

# CURBING ECONOMIC SLOWDOWN

With special reference to Corona Pandemic in India



Edited by

**Dr. Devendra Prasad Pandey & Digvijay Singh Rajput**



**Curbing Economic Slow Down**  
**With Special Reference to**  
**Corona Pandemic Situation in**  
**India**

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**&**

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# Editorial

India was facing economic slowdown starting from 2016 where the growth rate was decreasing with a rapid speed and start of corona pandemic the situation become worse. Before the start of the corona pandemic, the main reason for the economic slowdown was decreasing in demand especially in the automobile and likewise sectors but after the corona pandemic the situation changed and the government needed to impose lockdown which impacted a very negative growth rate. Many industries are in a big dilemma because of financial issues, reverse migration of labor, and demand issues. This book talks about the problems and also about solutions for curbing the economic slowdown of India.

What could be the solution to the problem of economic slowdown and how it could be implemented is the major question dealt in this book. The contributions to this Book examine three key areas of the study so the book has three major parts. The first part describes background introduction of the problems of economic slowdown, the second part describes the problem in different economic sectors and possible solutions for that, and the third part describes different macro-level possible initiations, models and themes which can curb the economic slowdown. The contributing authors represent top academic institutions from around India.

The thought of the book is a result of the national webinar on the theme “Ground-based solutions for curbing economic slowdown of India during and after Corona pandemic situation” organised on date 10<sup>th</sup> May 2020 to 13<sup>th</sup> May 2020 by Mahatma Gandhi Chitrakoot Gramodaya University in association with Matrubhumi Sewa Sankalp Foundation and Bhartiya Shikshan Mandal. After the webinar, it was decided mutually by authors to develop a book that could cover different aspects of economic slowdown during the Corona pandemic and the possible solutions for it and the editors lead them towards this book.

We are very grateful to Prof. N.C.Gautam, vice-chancellor of Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Prof. R.P. Tiwari, vice chancellor Dr. Hari Singh Gaur University, Sagar for their guidance and encouragement during and after the webinar. We are very much thankful to our technical team Utkarsh, Ravi, and Pawan for their support. Dr. Devendra Prasad Pandey has always supported every step of the development of the book and the development of the book without his support was not possible. We are also thankful to Shashwat

Publication for their support in designing, formatting, and publication.

We are twenty-five authors and nine coauthors who have contributed chapters in this book. Every author and coauthor has given their full energy in the development of this book. We are especially thankful to them for their intellectual contribution to books and also for sharing solutions in curbing the economic slowdown of India.

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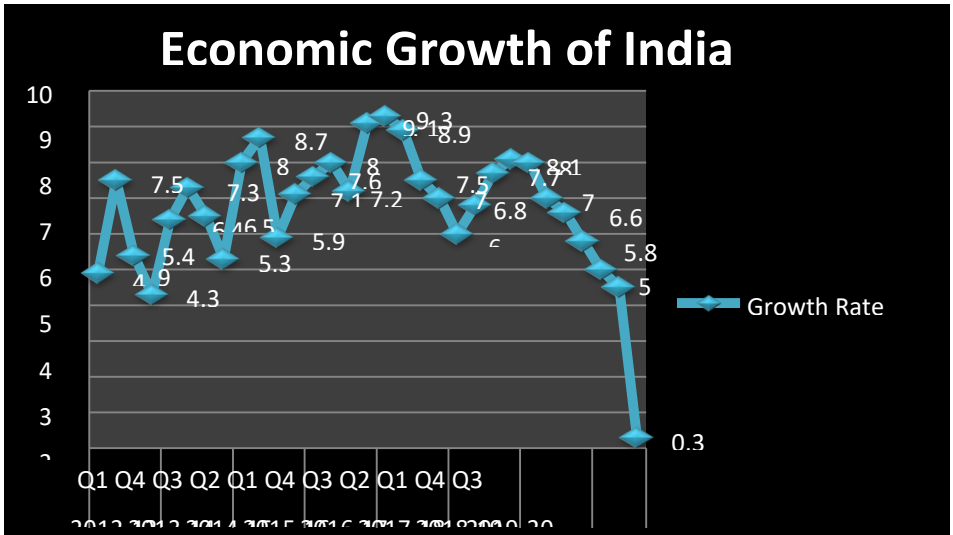
# Chapter: 1

## Introduction of Curbing Economic Slowdown

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### Introduction:

India is a country of villages and nearly 70% population resides in rural areas but our economic system is not rural based but centered on cities, which cause mass migration from the rural area to cities and caused the spread of slums in city areas. India is facing a never before economic slowdown due to the corona pandemic however it was already facing slowdown problems that were started after the financial year 2017-18. Indian economic growth rate has started to go down after the fourth quarter of the financial year 2017-18. In the fourth quarter, it was 8.1%. In the fourth quarter of 2018-19, it reached 5.8% and after the second quarter of 2019-20, it was 4.5%. The main reasons attributed to the fall in the GDP growth rate were contracted manufacturing activity weakened investments and lessened consumption demand. The IMF predicts India's growth rate in the 2020 fiscal year - 1.9% in 2021 due to the corona pandemic.



Source: BCCL 2020: Economic Times of India

## Curbing Economic Slowdown

Beyond the outbreak of the 2019-20 Coronavirus epidemic and efforts to reduce the disease, it has far-reaching consequences. As the epidemic has spread around the world, manufacturing issues of the supply sector have led to concerns over a decrease in trade in the services sector. The epidemic is unanimously considered a major factor in the recession. The epidemic has negatively affected almost every major industry, was one of the leading causes of the stock market crash, and consequently curbed social freedom and movement.

Corona pandemic is causing and about to cause many problems. It will cause unemployment in both the formal and informal sectors. It will affect negatively to informal sector more in which nearly 85% workforce is working. It will be very difficult to engage this workforce again in productive work for at least the next year properly with the present structure. The big industries and small scale industries will not be able to get the same flow as previous and this will reduce GDP Growth of the country. The employment scope in cities is reducing because of the corona pandemic and the migrant workers are forced to go back to their villages. This reverse migration will be a big problem in the near future. It will be difficult for them to go back to cities at least for the next year. The agribusiness supply chain is also restricted due to pandemic which has created a big problem for farmers and other persons linked with agriculture and agribusiness activities. Supply chains of all other products are also restricted and it will take time to resume the previous situation.

### **Causes and effects of economic slowdown:**

The impact of coronavirus (COVID-19) infection has put the Indian economy in crisis. According to the United Nations Conference on Development and Development, India is one of the 15 largest economies in the world affected by the Coronavirus. The decrease in production in China has also impacted India's trade and this may cause a loss of about 348 million dollars to India's economy. Here, according to economic experts, due to Corona, India's GDP can fall by 3%, the industry has gone into emergency lockdown due to which the condition from tourism to aircraft sector in the country has come to a standstill. In China, the supply of raw materials has been affected due to work out due to Coronavirus infection, it has also affected the electronics industry along with medicines, it is causing temporary layoffs of laborers and employees in some areas, to stop Prime Minister Modi Has also appealed to the private sector. China has got its iron out of the world in terms of industries. They also dominate electronics, household items, clothes, tools, toys, medicine, and to a lesser extent, in vehicles, mobile, LED, freeze, TV, etc. Corona broke China so that the whole world it is imperative that our commercial and industrial

## Curbing Economic Slowdown

dependence on China in the last few years is much greater in the greed of foreign capital. So far, India is importing those items from China on a large scale, in such a situation, India will have to become self-reliant in matters of production according to Mahatma Gandhi's economic policy. There are two big lessons for India from this corona epidemic, the first is that our commercial dependence on any country of the world is reduced and in all cases, we should be self-reliant and secondly focus more on research and development of life-saving medicines. The entire humanity is currently facing a global crisis. Perhaps this is the biggest crisis of our generation. In the present context, the corona epidemic has harmed the Indian economy. There could be many reasons for this adverse effect.

Due to economic slowdown, the impact of demonetization in the country has significantly affected the private consumption of the country, that is, the cash currency of the people has been dashed, instead of spending consumer currency on commodities, it is more preferred to keep cash currency in the bank. The proof of this has been seen quite at the rural level, the consumption level in the rural area has come down significantly because the economy of the villages depends on cash. The impact of demonetisation has also affected small and middle-class businesses as these businesses are based on cash. That is, demonetisation has greatly affected the economy of the country.

The increasing rate of economic growth of the country is the main reason for the economic slowdown, in the past also in 2007-2009, there were clouds of economic slowdown all over the world. GDP is the sum of the prices of all products and services made in a country in a Satvik period.

When there is less money in the market, then it affects the industry. The new production is stopped in industrial units due to which factories and mills are on the verge of closure, in this private sector has a greater role, ie services are also affected due to reduced production. Under these services, there is an exchange of goods by transportation, placing goods in warehouses and distribution of goods, etc.

When the per capita income is low, then the savings are less than the income earned by the people, due to which they are unable to invest in the stock market, banks, etc., the amount that is kept in the bank after saving from the income decreases. Is. That means due to the low income of people Consumption capacity decreases and the economy is adversely affected. Which causes the economic slowdown.

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When the savings and investment of the people in the country are less, then it directly affects the bank, less money will be made from the banks or other investment options so that the money will be reduced to give money to the banks and financial institutions and the country. To strengthen the economy, it is necessary to have demand and supply of credit. If there is no demand and supply then it becomes the reason for the economic slowdown.

One reason for the economic slowdown is the decline in the stock market. If people do not have savings, then their direct impact will be on the investment in the stock market, due to which the prices of shares fall in the stock market. It occurs. One who has more income?

When there is a crisis in the economy, people avoid spending and investing money, because they use this money when they are in need. This type of situation arises when liquidity enters the economy. Liquidity refers to defining money under the economy. Under liquidity, people want to convert assets into cash with low transaction costs when liquidity or volatility falls under the economy. Goes.

An increase in the price of crude oil in the international market has an impact on the inflation rate, which is the reason for the economic slowdown. Because of rising oil prices, agriculture, traffic, industry, etc. are adversely affected, leading to a fall in production and the rupee did not get much faster due to rising crude oil prices and increasing foreign exchange withdrawals. Which has a direct impact on the business?

When the economy of the country is weak, the means of employment also decrease. If seen in the present perspective, the closure of industrial units due to the Corona epidemic has reduced employment opportunities because of the lack of production in industrial units.

Import-export stops, the supply stops, due to which companies have started retrenchment of employees. This leads to an increase in the unemployment rate which is a major reason for the economic downturn.

A major reason for the economic slowdown is the decrease in the items consumed by the people. When people have less money, people reduce their requirements. That is, there is a decrease in the sales of houses and houses with essential things, these conditions cause an economic recession.

Among the reasons for the economic slowdown is the depreciating value of the

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rupee compared to the dollar because the rupee has declined due to the high dollar price due to the COVID-19 epidemic in India. Currently, the price of an American dollar is 75.77 Indian rupees. There has been an atmosphere of fear among traders associated with the foreign exchange business, in which the decline in exports compared to imports has increased the fiscal deficit and reduced the foreign exchange reserves. The 4 reasons for economic slowdown can be the decline in the real sector, the decline in the auto sector, the decline in the textile industry, etc.

In the global context, there is a threat of an economic slowdown in the world due to the ongoing trade war between America and China, which has a direct impact on the economy of India because the income of people decreases during the time of recession.

Lack of self-sufficiency also adversely affects the economy of the country. India is an agricultural and rural dominated country and most of India's population lives in villages.

Gandhiji had emphasised on making villages self-sufficient in his economy. Small and cottage industries should be developed at the village level so that the per capita income of the people of the village is increased, as well as the tendency to consume indigenous goods can also be a reason for the economic slowdown.

India is facing many problems due to the corona pandemic but India also has some great opportunities if it can grab the market in the present situation as there is not a significant competition for it and it is a chance to develop long-lasting good relations by helping different nations during this pandemic. China is losing and will lose the market and investment done by Europe, America, and other countries. India has a chance to make a heroic entry in this situation but it is possible only if it can in cash this opportunity. It could be done through Gandhian economic theory especially using initiatives like promotion of cottage scale industries and trusteeship. If our economy will be based on Gandhian economic theory we will get a sustainable business environment that will not affect by different short pandemics to a large extent and it will also help India to cope up with a long time slowdown of the economy. If India will not in cash the opportunities other countries like Maleshiya, Israel, etc are ready to grab the opportunities.

The world is looking towards India and it is the time to pave the way of the

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world as Vishwa Guru. Corona pandemic also opened our eyes and we can see a good change in our police and government administration system, which should be continued. We came to know that we can do things in a faster way than we are doing at present especially in the case of infrastructure development. We can also have fast and effective decision making governance as it has worked during the corona pandemic situation. The government health facilities can work very effectively and we will not need private hospitals if our government health facilities could work as these working in the corona situation. The world will be able to reduce pollution and a green economy for the world could become a reality if Gandhian economic theory will be adopted to a large extent. I am not in favor of adopting all points of the Gandhian economic theory but to adopt them analysing in the present context and making it more adaptable.

Cottage level industries development with adhering social values & altruism can play a big role in solving most of the problems of the economy. As cottage level industry works on the household level and is an easy way for social distancing. It will also employ the labor that came back from the cities to their village. It is the time when India can move towards Gandhian economic theory as, under normal times, the government's hands are tied by fiscal prudence and danger of inflation. Now is the time the government is unshackled. Even if fiscal deficit goes up to around 5% in such times, neither economists nor critics would mind it. As we deal with recession and deflation, there is no threat of specter of inflation either.

