaction details, etc.) and to initiate transactions (payments, transfers, requests for services, etc.) directly with a bank or

other financial services provider remotely via a telecommunications network. Digital-banking is a new industry which allows people to interact with their banking accounts via the Internet from virtually anywhere in the world. The Digital banking system allows consumers to access their banking accounts, review most recent transactions, request a current statement,

transfer funds, view current bank rates and product information and reorder checks. The electronic banking system can be seen as an “extension of existing banks.”

Digital Payment Systems:

The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. “Faceless, Paperless, Cashless” is one of professed role of Digital India. As part of promoting cashless transactions and converting India into less-cash society, various modes of digital payments are available.

1. Banking Cards (Debit / Credit / Cash / Travel / Others)
2. Unstructured Supplementary Service Data (USSD)
3. Aadhaar Enabled Payment System (AEPS)
4. Unified Payments Interface (UPI)
5. Mobile Wallets
6. Internet Banking
7. National Electronic Fund Transfer (NEFT)
8. Real Time Gross Settlement (RTGS)
9. Electronic Clearing System (ECS)
10. Immediate Payment Service (IMPS)
11. Mobile Banking
12. Micro ATMs

Review of literature:

The banking industry and its environment in the 21st century is highly complex and competitive and therefore the

need for information and communication technology to take centre stage in the operations of banks (Stevens, 2002). Given the significant role of digital banking in the developmental drive of banks, information technology has been found to lead to improvement in business efficiency and service quality and hence attract customers as well as retain them. (Kannabiran& Narayan, 2005).

Digital Payment Systems contributes significantly to the distribution channels of banks such as automated teller machine (ATM), Phone –banking, Teldigital banking, PC-banking and now internet banking (Chang, 2003). In addition, transfer of funds, viewing and checking savings account balances, paying mortgages, paying bills and purchasing financial instruments and certificates of deposits processes have improved significantly as a result of internet banking (Mohammed et al., 2009).

Digital Payment Systems has transformed traditional banking practices to the extent that it has been found to create a paradigm shift in marketing practices resulting in positive performance in the banking sector (Gonzalez, 2008; Maholtra& Singh, 2007). This shows that the delivery of efficient and quality service is facilitated by information technology. Similarly, Christopher et al.(2006) indicated that electronic banking provides an important channel to sell products and services of banks and is perceived to be a necessity for

banks to be successful. Another benefit of online banking is that it is available for us 24 hours a day. Digital Payment Systems can be done from anywhere using ATM machine, the internet, or even a cell phone. One can still access the E-banking services from anywhere.

Digital Payment Systems is the term that signifies and encompasses the entire sphere of technology initiatives that have taken place in the banking industry. Digital Payment Systems is a generic term making use of electronic channel through telephone, mobile phone, internet etc., for delivery of banking services and products.

STATEMENT OF THE PROBLEM

Banking sector is an integral part of the social and economic development of the nation. With the opening-up of the economy in the 1990's, banking sector has seen a tremendous change in the functioning and operative environment towards the customers. Banks have evolved over the years. With the advent of ICT, banking sectors have come a long way from a clumsy and cluttered place where people have to wait in long queues to a sophisticated place where transactions are carried out through modern kiosks. Digital Payment Systems is a great boon to people of this country. Long queues and endless waits have become a thing of the past. People can operate and transact at their convenience of the home 24*7, 365 days a year. Internet and technology are the backbone of the modern

banking sector. Therefore, there is a need to analyze the consumer attitude, service and satisfaction towards Digital payment systems. So the researcher feels that this region and people of the locality will make an apt study on the adoption of Digital Payment Systems and its services.

OBJECTIVES OF THE STUDY

- ✓ To find out basic reasons among consumers for preferring Digital Payment Systems services.
- ✓ To measure the satisfaction level of the consumers towards Digital payment systems.
- ✓ To assess the customer's awareness regarding Digital payment systems.

SCOPE OF THE STUDY

Virudhunagar is a district known for its business and industry. Therefore, banking sector plays a pivotal role in the development of the region. This study is carried out on different sects of people and their experience towards digital-banking. Being a semi-urban area the people of this locality have lack of knowledge about the technology used by banking sector for Digital payment systems. So the researcher is going to analyze how much it is difficult for them to adopt this technology and also how it is helpful for them. Hence an attempt has been taken to study about the attitude of consumers towards Digital payment systems.

RESEARCH METHODOLOGY

SOURCES OF DATA

Data which is a vital aspect in any research has been collected through various resources. Both primary as well as secondary data is used in this study.

PRIMARY DATA

Primary data is firsthand information collected through structured questionnaire. The structured questionnaires designed to gather the data keeping in view of objectives of the study.

SECONDARY DATA

Secondary data is an integral part of any research study as it provides information on key variables which play a major part in the research. Secondary data will be collected from various studies, books, magazines, journals, websites and newspapers to gain an insight from various sources.

RESEARCH DESIGN

A research design has been enunciated with different sects of people so as to make the study more comprehensive and valid. The researcher has proposed to select 100 customers from different sectors of society.

TABLE – 1: GENDERWISE CLASIFICATION

S.No	Gender	No. of Respondent	Percentage
1	MALE	60	60%
2	FEMALE	40	40%
	Total	100	100%

Source: Primary data

From the above table 1, 60% are male respondents and the remaining 40% are female respondents.

TABLE – 2: OCCUPATIONWISE CLASSIFICATIONS

S.No	Gender	No. of Respondent	Percentage
1	Business	20	20 %
2	Govt Employee	10	10 %
3	Retired	10	10 %
4	Private Sector	20	20 %
5	Student	40	40 %
	Total	100	100 %

Source: Primary data

Table 2 shows 20% respondents are business class, 10% respondents are government employees, 10% respondents are retired persons, 20% respondents are working in private sectors and the remaining 40% are student respondents.

TABLE – 3: FREQUENCY OF USING DIGITAL PAYMENT SYSTEMS SERVICES

S.No	Gender	No. of Respondent	Percentage
1	Daily	35	35 %
2	Weekly Twice	5	5 %
3	Weekly Once	10	10 %
4	Fortnight	25	25 %
5	Monthly Once	20	20 %
6	Rarely	5	5 %
	Total	100	100 %

Source: Primary data

Among all 100 respondents 35% are daily doing their banking activities through internet. 5% respondents access their account twice in a week. 10% are accessing weekly once, 25% & 20% respondents make their activity once in a fortnight & month and 5% respondents rarely visit their account through Digital Payment Systems services.

TABLE – 4: PURPOSE OF USING DIGITAL PAYMENT SYSTEMS SERVICES

S.No	Particulars	No of Respondent in Percentage	Rank
1	Money Transfer	36%	I
2	Balance Enquiry	8%	V
3	Mobile Recharge	19%	III
4	Online Shopping	24%	II
5	Ticket Booking	13%	IV
	Total	100%	

Source: Primary Data

Table 4 analyses the purpose of using Digital Payment Systems services. Money transfer is the primary objective for most of the respondents followed by online shopping. Mobile recharge and Ticket booking comes next. Balance enquiry is the least the consumers use Digital Payment Systems for their transaction.

TABLE – 5 :REASONS FOR PREFERING DIGITAL PAYMENT SYSTEMS SERVICES

S. No	Particulars	strongly agree	Agree	No Opinion	Dis Agree	Strongly Disagree	Total
1	Round the Clock Service	78%	22%	-	-	-	100%
2	Saves Time And Energy	46%	32%	6%	16%	-	100%
3	No Need to Carry Cash	33%	6%	10%	24%	27%	100%
4	Convenient Mode of Payment	29%	24%	12%	19%	16 %	100%
5	Cost Saving	35%	18%	2%	27%	18%	100%
6	Environment Friendly	28%	26%	25%	21%	-	100%

Source: Primary Data

Table – 5 shows various reasons, why the people are interested in using e- banking services. From the 100 respondents 78%respondents prefer round the clock services as the primary reason why they use Digital banking. They can transact at their own leisure and convenience without the time schedule that we have in regular banks. 46 respondents think that it saves time as it has become redundant to wait for hours in long queues. 33%respondents are convenient with not carrying cash. It augers well for the safety and security of every individual.

TABLE – 6: DRAWBACKS IN DIGITAL PAYMENT SYSTEMS SERVICES

S. No	Particulars	strongly agree	Agree	No Opinion	Dis Agree	Strongly Disagree	Total
1	Low internet Penetration	37%	16%	4%	16%	27%	100
2	Safety and Security	28%	46%	6%	4%	16%	100
3	Network Problem	33%	21%	14%	15%	17%	100
4	Hacking And phishing	22%	30%	18%	12%	18%	100
5	Language Problem	48%	28%	8%	7%	9%	100

Source: Primary Data

Table -6 shows the major lacuna that customers face in Digital Payment Systems services. One of the major impediments to Digital Payment Systems is the lack of infrastructure and low internet penetration. The findings show that poor internet connection is the biggest problem with rural and semi-urban areas. Another important

concern for the respondents is the safety and security aspect of the Digital Payment Systems environment. Respondents want their hard earned money in safe hands. Phishing, data theft, keyboard logging are a cause of concern and the security infrastructure should be strengthened. Network problem quiet often interrupt your

transaction and cause great hardships for the respondents.

FINDINGS

- The understanding from *this* study is the customers are very much satisfied with round the clock service, it helps to save time and money of the customers, helps to keep the environment clean,
- there is no need to carry cash while travelling so the travelling becomes easier and safe, the mode of payment is very much convenient.
- From the analysis of the data it is quite evident that people adapt to technology quickly than expected. Once they were acquainted with the nuances of the Digital banking services, there was no going back and it was a privilege for them to use it. Leisure and convenience is the best part of Digital Payment Systems services. It saves time and energy for the consumers and would not hinder their regular work. Bulk wallets and big bags carrying cash were a rarity and a small card is the norm.
- It's a convenient mode of payment for most of the respondents. They can transact on the move and at their convenient time.
- Almost all the respondents used ATM in their daily life and it was a game-changer for them. Long queues and waiting for hours together at the bank branch was a thing of the past as they

use ATMs to withdraw money at their convenient time.

- Some of the respondents used Digital Payment Systems for mobile recharge
- The shopping boom has augured well for Digital Payment Systems and most of the people used E-banking for online shopping.