The government needs to develop a proper roadmap to promote cottage industries intensively. The government can adopt the following initiatives in the development of a concrete roadmap.

- Cottage industries based on agricultural output based raw material. However, we can also use raw material which could be available with less effort.
- Production could be done through small machines which could be operated by 2-3 household persons.
- Cottage industries can substitute the mainstream production of different goods especially essential and daily use goods.
- Reverse migration could be used as an effective resource as we can have skilled workers who came back from cities and who know to operate

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machines and technology.

- Farmer producer organisations and SHG could be used as a marketing channel for collective sales of these cottage scale industry produce.
- The government should support them in quality management work through incubation facilities through experienced corporate as a mentor. The organisation like Tata and Bajaj who have a good track record of social service could be involved in this process as a mentor.
- The government should initiate infrastructure development to pave way for making the rural area as the center of economic activities; these activities could be done through MGNREGA.

The MSME industries can also start production if the government orders them to follow the proper sequence of actions. These actions could be as follows. Industries should select a minimum number of workers who are necessary at the production site. Allow only healthy and young workers there. Make a proper arrangement of stay, food, and other necessities in or near-site location. Arrange for immunity improvement of workers. Before taking them in the factory area take corona test of every worker and enter all

It is the right time for the government to take action and start production with adhering precautions from COVID-19 decease. If India will be succeeding in it, it can step up to many stairs of economic success.

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## Chapter: 2

# Background of Economic slowdown in India and its reasons

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### **Summary:**

Fear abounds regarding the novel coronavirus pandemic and the consequences. There are increasing numbers of confirmed deaths. These numbers are expected to surge when indirect costs due to lost productivity and comorbidities are taken into consideration. The economic implications are thus detrimental not only to public health systems but to trade and travel, food and agriculture industries, various market types, and retail chains, among others. Among the suggested policy solutions is proactive management approaches, health policy framework addressing many of the social determinants of health, education and health literacy, national and international shifts in investments, public and private partnerships, and the establishment of the World Technical Council on Coronavirus. Effective implementation of these policy solutions will require the full support of all stakeholders, including governments, the media, non- governmental organisations, health professionals, Communities, and individuals. It is important to consider the real economic impact related to lost workdays due to quarantine and social isolation efforts as well as travel restrictions that may negatively impact access to care and the ability to pay for care. Efforts geared towards general education about the disease and the rationale for quarantine and public health information provided to the general public can reduce stigmatisation. The cases of COVID-19 will continue to rise and the virus will be sustainable for future infections. Timely and appropriate public health interventions addressing cultural impact and risk for stigmatisation along with proper screening, treatment, and follow up for affected individuals and close contacts can reduce the number of infections, serious illness, and deaths.

### **Introduction:**

The World Health Organisation (WHO) has declared that the new coronavirus

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outbreak is a public health emergency of international concern, officials announced on Thursday, 30th January, and 2020. WHO proposed calling the disease “2019-nCoV acute respiratory disease?” The 2019 novel coronavirus (2019- nCoV) originating in Wuhan, China, has spread to 24 more countries alarming public health authorities across the world. More than 4,900 people have died and over 132,000 have been infected globally, according to the WHO on 13 March 2020. Symptoms range from fever, flu-like symptoms such as coughing, sore throat and fatigue, and shortness of breath. There is evidence that it spreads from person to person, but good hygiene can prevent infection. According to a report by WHO (2020b), the speed of transmission for COVID-19 virus is estimated to be 5-6 days; the reproductive number is said to be between 2 and 2.5; children are less infected than adults, currently, the crude mortality ratio is between 3-4%. While several therapeutics are in clinical trials in China and more than 20 vaccines in development, there are presently no licensed vaccines or therapeutics available.

### **Impacts:**

The trade impact of the coronavirus epidemic for India is estimated to be about 348 million dollars and the country figures among the top 15 economies most affected as the slowdown of manufacturing in China disrupts world trade, according to a UN report. Whereas according to Asian Development Bank (ADB) the Covid-19 outbreak could cost the Indian economy between \$387 million and \$29.9 billion in personal consumption losses

Across the country, the central and state governments have advised against non-essential travels, with some announcing shutting down of pubs, malls, and restaurants and movie halls. Companies have enforced work from home and social distancing is being imposed. The effects of the pandemic on economic activity are being felt far and wide, far beyond the airline, travel, tourism, and hospitality sectors.

Up to a huge degree, it will affect the Indian business. In imports, the reliance of India on China is enormous. Of the best 20 items (at the two-digit of HS Code) that India imports from the world, China represents a noteworthy offer in a large portion of them. India’s all-out electronic imports represent 45% of China. Around 33% of apparatus and just about two-fifths of natural synthetic compounds that India buys from the world originate from China? For car parts

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and manures, China's offer in India's import is over 25%. Around 65 to 70% of dynamic pharmaceutical fixings and around 90% of certain cell phones originate from China to India. Along these lines, we can say that because of the present episode of coronavirus in China, the import reliance on China will significantly affect the Indian business. As far as fare, China is India's third-biggest fare accomplice and records for around 5% share. The effect may bring about the accompanying segments to be specific natural-synthetic substances, plastics, fish items, cotton, minerals, and so on. We additionally can't disregard that the greater part of the Indian organisations is situated in the eastern piece of China.

### **Sector-Wise Impact on Indian Industry:**

**Chemical Industry:** Some chemical plants have been shut down in China. So there will be restrictions on shipments/logistics. It was found that 20% of the production has been impacted due to the disruption in raw material supply. China is a major supplier of Indigo that is required for denim. Business in India is likely to get affected so people securing their supplies. However, it is an opportunity. US and EU will try and diversify their markets.

**Auto Industry:** Its impact on Indian companies will vary and depend upon the extent of the business with China. China's business no doubt is affected. However, current levels of the inventory seem to be sufficient for the Indian industry. If the shutdown in China continues then it is expected to result in an 8-10% contraction of Indian auto manufacturing in 2020.

**Electronics Industry:** The major supplier is China in electronics being a final product or raw material used in the electronic industry. India's electronic industry may face supply disruptions, production, reduction impact on product prices due to heavy dependence on electronics component supply directly or indirectly, and local manufacturing.

**Agriculture and Rural Activities** The agriculture sector is critical as a large number of workers and the entire country's population are dependent on this sector. The performance of agriculture is also key to the state of rural demand. In the preCovid-19 period, agricultural GDP experienced an average growth rate of 3.2% per year in the six years 2014-15 to 2019-20 with intermittent fluctuations<sup>24</sup>. The second advanced estimates of the National Statistical Office (NSO) show that GDP growth in agriculture has increased

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from 2.4% in FY19 to 3.7% in FY20. It was also relatively better at 3.5% in Q3 of FY20. However, the terms of trade have moved against agriculture during 2016-17 to 2018-19 due to bumper crop and horticultural production which caused a decline in food prices. This trend continued in 2019-20. Growth in rural wages was subdued in the pre-COVID-19 period, particularly for agricultural labor in both nominal and real terms, partly due to the slowdown in the construction sector. With the outbreak of Covid-19, the situation in rural India is likely to worsen significantly.

**Spillover to the financial sector:** Banks and Fintech The macroeconomic slowdown led to a rise in nonperforming loans in the banking sector by 250 basis points. Private sector banks had the highest exposure to credit risk during the outbreak. 14 Nonperforming loans rose from loans issued to small and medium scale enterprises (SMEs), airlines, hotels, tour operators, restaurants, and retail, construction, and real estate businesses. During the pandemic, there was a general decline in the volume of bank transactions, a decline in card payments, and a fall in the use of ATM cash machines worldwide. This led to fewer fees collected by banks which negatively affected banks' profit. FinTech businesses were also affected. Some FinTech businesses witnessed very low patronage by consumers leading to loss of revenue and profits, which negatively affected the equity investment of venture capitalists that funded existing and new FinTech firms. This made many venture capitalists begin to hoard new equity which led to the drying up of financing for some FinTech businesses. On the other hand, the lockdowns due to the coronavirus outbreak resulted in higher demand for some sorts of online services such as online shopping.

**The banking and corporate sectors** During crisis times, one sector of the economy that is required to play a crucial role in terms of alleviating the pressures on the real economy is the financial sector. The need of the hour is to keep credit flowing to all categories of economic agents- firms, households, etc., to help them tide over this crisis. In a bank dominated economy, particularly at a time when the stock market is touching new lows every day, the financial intermediaries that most firms will turn to are the banks. Actions taken by banks would be crucial in addressing this economic challenge. Banks also play a vital role as institutional participants in the debt market. However, the banking sector in India is badly broken. So far, the problems in this sector

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were adversely affecting credit growth. Now, this has begun to hurt the debt markets as well which also plays an important role in the context of financial intermediation. The government and the banking regulator (RBI) took a series of steps to address the crisis.

These included putting the weakest ten banks under a Prompt Corrective Action framework which prevented them from expanding their books, initiating investigations by the Central Vigilance Commission (CVC), Central Bureau of Investigation (CBI), etc. against senior officials of the banks, and directing banks to trigger the Insolvency and Bankruptcy Code (IBC, 2016) against defaulting firms and accept large haircuts even when capital to provide for the losses was not sufficient. Banks, especially the public sector banks (PSBs) which account for close to 90% of the NPAs, severely cut back lending to the private corporate sector. By FY2017,

**Solutions to Tackle:** As coronavirus delivers a body blow to the already weak Indian economy, former RBI governor Raghuram Rajan tells what the central bank can do to soften the impact. Raghuram Rajan spoke exclusively to India Today News Director Rahul Kanwal about his understanding of the economic situation in a post- coronavirus world and how India can deal with the global pandemic. Speaking about the role RBI can play at the moment, Raghuram Rajan said the need of the hour is to provide credit to ailing businesses. However, the RBI is unable to rise to the occasion due to the existing lag in the Indian economy. "We have a financial system that is impaired. I have always maintained that we need to clean it up so that it can function as necessary. The problem now is that the RBI can't provide credit support to businesses," So what is the solution? "The government has to offer partial guarantees to make sure banks keep lending to small and medium enterprises as well as large firms. At the same time, we have to provide some incentives so that banks are willing to take the credit risk." He had another advice for the RBI -- "At this point, the RBI should take a cue from central banks across the world who are contributing by easing liquidity. Liquidity should not be a constraint. But we need to think carefully as we have large NPAs," he added. Raghuram Rajan also advocated a temporary income transfer scheme to help the poor survive during the coronavirus pandemic. He, however, clarified that now is not the time to think about a universal basic income program. "Temporary income support as targetted as possible makes sense but beyond that, we don't have the money for long-term schemes. We

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need to prioritise, the first money needs to go to medical facilities. The next step is to get money to those most affected. Targetted income transfers for a couple of months make sense as it will provide relief to affected households. Universal basic income means paying the households forever and we don't have time and resources for that at the moment," he said. On being asked about the absence of the global supply of medical resources, the ex-RBI chief said that Centre will have to use all the tricks in the book to acquire what is available in the international market. "In the immediate context, we need to find the necessary supply wherever we can find, even if we have to cajole or push. Since every country is trying to do that, we need to use every way we can to apply pressure and bring-in all that we need," Raghuram Rajan said, adding that beyond the current scenario, the crisis raises the question on if we are self-sufficient for critical resources. "But that's a medium-term issue," he said. "We have some data to extrapolate this. The Chinese economy went down by 10 percent of GDP in the first quarter of 2020. The estimates for the US and Europe will be in the same magnitude. There will be a double-digit drop in the first quarter." However, according to him, the exact picture will be clear only once countries start relaxing lockdown measures. "We are looking at China to see if relaxation in [precautionary] measures will lead to an increase in the number of cases once again. Then the damage will be more lasting as if there are recurrences the measures will have to be tightened for longer," he said. "The key is to ensure a temporary shock doesn't turn into a more permanent shock. In other words, we don't shouldn't see a downturn which leads to firms closing down and when the coronavirus is finally brought under control there is a much less economic activity as businesses don't start again," Raghuram Rajan added. His advice for the Indian economy? "We need bridges between now and then. We need ways to get money to the most vulnerable (the poor, the migrants) so that throughout the shutdown they can keep body and soul together," he said. "We also need to keep small and medium firms which have suffered shock after shock from closing down if they are viable. This needs to be a careful decision as we have limited resources but we need to keep the viable ones alive. Similarly for large firms," he added. Raghuram Rajan also advocated a temporary universal basic income to tide over the hard times. The Indian stock market suffered the worst-ever single-day crash on Monday, with the benchmark indices plunging as much as 13.15 percent, as panicked investors remained in sell-off mode amid lockdowns in several states in the

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country due to mounting coronavirus cases. The BSE benchmark Sensex plummeted 3,935 points or 13.15 percent to close at 25,981.24; while the NSE barometer Nifty cracked 1,135.20 points or 12.98 percent to settle at 7,610.25. On the currency front, the Indian rupee plunged below the 76-level (intra-day) for the first time. In the very first hour of trade on Monday, trading on the BSE and the NSE had to be halted after the benchmark indices Sensex and Nifty hit the 10 percent lower circuit breaker. As trading resumed after a 45-minute freeze, losses widened on bourses due to unabated sell-offs across sectors. Global stocks too roiled after nations across the world announced lockdowns to mitigate the spread of Covid-19 pandemic, spiking fears of a mammoth global recession. In the global market, bourses in China, Hong Kong, and South Korea plunged up to 5 percent, while those in Japan ended on a positive note. Bourses in Europe sank up to 4 percent.