LIMITATIONS AND SUGGESTIONS

Though Digital Payment Systems has many benefits, there were a few impediments and hiccups to Digital banking. One of the foremost problems faced by consumers was the low penetration of Internet and unreliable data connection. Seventy percent of the respondents faced the issue of low internet penetration. In a country like India, internet reach is very minimal and people often face low speed and poor internet infrastructure especially in rural areas. With increased online fraud like data theft and phishing, consumers are reluctant to adapt to Digital Payment Systems as their hard earned money is at risk. So if banks could guarantee safety of their accounts, more people will transact online. Similarly, better internet penetration and affordable tariff will pave way for more people using data for daily use.

CONCLUSION

Digital Payment Systems has been a great boon to the masses. It's a blessing for many business enterprises. A majority of the respondents were positive about Digital

Payment Systems and its effect on their lives. Round the clock services, ease of doing transactions, anywhere banking, and time management were some of the positive aspects of Digital Payment Systems and people adapted to this technology quite well than expected. Convenience and ease of doing transaction was the hallmark quality of Digital banking. If Internet penetration is better the banking services would be much better to the consumers. Similarly, safety and security was a big concern for most of the people. If these issues are addressed, Digital Payment Systems adaptability would definitely increase and it will be a level playing field for everyone.

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A STUDY ON CHALLENGES OF SMALL SCALE INDUSTRIES IN INDIA

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ABSTRACT

Small industries play a major role in the growth of the world. It contributes about 45% of the total industrial value added to the Indian economy. By spending less money and a higher number of workers, the SSI sector has made a significant contribution to job opportunities and the development of the rural industries. Under the changing economic climate, SSI has to deal with a number of different problems such as population growth, high unemployment, unemployment, lack of resources and more. Therefore, the central government provided specialized services with various policies and programs to overcome the problems and growth and development of small industries. For the past seventy years the small scale industry has been dynamic and dynamic. It has found a prominent place in the country's socio-economic development. In particular, the sector has shown positive growth even at times when other sectors of the economy have experienced negative or negative growth. It is a well-known fact that the living small scale industry holds the key to economic prosperity in an economy like India. However, the SSI was facing a number of issues, which made them less competitive and sicker. In such a context, this paper seeks to highlight the importance of SSI in the Indian economy, SSI policies and SSI problems in the Indian Economy.

Keywords: Industries, Population, Workers, Unemployment, Policies

INTRODUCTION

Small industries play a major role in the growth of the world. It contributes about 45% of the total industrial value added to the Indian economy. By spending less money and a higher number of workers, the SSI sector has made a significant contribution to job opportunities and the development of the rural industries. Under the changing economic environment, SSI has to deal with a number of different challenges such as population growth, high unemployment, unemployment, lack of resources and more.

Therefore, central government provided specialized services with various policies and programs to address the challenges and growth and development of small industries. The small-scale industrial sector has emerged over the past 70 years as the most dynamic sector of the Indian economy exports. SSI has 35 lakh units spread across the country producing nearly 7500 items and providing employment for more than 200 lakh people.

Small businesses not only play job opportunities at lower costs than large

industries but also contribute to industrial development in the rural and subsequent areas thus reducing not only regional inequality but ensuring equitable distribution of national income and GDP growth, SSI units aligned with size. and medium-scale units as auxiliary units. For the past seventy years the industry has been inspiring and dynamic. It has found a prominent place in the country's socio-economic development. In particular, the sector has shown positive growth even at times when other sectors of the economy have experienced negative or negative growth. Recently, significant policy initiatives created by the government to facilitate access to financial assistance, compensation and grants and to influence more businesses to start SSIs, have resulted in an increase in the number of SSI units. It is a well-known fact that the healthy youth sector holds the key to economic prosperity in an economy like India. However, the SSI was facing many challenges, making them less competitive and sicker. Therefore, in this context, this paper focuses on the SSI Role in the Indian economy, SSI policies and the challenges SSI India faces.

STATEMENT OF THE PROBLEM

In the current situation in India small industries face many growth challenges ahead of large industries, while SSIs have many challenges such as lack of funding, shortage of skilled workers, lack of infrastructure, and the most important challenge is the lack of utilization technology. These industries, however, are

crucial to the economic development of India, where it has a broad area to develop or monitor effectively by implementing many policies established by the government to promote small industries. There is therefore a desire to understand the role of SSIs in the economic development of the country and the challenges SSIs face in India. It allows the government to make new policy initiatives to promote SSIs in India.

RESEARCH OBJECTIVES

1. Analyzing the current challenges of Small Scale Industries in India.
2. Understand the concept of Small Industries.

RESEARCH METHOD

The research paper is based on descriptive research. It aims to familiarize yourself with the latest information on the policies that govern small industries in India. This study is based on secondary data collected from various sources such as journals, newspapers, magazines, websites etc.

SSI THOUGHT

Small industries (SSI) are those industries where production, service delivery, production is done on a small scale or in small quantities. For example, these are ideas for small industries: Nappies, tissues, chocolates, toothpick, water bottles, small toys, paper, and pens. Small industries play an important role in the social and economic development of India. These industries make a one-time investment in machinery, industry, and industry that may be patented,

rented or leased. But it does not exceed Rs. 1.5 Millions.

Small industries include small businesses producing goods or services with the help of small machinery and a few workers and workers. Ideally, a business should fall short of the guidelines set by the Central Government. At that time such limitations are as follows,

- In Production Units: Investments in industry and machinery should be between 30 lakhs and 6 crores.
- For service providers: Machine investment should be between 50 lakhs to 2 crores.

In developing countries like India, these small industries are the backbone of the economy. These are industries that require a lot of labor, so they create a lot of job opportunities. They also help with personal income and utilization of resources in the economy. They are the most important economic sector from a financial and social point of view.

FACING CHALLENGES

Small industries play an important role in the economic development of our country. But small industries are not in a position to play their role effectively due to the various problems, as well as the various challenges facing small industries.

MONEY

Finance is one of the most important challenges for small businesses. Finance is the blood of an organization and no organization can function properly without

sufficient funds. Lack of funding and inadequacy of credit facilities are a major cause of this situation with entrepreneurs due to the weak economic base, inability to afford credit.

RAW MATERIAL

Small industries often tap local resources to meet the needs of underdeveloped resources. These units have to face many challenges such as insufficient supply, low quality and even the supply of raw materials is not sustainable. All of these factors adversely affect these performance units.

MARKETING

These sub-units also face the challenge of marketing. They are not in a position to get boxing information about the market namely about competitive taste, popularity, likes, consumer dislikes and widespread fashion. They produce a low quality and that too at a high cost. Therefore, in the competition with well-equipped large scale units are placed in a less desirable position.

UNDER THE USE OF SKILLS

Most of the smaller units operate under absolute power or there is a serious misuse of skills. Larger scale units operate 24x7 hours but smaller scale units use only 50 to 60 percent of their installed capacity. The various reasons created by this under-utilization of skills are the problem of finances, raw materials, energy and markets under the development of their products.

POWERFUL POWER

A small scale unit in a remote backyard may not have a problem with unskilled workers but skilled workers are not there. The reason is that skilled workers may be reluctant to work in these areas and the company may not be able to pay the salaries and other services required by these employees compared to MNCs.

PROJECT PLANNING

Small business owners do not plan projects well. These entrepreneurs do not appreciate the importance of working because of excitement and excitement. Project feasibility analysis that includes all of these factors in addition to the technical and financial performance of the projects, does not take into account the age of the appropriate weight. In addition, due to limited financial resources they cannot afford the services of project coordinators. This result is a good planning and implementation of projects.

INFRASTRUCTURE

Most of the smaller units and industries located in cities and towns have one or more problems such as power shortages, water aging problems, poor roads, raw materials and marketing problems. Lack of adequate infrastructure therefore has a negative impact on the quality, quantity and production system of companies leading to low power consumption.

OTHER CHALLENGES

Smaller units have a number of other challenges among which management

inefficiency, old and large number of fake concerns. Because of all these challenges the development of small industries has not been able to reach a respected level.

CONCLUSION

Small industries play a major role in the growth of the world. It contributes about 45% of the total industrial value added to the Indian economy. Small-scale industries are being discussed in all provinces and meet local demand. Government has also introduced various programs and incentives to develop SSIs and to provide SSI institutional infrastructure. SSI has been very helpful in generating revenue especially through shipping and dealing with challenges such as Finance, Unripe Assets, Marketing, low power consumption. Skilled personnel, project planning, infrastructure, employment and at the same time enhance the socio-economic status of the people.

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ONLINE MARKETING STRATEGIES OF BUILDERS – WITH SPECIAL REFERENCE TO VIRUDHUNAGAR DISTRICT

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ABSTRACT:

Online presence nowadays is not optional, especially for builders and contractors. The majority of customers look online to find a contractor or builder for their project, and if builders are not marketing effectively, they'll fall to one of the many competitors that are. Here, they understood the necessity of adaptation of digital marketing for their sustainable in the market and the same time contractors and builders is study the customers by utilizing the latest marketing strategies and trends. Because marketing is important for contractors and builders. The ideal way of builders to educate customers around a particular service or theme of his online services more than other builders in the market. Builders may explore a design idea, display a building trend like share high-quality photos and make online video proposal, sent original images of past projects provide e –mail marketing for perpetuate customer relationships the mails are sent frequently to his customers, when customers are required to need builders service they will choose particular builder, directly answering the user's query through search engine optimization, arrange social media sites, demonstrate a certain technique, here the online marketing service is to be preferred by the customers. It is essential for future development of their business. The online marketing services considered for all type of construction service to his customers. Hence, the study is taken on the title "Online marketing services of builders – with special reference to Virudhunagar district, Tamil nadu". This study was based on both primary and secondary data. The data were collected from 150 builders in Madurai District chosen by convenience sampling method. The objectives of the study are to describe the online services provided to his builders, their importance and benefits, and the problems involved in the adoption of such practices. Likert's five points scaling technique is used to find the scores of the opinion of builders. Simple percentage analysis, ranking technique and chi- square test are used as statistical tools. The study presents the findings and suggestions.

Key words: Online marketing, Constrcution services, Builders, Customers

INTRODUCTION

One of the industries that were greatly affected by the pandemic was the construction industry. Like many other businesses, this industry has seen players explore the digital scene for better opportunities to find new customers and develop marketing strategies. This is partly influenced by the increase in internet use, with most people preferring to source their services from digitally recognized firms. This article is focused on some of the digital marketing strategies that builders and contractors can employ.

Techniques for online marketing:

The first step to creating an online presence is building a website. As stated before, people rely on online reviews to decide on which firm to do business with. Email marketing is one of the most effective digital marketing strategies for both small and medium-sized businesses. Email marketing can go a long way in helping grow customer base, nurture existing prospects and maintain a relationship with current customers.

Periodic email blast allows you to keep builders and contractors updated on new projects, latest company news, special offerings, and even remind them of brand's existence.

Content strategy involves the use of content to create brand awareness and establish a relationship between and target audience. This content is usually in the form

of blog posts, articles, graphic designs images, and educational media posts.

construction company can position itself as a leading figure in the industry with expert knowledge through content marketing, mention position, values, and mission when designing content.

Social media marketing is arguably the fastest growing industry in digital marketing, with the highest return on investment

Paid search and social media marketing are increasingly becoming popular due to their ability to provide extreme precision. It makes more sense to reach out to builders within service area through geo targeting. This helps establish a presence within geographical area, giving a chance to interact with contractors can work with.

Construction businesses can still organize their seminars and events, with a difference in location. Construction industries can explore digital platforms where you can host webinars and events

Search engine optimization involves boosting your rankings on search results and making your brand visible to potential clients

Posting videos on YouTube and other platforms can be a good way of boosting

online presence and even increasing visibility. Videos provide with a unique opportunity to get personal with audience, showcase some of previous works and even answer some of the questions frequently asked in the industry. Showing previous works can help convince builders to join team. Construction industries can design video content to show different aspects of business. Here are a few options may want to consider.

Live chats give clients and lead access to company reps, who are well equipped and knowledgeable to answer any questions they may ask about the company's products and services. Chatbots, on the other hand, have proven to be even more useful.

Objectives of the study

The objectives of the study are

1. To present the profile of builders in virudhunagar district

2. To analyze the problems of adopt online marketing services
3. To analyze the benefits of the builders to adopt online services
4. To describe what are the types of online services provided to his customers
5. To understand importance of adopt online services in their business

Methodology

The analysis for the study is based on the both primary and secondary data. Primary data were collected from 150 sample builders in virudhunagar district. The collected data were edited, tabulated and analyzed percentage analysis and ranking as statistical tools, the results are interpreted.

TABLE: 1
DEMOGRAPHIC VARIABLE WISE CLASSIFICATION OF RESPONDENTS

Variables	Category	No of Respondents	Percentage
Gender	Male	108	72
	Female	42	28
	Total	150	100
Age	20-30	24	16
	30-40	39	26
	40-50	51	34
	Above 50	36	24
	Total	150	100
Marital Status	Married	114	76
	Unmarried	36	24

	Total	150	100
Education Qualification	B.E(Civil)	60	40
	M.E(Civil)	18	12
	Diploma in civil	42	28
	Any degree	30	20
	Total	150	100
No. of Members in the family	Upto 2	12	8
	2-4	51	34
	4-6	66	44
	More than 6	21	14
	Total	50	100
Generation of builders	First generation	54	36
	Second generation	63	42
	By heritage	33	22
	Total	150	100
Factors influencing construction business	Family	33	22
	Self interest	18	12
	Social Opportunity	54	36
	Experience	45	30
	Total	150	100
Annual Income of the family	Below 3,00,000	36	24
	3,00,000-6,00,000	75	50
	6,00,000-9,00,000	24	16
	Above 9,00,000	12	8
	Total	150	100
No. of earnings members in the family	1	30	20
	2	57	38
	3	39	26
	More than 3	24	16
	Total	150	100

Source: Primary Data

From table -1 is ,it is understood that out of 150 respondents,

72 percentage are female

34 percentage are from the age group of 40-50 age people

76 percentage are married

40 percentage are B.E(Civil)

44 percentage are having 4-6 members in the family

42 percentage are second generation people

36 percentage are having Social opportunity to start their construction industries

50 percentage are being under earning capacity of Rs.3,00,000-5,00,000 for their Annual income.

38 percentage are having 2 members earning in their family

TABLE: 2
DETAILS ABOUT CONSTRUCTION COMPANY

Variables	Category	No of Respondents	Percentage
Nature of the construction company	Sole proprietorship	102	68
	Partnership	48	32
	Total	150	100
Age of the construction company	Upto 5 years	33	22
	5-10 Years	63	42
	10-15 years	36	24
	Above 15 years	18	12
	Total	150	100
Initial capital:	Below 5,00,000	48	32
	5,00,000-10,00,000	57	38
	10,00,000- 15,00,000	27	18
	More than 15,00,000	18	12
	Total	150	100
Are you provide online services	Yes	81	54
	No	69	46
	Total	150	100
What type of online services provided to your customer	To start placing strategically-designed advertisements for construction company on search engines and provide a simple website user experience.	60	40
	To start with creating a standout ad copy that can be easy to view on smartphones as well.	54	36
	Using Google Ad Words, source the right set of top-performing keywords for ads.	24	16
	create a chance of sharing your website's link to his customers	6	4
	Online tool tells everything about builders website, PPC ads, and presence on search engines.	5	3.33

	Information view on view on smartphones	8	5.3
	Providing cookies to search information	4	2.6
	Provide Cloaking,Keyword Stuffing Link Buying and Exchanging, Doorway Pages	2	1.33
	Total	150	100

Source: Primary Data

From table -2 is ,it is understood that out of 150 respondents
68 percentage are having the sole proprietor construction business
42 percentage are having the age 5-10 years
38 percentage are having 5,00,000- 10,00,000 start with initial capital of their construction business
54 percentage are having used online services
40 percentage to start placing strategically-designed advertisements for construction company on search engines and provide a simple website user experience.

TABLE: 3
BENEFITS OF ONLINE SERVICES PROVIDED TO HIS CUSTOMERS

Particulars	Always	Sometimes	Never	Total
Target customers in a given area, Showcase projects and services	50 (61.73)	28 (34.57)	3 (3.70)	81 (100)
Stay in touch with existing customers and encourage potential clients, Generate new leads	60 (74.07)	17 (20.99)	4 (4.94)	81 (100)
Peoples can get information at any time as per needs	65 (80.25)	15 (18.52)	1 (1.23)	81 (100)
It highly suitable in pandemic situations	68 (83.9)	11 (13.6)	2 (2.5)	81 (100)
It expected by many customers	71 (87.64)	8 (9.86)	2 (2.5)	81 (100)

Source: Primary Data

TABLE: 4
PROBLEMS OF ONLINE BANKING FOR MILK VENDING WOMEN

Particulars	Often	Sometimes	Never	Total
Not having an up to date online presence, Not having an online marketing strategy	50 (61.7)	19 (23.5)	12 (14.8)	81 (100)

Following the leader without considering own company, Not having a presence on social media	62 (76.5)	17 (20.98)	2 (2.52)	81 (100)
Need frequent internet connection	57 (70.4)	16 (19.75)	8 (9.88)	81 (100)
High cost	65 (80.25)	10 (12.35)	6 (7.40)	81 (100)
Unskilled customers cannot understand the informations clearly	69 (85.19)	10 (12.35)	2 (2.46)	81 (100)

Source: Primary Data

From table -4 is ,it is understood that out of 81 respondents 61.7 percentage are Not having an up to date online presence, Not having an online marketing strategy, **76.5** Following the leader without considering own company, Not having a presence on social media , 70.4 percentage are Need frequent internet connection,, 80.25 percentage are High cost , 85.19 percentage are Unskilled customers cannot understand the informations clearly

SUGGESTION

Online Marketing is important because it allows you to share products and services with a niche audience strategically. It helps tell, show, and PROVE to people how terrific business is and how can help them. So all builders can use online marketing services in their practice.

CONCLUSION

The bottom line of any business is to make money and marketing is an essential channel to reach that end goal. In

this study understood the importance of online services. So builders can come forward to use maximum online services at all time in his field of activities help to sustainable developments in all situations

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FAMILY BUSINESSES IN INDIA

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ABSTRACT

In this world of technical turnover, there is software for everything. Starting your software development venture is a great small business idea where you can get clients and work on their projects independently. Today house hold owned businesses are recognized as important and dynamic participants in the world economy. House hold businesses may have some advantages over other business entities in their focus on the long term, their commitment to quality, and their care and concern for employees. But these businesses also face a unique set of management challenges stemming from the overlap of family and business issues.

Keywords: House hold Business, Working Environment.

INTRODUCTION

A house hold-owned business may be defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family. House hold-owned businesses may be the oldest form of business organization. Farms were an early form of family business in which what we think of today as the private life and work life were intertwined. In urban settings it was once normal for a shopkeeper or doctor to live in the same building in which he or she worked and family members often helped with the business as needed. Since the early 1980s the academic study of family business as a distinct and important category of commerce has developed.

Today house hold owned businesses are recognized as important and dynamic participants in the world economy. House hold businesses may have some advantages over other business entities in their focus on the long term, their commitment to quality, and their care and concern for employees. But these businesses also face a unique set of management challenges stemming from the overlap of family and business issues.

Tips to start a house hold owned business in India

- Make an adequate financial plan:
- Take into account your personal brand.
- Fix the Likely Profit.
- Create a Working Environment.

- Maintain a Strict Work Schedule.
- Make Business Contacts.
- Select and Legalize the Name of the Company.
- Find Professionals and Service People.

Obtain the Required Licenses and Registrations

House hold owned based companies, like any other company, must be licensed and registered, and any startup must follow all of the rules and regulations established by various government agencies.

1. **Home occupation permit:** Most businesses would require a home occupation permit to work legally. Largely, this license certifies that operating your business out of your home would not significantly increase traffic, noise, or adverse environmental conditions in your community.
2. **Property use and zoning permits:** You'll want to look at local zoning ordinances that relate to the businesses in your area if you're starting a business from home. Some residential areas have strict zoning regulations which will limit or maybe prevent home-based businesses from operating. You'll want to see together with your local or city office to seek out what regulations might apply to you.

3. **General business licenses and permits:** On top of the 2 previous permits that are more specific to home-based businesses, you'll also want to think about any general business licenses you would like to work legally. Along these lines, you would possibly need a business operating license, professional or trade license, a nuisance tax permit, and more.