### **Conclusion:**

Considering the grave human, societal, and economic consequences, there is a critical need for health professionals and policymakers to recognise the magnitude of the COVID-19 epidemic and the potential socio-economic devastation. COVID-19 will exact an increasingly shattering toll around the world. Multi-national and multi-sectorial efforts are needed because prevention is beyond the latitude of any one government or usual models of the health care system. Effective implementation of these policy solutions will, therefore, require the full support of all stakeholders, including governments, health professionals, the media, non-governmental organisations, communities, and individuals. To fully curb the coronavirus pandemic, international agencies and national governments must take the leadership role in developing and implementing wide-ranging policies that make the diagnosis, therapeutics, and vaccines for the virus a global and national priority. Covid-19 has posed an unprecedented challenge for India. Given the large size of the population, the precarious situation of the economy, especially of the financial sector in the pre-COVID-19 period, and the economy's dependence on informal labor, lockdowns, and other social distancing measures would be hugely disruptive. The central and state governments have recognised the challenge and have responded but this response should be just the beginning. Policymakers need to be prepared to scale up the response as the events unfold to minimise the impact of the shock on both the formal and informal sectors

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and pave the way for a V-shaped recovery. At the same time, they must ensure that the responses remain enshrined in a rules-based framework and limit the exercise of discretion to avoid long-term damage to the economy.

“From the economy’s point of view, the lockdown undoubtedly looks costly right now, but compared to the lives of Indian citizens it is nothing.” PM Narendra Modi (speech to the nation, 10 April 2020)

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## Chapter: 3

# Corona Pandemic and its spread in the world and India

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### **Summary:**

The chapter aims to represent how corona pandemic spread and its expected overall impact on the Economy and workforce. Secondary Method of Data collection has been adopted. Data has been collected from various published reports, surveys news, and websites. Chapter concludes with the suggestions on how to cope up with this situation of pandemic and maintain financial physical and mental health.

### **Introduction:**

Originating as a cluster of unexplained cases of pneumonia in Wuhan, China, novel coronavirus disease – officially designated as COVID-19 by the World Health Organisation has reached the level of a pandemic, affecting countries all across the world. Widespread outbreaks of infectious diseases, such as COVID-19, are associated with psychological distress and symptoms of mental illness.

As it is clear with the extended lockdown in the country since the end of March 2020 that because of the COVID-19 pandemic, the Indian economy is going through a major slowdown, which was evident over the recent quarters even before the crisis struck. In the third quarter of the current financial year, the economy grew at a six-year low rate of 4.7%. With all these problems hitting the world of work from multiple directions, companies are finding it difficult to sustain in this environment. They are forced to make tough decisions such as cutting down the salaries, giving pink slips to employees, and opting for other cost-cutting measures. The outbreak has presented new roadblocks for the Indian workforce.

## **Main Highlights of pandemic spread in world and India:**

### *Impact on COVID 19 economy*

- Coronavirus has disrupted the demand and supply chain across the country and with this disruption, it can be seen that the tourism, hospitality, and aviation sectors are among the worst affected sectors that are facing the maximum impact of the current crisis. Closing of cinema theatres and declining footfall in shopping complexes have affected the retail sector by impacting the consumption of both essential and discretionary items. As the consumption of any product or services goes down, it leads to an impact on the workforce. In the current scenario, with all the retailers closing down their services, the jobs of the employees are at a huge risk.
- The United Nations Conference on Trade and Development (UNCTAD), has suggested that India's trade impact due to the COVID-19 outbreak could be around US\$ 348 million. India is among the top 15 countries that have been affected most as a result of a manufacturing slowdown in China that is disrupting world trade. For India, the overall trade impact is estimated to be the most for the chemicals sector at 129 million dollars, textiles and apparel at 64 million dollars, the automotive sector at 34 million dollars, electrical machinery at 12 million dollars, leather products at 13 million dollars, metals and metal products at 27 million dollars and wood products and furniture at 15 million dollars. As per UNCTAD estimates, exports across global value chains could decrease by US\$ 50 billion during the year in case there is a 2% reduction in China's exports of intermediate inputs.
- According to a survey by the Federation of Indian Chambers of Commerce & Industry (FICCI), the immediate impact of COVID-19 reveals that besides the direct impact on demand and supply of goods and services, businesses are also facing reduced cash flows due to slowing economic activity which in turn is having an impact on all payments including to those for employees, interest, loan repayments, and taxes.
- The sectors most at risk include accommodation and food services,

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manufacturing, retail, and business and administrative activities.

- The eventual increase in global unemployment during 2020 will depend substantially on future developments and policy measures. There is a high risk that the end-of-year figure will be significantly higher than the initial ILO projection, of 25 million.

### **Impact on Workforce:**

- Worldwide, two billion people work in the informal sector (mostly in emerging and developing economies) are particularly at risk
- Job losses and salary cuts are likely in the high-risk services sector, including airlines, hotels, malls, multiplexes, restaurants, and retailers, which have seen a sharp fall in demand due to lockdowns across the country. If the current global and domestic economic slowdown persist, it will impact demand and realisation.
- Undoubtedly, with this crisis impacting the business around the country, it will create very challenging situations for the workforce. Companies are not meeting the revenue targets hence, forcing employers to cut down their workforce. The World Travel & Tourism Council has predicted 50 million tourism jobs getting eliminated because of the pandemic. Not only the employees of multinational companies, but daily wage workers have been impacted the most during this crisis.
- The International Labor Organisation has called for urgent, large-scale, and coordinated measures across three pillars - protecting workers in the workplace, stimulating the economy and employment, and supporting jobs and incomes.
- According to a preliminary assessment report, nearly 25 million jobs could be lost worldwide due to the coronavirus pandemic, but an internationally coordinated policy response can help lower the impact on global unemployment.
- For some of the sectors, the work-from-home proposition is posing implementation challenges as it has a direct bearing on the business operations. This is particularly true for manufacturing units where workers are required to be physically present at the production sites, and services sectors like banking and IT where a lot of confidential data is

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used and remote working can enhance security threats. Hence, companies operating in these sectors are finding it difficult to implement work-from-home facilities without compromising on their day to day operations.

### **Conclusion and Suggestions:**

- Large-scale, integrated, policy measures are needed, focusing on four pillars: supporting enterprises, employment, and incomes; stimulating the economy and jobs; protecting workers in the workplace; and, using social dialogue between government, workers, and employers to find solutions, the study says.
- Since a large number of people will stand to lose their jobs especially in the retail, hospitality, travel, construction sector, the government can consider giving incentives for employers to keep the workers, while the coronavirus problem tides over.
- On March 24th, 2020 the Finance Minister extended the filing dates of ITR, GST, linking of PAN and Aadhar, and other reliefs for the big and small enterprises. The finance ministry is already working on an economic package to mitigate the impact of coronavirus on the Indian economy.
- The government should take necessary steps that will not damage the economy further but the damage that has been done in the previous few months will last for a longer period. As the country is locked down for the coming three weeks, India has to stretch itself to sustain the situation and face the challenge. The Indian government has also urged employers to not cut jobs and salaries. Many CEOs and management teams are taking pay cuts to ensure their workforce does not have to bear the brunt.
- There is an urgent need to take instant steps to not only contain the spread of the virus but also to address the key pain areas of the industry which can help in minimising the impact of the outbreak on the Indian economy and businesses. “ Stay Home Stay Safe “
- People have been regularly being advised by Prime Minister Narendra Modi and other health care councils to take essential steps to improve immunity power, yoga for mental and physical health. We as a responsible citizen should follow these steps and support the government

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# Chapter: 4

## Impact on Mental Health during Corona Pandemic

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### **Introduction:**

Health is the state of being well and free from illness. It includes physical and mental health. Physical health is all about the wellbeing of the physical body of a person, and this is one aspect of the health, we all are very familiar with, and the aspect of the health, we are not familiar with is the mental health.

While going through the latest news during the on-going Corona pandemic in the wake of COVID-19, the increase in the cases of domestic violence and increase in the death toll due to non-access to the basic amenities including medical facilities, persuaded me to make a humble attempt to write this chapter on the impact of corona COVID-19 pandemic on the mental health of the public at large.

### **Mental Health:**

The mental state is a neutral word, as it includes not only all positive mental states but also all negative mental states. Some of the examples of the mental state are stable, unstable, well-balanced, messed up, confused, depressed, deranged, emotional, excited, happy, etc. If we talk about a healthy mental state, as per World Health Organisation, it is a state of well-being in which the individual realises his or

her abilities, can cope with the normal stresses of life, can work productively and fruitfully, and can make a contribution to his or her community. Any deviation from this healthy mental state may be a serious concern.

In the present scenario of corona pandemic, when humans, who are social animal by nature, have to follow the social distancing, the more or less impact thereof on the mental health of everyone and resultant deviation from the healthy mental state is quite obvious, and this chapter is all about it.

### **Impact of the Corona Pandemic on Mental Health:-**

In the present scenario of corona pandemic, when lockdowns, curfews and the restrictions like section 144 of Code of Criminal Procedure, 1973 to avoid the assembly of five or more persons are being implemented, no one is allowed to go outside their places, and impact thereof on the mental health of everyone is quite obvious in this unprecedented tough time. The public has to stay in their places or isolations or quarantines, away from their normal routines and needless to say, “An idle mind is a devil's workshop”, the importance of the study of the psychological impact on the public due to the present scenario cannot be ruled out.

If starting from the most affected categories of the persons of the society, the corona warriors, the migrants, the laborers, the private job holders, the aggrieved persons of the domestic violence, the children, the senior citizens and the students especially from the rural areas, etc. are some of the most affected categories in this unprecedented pandemic so far as impact on mental health is concerned, and needless to say, if one person of the family is get affected mentally, the effect thereof on every reasonable member of the family cannot be ruled out.

Certain reported news showing the children eating the grass, the persons working away from their native place trying their level best to go back, the health workers working day and night to save the lives of the infected persons despite being misbehaved, corona warriors having their meals outside their houses to avoid the spreading of infection of the virus to their families, the death of the migrants on the railway track when they opted that route to avoid the maltreatment by the police on the roads, the police officials trying their level best to restrict the movements of the general public, etc. are though the examples of the physical activities, we have been witnessing around us nowadays, however, it is to be understood that all these illustrations are also the self- speaking examples of the level of mental stresses, the masses have been facing in the lockdowns and curfews.

Right from the most deprived person to the happiest one, this pandemic has affected the mental and psychological state of everyone. Be it a laborer who is not only tensed for his/her basic amenities but also with the stress of reaching to his/her native place, or corona warriors who are not only exhausted due to overtime working but also under huge mental stress due to uncertainty of the

## Curbing Economic Slowdown

duration of present scenario and the fear of getting an infection of COVID-19 and the safety of their families, or the private jobholders who are not only concerned with their monthly salary but also with the stress of being retrenched due to recession. Similar is the status of change in the psychology and mental state of the aggrieved persons of domestic violence, the children who are still struggling to understand the scenario, the senior-citizens and the persons suffering from various ailments who are scared of the virus being vulnerable to it and the list goes and goes on.

Last but not the least, since one the bigger issue at present is the uncertainty of this pandemic, and the thought thereof even is itself mental stress, and needless to say, this is a sort of mental stress with which every one of us has been suffering at present.

### **Solutions:**

In a normal scenario, if one gets affected with mental illness, maybe the smallest version thereof, to say, anxiety or mental stress, the solution may be a vacation, to hang out with friends, go to watch a movie on the big screen, go to public parks, go for shopping, throw a party, but in this particular situation when the social distancing is the basic mantra, all these solutions are not advisable.

However, in this unfortunate scenario, there are certain practical solutions to my mind and the same are hereunder. Having a peaceful conversation with your family members especially with the eldest and the youngest member of the family, maintain yourself with physical and mental exercises, meditation, listening music, watering your plants, maintain your kitchen garden, enjoying the company of the friends through the technology of video-calling, chatting, watching movies on smartphones, reading books available in our homes, cooking, dancing and singing in your own space, watching family albums, watching marriage videos, on-line shopping, having a healthy diet, having sunbath, chanting of mantras, playing indoor games with the family members, playing outdoors games in the limited space of your balcony/corridor, etc. ,

### **Conclusion:**

Having discussed the basic aspects of the mental health, the impact of the on-going pandemic thereupon and the illustrative list of the solutions thereof, it can be concluded that the issue of the negative impact of some sort on every



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individual due to this outbreak of COVID-19 coronavirus is quite evident, however, it is to be accepted that the present scenario is the call of nature and it cannot be avoided, and the only solution now is to face it.

Though social distancing is the need of the hour, however, it is to be understood that this distancing is meant for physical distancing only, however, mentally and psychologically, we need to stay united, we need to take care of each-others, we need to respect and take care for the corona warriors around us, we need to take care of all the neediest of the society.

This care may be by providing food items, clothes, footwear, masks and the sanitizers to those who are in need, maybe by motivating the corona warriors, maybe by providing basic information/dos and don'ts the on-going pandemic to the persons around us who are not understanding the scenario, maybe by taking care of the families of the corona warriors, maybe by spending some time with the vulnerable members of our family, maybe by informing the authorities about the neediest in our vicinity or our knowledge otherwise, maybe by informing the protection officer/police/magistrate/ any other concerned authority qua the cases of domestic violence happening around us, etc. Needless to say, in this tough time, everyone requires something, may not be any material thing, maybe some mental support, and everyone has to provide that something, to fill that gap, to fill that void, and this is what we called society, that is why a human being is known as a social animal by nature. Being social means is to take care of the society around you.