Successful Small House hold Business Ideas for Women Entrepreneurs in India – 2022:

Healthcare

A healthy lifestyle and exercise are being readily adopted by people all over the world. People are practicing a variety of activities like dance, aerobics, and yoga as daily exercise. Women can become professional trainers and can own and manage fitness centers.

Some of the popular and effective business ideas in the health care industry are:

Yoga and meditation centers: Women can get trained in yoga exercises and have their professional practices as yoga trainers and meditation gurus

Food Industry

Eating out is the most famous leisure time activity among the youth and even families. Cafes and restaurants are booming

these days. Some great business opportunities in the food industry are:

Cafes: Cafes are a huge hit among college students these days. They are the hot gathering place for youngsters these days

Restaurants: If you have the right funding and a great management team, restaurants are great businesses these days

Home-based catering business: Women who love cooking can start their own small catering business and take party orders for birthdays, anniversaries, kitty parties, etc.

Beauty Care

Beauty care is an industry woman can nail. Women like indulging in beauty care and can make great entrepreneurs at it themselves. It is a great business opportunity since women know what the consumer wants and can deliver the best. Following are some of the best beauty care businesswomen can own

Spa and Salon: Women can have their salons and spa centers. Hair and makeup are something women are experts at. One of the great business opportunities for young women entrepreneurs

Nail art studios: Nail art has become hype among ladies but not everyone is an expert at it.

Bridal makeup studios: Bridal makeup has evolved in recent years. Women can keep in touch with recent trends and be the best in the field

Freelancing

If you're good with your language and have a love for writing, freelance content writing is best suited for you.

Technical Writing: Most IT companies these days are looking for writers to write various types of content. If you're good with your language and can write good content, you can freelance as a writer

Creative Writing: Advertising agencies and several other institutions look for writers who can come up with creative ideas for advertisers, jingles, and much more. You can get in touch with these agencies with your ideas and work with them as a freelancer

Blogger: You can create your blog and talk about the issue that matters to you. You can put your opinion out there and work on making your blog a success

IT & Software Development

In this world of technical turnover, there is software for everything. Starting your software development venture is a great small business idea where you can get clients and work on their projects independently.

Web Development: Companies developing websites for various other businesses or events can be a huge hit

App Development: Mobile applications are very useful for all our daily needs. All companies are developing mobile applications to make themselves accessible to the public. Establishing an app

development firm is a great business idea in today's times

The Advantages of Household owned Businesses

There are a number of aspects to running a household business that draw people to it, particularly when it comes to saving money on expenses and taxes.

No Commuting

The most obvious household business advantage is the lack of any commute, which saves a tremendous amount of time and eliminates the need to spend money on bus fare or car expenses. For many of these business owners, their commute consists of just walking down a flight of stairs, unless you have to do a lot of traveling anyway to visit customers.

Lower Overhead

All household businesses share the advantage of not having the expense of buying or renting business premises elsewhere, which cuts down on overhead considerably. Because there is no separate office to rent or maintain, they may also save money on expenses such as utilities, and depending upon local regulations the cost of business licenses and taxes.

Income Tax Advantages

Running this type of business can be a great way to recoup your business expenses and in some cases, reduce the amount of income tax you have to pay. In order to qualify for a reduction in income taxes, the office space area needs to pass the

exclusive use test, which means you must be able to show that a portion of your home is your principal place of business and is used regularly and exclusively for conducting business. If you just work off your kitchen table and you also use that area for family dinners and other activities.

Family Time

If you have children, operating a household business can give you more flexibility with child care and more time to spend with your family. Once they're old enough, you might even employ your children in your business. It's perfectly legal as long as you follow the rules. Payments for the services of a child under the age of 18 who works for his or her parent are not subject to federal social security and Medicare taxes, as long as you run sole proprietorship or partnership. The child is also not subject to the Federal Unemployment Tax Act (FUTA) until the age of 21. However, payments to the child are subject to income tax withholding no matter the age.

The Disadvantages of Household owned Businesses

A household-based business is not for everyone, however, and there are some disadvantages

It's Not Allowed in Some Areas

Most municipalities regulate this type of businesses, and particular neighborhoods may have covenants against them.

Landlords tend not to be house -based business-friendly if you're renting.

It Might Not Work for You

Even if running a home-based business is allowable where you live, you may not want to. Issues such as signage, parking, and the need for home-based insurance may make running a home-based business a bad idea. If your clients need to visit you, this can create conflict with your landlord or other tenants (if you live in an apartment building) who may be irritated at the non-resident traffic.

Isolation

Many people who run home-based businesses suffer from feelings of isolation and being out of the loop. This feeling can be particularly acute for people who have spent much of their career in highly collaborative office areas and who suddenly have no one to talk to when they switch to an entirely home-based career.

Interferes With Family Life

Others find that running a home-based business means that their business causes a conflict with family life. They may find that running a business out of the home means that family time is constantly being usurped by business needs, and this blurring of the lines between home and business means that they never feel off the clock even after hours.

CONCLUSION

The House hold owned business to be an important element of the world economy and a location for understanding conflict in family relationships internationally. Managing conflict effectively in the process of succession is crucial to preserving the impact family enterprise has on our economy and families themselves. Therefore, whether the family business is based across the world, one needs to be aware of the mutual acceptance of roles, the agreement to continue the business, the propensity of a successor to take over, the propensity of an incumbent to step aside and succession planning because conflict in family succession is universal.

EFFECTS OF COVID-19 ON BUSINESS

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ABSTRACT

The COVID-19 outbreak is a sharp reminder that pandemics, like other rarely occurring catastrophes, have happened in the past and will continue to happen in the future. Even if we cannot prevent dangerous viruses from emerging, we should prepare to dampen their effects on society. The current outbreak has had severe economic consequences across the globe, and it does not look like any country will be unaffected. This not only has consequences for the economy; all of society is affected, which has led to dramatic changes in how businesses act and consumers behave. This special issue is a global effort to address some of the pandemic-related issues affecting society. This paper that cover different industry sectors (e.g., tourism, retail, higher education), changes in consumer behaviour and businesses, ethical issues, and aspects related to employees and leadership.

Keywords: Leadership, consumer behaviour

INTRODUCTION

There has been a long history of fear of pandemic outbreaks. The discussion has not focused on whether there will be an outbreak, but when new outbreaks will happen (Stöhr & Esveld, 2004). The events leading to influenza pandemics are recurring biological phenomena and cannot realistically be prevented. Pandemics seem to occur at 10–50-year intervals as a result of the emergence of new virus subtypes from virus re-assortment (Potter, 2001). As the global population increases and we need to live closer to animals, it is likely

that the transfer of new viruses to the human population will occur even more frequently. All our society can do is take preventive measures so that we are able to act quickly once we suspect an outbreak. We should also make an effort to learn from the consequences of pandemic outbreaks to prepare our societies for if—and, more likely, when—this happens again.

The COVID-19 pandemic outbreak has forced many businesses to close, leading to an unprecedented disruption of commerce in most industry sectors.

Retailers and brands face many short-term challenges, such as those related to health and safety, the supply chain, the workforce, cash flow, consumer demand, sales, and marketing. However, successfully navigating these challenges will not guarantee a promising future, or any future at all. This is because once we get through this pandemic, we will emerge in a very different world compared to the one before the outbreak. Many markets, especially in the fields of tourism and hospitality, no longer exist. All organizational functions are intended to prioritize and optimize spending or postpone tasks that will not bring value in the current environment. Companies, especially start-ups, have implemented an indefinite hiring freeze. At the same time, online communication, online entertainment, and online shopping are seeing unprecedented growth.

Interesting research themes

As research indicates that pandemics are reoccurring events, it is very likely that we will see another outbreak in our lifetime. It is apparent to anyone that the current pandemic has had enormous—buthopefully short-term—effects on all our lives. Countries have closed their borders, limited the movement of their citizens, and even confined citizens in quarantine within their homes for weeks. This is a rather unique occurrence, as we are used to freedom of movement, but in the midst of

the pandemic outbreak, people have been fined just for being outside. Although our societies seem to be very accepting of these limitations and condemn people that do not follow the rules, but we need to ask ourselves how this will affect the views of our society (e.g., views regarding freedom, healthcare, government intervention). We should also be aware that infrastructure and routines to monitor citizens in order to limit the spread of the virus have been rolled out, and so we should ask ourselves how accepting we will be of monitoring in the future.

As previously mentioned, people have been confined to their homes. There has also been a constant stream of news on this invisible external threat from which we cannot protect ourselves. We have been occupied trying to figure out how best to protect ourselves and our loved ones. On top of that, many feel pressure due to losing their jobs or due to working in close proximity to potentially infected people, as society depends on them fulfilling their duty. The consequences of the pandemic outbreak have hit various sectors of society in different ways. All countries that are trying to stimulate their economies to keep as much as possible of their necessary infrastructure intact and to keep citizens productive or ready to become productive once the pandemic has been overcome. In order to keep society from deteriorating, people not only need jobs or a way to

support themselves but also need access to what they view as necessary products and services. If this infrastructure does not exist, people start to behave in what is considered uncivil behavior (e.g., hoarding or looting).

Consumer behavior during COVID-19

Around the globe, societies are in lockdown, and citizens are asked to respect social distance and stay at home. As we are social beings, isolation may be harmful for us (Cacioppo&Hawkley, 2009). Feelings of loneliness have, among other things, been connected to poorer cognitive performance, negativity, depression, and sensitivity to social threats. There are indications that this is happening during the current pandemic, as there has been an increase in domestic violence, quarrels among neighbors, and an increase in the sales of firearms (Campbell, 2020).

Another consequence of the lockdowns is the extreme increase in the usage of Internet and social media. Previous research has indicated that humans who feel lonely tend to use social media more and, in some cases, even prefer social media over physical interaction (Nowland, Necka, &Cacioppo, 2018). Social media also may bring out the worst in us through trolling or sharing of fake news. This is, to some degree, not as damaging as the “real life” is lived in the physical world and the Internet is an “add on” with, in most cases, limited impact on

the physical world. By this, we are able to compartmentalize and distinguish what matters and what does not matter.

Markets during COVID-19

The COVID-19 outbreak is likely to cause bankruptcy for many well-known brands in many industries as consumers stay at home and economies are shut down (Tucker, 2020). In the US, famous companies such as Sears, JC Penney, Neiman Marcus, Hertz, and J. Crew are under enormous financial pressure. The travel industry is deeply affected; 80% of hotel rooms are empty (Asmelash & Cooper, 2020), airlines cut their workforce by 90%, and tourism destinations are likely to see no profits in 2020. Furthermore, expos, conferences, sporting events, and other large gatherings as well as cultural establishments such as galleries and museums have been abruptly called off. Consulting in general and personal services, like hairdressers, gyms, and taxis, have also come to a standstill due to lockdowns. Finally, important industries like the car, truck, and electronics industries have abruptly closed (although they started to open up two months after their closure).

While some businesses are struggling, some businesses are thriving. This is true for a number of Internet-based businesses, such as those related to online entertainment, food delivery, online shopping, online education,

and solutions for remote work. People have also changed their consumption patterns, increasing the demand for takeout, snacks, and alcohol as well as cleaning products as we spend more time in our homes. Other industries that are doing well are those related to healthcare and medication as well as herbs and vitamins. Typically, when studying markets, it is assumed that they are static, a natural conclusion since they tend to change slowly. However, if there is one thing the COVID-19 outbreak has shown us, it is that markets are dynamic (Jaworski, Kohli, & Sahay, 2000) and can move rapidly. Furthermore, a market is not just a firm; it is a network of actors (i.e., firms, customers, public organizations) acting in accordance with a set of norms.

Sandeep Krishnamurthy contributed with “The Future of Business Education: A Commentary in the Shadow of the Covid-19 Pandemic.” The paper highlights that social distancing is prompting educational institutions to rethink how they are connecting with their student bodies. Spatial interaction is becoming the new norm, and the blurring of physical and virtual communication is likely to continue until the pandemic is overcome. Globally, the higher education system will undergo a decade of radical technology-led transformation, according to the author. The author identified five trends that will revolutionize how we educate after COVID-19:

1. *The Algorithm as Professor* – Rather than taking a traditional route and learning from a human professor in classrooms, students will learn remotely from an algorithm. The AI-enabled algorithm will provide customized personal learning experiences. Students will be able to quickly master rudimentary and routinized tasks. Then, the algorithm will prepare them for an in-person experience, where a “warm body” will engage them in Socratic dialogue.
2. *The University as a Service* – Traditionally, we have followed a linear formulation of society. Students go through K-12 education, some get an undergraduate degree, and some go on to further studies. However, the current and future environment is too volatile to sustain this educational structure. Students will need to learn what they need when they need it. Personalized, continuing education will become the norm.
3. *The University as Assessment Powerhouse* – In a world characterized by AI and automation, learning can come from many sources. Students will learn from each other, algorithmic systems, and public information. However, universities will continue to have a powerful place as assessors of learning. Students will come to universities to gain objective

credentials based on powerful assessments of learning.

4. Learning Personalization to Support Diversity – Students of the future will have access to multiple pathways to learn the same content. Foreexample, a course may be available through algorithmic engagement, animation/video/augmented reality, face-to-face instruction, or any mixture thereof. Using assessment data, the university of the future will be able to pinpoint the learning needs of each student and provide a personalized experience.
5. Problem Solving Through Ethical Inquiry - As the influence of artificial intelligence and automation grow exponentially in our lives, there will be a great need for students to become problem solvers through ethical inquiry. Clearly, the future will not simply be about what the answers are; it will be about which problems we wish to solve, given what we know. Students will need to become more comfortable with the need to evaluate AI algorithms based on their efficacy and their ethical foundation.

In “How Firms in China Innovate in COVID-19 Crisis? An Exploratory Study of Marketing Innovation Strategies,” written by Yonggui Wang, Aoran Hong, Xia Li, and Jia Gao, the authors explore how firms in China worked to make

their marketing strategies a success. They do so by identifying the typology of firms’ marketing innovations based on two dimensions: the motivation for innovations and the level of collaboration in innovations.

The authors outline four innovative strategies to combat crises for businesses. The responsive strategy works predominantly for firms that involve physical contact, but it can easily be transferred from offline marketing channels to online channels. A collective strategy can be implemented by firms that are highly affected by the crisis, which need to develop new business by collaborating with other firms during the crisis. A proactive strategy is for firms that are less affected by the COVID-19 crisis (mostly online businesses) to develop new businesses to meet the special demands of existing customers during the COVID-19 crisis. Firms that are less affected during the COVID-19 crisis can take an alternative approach: a partnership strategy. Firms should usually develop new offerings through collaboration with other firms. Professors Amalesh Sharma, Anirban Adhikary, and Sourav Bikash Borah contributed with “Covid-19 Impact on Supply Chain Decisions: Strategic Insights for NASDAQ 100 Firms using Twitter Data.” During black swan events like the COVID-19 pandemic, which may have

severe long-term consequences, a deep understanding of business risks can help organizations establish the right plan. In this article, the authors identified supply chain challenges faced by companies using their Twitter data. To develop insights from the findings, the authors constructed unigrams, bigrams, and trigrams that revealed the supply-chain-related aspects that gain attention on Twitter

CONCLUSION

A topic analysis was performed to identify keywords used in discussions about COVID-19. The obtained insights show that the greatest challenge for the organizations was accessing realistic customer demands. A pandemic may increase or decrease demand for specific products, making estimation of realistic final customer demand more difficult and more urgent to address. Some user accounts suggested that organizations are still lacking in terms of technological readiness and that companies are looking to gain visibility across value chains. There are growing discussions about building supply chain resilience by identifying risks. Many organizations are not only focusing on social sustainability but also turning their attention toward environmental sustainability. To deal with the challenges brought on by unprecedented times, the leaders of organizations must reimagine and redesign the supply chain; rely on

technology such as artificial intelligence, the Internet of Things, and blockchain in their supply chain designs; and focus on sustainable supply chain. Finally, Marianna Sigala wrote “Tourism and COVID-19: Impacts and Implications for Advancing and Resetting Industry and Research.” Tourism is experiencing a rapid and steep drop in demand during the COVID-19 pandemic. Despite the tourism industry’s proven resilience in other unprecedented times, the impact of the current pandemic will likely last longer for international tourism than for other affected industries. However, the tourism industry should not only recover but also reimagine and reform the next normal economic order.

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A STUDY ON BENEFITS AND PROBLEMS OF DIGITALIZATION OF INSURANCE COMPANIES

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ABSTRACT

The digitalization is emerging into the industry and company for alternative of traditional methods. Digitalization is a theoretical word that is frequently used for modernization across a wide range of literatures. This digitalization of companies considers the swiftness in terms of drawing a clear separation between the digitalization and up-gradation. The material process of transforming analogue streams of information into digital bits is defined in the entries and transactions. Digitalization is confined as the reorganization of various sectors into a digital life, digital communication and media infrastructures in this current situation it is important to know the advantages and disadvantages of digitalization, future scope and its possibilities.

Keywords : Digitalization, Insurance

INTRODUCTION AND METHODOLOGY

The significance of digitalization of insurance company is very common to each and every company, but digitalization is depending on the nature of the company. The possibilities of digitalization is also depends on the nature, size, economy of scale of operation, stakeholders of the companies. These all aspects are covered in this study. Everything regarding the digitalization of insurance company is taken into account for drawing suggestions and conclusion. The objectives of this research article is to study of digitalization of companies,

consequences of digitalization of insurance company, benefits and drawbacks are consider for giving suggestion of the study.

2. STATEMENT OF THE PROBLEM

Digitalization is most common advancement in all industries. As the same in insurance industry and insurance companies while adopting digitalization in the insurance companies, there are some typical issues and benefits that faced by the insurance companies. Hence this study is entitled benefits and problems in digitalization of insurance companies.

3. OBJECTIVES

The objectives of this research article is to study of digitalization of companies, consequences of digitalization of insurance company, benefits and drawbacks are consider for giving suggestion of the study.

4. SCOPE OF THE STUDY

In this study only consider digitalization of insurance companies' benefits and problems.

5. OPERATIONAL DIFINITIONS

1. Digitalization
2. Company
3. Insurance company

5.1. DIGITALIZATION

Digitalization is the integration of digital technologies into business/social processes, with the goal of developing them. Digitalization is transformative. It changes how companies interact with their customers and often their revenue streams.

5.2. COMPANY

In terms of the Companies Act, 2013 a company means a company incorporated under this Act or under any previous company law Section 2 68 In common law, a company is a legal entity separate from and capable of surviving beyond the lives of its members.

5.3. INSURANCE COMPANY

Insurance Companies means a company organized as an insurance company whose primary business is writing insurance or reinsuring risks underwritten by insurance companies and which is

subject to supervision by the insurance commissioner is a similar official of a state.

6. DIGITALISATION OF COMPANIES POSSIBILITIES IN FUTURE

Digitalization of insurance companies are is causing large scale operations and broad changes across numerous facet of business, presenting unrivalled opportunity for value generation and capture while also posing a significant danger to small business units. The possibilities of digitalization are only done by the company depends on code of conducts and whether the company is follows a new trend or an old one adjusting to new circumstances. The digitalization leads to improve service, increase internal collaboration, optimize processes, increase efficiency and create new business models.

7. ADVANTAGES OF DIGITALISATION OF INSURANCE COMPANIES

An insurance company's business process is automated; the business man count on consistent results. Process automation is related business rules. The digitalization assists the business in achieving better openness and fairness. When the business is automated, it is free from the mistakes and its leads to high productivity. Operational cost can be reduced by way of adopting digitalization and it has the potential to reduce operating costs by up to 90%. And the digitalization makes the most efficient and cost-effective use of most valuable business assets. For

long-term success, corporate operations must be transparent. Higher management will have more trust in digitalization.

8. DISADVANTAGES OF DIGITALISATION OF INSURANCE COMPANIES

- Cyber security Risks are Associated with Technology
- Technology Has the Potential to Distract
- Social Boundaries are Created and Destroyed by Technology
- Digitalization is ever Changing.

9. DIGITALISATION OF INDUSTRIES DUE TO COVID 19

- Banking
- Entertainment
- Grocery
- Apparel (Textiles Industries)
- Travels
- Insurance

10. IMPACT OF DIGITALISATION OF INSURANCE COMPANY

The influence of technology comes from its potential benefits on the business operations, as well as the improve the level of its integration.