Having discussed the all negative impacts of the present pandemic on the mental health of the masses, before concluding the chapter, I would also like to share certain positive feelings, which can be felt in the masses during this unprecedented tough time, that is, the sense of helping each-other without discrimination, the sense of fraternity- the central theme/idea/objective of our Constitution, the peace all around, the respect for nature, the respect for a human being, the value of human life, the value of relations, the value of emotions, and to my mind, these are the foremost virtues of a healthy mental state.

## Chapter: 5

# Impact of COVID-19 on Indian Economy in Global Scenario- Challenges and possibilities

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“We will win from this pandemic and the economy will again be good under the leadership of PM Modi. This is my belief.”

- **Nitin Gadkari**

### **Introduction**

COVID-19, a pandemic that has pushed the world economy into a party of extermination. In more than 212 countries of the world, more than 1.12 crore population has been infected and more than 5.3 lakh has been killed, COVID-19 has severely affected the production, consumption, trade, employment, lifestyle, and economy by lockdown the entire human race. With an estimated loss of 600 lakh thousand dollars, the loss of more than 5.3lakh people is a grave challenge for the whole world.

The world's economy is still in ICU. The world is expected to fall by 20 percent from COVID-19, while the GDP was reduced by 15percent at the time of 1929-30, which means that the world might face a more dangerous situation. This pandemic will make the world 20 percent poorer. The United Nations has estimated that the world economy will lose \$ 8 trillion in the next two years due to the COVID-19 pandemic. In the event of such a crisis, it is necessary to study the impact of this pandemic on the Indian economy in the global scenario and the challenges that the Indian economy is currently facing and what will be their solution.

### **The Objective of the study**

The objective of the research paper presented is to study the impact of the Corona pandemic on the worlds economy and the Indian economy, to study the impact of the Gross Domestic Product, employment, income, import-export, demand, and supply inequality and various sectors of the economy, to address crises, challenges and to present solutions and conclusions.

### **Mode of study**

The research papers presented are based on secondary links in which the study

area has been taken as a whole of India. The conclusions are made by studying the objectives through analysis, interpretation, and comparative study methods. Average, percentage, and line drawings have been used in statistical methods.

### **Indian Economy- Emerging Global Development Scenario and Corona Havoc**

In the context of India having 17.5 percent of the world's population and 2.4 percent of the land area, the biggest event of the last decade is its emergence in the global scenario. The Indian economy is the third-largest in the world and the second most economically growing economy after China. Where did the golden birds go, India was held in slavery chains for 300 years and was financially shabby and weak at the time of independence. India continued on the path of continuous development to establish a democratic socialist society and protected development through planned economic development. The policy of 1991's economic reforms, liberalization, privatization, and globalization changed the form and direction of the Indian economy. Procurement techniques, foreign capital, privatization of industries, liberal currency policy, the abolition of the license system, full import-export, full convertibility of rupees, etc. developed the Indian economy rapidly. Infrastructure development, banks, insurance, traffic, energy, communication, information technology, research, research, invention changed the nature of the Indian economy. Today, India was emerging as the world's third economic power by increasing gross domestic product, savings, appropriation, capital formation, agricultural production, industrial production, exports, etc. and in the 2019 economy of 3.2 trillion and foreign exchange of 422 billion dollars. The reserves were being empowered with sudden corona havoc that severely affected the Indian economy and pushed it further towards the Great Depression.

### **Gross Domestic Product Status of major economies of the world before and after COVID-19.**

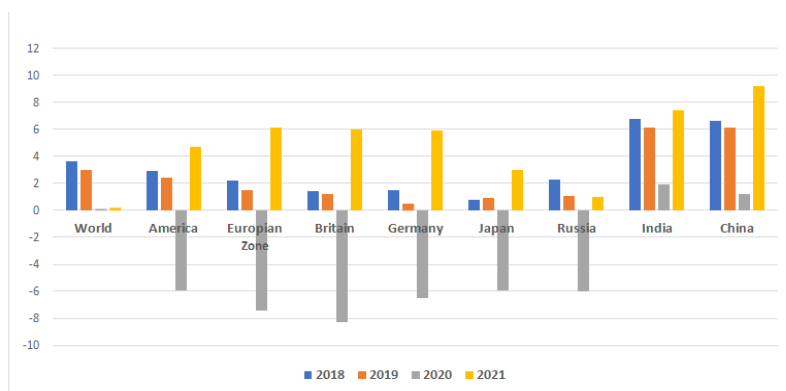
The corona pandemic harms the world economy and its gross domestic product. Table 1 shows the growth rate of major countries of the world with a comparative situation before and after COVID-19.

**Table 1**  
**Comparative position of pre and post-COVID-19 in the growth rate of major countries of the world**

S.N.	World and Country	Before COVID-19	After COVID-19 (Estimated)		
		Year 2018	Year 2019	Year 2020	Year 2021
1	World	3.6	3.01	0.1	0.2
2	America	2.9	2.4	-5.9	4.7
3	European Union	2.2	1.5	-7.4	6.1
4	UK	1.4	1.2	-8.3	6
5	Germany	1.5	0.5	-6.5	5.9
6	Japan	0.8	0.9	-5.9	3
7	Russia	2.3	1.1	-6	1
8	India	6.8	6.1	1.9	7.4
9	China	6.6	6.1	1.2	9.2

Source: IMF, World Economic Outlook Database October 2019, April 2020, Zee News DNA 17- 04-2020

**Comparative position of pre and post COVID-19 in the growth rate of major countries of the world**



It is clear from Table 1 that the world economies which were growing before

COVID-19, after COVID-19, their growth rate is becoming increasingly negative. Developed economies mainly in America, Europe, Germany, Japan, and Russia have been destroyed by the corona havoc. Along with the loss of funds, Lockdown has locked the path of the economy's progress. The situation in India and China is that the growth rate of the economy has suddenly decreased sharply due to Corona havoc and demolition where India's growth rate was 6.1 percent in 2019 after COVID-19 it has been estimated as 1.9 percent in 2020 has been estimated same China's GDP growth in 2019 was 6.1 percent, it has been estimated decrease to 1.2 percent in 2020. America the most economically powerful country in the world had a growth rate of 2.4 percent in 2019, It is estimated to be decreased to -5.9 percent. World average growth rate of 3 percent in 2019, the percentage is likely to remain at 0.1 percent in 2020.

The corona pandemic has pushed the world economy into recession. Not only is the health loss of the population important, but their lifestyle has also become miserable, there is a problem in the houses, their consumption, production, exchange, and distribution have been affected by all economic activities. Government revenue huge has decreased. Overall, the pandemic has affected man badly in terms of economic, social, psychological, family.

If we see the contribution of major economies of the world to the gross domestic product, then it is known that the contribution of advanced economies of the world has steadily decreased since 1990. The contribution of developed countries like the European Union, Eurozone, Japan, Germany, and the UK has steadily decreased, where China had a GDP of 1.8 percent in 1990, increasing surprisingly steadily to 16.3% in 2019. The same superpower America's contribution is seen to fluctuate. The highest contribution of 24% in 2019 is of America which is number 1 in the world, and 16 percent of China, 16 percent of Japan, 4.4 percent of Germany, and 3.3 percent of India. While 21 percent of the European Union and the Eurozone accounts for 15 percent. Contribution of major economies of the world to the Gross Domestic Product Shown in Table 2.

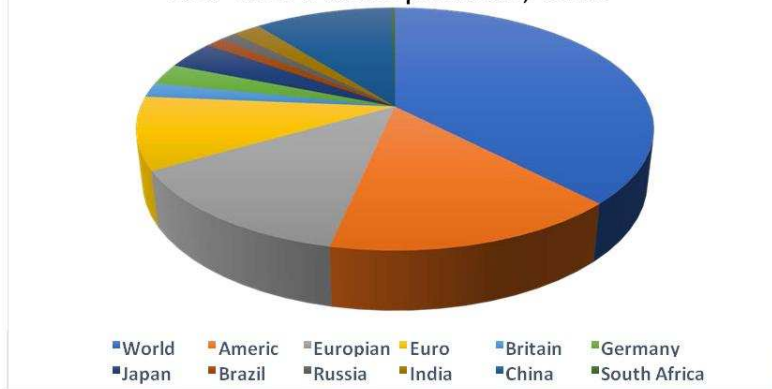
**Table 2**  
**Contribution of major economies of the world to GDP and India's position**  
**(in percentage)**

## Curbing Economic Slowdown

SNo	World & Country	1980	1990	2000	2005	2010	2015	2019
1	Advanced Economies	46.2	79.7	79.7	76.1	65.8	60.5	59.7
2	America	26	26.1	30.9	27.7	23.1	24.3	24.7
3	European Union	34.1	31.7	26.4	30.2	25.8	27.9	21.1
4	Eurozone	-	-	19.4	22.3	19.3	15.6	15.3
5	UK	5.1	4.6	4.6	5	3.6	3.8	3.1
6	Germany	7.7	7	5.9	6.1	5.2	4.5	4.4
7	Japan	10	13.8	14.5	10	8.7	5.8	5.9
8	Brazil	1.5	2.3	2	2	3.3	2.4	2.1
9	Russia	-	-	0.8	1.7	2.4	1.8	1.9
10	India	1.7	1.5	1.5	1.8	2.6	2.8	3.3
11	China	1.9	1.8	3.7	5	9.3	15	16.3
12	South	0.8	0.5	0.4	0.5	0.6	0.4	0.4

Source: IMF, World Economic Outlook Database October 2019 (Economic Review 2011-12, Table 14.2 Page No. 340, Economic Review 2019-20, Page No. 4) From Table 2 It is clear that China, which ranks second in world contribution, is likely to strengthen its economy to become the first economic superpower and to weaken America by using the human export COVID-19 virus as a biological weapon. Because COVID-19 virus is started in Wuhan city of China and it is believed that this virus has leaked from the lab. The impact of the COVID-19 pandemic will also make a difference in the contribution of these countries, mainly the negative impact on the contribution of European countries and America.

Contribution of major economies of the world to the GDP and India's position; 2019



### Impact on Indian Economy

According to the Reserve Bank of India - "We are going through a bad phase." The loss of 10 lakh crore rupees to the economy and the loss of 1.5 crore jobs can hit the Indian economy in the recession." There are more than 6.72 lakh infected and 19200 deaths in India. According to the World Health Organization, if the vaccine does not come out, then 70% of the world's population will suffer from taxation. 75% of India's workforce, which is self-employed and casual workers, has been the most adversely affected. The working population in 400 million organized and informal sectors has been greatly affected. 14 crore Mazdoor is in a miserable condition due to migration, and the problem of their food and employment is standing in front of the Indian economy. The Indian economy is estimated to have lost US \$ 234 billion after the 3.0 lockdown. The impact of COVID-19 can be seen in two ways-

#### Adverse effect

Industries that will suffer loss - automobile, tourism, air-services, tour operators, hospitality, hotels, restaurants, textiles, real estate, aviation, cinema, Ola, Uber, etc.

#### Favorable impact

Online shopping business companies like Amazon, Alibaba, Flipkart, etc. Social media companies- Facebook, Ticketek, Whatsapp, Instagram, etc. Necessary to live life- grains, vegetables, etc. corona care- mask, sanitizer, hand-washer, medicine, etc. India has developed a production of seven thousand crores of industry kits.

#### Conclusions and Challenges

At present, the Indian economy of 302 trillion which was growing at an

average annual growth rate of 7.5 percent has suddenly reached a state of crisis due to the COVID-19 pandemic. Institutions like World Bank, International Monetary Fund, Asian Development Bank, Moodis, etc. have shown the crisis of declining growth rate of India. COVID-19 has brought the entire economy consumption, production, exchange, distribution, revenue, industry, business, lifestyle, even the social, economic, and mental condition of man has been badly affected. Actually, reduction in consumption, decrease in demand, supply chain problem, loss of production, loss of employment, loss of per capita income, adverse effects on trade business, decrease in foreign exchange funds, the problem of labor migration, prevention of corona, health Challenge, etc. are challenges that we have to deal with. We like these Solutions that have to be done to overcome the problems created by this global pandemic. COVID-19 Vaccine production, Corona effective medicine, social distancing, mask, sanitizer, hand-washer, etc. The Indian economy will emerge from this crisis only by adopting the method of living, adopting the Gandhian economic model, etc., only then the economy will have to be accelerated.

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# Chapter 6: Economic Scenario during the Corona Transition

(Concerning the District Jabalpur of Madhya Pradesh)

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## Summary:

Corona infection 2019 is an unwanted disaster in India that originated in a technical lab in Wuhan city of China in December 2019, due to which the name of this infected virus was 'Schwapp 19' in which word means corona, word meaning virus, and Sh19 meaning December. 2019 This transition has put a stop to the economy and momentum of the whole world. For this reason, India is also not untouched by this dreaded infection. The infection started in India from February 2020, when the number of people infected with Corona in India was very less. But over time, this transition started to strengthen its roots and by the middle of March this transition became a victim of many Indians but by mid-March 2020 all the economic activities in India continued but by the Prime Minister on 20 March 2020, it was determined that on Sunday, 22 March 2020, the Janata curfew would be implemented across India, indicating that India is now going under the grip of this corona infection. And on 23 March 2020, it was announced by the Prime Minister that from 24 March 2020, Entire India would be completely locked down for 21 days and all economic activities were halted.