The digitalization of insurance companies effects of demand comes from customers, who now expect a shopping experience that's straightforward and intuitive.

11. FINDING OF STUDY

It is clear that, digitalization of insurance company has its own advantages and disadvantages. But the advantages of digitalization higher than disadvantages, hence it is essential one to all kinds of

business which are actively operate in the society. The Government support to digitalization of the companies are good enough so, the business units can adopt the digital processing in their company. It leads to restructure the company in online mode.

12. SUGGESTIONS

- It is suggested that, all insurance companies are consider digitalization for their companies' development.
- It is suggested that, digitalized company should motivate the company which is operating in the same industry.
- The Government should encourage the small companies to digitalize their operations.

13. CONCLUSION

The present study describes various problems and benefits in the digitalization of companies. The findings of the study show that, possibility of restructure the business environment through digitalization is more important to continue their business. So all the companies must understand the constraint and advantages of digitalization. The environment safety and sustainability to protect and improve present condition to the future generation.

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IMPACT OF COVID-19 ON BUSINESS

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ABSTRACT

The study is completely based on secondary data collected from several websites. First, foremost layoffs and closures had already occurred, notwithstanding the fact that the crisis had just been a few weeks old. Second, the possibility of closure was adversely associated to the anticipated duration of the crisis. Additionally, firms have wildly different views on the possible duration of COVID-related disruptions. Third, numerous small businesses are monetarily weak. Fourth, the vast majority of companies envisioned to search for assistance under the Corona virus Aid, Relief, and Economic Security (CARES) Act. Though, numerous people expected challenges in gaining access to the programme, such as bureaucratic red tape and issues determining eligibility. We also compare loan take-up rates and company resilience impacts to grants-based programmes using experimental variation.

Key Words : E-Commerce, corona virus

INTRODUCTION

Businesses have been revolutionised as a result of the corona virus epidemic. It has presented many sectors and organisations with significant challenges, but it has also presented some possibilities. So, in this study, the researcher focused on the six most significant repercussions and trends that have resulted from the corona virus epidemic, which will be critical for companies in the future.

- ❖ E-Commerce After Covid-19
- ❖ Work From Home 2.0

- ❖ Business Model Innovation
- ❖ Virtual Interfaces
- ❖ Social Engagement
- ❖ Automation

1. THE E-COMMERCE AFTER COVID-19

Our world is evolving. As the year progresses, ecommerce will only get larger and better, aided by new technology (Phone). The coronavirus has changed things all across the world, and it is believed that purchasing behaviour will increase. Now a days people are eager to purchase their desired products by using

online shopping methods because of they are not ready to go out and spend time in purchase the required products by losing their energy. Retail e-commerce sales in 2021 contributes to the value of 4.9 trillion US dollars in world. This value is also anticipated to raise by 50% in the subsequent years, reaching around 7.4 trillion dollars by 2025.

WORKING FROM HOME

Advantages of working from home

- Saving you money - you will save money on start-up fees because you will not need to acquire or rent business premises.
- Saving you time - save time that would otherwise be spent seeking for suitable commercial property.
- More flexibility - avoid becoming tethered to long-term tenancy agreements;
- Family commitments - arrange work around family commitments;
- Family assistance - for example, they may assist you with filing or general administration work.
- Minimise travelling time - save on time and money spent travelling to work; and
- Less distractions - avoid workplace noise and distractions.

Disadvantages of working from home

Working from home, however, has its drawbacks. There may be drawbacks, such as:

- Difficulties separating home and work life

- The initial cost of establishing your business at home
- Household diversions and disruptions.
- Isolation

2. BUSINESS MODEL INNOVATION

A business model is a written document or plan that describes how a company or organisation provides value to its consumers. A business model, in its most basic form, includes information about an organization's target market, the requirements of that market, and the role that the firm's products or services will play in addressing those needs.

THE IMPORTANCE OF BUSINESS MODEL INNOVATION

Business model innovation enables a company to capitalise on shifting client demands and expectations. If companies like Amazon and Atari were unable to develop and alter their business models, they may have been ousted by newcomers who were better able to fulfil client needs.

3. VIRTUAL INTERFACE

- ❖ The notion of virtual reality has been proven to provide a slew of applications for healthcare and to attract medical practitioners by providing them with a variety of uses in the core field of healthcare and treatment.
- ❖ There are various ways in which the notion and method of virtual reality might assist reduce the consequences of COVID-19.

❖ The numerous benefits of implementing the virtual reality idea in combating the COVID-19 epidemic. The following are some of the mainly stated emerging issues to make the healthcare sector more skilled and proficient.

- ❖ Through medical training
- ❖ Patient treatment
- ❖ Medical marketing
- ❖ Disease awareness

4. SOCIAL ENGAGEMENT

The process of communicating (engaged) in an online community is known as social engagement.

Individual social media platforms, such as Twitter, LinkedIn, Facebook as well as blogs, forums, and third-party review sites, can host the discourse. A solid social engagement plan enables firms to maintain continual touch with their consumers by furthering brand interests and responding to feedback in a cyclical fashion.

5. AUTOMATION

Where the Pandemic Is Impacting Automation

Though it is yet too early to say, distinct technological fields ranging from 5G, cloud/edge, and artificial intelligence to articulated robots are likely to grow dramatically in response to COVID-19's commercial consequences.

David Greenfield Director of Content business

Many believe the epidemic will hasten the digital transition due of its

intrinsic propensity to allow for social isolation.

Wind River, a provider of software for intelligent edge computing applications, recently polled industry professionals in the United States and China to measure their reaction to the epidemic. Not unexpectedly, the data suggest that 98 percent of respondents in China and 90 percent in the United States believe their capacity to satisfy consumer needs has been damaged, with 75 percent in both areas adjusting business strategy as a result of COVID-19.

The poll found that these CEOs are focused on certain technological sectors as part of their developing plans. For the executives more focused on transforming their businesses amid the pandemic, those enterprises are increasing their spend in the following areas:

5G projects—63% in China and 37% in the U.S.;

Cloud-based application development: 62% in China and 35% in the U.S.;

Artificial Intelligence: 61% in China and 37% in U.S.;

Container-based development: 56% in China and 38% in U.S.;

IoT: 60% in China and 33% in U.S.; and

Edge applications: 57% in China and 25% in U.S.

According to the Wind River survey, regardless of geography, "most firms recognise that the road ahead will be difficult." Fifty percent of firms in the United States and 77 percent of enterprises in China are seeing increased workloads

across their teams. They also expect the need to adopt big efforts such as speeding new business models (83 percent in the United States, 89 percent in China) and incorporating more agile development (82 percent in the United States, 86 percent in China) as part of their developing strategy."

As a result of the pandemic, Industry & Markets, a B2B research organisation, forecasts strong growth in the articulated robot markets. Markets & Markets forecasts that the traditional industrial robotics industry (including the costs of peripherals, software, and system engineering) would expand from \$44.6 billion in 2020 to \$73 billion by 2025, after COVID-19. And the expected growth rate reflects a 3 percent drop owing to COVID-19 effects.

According to Markets & Markets, the "shortage of trained labour and the solicitation of ideas by governments and public-private partnerships to reduce the unfavourable impact of COVID-19 are important driving drivers for the (robotics) sector." "Although the COVID-19 epidemic will have a negative impact on market development until the second or third quarter of 2020, the market is likely to rise from 2021 onwards as players in the industrial robots sector clear their backlogs and begin accepting new orders." For example, Kuka's robotics business segment has order backlogs of \$309 million in fiscal year 2019."

The automated guide vehicle (AGV) section of the robot market, like

articulated robots, is predicted to develop as a result of COVID-19. According to Markets & Markets, the AGV market will expand from \$2 billion in 2019 to \$2.9 billion in 2024.

CONCLUSION

Small companies employ over half of all Americans. Nonetheless, our findings highlight the financial vulnerability of many small enterprises, as well as the extent to which the present crisis has impacted them. According to the study, the impact on the retail sector is high, with 43 percent of businesses temporarily closed and 40 percent of jobs lost. This comes as a surprise to America's small businesses, who had little cash on hand at the start of the pandemic, meaning they will have to drastically cut spending, incur further debt, or declare bankruptcy. This demonstrates how the timing of additional financing may affect medium-term consequences.

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CHALLENGES AND OPPORTUNITIES OF DIGITAL HEALTH IN POST-COVID19

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ABSTRACT

Digital health as a rapidly growing medical field that relies comprehensively on human health data. Conventionally, the collection of health data is mediated by official diagnostic instruments, operated by health professionals in clinical environments and under strict regulatory conditions. Mobile health, telemedicine, and other smart devices with Internet connections are becoming the future choices for collecting patient information. Progress of technologies has facilitated smartphones, wearable devices, and miniaturized health-care devices. These devices allow the gathering of an individual's health-care information at the patient's home. The data from these devices will be huge, and by integrating such enormous data using Artificial Intelligence, more detailed phenotyping of disease and more personalized medicine will be realistic. The future of medicine will be progressively more digital, and recognizing the importance of digital technology in this field and pandemic preparedness planning has become urgent.

Keywords: COVID19, digital health, mobile health, telemedicine

THE HISTORY OF DIGITAL HEALTH

Digital health is a multidisciplinary domain that aims to enhance the efficiency of monitoring of the patients, diagnosis, management, prevention, rehabilitation, and long-term care delivery. Digital health is not an instant overnight phenomenon. The history of digital health returned to the 1970s when health telematics came into existence. Telecommunications give the health-care systems a great opportunity to improve health, health education, and follow-ups using health telematics. Health telematics at that time aims to focus on

diseases and improvement in diagnosing and treatment of diseases. Health telematics, which is now known as telemedicine, is one of the most famous domains of digital health nowadays.

With the beginning of the 21st century and extensive use of desktop personal computers and the Internet, the health-care systems found that the Internet is a great infrastructure for health promotion. At this time, eHealth came into existence. In contrast with health telematics, eHealth focuses on health instead of diseases.

In the 2010s, another shift in technology and emerging mobile phones makes an opportunity that a new domain emerges, mobile health (mHealth). One of the main differences between eHealth and mHealth is adherence. Having a device that always is with people gives the community an ability to use health care services every time and everywhere.

Finally, in 2015 with the widespread use of smartphones, tablets, and improvement in other technologies like robotics, a broader term than eHealth and mHealth was emerged. A term that we called it digital health.

DIGITAL HEALTH REALMS

Digital health broad scope encompasses telemedicine, mHealth, wearable devices and biosensors, electronic health records (EHRs) and big data, artificial intelligence (AI), and machine learning. Augmented reality (AR) and virtual reality (VR) are other domains of digital health.

Health telematics or telemedicine is the oldest domain of digital health that is put into more consideration more than other domains. Telemedicine makes it possible that health-care personnel visits the patient remotely. Telemedicine is now used for screening, diagnosing, and treating patients. Moreover, follow-up visits and consultations are also available by using telemedicine.

One of the most knowns screening in telemedicine refers to ophthalmology. Glaucoma, diabetic retinopathies, and retinopathy of prematurity are the diseases that have a successful screening by telemedicine. In this approach also, a teleconsultation disk photograph is sent to ophthalmologists for screening retinopathies and glaucoma. Using telemedicine for diagnosing the diseases is much more common than screening. From psychiatry disorders like autism to emergencies like Myocardial infarctions are handled by telemedicine. Telemedicine is a good choice for follow-ups because it can reduce the cost of accommodation of patients in hospitals, and they can have access to the doctor even in rural areas. Joint arthroplasty and traumas are two the examples of using telemedicine.

mHealth has been defined as medical and public health practice supported by mobile devices. There is a great penetration of using smartphones worldwide, even in the lifestyle of people with low socioeconomic status. Each person has tens of applications installed on their smartphones. Like telemedicine, this domain also has a variety of uses. The mHealth apps could be categorized based on their use into patient education apps, clinical decision support apps;therapeutics, and treatment support apps.

Wearable devices, gadgets, and biosensors facilitate real-time ambulatory

monitoring of human vital signs throughout daily life with the least discomfort and interference with normal human activities. Currently, various wearable systems including microsensors integrated into textiles and clothes, computerized watches, belt-worn sensors, glasses, gloves, and everything that are worn contacting some parts of the body are designed for relevant health data gathering.

Besides, many innovative wearable biosensors have been developed to detect a wide range of multianalyte/metabolites (such as lactate or glucose), electrolytes (for example, sodium, potassium, or calcium), and other biomarkers in fluids such as sweat, saliva, or tears and skin interstitial fluid.

New wearable sensors like wearable glucose monitors are one of the new wearable devices that the US Food and Drug Administration approved. These sensors continuously monitor the blood glucose so the patient can control the blood glucose much more strict and prevent the complications of low or high blood glucose.

Wearable biosensors must have the ability to work in uncontrolled environments, so calibration for variations in temperature, pH, and humidity is necessary for them.

VR, AR, and mixed reality (MR) are being increasingly used in medical applications such as medical education,

procedure simulation, rehabilitation, and psychotherapy.

VR is a pure virtual digital picture, while AR is the result of the integration of information or graphical elements to the user's environment in real time. Thus, AR is usually preferred to VR since the AR is focused on the real world rather than a totally artificial environment.

It has been shown that VR, AR, and MR can improve the effectiveness of medical education, led to better performance of the physician.

One of the main uses of AR and VR is in rehabilitation. Post stroke and posttraumatic stress disorder rehabilitations are the most use of AR and VR. Creating new worlds only in small places with specific pieces of training aims to improve the disabilities is one the main reasons that VRs and ARs are used in this field.

Computers can act as a human because they have the ability of processing and memorizing data, so computers can tackle complex learning tasks.

AI has been revolutionized medicine. The popularization of big data production and computing machine power has changed the fundamentals of health-care practice and research. Traditional statistics remain effective only in simple data sets, and many areas in clinical practice and research have been transformed by robust prediction and exploration of big data using AI.

Using this strategy in digital health leads to the invention of decision support systems supporting Doctors and the patients to personalize the decisions according to patient characteristics.

Not only screening, diagnosing, and treating the diseases improved by new technologies but also the ability to collect and storing data digitally can lead to health promotion. EHRs make it possible that all the data related to a patient are stored in one place so anybody in the health-care system can have access to it and use the data for better decisions.

COVID-19 AND DIGITAL HEALTH

Coronavirus caused by SARS-CoV2 is our newest guest. This epidemic affects people's lifestyles in all ways, from the first quarantines in countries to wearing a mask, social distancing, etc. Most of the health-care system inevitably has to serve only COVID-19 patients and in many countries, because of the lack of enough medical resources the patients faced many problems. These problems lead the medical system to put “Digital Health” into more consideration.

Digital health helps the healthcare system to fight against COVID-19 in different ways: 1 – prevention and primary care, 2 - screening, 3 – monitoring, and 4 - surveillance.

Using digital health for the screening of COVID-19 can lead to a decreased number of visits in emergency departments and help the health-care systems to stay more organized. Using mhealth and ehealth and developing different mobile applications and websites for screening the patients is one of the most common uses of digital health.

During the pandemics, the sudden increase of patients in peaks of the disease can lead to the inability of hospitals to admit all the patients so monitoring of the patients remotely using digital health can be beneficial. Using mhealth for developing applications that the patients can use for patient education or answering certain questions for ensuring the condition of patients is one of the main uses.

Surveillance and using contact-tracing applications is another way that digital health comes to help to fight against the pandemic.

KEY CHALLENGES OF DIGITAL HEALTH

Digital health adoption has been quickly accelerated since the onset of the COVID-19 pandemic as a “no-touch” emergency state. The need for physical distancing has turned the attention of both health-care providers and patients to digital health and reduced resistance to the use of telemedicine provided an opportunity for recognizing the advantages of digital

health. The COVID-19 pandemic has revealed not only the need for data sharing but also the need for serious evaluation and ethical aspects to be developed beside the emerging field of digital healthcare. Taking informed patient consent will be a key challenge to provide transparencies regarding what data are collected and which third parties can access patient data. On the other hand, the application of health tracking reward programs by insurance companies encourages using wearable health technology.

Key challenges affecting the development of digital health consist of a lack of evidence-based digital health standards and privacy, data governance, and ethical challenges.

Digital health and using EHRs create big data that can use for creating pieces of evidence, but all these data are acquired by convenience sampling. Hence, this problem affects the quality of evidence from researches on these technologies. To resolve this issue, background variables such as age, sex, socioeconomic status, and the geographical distribution must be reported and compared between the groups. Another problem that emerged from health digitalization is privacy. All domains of digital health finally create data that need protection. Although anonymization technologies improve in recent years, finally re-identification is necessary because the new data should be merged

properly with the previous data of the same person. Due to this re-identification hacking, digital health platform is a big deal.

Data governance is another challenge that governments have. Although the improvement of technologies lowers its cost and because of it most of the governments take a step into digitalization, only half of them have privacy policies to protect the data. Hence, it is important that governments set up policies and standards for data governance.

Ethical challenges are also important in health digitalization. User consent is one of these ethical challenges. Users should know about the collection of data. Although most applications ask users for this permission, it is often neglected by users, and almost all users only push the “I agree” button at first without reading the terms of use of the applications.

There is a “no evidence, no implementation–no implementation, no evidence” paradox in digital health field. Evaluation of the impact of digital health interventions entails a multidimensional analysis approach employing mixed methods to study the effects of the program on health-care workers, patients/healthy people, and the health system. The main knowledge gap about the use of digital health strategies is the lack of evidence on how such strategies may influence health

outcomes, health system efficiencies, and cost-effectiveness of service delivery.

Cost-effectiveness and sustainability of digital care should be mentioned by policymakers. It is necessary to build public trust and confirm a commitment to take care of their privacy.

CONCLUSION

Digital health will support the future needs of medicine by analyzing the massive amounts of recorded patient's data that generate by high-tech devices from multiple sources. Digital care can transform disease-centered services toward patient-centered services. Many of the digital health solutions are still in their infancy and need to be improved. Furthermore, they need extensive and successful validation in human testing and improved clinical reliability. Medical professionals also need to be familiarized and adapt themselves with these advances for better health-care delivery to the patients. Along with digital care growth, researchers, scientists, clinicians, payers, and regulators must accompany technology developers to reach the ultimate goal, which is to help patients live longer and feel better.

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AN OVERVIEW OF HOUSEHOLD OWNED BUSINESSES IN INDIA

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ABSTRACT

Entrepreneurial households have a central role in determining entrepreneurial choices, actions and outcomes. In this monograph we focus on the role of households in new venture creation and growth, arguing that our understanding of individual actions and firm level decisions becomes clearer if they are considered from the perspective of the household. A household perspective implies that the entrepreneur is viewed outwards from the context of their immediate family unit, and implicitly recognizes the blurred boundaries between the business sphere and the private sphere; business strategies and household strategies are interwoven, and business decisions are often made within the household. We review theoretical constructs of the household and examine the ways in which the household has been considered within entrepreneurship research. Not only is the household a vital component in fully understanding entrepreneurial actions, research attention should also be afforded to understanding the effects of entrepreneurship on business-owning households.

Keywords : Family Business, Governance, Succession Planning.

1.INTRODUCTION

A family-owned business may be defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Family-owned businesses may be the oldest form of business organization. Farms were an early form of family business in which what we think of today as the private life and work life were intertwined. In urban settings it was once normal for a shopkeeper or doctor to live in the same building in which he or she

worked and family members often helped with the business as needed.

Since the early 1980s the academic study of family business as a distinct and important category of commerce has developed. Today family owned businesses are recognized as important and dynamic participants in the world economy.

Family businesses are **the core of the Indian economy**. Without family businesses, Indian businesses will fail because it not only contributes to the GDP, it is also the biggest creator of employment generation. Hence more success of such

businesses in India will translate to more success for the Indian economy.

2. FAMILY BUSINESS IN INDIA: A HISTORICAL PERSPECTIVE (WITH EXAMPLE)

Family business in India had been in practice since long, of course, with its changing nature and structure over the period. India enjoys a rich and glorious history of family-owned business. The origin of family business in India is traced back to the bazaar system in the ancient times.

Initially, family business in India started in the form of trading and money lending involving the hustle and bustle of the bazaar. It was also confined to certain communities, notably the Jains and Marwari's especially in the northern India. Its industry form is relatively of recent origin, going back largely to the British rule and the First World War. Here is one such instance to it. Cawasji Davar set up the first cotton mill, or say, the first manufacturing enterprise in Bombay (now Mumbai) in 1854.