## Preface:

To control the corona infection in India, a first 21-day lockdown was conducted from 24 March 2020, in which the entire economic activities of India including rail were stopped. This first launch down lasted until 14 April 2020. Madhya Pradesh is the heart of India. The first four patients of corona infected in the Jabalpur district of Madhya Pradesh came out on 21 March 2020. It would not be wrong to say here that the first lockdown in Madhya Pradesh and before the Janata Curfew (March 22, 2020), Corona gave his knock, due to which the District Magistrate started in District Jabalpur on 21 March 2020 by the District Magistrate. After this, other districts of Madhya Pradesh also gradually got infected with this corona disease. Due to the

lockdown, India's financial year 2020-21 started with zero economic activity which continues even today.

### **Objectives:**

The following objectives have been set for the completion of the submitted research paper, which is as follows:

1. Study of the impact of the Corona crisis in district Jabalpur.
2. Study of economic activities affected due to the Corona crisis in district Jabalpur.

### **Research method:**

The descriptive method has been used to complete this research paper, in which the study of corona infected patients in district Jabalpur and the impact of various states of the country on the economic system of India and the contribution of the major districts of the state on the economy of Madhya Pradesh. The objective will be achieved by collecting related information.

#### Effect of Corona in Madhya Pradesh

Currently, the number of districts in Madhya Pradesh is 55, in which 3 new districts were announced in the second week of March 2020 by the Chief Minister of Madhya Pradesh, Kamal Nath (Tatkal). The second phase lockdown in India was from 15 April 2020 to 03 May 2020. By the middle of the second lockdown, the number of the Corona infected patients in Madhya Pradesh was less than other states of India, but the district Jabalpur of Madhya Pradesh was controlled in terms of the number of patients of Corona till before 23 April but after 23 April 2020 the district Jabalpur Infection started spreading its footing and presently ie till May 5, 2020 (lockdown third phase May 3, 2020, to May 17, 2020), the unprecedented increase in the number of patients (109) infected with corona (109) sensed the district administration.

### **States' contribution to India's economy:**

The reeds of any country are based on the income of their states. If the income of the states is low, then its effect is directly visible on the development and employment of that country. The total number of states located in India is 29, which is the main source of income in India. The table presented below shows how different states in India have an impact on the economy of India.

**Table 1.1: Tax Contribution of States**

Rank	State	Tax Revenues (in Billion) 2014-2019
	India	30331
1	Maharashtra	4518
2	Andhra Pradesh and Telangana	3234
3	U.P.	2964
4	Delhi	2958
5	TamilNadu	2734
6	Karnataka	2526
7	Gujarat	1796
8	West Bengal	1699
9	Rajasthan	1507
10	Kerala	1382
11	Haryana	1363
12	M.P.	1272
13	Punjab	1180
14	Chhattisgarh	724
15	Jharkhand	707
16	Odisha	662
17	Bihar	370

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18	Jammu & Kashmir	346
19	Assam	322
20	Uttarakhand	322
21	Himachal Pradesh	274
22	Goa	233
23	Tripura	47.25
24	Meghalaya	45.92
25	Arunachal Pradesh	27.11
26	Manipur	26.85
27	Nagaland	17.76
28	Mizoram	15.47
29	Sikkim	16.68

It is clear from Table 1.1 that various states of India have an important role in India's development and strengthening the economy. The contribution of Madhya Pradesh in revenue collection in various states in India is 1272 billion which is 12th in the category of various states. Therefore, it is very important here that if the revenue collection of any state is less, then it will have a direct impact on the country's economy.

### **District's contribution to Madhya Pradesh's economy:**

To conduct the social and economic activity of Madhya Pradesh, the total tax arrival in the year 2019-20 was estimated at Rs 65274 crore, out of which only 36 percent was received. It was estimated at 23.7 percent higher than the financial year 2018-19.

### **Table 1.2: Economy of Madhya Pradesh**

GDP	Rs 9.62 lakh crore (est. 2019-20)
GDP Rank	10 <sup>th</sup>
GDP Per Capita	Rs 59052 (2016-17)
GDP By Sector	Agriculture 45%, Industry 20%, Service 35% (2017-18)
Labour Force by Occupation	Agriculture 62%, Industry 5%, Service 33% (2015)

Table 1.2 makes it clear that in the year 2019-20, the GDP of Madhya Pradesh was estimated at 9.62 lakh crore, based on which Madhya Pradesh was ranked 10th in the country in the ranking of GDP. Therefore, in 29 states located in India, Madhya Pradesh is on the 10th rank of contributing to GDP. From this point of view, the importance of Madhya Pradesh increases even more from an economic point of view. The per capita income in terms of GDP was Rs 59052 (2016-17). In terms of employment of workers, agriculture contributed 62 percent in the year 2015, 5 percent in the industry, and 33 percent in the service, but based on the GDP of 2017-18, 45 percent in agriculture, 20 percent in industry, and 35 percent in service. Contributed

Therefore, it can be said on the basis that with time the tendency of people of Madhya Pradesh to do their industries has increased.

### **Industries of the major district of Madhya Pradesh:**

At present, there are 55 districts in Madhya Pradesh. In which 3 districts were newly created in March 2020. Bhopal, Gwalior, Indore, and Jabalpur are the main districts in Madhya Pradesh which are very important based on industry and prominence. Contributions to the GDP of industries and districts operating in these four districts of Madhya Pradesh are shown in the table below. Which are as follows:

Table 1.3: Major Districts of Madhya Pradesh and Establishment Industry and Contribution to GDP

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Major districts	Types of industries and their contribution to GDP
Bhopal	Electric goods, cotton, chemicals, flour milling, embroidery, Software/IT sector offices. GDP = 20 billion
Gwalior	Gwalior Grasim and J.C. Mills, Dairy, Chemicals, manufacturing, textiles, handcraft, tourism. GDP = 15 billion
Indore	Pithampur Special Economic Zone, Sanwer Industrial Belt, Various pharmaceutical companies, etc. GDP = 25 billion
Jabalpur	Govt. Factories, Readymade Garments, Poultry, Electrical Goods Industry, Woodcutting industry, Limestone products, Building materials, Glassware, Telephone parts, Furniture making, Tobacco business, etc. GDP = 9.7 billion

Based on Table 1.3, it can be said that the number of industries established in the four districts of Madhya Pradesh, Bhopal, Gwalior, Indrapur, and Jabalpur is sufficient. Based on GDP, it can be said that the contribution of the four districts to the GDP is 20, 15, 25, and 9.7 billion of which Indore has the highest contribution

of the state's GDP and Jabalpur has the lowest contribution of 9.7 billion. But from the point of view of industries, it can be said that there are enough industries in Jabalpur as compared to other districts which include defense factories. Therefore, it can be said on this basis that Jabalpur is highly sensitive and important not only in terms of GDP but also in terms of defense equipment.

### **Analysis:**

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Based on the study done based on Table 1.1 to 1.3, it can be said that Madhya Pradesh has an important place in the economy of the country, while Madhya Pradesh was 10th in the country based on GDP. Jabalpur's contribution to Madhya Pradesh's GDP is 9.7 billion which is very important.

The corona transition which has knocked in the country has started from the new financial year 2020-21, which has stopped the economic activity of not only Madhya Pradesh but entire India. Landowners were implemented in India in three phases due to the Corona crisis. The first lockdown ran from 24 March 2020 to 14 April 2020, the second

lockdown lasted from 15 April 2020 to 03 May 2020 and now the third lockdown phase will be from 03 May to 17 May. No economic activity was done during the first and second lockdown in the country, which resulted in not only the country but also the state facing an economic crisis. To emerge from this economic crisis, the third phase lockdown started economic activity in those districts where corona patients are low or zero.

Keeping the corona infection in view, based on the number of patients, the districts of the country are divided into three parts Red, Orange, and Green. Red zone means the district where the number of patients of Corona is more than 10, Orange zone means where the number of patients is less than 10 but more than 4, Green zone means where the number of patients is less than 4 or zero. The districts which are in the Red Zone will not conduct economic activity and those districts which are in the Orange Zone will be governed by the limited conditional activity of the Government and those which are in the Green Zone will be governed by the conditional economic activities mostly there.

Based on the above facts, 12 districts of Madhya Pradesh fall in the Red Zone, where economic activity is being affected. District Jabalpur is also included in 12 Red Zone districts of Madhya Pradesh. Based on the information received from the Department of Publicity of the District Administration, the total corona patients as on 05 May 2020 in Jabalpur district are 109 which is very high and the corona patients are continuously increasing. Economic activities here are closed due to being in the Jabalpur Red Zone. Therefore, it is clear from the above study that the first objective selected for the completion of the research paper is being fulfilled.

It is clear from Table 1.3 used for the second purpose of the research paper that district Jabalpur's contribution to the state's GDP was 9.7 billion which is



almost negligible due to corona transition from the beginning of the financial year 2020-21.

### **Conclusion:**

From the above analysis it is known that not only in Madhya Pradesh but the entire country, the entire economic activity has stopped due to the Corona crisis coming from the beginning of the financial year 2020-21. Due to this, the contribution of Madhya Pradesh to the GDP of the country is about 10 lakh crores and the contribution of Jabalpur district to the state's GDP is about 9.7 billion from April 2020 to May 2020. Therefore, it can be said on this basis that if the Corona epidemic is not treated properly in time, the country will go backward for several decades.

### **Suggestion:**

Keeping in view the said study and the corona crisis, it is being suggested that business activities should be completely stopped in the area of the district where there is more number of Korana patients in the Jabalpur district of Madhya Pradesh and other areas of Jabalpur district apart from that area. In places where the crisis of corona is less or less, business institutions should be opened on equal and odd points by giving equal and odd points, and economic activities should be started based on the guideline of governance because any crisis Arthas are equally important weapons for exiting.

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**Part: II**  
**Sector-wise impact of  
corona pandemic and  
solutions**

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## **Chapter 7: Migrant Labours and rural livelihoods: - a challenge**

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Today every citizen of the world is feeling unsafe for himself and his family due to fear of Corona Mahamari. Today everyone is just worried about their lives, but it is also a harsh truth that a human being is a creature who weaves dreams of the future and makes fantasies every day and seeing these dreams and fantasies are not fulfilled, he can see his future. It is considered unsafe. Along with the world, India is also living under the shadow of the Corona epidemic. And everyone is horrified by the scenario after the lockdown. Everyone knows how long Corona will be controlled and how long mainstream life will be back on track.

The biggest concern in India is that this pandemic does not reach the village anywhere and being uncontrolled can be a terrible tragedy for the whole society. The point of relief so far is that the spread of the Corona epidemic has been up to the urban strata. The infection is spread elsewhere by a person coming from the infected area. Although, indeed, there have not been more cases of corona infection in our village yet, it seems that the government is dependent on the fact that Kovid-19 has not reached rural India. But if the virus spreads in rural India, will our public health care system be able to deal with it, is there a contingency plan for such a situation?

About two-thirds of India's population resides in villages, we have faced a major problem of displacement in front of India, moving from one place to another and trying to fulfill the basic needs is called displacement. This tendency can be seen in many forms. Originally migrating from villages to cities can be seen in India. Availability of employment opportunities, the presence of basic facilities like health, education, etc., frenzied life and desire to live a better life have been attracting people towards the cities. Unplanned urbanization, uncontrolled development, and unbalanced lifestyles are thought to be the result. Today the biggest problem is facing these people who came from the villages to the cities in search of livelihood.

The unorganized sector laborers working in the cities are neither full-time payers nor registered laborers so that the government can give them the benefit of special schemes in this epidemic. Therefore, they are facing many problems. Most of the workers have reached their homes and villages. Therefore, the manpower has started declining in cities; it is likely to decline further.

Today the situation in the cities is worse and all the industries, factories and

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companies are crumbling. Now the hopes of the government and the people are the ray of hope in agriculture and allied industries. Although no long-term plans were made for villages and farming in all the governments, it was not implemented successfully. Wheat has been produced in the form of food grains, which are contributing 100 percent of the country's food grain. Farmers also recover the cost and cost of their crop after six months, after suffering from nature and weather and diseases. We are hopeful of his crop that this area is untouchable from the corona, as soon as the effect of the corona is reduced, at least there will be no chance of starving.

All governments have always adopted the policy of promoting and industrializing urbanization. For this reason, due to the lack of good education, hospitals, roads, and little means of livelihood, the coronation of which a large part of the rural population migrated from the villages to the cities and the lockdown have destroyed all their hopes.

Due to the dislocations of the government and administration, neither proper food could be arranged for them in the cities nor was there a proper means of head-butting. Workers' return home is once a good thing for the workers, but their future bread, education, and health will also be worried. After the workers return home, the dependence of the people on the rural economy will increase further. It is not hidden from anyone that the rural economy is already beset with problems.

Employment and industry businesses have been badly affected by the lockdown. According to a survey, 50 percent of the people in villages are not getting enough food. This survey of more than five thousand households in the villages of 12 states has revealed that half the people are eating less food. The amount of food has also decreased. In the survey of social organizations, 68 percent said that they have reduced the number of things in the food. 50 percent admitted eating less frequently than before. At the same time, 24 percent said that grain had to be sought from others. 84 percent said that PDS is getting ration, but 16 percent is not getting ration. 12 percent were getting free food. In the survey, the investment of the Center and the states for the PDS and Kharif seasons was also measured. From April 28 to May 2, the survey was conducted in 5162 houses in 47 districts of 12 states. These included Madhya Pradesh, Jharkhand, Uttar Pradesh, Rajasthan, Odisha, Chhattisgarh, West Bengal, Maharashtra, Gujarat, Bihar, Assam, and Karnataka. (Amar Ujala Haryana, 15 May 2020)

Backward regions will have to worry a lot about their development. According to the 2011 census, 45.36 million people have migrated from one state to another in India. According to the migration report released in 2019, Maharashtra is one of the most attractive places for migrants. In Maharashtra,

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5.74 crore migrants went from other states, including 27.55 lakh from Uttar Pradesh, 5.65 lakh Bihar, 5.17 lakh from Rajasthan and the rest from other states. In the event of a lockdown, only registered workers get financial assistance. Millions of unregistered workers did not get anything.