Consequent upon this, some trading communities started textile mills in Mumbai and Ahmedabad during the last half of the 19th Century. The trading communities emerged as Aggarwals and Guptas in the North, the Chettiers in the South, the Parsees, Gujarati Jains and Banias, Muslim Khojas and Memons in the West, and Marwari's all over India. Nowadays, Aggarwals are mostly referred

to as Marwari's. Here is an interesting legend of how Aggarwal families emerged as most dominating and successful in business in India.

3.NEED OF SUCCESSION PLANNING

Succession Planning in an ongoing process, which needs careful planning and preparation for smooth transition of ownership, leadership and management of the family business and family assets to the future successive generations.

3.1 STRONG SUCCESSION PLANNING IS REQUIRED DUE TO FOLLOWING REASONS:

1. To achieve the objects of businesses
2. To ensure the continuity of business in long run
3. To create a wealth for future generations
4. To avoid the conflicts in business
5. To give stability to the business
6. To hand over the business from one generation to another.

Every family business must have a solid succession planning for smooth transition of management and ownership of family business so that the fruits of the business can be enjoyed by the upcoming generations of the family.

4. FAMILY-OWNED BUSINESS IN INDIA

Report this ad Family held and run businesses are the oldest and most prevalent form of business ownership anywhere in the world. Family businesses form the backbone of any country's prosperity and

economy. In India, keeping business ownership within a family is a deeply-rooted practice since ages. India enjoys a rich and glorious history of family-owned businesses. Initially, family business in India started in the form of trading and money lending involving the hustle and bustle of the bazaar. It was also confined to certain communities, notably the Gujarati and Marwari's especially in the western and northern India. Today, family business almost contributes around 80 percent of national GDP annually. According to various estimates, more than 80% of the companies in India are family Owned.

5. CHALLENGES FACING FAMILY BUSINESS

Despite their ironclad foundations, family businesses have often been unable to expand beyond a certain point. The main reason behind this is the hands-on leadership style followed by most leaders of family-run companies, which proves to be extremely effective in the early stages of a company's growth. But beyond a certain point, leaders need to let go of the reins and delegate responsibility accordingly, which is not feasible without a robust strategy in place. Family businesses have also not been able to adapt to changing market conditions. with only 38 percent of them believing that they are digitally capable, digital transformation has been slow amongst family business. The pandemic and industry 4.0 have necessitated a rapid shift towards hybrid working, virtual

operations and automated processes. To ensure long term resilience and unlock tremendous growth potential, it is no longer enough for family business to solely rely on their core values and traditional management methods.

5.1 THE CONSEQUENCE WAS THE EARLIER TRANQUIL SITUATION THAT THE FAMILY BUSINESS WAS ENJOYING IN THE COUNTRY GOT GREATLYDISTURBED ESPECIALLY BY FOUR MAJOR DEVELOPMENTS AS MENTIONED BELOW:

1. With a resolution to accelerate the pace of economic development during the post-Independence period to solve the problem of unemployment and poverty stalking the land, the Government invited private sector to partake of new opportunities available for business and industrial development, of course, amidst a myriad of restrictions imposed on the freedom of enterprise.
2. The Governments, both at Central and State levels, set up various financial institutions to provide finance to private sector enterprises in the country.
3. The joint family system, once the bedrock of the Indian social structure in India, started experiencing severe strains and threats and, in turn, increasingly losing, its place in the social structure. For such a sorry state of situation, thanks to inter alia growing urbanization and ever

increasing westernization in the country.

4. The right of possession of private property and its inheritance has been one of the major factors in encouraging family business in India.

6. ADVANTAGES OF FAMILY RUN BUSINESSES

Family businesses are still thriving in today's competitive economy. The following are some of the advantages of family run business:

1. STABILITY

Family business are ideal in nature as they are loyal to the principles of the founder and top leadership, which results in overall stability within the organization. Leaders usually stay in the position for many years, until a life event such as illness, retirement, or death results in change.

2. COMMITMENT

There is a greater sense of commitment and accountability by all family members due to involvement of reputation stake of the entire family. These level of commitment is almost impossible in non-family businesses. It is natural that all family members demonstrate and share a level of commitment to the firm since the core of any family business is a shared business vision and identity.

3. LEADERSHIP

In family run business, most of the time leadership is centered to the senior most people in the family. So each family

members show faith and loyalty in the top leadership.

4. TRUST

Since all family members know each other and related by blood relations, there is feeling of trust in each other.

5. FLEXIBILITY

In family run business, all family members can take any role which the business needs. You won't hear, "Sorry, this is not my job" in a family business. They can take several different tasks outside of their formal role in order to ensure the success of the company.

6. DECREASED COST

All family members contributing land, labor, capital and entrepreneurship means there will less cost of running and managing business. In hard times just like COVID-19, family members even can take a pay cut or work without any pay.

6.1. DISADVANTAGES OF FAMILY OWNED BUSINESS

Every coin has two sides. Same as with family businesses. In spite of its several advantages, It has following disadvantages:

1.FAMILY CONFLICT

As and when new generations come into the family business, conflict is bound to happen due to generation gap. There are many cases of conflict in family business in India like famous case of Reliance when two brothers Mukesh and Anil divided the India's biggest corporate group in 2005.

2.UNSTRUCTURED GOVERNANCE

There are no formal governance structure in many small family run businesses because of the level of trust inherent at family firms. Unfortunately, this can be gravely detrimental.

3. NEPOTISM

Some family businesses are reluctant to let outsiders come and seat in the top management and as a result good talent may find it uncomfortable to work in lower levels. This, obviously, has a far-reaching effect on the success of the company.

7.SUCCESSION PLANNING

If there is no proper succession planning for the family businesses, there are chances of family disputes and sometimes it leads to collapse of entire business. The succession planning and execution is one of the biggest challenges in family run and managed firms. Most of the family businesses fails to remain family business after first one or two generations because of lack of effective succession plans.

7.1. SUCCESSION PLANNING IS A KEY TO SUCCESS FOR FAMILY OWNED BUSINESS

Succession planning is a strategy for passing on an ownership and management of a company—to the next generation in case of family business or to an employee or group of employees in case of non-family business. The main object of succession planning is to ensure that businesses continue to run smoothly after a company's

most important people move on to new opportunities, retire, or pass away

7.2SUCCESSFUL INDIAN FAMILY BUSINESSES RUNNING OVER A CENTURY

There are 64 multi-industry companies started in India by Indians and many companies that are generating huge revenues, giving employment. Some of these companies have been started way before independence and with every passing day are growing stronger. They have not only shined in India but also all over the world.

Here is a list of companies that have been successfully run for more than 100 years. The stories of the companies stand as an inspiration for us to work with vision, take chances and risks along with hard work summing up to a start and run a successful business. The era in which it was started that is the British era did not make it easy for the founders but they thrived and succeeded. The founders contributed in best of their abilities during the independence movement and their companies, run by their families even today are providing wealth to themselves and the country.

1) TATA GROUP

Name of The Founder: Jamsetji Tata,

Headquarter : Mumbai,

Year Of Establishment: 1868

BACKGROUND

Jamsetji Nusserwanji Tata is from Parsi Zoroastrian priests family. Born

in Gujarat educated in Mumbai he joined his fathers trading firm at the age of 19 in 1858. In 1868 he started trading company Tata Sons. Tata Sons Ltd is the holding company of Tata Group which has varied business running together. Jamsetji Tata wanted to start an iron and steel company, a hotel, a learning institution, and a hydro-electric plant.

Titan, Tata Global Beverages, Tata Teleservices, Tanishq, Fasttrack, Croma, Tata Salt, Tata Starbucks, Voltas, Tata Sky, Tata Docomo, Tata Steel are among famous ventures of Tata. It has its enterprises in defense, electric utility, finance, healthcare, IT Service, Real estate.

2) TVS GROUPS

Name of The Founder: T V Sundaram
Iyengar

Headquarter : Madurai

Year of Establishment: 1911

BACKGROUND:

Thiruvengudi Sundaram Iyengar belonging from a Tamil Brahmin family had worked as a lawyer, in Indian Railways, and in a bank before starting his own bus service in 1911. TVS Sons and Ltd was started in the same year. TVS Gas Plant, Madras Auto Service Ltd, Sundaram Motors were started by him. The business turned into an empire and is still being run by the family itself.

3)ADITYA BIRLA GROUP

Name of The Founder: Seth Shiv
NarayanBirla

Headquarter : Mumbai

Year of Establishment:1857

BACKGROUND:

Shiv Narayan Birla traded cotton in Ahemadabad and further moved to trade opium to China along with his adopted son Baldeo Das Birla. This trade earned them a huge fortune. They started chartering cargo ships for which Shiv Narayan Birla moved to Mumbai. Baldeo Das Birla started 2 firms one in Bombay and another in Calcutta. These firms did business in grain, silver, cotton and other commodities. He had 4 sons, Jugal Kishore, Rameshwar Das, Ghanshyam Das, and Braj Mohan. The first 3 had actively contributed to the growth of business related to their father but Ghanshyam was most successful one.

4.GODREJ

Name of The Founders: Ardeshir

Godrej And Pirojsha Burjorji Godrej

Headquarter : Mumbai

Year of Establishment: 1897

BACKGROUND:

The duo Ardeshir and Pirojsha gave India many of its firsts like lock and lever technology, soaps made with vegetable oil, indigenous typewriter etc. It's furniture products is still a hit and it has become a household name for its consumer products such as hair color and liquid detergents. It has its ventures in agriculture, chemicals, real estate, construction among many. The Godrej family owns and runs the Godrej Group. The company has built many landmarks in Mumbai such as the Bombay

Stock Exchange, Taj International, Reserve Bank of India.

CONCLUSION

The family business is the lifeblood of our global economy. This has been true throughout history and continues to be true today. The vast majority of firms are family owned, and they account for a significant percentage of most countries' gross domestic product. Very importantly, they employ the majority of workers and account for the highest percentage of all new jobs. Family-owned firms are the pillars in our communities and our business society. Therefore, whether the family business is based in the United States or across the world, one needs to be aware of the five points in which conflict is most likely to occur: (1) the mutual acceptance of roles; (2) the agreement to continue the business; (3) the propensity of a successor to take over; (4) the propensity of an incumbent to step aside; and (5) succession Planning because conflict in family succession is universal.

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