The Economic Survey last year reported that the total workforce of the country is 45 crore, and its 93% share is

41.85 crore in the unorganized sector. By the way, the share of migrant laborers in the agricultural sector is also 20 percent i.e. about 9 crore people with a 45 percent share. (Economy's Nobel Prize winner Abhijeet Banerjee has suggested a minimum income to provide financial security to the people from the epidemic. The idea of providing a minimum income to the needy people came up during the last general election in India. Abhijeet Banerjee and His wife, Esther Dufla, suggested the government's possible efforts to create a situation like the Accorona epidemic in the Union's published book, "Good Economics for Hard Times" (Good Economics in an Eternity). Income (UBI) has been suggested, under which a certain amount of money can be deposited in the account of the people. The current cycle of the epidemic suggests that the effect can last for months or many years. Minimum income of the people and where both can be a panacea to save them)

The way Kovid-19 has blocked the wheel of economic development of the country; there is nothing new about the loss of employment of a large number of people. The problem of increasing unemployment is exposed worldwide. US government, they have also given a figure that 303.33 crore people have been unemployed. Economic research agency McKenzie believes that for the first time in the overall lockdown (April 20 to May 3), only 57 percent of the economic activity was started in 170 districts of the country. Due to these limited activities, 55% of all the workers working in the non-agricultural sector in the country i.e. 14.3 crore people had no work. That is, he was unemployed. The lockdown has been relaxed after May 4, 2020. But still 10.7 crore people will have to bear the additional economic burden of Rs 84,000 crore every quarter on providing facilities worth living. Given the current revenue situation of these states, it would be considered a huge burden. This report has drawn a frightening picture of employment as to how, despite the normalization of economic activities, 6.7 crore people can remain in employment. In the relief areas in the lockdown, work has started in only 57 percent industry. PradhanMantriShramayogiMaandhanYojana was also launched in 2019. Despite this, no concrete solution has been found for these problems.

Given the prevailing situation, the entire system must be reconsidered. Gandhiji also used to emphasize the need for village self-rule during the independence movement, but after independence, the governments started

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forgetting the villages and agriculture from the first five-year plans and started seeing the picture of the bright future of India only through the industry. It has been said that the Indian economy is always boisterous, economic downturn, or a severe epidemic is again discussed in agriculture and rural industries. Even today, the basic foundation of our economy is agriculture. This employs 50 percent of the population.

However, these laborers looking forward to the villages are also going to face problems, because it has been seen that there is an exodus of those laborers in the cities who have small holdings and their families are not able to survive on that farming. Finds

We have faced problems like re-displacement of laborers, so we need to see this as a possibility and prepare a better action plan so that the Doon opportunities can be better utilized. The biggest challenge of the people displaced from the cities and villages in the employment especially for the youth. In such a situation, by making short and long term plans related to agriculture, they can be employed in the villages with the resources available to them. The schemes should be sustainable and employment-oriented while ensuring 2 fixed incomes to instill confidence in these workers.

**Suggestion:** Make available additional grains for the villages through the public distribution system. By increasing the number of foodgrain godowns, arrangements can be made to keep food grains safely. The most important measure is the empowerment of small, small, and medium industries in rural areas. Livelihood opportunities can be created by encouraging them. We can make these workers self-sufficient by training them with modern training and skill development in agriculture-related and other horticulture, animal husbandry, poultry, beekeeping, fisheries, poultry farming, and other rural resources. It should not only be the priority of the government to provide a fair and remunerative price in the market as well as the produced goods. Initiatives should be taken to identify and promote crop-specific product areas and to create awareness among the people of rural areas so that the perception of agricultural losses can be eliminated. Small industries should be encouraged for planting only in the villages; 70 percent of the small and medium industries get raw materials from the village itself. Therefore, keeping in view the rural livelihood in the schemes of the government, basic facilities should be provided on the lines of the cities in the villages.

If we consider the future rural livelihood, then firstly, the purchase of raw materials, crop cost, livestock and poultry, fisheries, honey beekeeping, etc. should be provided insurance cover and easy loan to small industries. The same small industry should have the facility to buy the sale goods in the small mandis and hatha of the village, to provide facilities like education and health.

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By increasing the role of cooperative societies, encouraging the cultivation of horticulture and flowers, buying their crops at reasonable prices should be arranged

The government should make easy arrangements to provide easy credit to the farmers and buy their produce at minimum support price, which will bring money in their hands and demand will be created in the economy. There is a need to encourage food processing and better implement the electronic national agricultural market in rural areas. There is a widespread lack of basic infrastructures like electricity, water, internet, transport, and technology in rural areas, due to which most farmers are reluctant to go out of the box and adopt new technologies. Therefore, along with running an awareness campaign on a large scale, there will be a tendency to improve infrastructure and adopt new technology among the farmers. By the way, the government is taking the initiative to increase the income of farmers by releasing farmers' honor fund, crop insurance scheme and support price increase, etc. But there is a need to make it more comprehensive. This can instill confidence in the unemployed youth of displaced youth in rural areas as well as means of income generation and their income can be increased.

MNREGA, which is playing an important role in the livelihood of the laborers of rural areas, should also increase its scope of work with the extension of its working days. By linking MNREGA work with the work of the farmers, the work and income of both the workers and the farmers can be facilitated in the growth of income. Now the time has come for the governments, central or state governments to identify and provide relief package and assistance to the laborers of the unorganized sectors by identifying them based on efficiency and their efficiency in a unified format. Apart from this, governments should also give them the confidence to call these workers back to their workplace.

We should keep in mind that the country has handled the rural economy in times of crisis. In such a situation, it is a golden opportunity to introduce more and more labor force of the villages to make the rural economy strong and self-sufficient and encourage these people by familiarizing and training them in small and medium industries and agriculture-related innovations so that the crisis of loss of livelihood To be overcome. Health services and good education will also be needed not only by linking the return of the workers with employment because the workers have been the reason for migration not only for the employment of the cities but also for good education and health. We have to strengthen the basic structure of health services and education institutions and make them accessible in the village itself. The thinking of the younger generation will also have to be linked to the rural environment with good facilities and innovations and incentives. Even today agriculture is the

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basic foundation of our economy, which supplies about 70 percent of the raw material requirements for small industries. The agricultural sector still employs about 50 percent of the population.

Our industries should also take initiative in this direction that priority should be given to setting up industries in villages instead of cities. By accelerating the housing scheme, employment can also be provided to the growing workers of the village from the city. In addition to the development of labor based industries, new employment opportunities can also be created by promoting the means of irrigation. We should also pay special attention to raising capital through the process of cooperative development of economic development at the village level. Responsibility of many enterprises can be entrusted to the cooperative

cooperation societies of the workers.

Prime Minister Modi, in his e-gravaswaraj meeting with representatives of Panchayati Raj Institutions, said on Panchayati Raj Day, 24 April 2020, that villages should be made self-reliant by introspection. He had said, "To fulfill their basic needs, every district and every state has to become self-sufficient, and thus the entire country will have to follow this path". Gone, Gandhiji believed that the rural economy could gain strength from within itself.

Unfortunately, most of the population lives in the village. And more than 70 percent of the country's direct hunger suffers from rural farming itself, and the government has not done any planned development except giving some contribution to the villages. No employment-based policy has been created for rural people. By promoting urbanization, the entire structure including the country's economy has been destroyed. Village-based industries can not only eradicate the environment but can also get rid of the colonies of the people who are infected with dirty and dirty colonies. Heavy congestion in cities - According to the 2011 census, 60 million people in big cities are forced to live in slums. Well, hope the corona epidemic will force the village, rural and poor, laborer, farmer to think. Only then the country's economy and social system will be saved.



## Chapter: 8

### The evolving face of retailing post- COVID 19

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#### Summary:

The pandemic has created a deep impact on the economy worldwide creating huge disruptions across a plethora of industries. There have been some sectors that have been majorly hit because of the lockdowns. One such sector is the retail sector which faced a big brunt as across the country all the malls, shops and stores were shut. To add to the worst, the transportation sector halted bringing the supply chains to an unprecedented cessation. Post-COVID 19 the challenge in front of the retailers is to make their businesses resilient and understand the needs of the customers to cater to them. This chapter deals with the strategies that the retailers need to adopt and adapt to mitigate the COVID crisis. The retail sector needs to be optimistic that these disruptions will usher a new structural shift towards the online and prove to be an opportunity.

#### Introduction:

As entire countries come under quarantine orders and consumers around the world start to shun human contact, retailers are scrambling to adapt. They recognise the global response to the novel COVID-19 virus will have a significant impact on their business. They understand the situation is changing daily. And they know they have little time to respond.

Our conversations suggest there are five key areas where retail execs should be focusing their attention in today's highly-fluid social, economic, and healthy environment.

The whole world has been discussing the impact of the pandemic on the retail sector. The retail conglomerates along with the consultants are trying to probe the long-term effects as well as the various measures to curb the shocks it has created for the short-term.

This research will try to focus on the most crucial areas which need the immediate focus of the retail stalwarts in this unprecedented global crisis. The

five prime areas of concern have been highlighted below

### **1. Prime Areas of concern:**

The whole country as we see has been divided into green, orange, and red zones depending on the gravity and severity of the infection. This has had a direct impact on the demand for the products at the retail shops which majorly dropped as there was a lockdown in the entire country.

However, there was a hike in demand for certain products across the nation among Grocery retailers. The grocery retailers stocked up the supplies to meet the increasing demand of the consumers. Interestingly, grocery sales amount to fifty percent of the total sales of all the consumer goods in our country, accounting for almost Rs. 3.4 lakh crore."We peg the size of the opportunity for organised (including online) grocery retailers at Rs 3.4 trillion based on requirements in urban metropolitan areas (cities having a population of more than 1 million)," the report from Kotak Institutional Equities (KIE) said.Despite urbanisation trends and higher consumption seen for a few years now, retail is a mere 2 percent of the total pie," it said."This implies that local grocery (Kirana) stores still control a whopping 98 percent of the grocery retail market."The report, citing NSSO consumption data, put India's total grocery market size at Rs 19.9 lakh crore, accounting for 48 percent of retail consumption.

On hyper-local grocery delivery startups, the KIE report said inventory-led models like that of would-be better-off burning less cash than inventory-less ones. According to the report, inventory-less models could become more profitable through expansion by scaling up operations, but achieving that will be the real challenge due to stiff competition, high churn rates, and customer behavior. While the inventory-led model maintains its stocks and supply chain, the aggregator or inventory-less one ties up with existing shops for supply to the end-consumer.

There was an interesting trend that was noticed in our country during the lockdown when the consumers observed keenly that it was not only the Kirana stores alone but even the milk-booths which came as saviors for the layman.

### **Milk Booths in India came as saviors**

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The next-door Milk booths have stepped up their business to provide service to the common man, delivering all kinds of essential items during the complete nationwide lockdown when even the local Kirana stores were asked to shut down.

Not only the Milk Booth Man has turned up to be a messiah in these turbulent times to the neighborhoods by providing them dairy products but is also heeding to their day to day grocery requirements. They are striving hard to meet the basic needs of the people by even providing recharging services for their mobile phones. There are many senior citizens in these localities who have not yet adapted to net banking, to these oldies he is providing credit. Sometimes, their staff is also making home deliveries to the houses of the senior citizens.

Even when the Kirana stores were operating during the lockdown, their timing was specified and operated for short intervals in the morning starting at 10 a.m. whereas the Milk booths started their day as early as 6 a.m. and they were operational till late night. Along with this, they adhered to the social distancing norms as prescribed by the government.

All across the country the state-owned dairy brands like Sanchi in M.P., Saras in Rajasthan, Mother Dairy in Delhi, Verka in Punjab have played a significant role in providing the essential services to all sections of the society. As it was quoted by GCMF Managing Director R S Sodhi to Business Standard, "We are ensuring that milk procurement from farmers continues with safety measures being taken. However, we are facing some problems with workers being able to reach our factories due to lockdown. Amul might face issues in supplementary services."

"The majority of the highly elite urban pockets like Gurugram and some in the prominent cities of our country had primarily focussed on the development of large departmental stores and malls with no neighborhood milk booths as well as Kirana stores," said KSA Technopak Chairman Arvind Singhal. Consequently, after the nation-wide 21-day lockdown, all these large retailers were closed leaving the common man stranded as even e-commerce retailers could also not reach out to them in such a grim situation.

The common man will have to rely on these milk parlors for their daily needs besides bread, butter, and milk.

**Customer Safety: Prime concern of the Retailers:**

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The retailers all over the globe are working on Crisis Management. They are trying to innovate ways and methods to deal with this situation to manage the workforce effectively.

China's experience shows how innovative companies might address these challenges; during the height of the outbreak there, grocery operators temporarily hired thousands of restaurant employees who were idle due to restaurant closure to help meet spikes in demand. Other companies have been moving employees around the organisation to fill gaps and relieve overworked departments.

### **Supply Chain Management:**

Thirdly, Supply Chain disruptions are a matter of prime concern. Though the non-food retailers have yet not been hit by the supply chain setbacks because of lockdowns everywhere. The food and grocery retailers are already observing that the demands for various products have declined and the lead times for delivery of the goods have doubled as the interstate transportation services have halted. These retailers need to work on contingency plans after discussions with their suppliers.

### **Building CRM:**

It is time for the retailers both small and big need to understand that during these times customer relationship building is one of the prime concerns in business. They need to understand the needs of the consumers and cater to their wants by fulfilling their expectations. This is the time when the brands must strive hard to develop the trust of the customers by innovating new ideas so that the customers stay brand loyal.

### **Reinforcing the finances :**

A close glance needs to be given on the working capital and the cash forecasts both short and long term. The retail industry is highly dependent on the high rentals for the real estate, huge staff employed as well as the finances involved in the large quantities of stocks. Many small and big retailers are working on plans to bring them out of different scenarios during the COVID 19.

## **2. Impact on Rural Retail Sector:**

Post-COVID 19 the need of the hour is also to repurpose the strategy to

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strengthen the retail sector in the rural areas of our country. We need to focus on place-based economic opportunities, better services, and rural infrastructure.

### **2.1 Reverse Migration**

Though India's two-thirds of consumer base lives in the hinterland, yet the contribution to the overall sales of the industry is merely 36 percent. Now after the reverse migration process, it is anticipated that hundreds of these workers may continue to work in the villages and towns in their states. Even if they do not consume high-end products but there will be a definite hike in the sale of essentials and necessities. The various schemes provided to our rural folks during the lockdown will provide a cushion to the disposable income of the ruralites. Schemes under MGNREGA have also provided the right impetus to the rural economy during the crises of COVID 19.

It is expected that by the push been given to the rural value chain, the Agri-food processing industry will show a turnaround. It will not only enhance value-added agricultural demand leading to the empowerment of the farmers. This reversal will also create a dynamic shift in the demographics of rural diversity across the nation. It is anticipated that these migrants who have been living in cities will show a changing trend in the consumption of products in rural areas.

The government also needs to pool in higher resources in the rural areas so that the rural retail and the rural markets flourish. The various schemes launched by the government to boost the dairy farming and fish farming sector will create a pathway for progress in these hinterlands.

## **3. Paradigm Shift in Shopping Habits:**

As a consequence of the crisis, the shopping habits of the consumers have undergone a paradigm shift. The retail chains like Walmart and Krogers are working on modifying their inventory stocking strategies focusing on less is more approach. The small retailers are the ones who will be hit the most by the shrinking margins and businesses closing all across the globe. The corporate retailers like Amazon, Walmart as well as Target will gain a firmer grip as they are already big giants in the online shopping business.

### **3.1 Consumer Behaviour shifts**

During the crisis, unorganised retail and local Kirana stand as winners. The

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consumers showed different consumption patterns. It has been observed that such global pandemics hugely impact the consumer behaviors of the people. Food and non-essential are the categories which were the least impacted.

Online consumption will increase. The consumption of luxury goods will decline and may only show a rise during the festivals. The consumers will continue following hygiene norms as well as social distancing norms. They would prefer to visit such retail stores that maintain stringent norms Post COVID 19. The consumers will adopt more of value brands and shop more for hygiene and cleaning products. The consumers will try to defer purchasing expensive goods like electrical appliances. They would prefer to stock proper medicines. Apparel Industry will also take a major hit with a ban on social gatherings like weddings, functions, etc. As the retail sector moves towards resilience Post COVID19, the

traditional retailers will metamorphose to online verticals. The labels and brands that will keep giving discounts will continue to gain market share. This was noticed and observed in the past crises at the time of SARS and the Great Recession.

It has been reported that in the year 2009, Walmart, the US, to cater to the consumers who had very little money to spend, relaunched the Great Value brand of theirs. After the lockdowns in China, three stores of IKEA witnessed huge footfalls despite following social distancing rules.

Many such e-tailers have been observing keen changes in the shopping trends of the consumers with more purchases linked to daily necessities and fitness equipment.

The retail consumer will show drastic altering trends as the retailers to survive will modify their products along with the modifications in the methods of payments by the consumers.

The retailers need to adopt agility and promptness to strengthen themselves financially. They need to adapt to a FASTER approach.

McDonald's the food retail giant along with the Indian Retail tycoon, Reliance Retail, has waived off the rentals of the mall owners till lockdown is imposed in the country. Post COVID19, the retail stalwarts prefer to relook at the financial angle to assist the small retailers to recover profits. Post COVID19 the retailers must understand the importance of crisis management in retail. A

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flexible approach needs to become a part of their business. Collaboration with other players in the market will become one of the pillars of success. Flipkart has initiated delivering the essential goods for Spencer's Retail. Big Basket has entered into a venture with Uber for product deliveries.

The next vital step is the sprucing up of the supply chain which faced the most severe impact during the pandemic. During the lockdown, many local Kirana shops were taking orders from their consumers on WhatsApp. Some of the famous retailers like Big Bazaar have plans to deliver the products at consumer doorsteps. Another important strategy will be to allocate such vendors from whom they could easily take supplies even during such future crises.

Another strategy is to tactfully handle their human resources so that they do not have to lay off people. Chinese retail cosmetic giant Lin Qingxuan utilised the help of more than a hundred of their beauty experts by upgrading them as their online influencers. The companies will have to work out on some constructive models to survive such harrowing times in business.

### **4. The reality for retailers:**

Seeing and observing the various scenarios around the globe, one can surely say that retailers have understood that their survival depends on the adoption of innovative ideas. The retail consultants as well as the top management of most of the retail firms are reworking on the best practices to challenge the implications and after-effects of the COVID 19 virus.

#### **Customer Retention Strategies:**

Post COVID19 the retailers will have to reframe their customer retention strategies. They will have to stay connected with their customers by constantly posting messages to them related to their products, payment modes, the timings of the store, hygiene measures being adopted by the store to build up a good image of the store. The retail stores need to work on the social distancing norms for the customers keeping in mind the shop area. They also need to realign their customer relationship strategies for the various customer categories like kids, senior citizens, and other categories that are supposed to be vulnerable.

#### **Innovative and Technology Adaptations by the Large Retailers:**

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Wal-Mart has adopted the 'Community first approach' expressing solidarity with their country during Corona times and not just being focussed on customers, employees, and shareholders.

They have waived off the rentals of their in-store tenants. Also, they have speeded up the payment systems and made it contactless. In the stores, they have installed plexiglass barriers for the protection of the workforce as well as the customers. They also tried to create social distancing by controlling the footfalls into their stores.

Domino's Pizza has collaborated with ITC to deliver its products just like Flipkart has tied up with Spencer's Retail to do their home deliveries. Restaurants in China coordinated with Alibaba to perform their delivery functions. The retailers need to proliferate into numerous Omni-channels while remodeling their delivery systems. In the times when the world is following social-distancing norms and there are lockdowns orders, Walmart U.S reported a twenty percent hike in sales figures. Further it marked a 190% increase in sales done on its online grocery app. Nike, China having 7000 retail locations too kept its business going with a sales rise of 30% by innovating a fitness app that encouraged fitness regimes at home by the consumers.

The success of the retailers hence not depends more on the interest generated by the brands in the customers rather than merely on logistics and efficiency. It will not be a misnomer to say that the retail chains who are tech-savvy will bounce back sooner after this major pandemic.

### **Conclusion:**

The retailers whether big or small will have to adapt to innovation and technology to survive through the future and this pandemic crisis. The existing small retailers will have to adopt the digitalisation of their operations. The retailers need to remodel their marketing mix and focus on all the four Ps of marketing. The consumer behavioral shifts will witness triple horizons from now, next, and beyond the COVID19. The New Normal will transform the consumers into value-driven and much more conscious. The retail giants will have to enhance customer pull strategies. The government also needs to take measures to create a support system for the survival of small retailers.

The retail sector will depict a transition from only concentrating on the core products to diversifying into other unrelated products for their survival during



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the crises. Thus, retail, on the whole, will have to reinforce itself against the evolutionary pressure surfaced by COVID 19 and become more resilient. Post COVID19 the retailers who adapt to this structural shift will erupt as successful and that will be considered as New Normal in the retail sector.

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## Chapter: 9

# India's Informal Sector (MSME) Is the Backbone of the Economy

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### **Introduction:**

The informal sector which accounts for almost half of India's GDP and 90% of employment is almost entirely cash-based. The great majority of micro, small and medium enterprises (MSME) are unorganised (not covered by the Factories Act) and are a subset of the larger informal sector. The informal sector refers to those workers who are self-employed or who work for those who are self-employed. People who earn a living through self-employment in most cases are not on payrolls and thus are not taxed. Many informal workers do their businesses in unprotected and unsecured places. The Economic survey of 2018-19, released on July 4, 2019, says "almost 93%" of the total workforce is informal. But the Niti Aayog's Strategy for New India at 75, released in November 2018, said: "by some estimates, India's informal sector employs approximately 85% of all workers." Jul 15, 2019. Although the informal sector makes up a significant portion of the economies in developing countries, it is sometimes stigmatised as troublesome and unmanageable. Unlike the formal economy, activities of the informal economy are not included in a country's gross national product (GNP) or gross domestic product (GDP). Agriculture is the sector with the highest level of informal employment estimated at more than 90% "The report shows that the poor face higher rates of informal employment and that poverty rates are higher among workers in informal employment," said Leung April 30, 2018. The informal economy can refer to economic activities that occur outside the formal labor market. The informal economy plays a significant role in the global economy.

### **MSME as part of informal Sector:**

In India, since the last many years, the MSME's are recognised as means of Production and service rendering with the utilisation of limited

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resources. The effective utilisation of resources, greater operational flexibility, mobility, and higher innovations and low investment are the strength of MSME. MSME sector worldwide considered as the growth engine of the economy. Indian economy is dominated by a vibrant set of enterprises, which is prestigiously known as Micro, Small, and Medium Enterprise (MSME). It is considered as the backbone of economic development in India. They are the incubators for talent innovation and entrepreneurial spirit, which is essential for the country's development. The MSME sector contributes in a significant way to the growth of the Indian economy with a vast network for the domestic and international markets. The MSME sector in India is incredibly heterogeneous in terms of the size of the enterprises, a variety of products and services produced, and levels of technology employed. It is an acknowledged fact that the MSME Sector can help realise the target of the proposed National Manufacturing policy of raising the share of the manufacturing sector in GDP from 16% at present to 25% by the end of 2022.

### **Impact of the Informal Economy on Economic Growth:**

There is a widespread assumption that the informal economy has low productivity and, therefore, contributes to low growth in countries. A job in the informal sector reduces poverty about as much as a job in the formal sector. In the informal economy, informal businesses also do not pay VAT to the government because they are unregistered. COVID-19 is far more than a health crisis. The economic crisis is grim and much grimmer for developing countries like India. The pandemic has already exposed the health vulnerabilities facing India, especially it is rural poor and urban slum dwellers. As a measure to contain the community transmission of the virus, the government announced a nationwide lockdown.

The impact of a little less than two-month lockdown is turning out to be immense. Since economic activities have come to a standstill, factories are not running, establishments are closed, and most markets are shut, there is a disruption in work, wages/income, and food all three interconnected for crores of people in India. Almost 90% of workers in India work in the informal economy the part of the economy which thrives on daily work, and daily cash, with little provisions of employment protection. Like demonetisation, the current lockdown has exposed millions of workers and their families to starvation, hunger, death, and very bleak prospects.

## **The national database of workers in the informal sector in the works:**

The government is set to do a count of rickshaw-pullers, street-side vendors and hawkers, and another unorganised workforce, in its first effort to create a national database of an estimated 450 million informal sector workers and provide them universal social security coverage. Their profiles would be seeded with Aadhaar to deliver the benefits.

Nearly 90% of the country's workforce is in the informal sector with no minimum wages or any kind of social security. The National statistical commission will be roped in to compile data on the size, distribution, and economic contribution of these unorganised workers to the national output.

### **Objectives of the Study:**

The major objectives of this study were as follows:

- 1- To know the present status of MSME in India.
- 2- To know the problems and solutions related to MSME.
- 3- To know the prospectus of MSME in the development of the Indian economy.

### **Methodology:**

Data used in the study are secondary. The data structure for the study is based on official publications of the Ministry of MSME Government of India in their annual reports. Besides annual reports, different articles and speeches published in different journals and periodicals have also been referred to. Some tables and graphs are also depicted to have a clear vision of the theme of the Study. Data for the period of 2011-12 to 2016-2017 has been considered for the study.

### **Review of Literature:**

In the case of the informal sector, sufficient literature is available regarding the scope, concept, usefulness, and applicability of this sector. Some of these studies are given here in chronological order

**Banergee (1983)** Conducted a sample survey from 1975-76 to test whether the informal sector is a temporary staging post for the new migrants. Evidence showed the fifty percent of migrants to Delhi had been attracted by the

opportunities in this sector itself and they had moved to Delhi after prearranging their jobs. Earnings were lower in the informal sector than formal but returns in terms of education and experience were the same in both the sectors.

**Ahluwalia (1985, 1991)** studies for the period 1959 to 1985 to examine total factor productivity the studies show that during the two decades of the sixties and the seventies, total factor productivity in the manufacturing sector declined. However, there is also a finding that in the first half of eighties productivity growth improved. The dominant source of the acceleration in total factor productivity has been the growth of value-added.

**Loayza (1997)** opines that the increase in the size of the informal sector undermines growth by reducing the availability of public services for all and one in, the economy and by increasing the number of activities that use existing public services inefficiently.

### **Informal Sector (MSME) in India at a Glance MSME in India at a Glance:**

MSME play a pivotal role in the overall industrial economy of the country. In recent years the MSME sector has consistently registered a higher growth rate compared to the overall industrial sector. The major advantage of the sector is its employment potential at low capital cost. As per the 'MSME at a Glance' Report of the Ministry of MSME the sector consists of 36 million units and employs over 80 million persons. The Sector produces more than 6000 products contributing to about 8% of GDP besides 45% of the total manufacturing output and 40% of the exports from the country. As per the official estimates, there are about million micro industries, 0.33 million small, and about 5.000 medium enterprises in the country. The state of Uttar Pradesh has the largest number of estimated MSME with a share of 14.20% of the total MSME in the country. The MSME constitute over 90% of total enterprises in most of the economics.

### **Role of MSME in Indian Economy**

The Micro, Small & Medium Enterprises (MSME) have been contributing significantly to the expansion of entrepreneurial endeavors through business

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innovations. The MSME are widening their domain across sectors of the economy, producing a diverse range of products and services to meet demands of domestic as well as global markets. As per the data available with Central Statistics Office (CSO), Ministry of Statistics & Programme Implementation, the contribution of MSME Sector in country's Gross Value Added (GVA) and Gross Domestic Product (GDP) at current prices for the last five years is as below:

<b>(Figures in Rs. Crores adjusted for FISIM<sup>3</sup> at current prices)</b>						
<b>Year</b>	<b>MSME GVA</b>	<b>Growth (%)</b>	<b>Total GVA</b>	<b>Share of MSME in GVA (%)</b>	<b>Total GDP</b>	<b>Share of MSME in GDP (in %)</b>
2011-12	2622574	-	8106946	32.35	8736329	30.00
2012-13	3020528	15.17	9202692	32.82	9944013	30.40
2013-14	3389922	12.23	10363153	32.71	11233522	30.20
2014-15	3704956	9.29	11504279	32.21	12467959	29.70
2015-16	4025595	8.65	12566646	32.03	13764037	29.20
2016-17	4405753	9.44	13841591	31.83	15253714	28.90

**Table 1: Contribution of MSME in the Country's economy at current Price**

Source: Central Statistics Office (CSO), Ministry of Statistics & Programme Implementation Annual Report 2018-19

### **The advantage of the informal sector:**

The advantage of the informal sector is that it allows people without the capital to open a store and keep records and pay employment taxes to make a living. In some cases, stupid government regulations (like ridiculous official exchange rates, or subsidies) work to keep goods out of stores by making the trade unprofitable. Activities in an informal economy take place outside of government regulation or record keeping. It's often a very small scale, someone selling something for cash on the street. Working off the books (i.e. for cash and with no reporting to the government) is part of the informal economy. Another advantage of this economy is that some employers pay well because company owners do not have many tax obligations.

## Disadvantages of informal sector employment:

- Little or no job security.
  - Unprotected by labor laws.
  - Odd working hours.
  - No pension, insurance, or health insurance scheme.
  - Summary of dismissals.
  - Difficult to make any savings due to low wages.
  - A brief illness or injury or can mean no financial means to survive.

## The Major challenges faced by India's Informal Sector:

The following are the major challenges encountered by the Informal sector in India.

- Lack of access to global markets.
- The dearth of easy finance and credit instruments.
- Limited regulatory policies.
- Unavailability of modern technology.
- Lack of infrastructural facilities.
- Absence of marketing platforms and distribution networks.
- Labour laws and availability of affordable skilled labor.
- Lack of skilled manpower in manufacturing, services, marketing, etc.
- Cost-efficient procurement of raw materials;
- Problems of storage, designing, packaging, and product display.

To encounter the above challenge the Priminister of India has recently launch some **boosting packages** which can rejuvenate the sector and the mission for startup India and stand up India will be achieved.

- The objective of a compliance regime based on self- certification is to reduce the regulatory burden on startups. This self-certification will apply to laws like payment of gratuity, contract labor, employee's provident fund, water, and air pollution acts.
- A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to

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funding.

- A startup will be able to set up by just filling up a short form through a mobile app and an online portal. A mobile app will be launched on April 1 through which a startup can be registered in a day. There will also be a portal for clearances, approvals, and registrations.
- The government is also working on legal support for fast-tracking patent examination at lower costs. It will promote awareness and adoption of Intellectual Property Rights (IPRs) by startup and help them protect and commercialise IPRs.
- To provide funding support to startup, the government will set up a fund with an initial corpus of Rs. 2,500 crore and a total corpus of Rs. 10,000 crore over four years. The fund would be managed by private professionals drawn from the industry while LIC will be a co-investor in the fund. The credit guarantee fund for a start-up would help the flow of venture debt from the banking system to start-up by standing guarantee against risks.
- A National Credit Guarantee Trust Company is being envisaged with a budgetary allocation of Rs. 500 crore per year for the next four years.
- Currently, investments by venture capital funds in startups are exempt from this law. Now, the same is being extended to investments made by incubators in startups.
- Income tax exemption to startups announced for three years.
- Tax exemption on investments above Fair Market Value.
- Innovation core programs for students in 5 lakh schools. There will also be an annual incubator grand challenge to create world-class incubators.
- Atal Innovation Mission started to give an impetus to innovation and encourage talent among the people.
- PPP Model being considered for 35 new incubators, 31 innovation centers at national institutes.
- The government shall Set up seven new research parks- six in IITs, one in IISc with an initial investment of Rs. 100 crore each.
- Five new bio clusters, 50 new bio incubators, 150 technology transfer offices, and 20 bios connect offices will be established.

### **Problems of MSME' in India:**



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Presently, Indian MSME are facing different types of problems. Most of the problems are controllable while rests are uncontrollable. Based on data analysis and study of the related literature the MSME problems can explain as follows:

1. **Lack of credit from banks:** - The MSME are presently facing the problems of credit from the banks. The banks are not providing an adequate amount of loans to the MSME. The loan providing process of the banks is very long and formalistic. The owners of the MSME have to produce different types of documents to prove their worthiness. The banks are providing on an average 50% total capital employed in fixed assets. The cost of credit is also high.
2. **Competition from multinational companies** – In the present era of globalisation, the MSME are facing the great from the international manufacturing companies who are proving quality goods at the cheapest price. Therefore, it is very difficult to compete with multinational companies.
3. **Poor infrastructure** – Though, MSME are developing so rapidly but their infrastructure is very poor. With poor infrastructure, their production capacity is very low while the production cost is very high.
4. **Unavailability of raw material and other inputs-** For MSME required raw material skilled workforce and other inputs, which are not available in the market. Due to the unavailability of these essentials, it is very difficult to produce the products at affordable prices.
5. **Lack of advanced technology** – The owners of MSME are not aware of advanced technologies of production. Their methodology of production is outdated. The owners are using the older method in the field of fabricated metal and textiles.
6. **Lack of distribution of marketing channels** – The MSME are not adopting the innovative channels of marketing. Their advertisement and sales promotion are comparatively weaker than the multinational companies are. The ineffective advertisement and poor marketing channels lead to very poor selling.
7. **Lack of training and skill development program**  
= The training and development programs in respect of MSME development concern is very low. So, skilled manpower is not being

available to MSME. The owners are aware of the innovative methods of production. The skill development schemes conducted by the government are not sufficient.

8. **Complex labor laws and red-tape** – All the laws related to all aspects of manufacturing and service concern are very complex and compliance with these laws is practically difficult. The various decisions of the factory are dependent upon the factory commissioner and inspector. So there are no many changes of red tape in the operation of MSME.

### **Potentials in MSME Sector:**

The lots of potentials are available in the field of MSME. The prospectus of this sector are explained as under:-

1. **Employment generation:** There are numerous possibilities in the field of manufacturing and service rendering of MSME. In recent years, the MSME is generating different and ample amounts of employment in the field of retail and manufacturing sectors. The rate of employment generation extended more by promoting the Indian MSME.
2. **Customer satisfaction oriented:** The MSME's produce goods according to the needs or expectations of the customers. Primarily, the MSME's manufacture goods considering the taste and preferences, liking and disliking of the local consumer. So, the MSME can be ore customer satisfaction oriented.
3. **Minimisation of regional imbalance:** The MSME can be a good vehicle to minimise or remove the regional imbalances. The rural areas of the nation can equally be developed through the running of MSME units in such areas. The MSME will utilise the workforce of rural areas and lead to the removal of regional imbalance.
4. **Enhancement of Export:** The MSME can be a means to enhance the export of India. There will be a great demand for Indian products at the International level of the market. The Indian items like – Dari, Kaleen, wooden items, and other hand-made souvenir articles demanded in the world.
5. **Attraction to the foreign investment:** Though, the Indian MSME are the booming field and the growth rate and return on investment are

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satisfactory. This sector is more responsive than other sectors of the economy. Therefore, this sector might be a source to attract foreign investment in India.

### **Suggestion and Conclusion:**

The following suggestions in this regard may be incorporated

- Technology should be adequately leveraged by the bank and financial intermediaries to cater to the needs of the Informal Sector.
- Informal Section should improve its bookkeeping and record management to enhance the confidence of the financial intermediaries.
- There should be the revitalisation of institutions, particularly the state-level institutions such as District Industries Centers. Technical Consultancy Organisation
- In order to improve the competitiveness of the Informal Sector, the National Manufacturing Competitiveness Programme will have to be implemented in the right earnest with the co-operation of industry Associations, technical bodies, and all other stakeholders.
- To facilitate the access of the Informal Sector to the capital market there is a need to promote a separate exchange exclusively for the sector.
- Eco-tourism may be promoted in the State through PPP mode by identifying potential destinations and developing the existing one.
- Infrastructure facilities especially uninterrupted power supply and last-mile connectivity should be ensured for the comprehensive development of the Informal Sector.
- Packaged food clusters could be developed keeping in view the availability of particular food items in specific areas.
- An online platform containing information related to Informal Sector products available in the respective State may be created for better marketing avenues.
- Single Window System for regulatory clearances may be covered under the Public Service Guarantee Act of the respective state government. The grievances/complaints redressal mechanism such as “Silpa Adalat” could be made more effective and dynamic.
- Mandated public procurement from the Informal sector may be strictly enforced and monitored.

- Appropriate training modules should be developed by banks to create a pool of workforce to handle cases related to the Informal Sector.

### **Conclusion:**

MSME provide job and employment and ultimately self-dependency. In-country like India. Only self-dependency is the way, which can be a cure for the devaluation of Indian Rupees. Therefore, MSME can be boon and hope for the Indian Economy in the near future. The MSME are providing uniform development to society and can be a strong means to utilise the natural resources of India. The MSME are very helpful to remove the regional imbalances if it is established in the underdeveloped areas. The MSME are providing more employment per unit. The future of the MSME sector in India is bright and it will grow the economy.

To ensure the sustained growth of the Informal Sector, a sustained flow of affordable credit to this sector is required. A holistic approach needs to be followed that could address the demand and supply-side issues of credit dispensation to the Informal Sector.

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# Chapter 10

## Virus Sickening the Indian Economy: Impact on the Indian Education Industry

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### Summary:

Covid-19 is a chronic disease that has affected millions and millions of populations all over the world. In the times when most of the world governments are grappling with the fatal virus, it becomes all the more difficult to find solutions to the economic instability amongst the nations. The author in this research paper has critically analysed the economic challenges in India that are fronting amidst the Novel Coronavirus. The paper categorically analyses the future perspectives and challenges India shall have to face as a consequence and attempts to suggest some measures which shall curb the economy from tumbling down briskly. The author has attempted to assess the effect of Covid-19 on the Indian education sector and just how serious the task it poses in front of the Indian institutions and students. In the times when measures to check the financial chaos, virus problem, and health status are increasingly being taken it also becomes equally important to have a wider and broader perspective in terms of implementing solutions concerning basic education rights of the citizens all across the nation. This disaster also reveals that administrations and individuals are skilled in winning sturdy and immediate action in the face of a prime mission ahead of us and thus the author has suggested some possible measures that can be taken to prevent the economic crisis looming on the education industry.

### Introduction:

The coronavirus pandemic is overturning society in manners that would have been difficult to envision only half a month back. Most importantly a wellbeing crisis, COVID-19 has additionally hit economies like a worldwide tidal wave, shutting national fringes, covering manufacturing plants, slicing shopper needs, and easing back worldwide exchange. Laborers and private ventures are enduring the worst part of the financial aftermath. Above all else,

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COVID-19 has likewise hit economies like a worldwide tidal wave, shutting national outskirts, covering manufacturing plants, slicing customer requests, and easing back worldwide exchange. However, it must be noted that the laborers and independent companies are enduring the worst part of the monetary aftermath. With the pandemic setting off a worldwide financial lull, pioneers are looking for approaches to balance out affected enterprises and shore up their economies. The choices they make currently will have enduring impacts, so they should pick shrewdly. The country is in dire need of Visions and Prospects, Political will, Economic incentives, Technological support to execute prospective ideas, Program of Action, and New philosophical and moral concepts to facilitate the whole process.

As a consequence of the debilitating realm which 2020 has brought upon us most of the schools and Universities were closed shut to prevent the further spread. Around 285 million students in India were detached from what we call ‘normal classroom study’. With approaching competitive exams and, other Board exams the Government had no option but to postpone the examinations the students were preparing for, for several years and months. With this lockdown and postponement without any certainty has led to the fall down of one of the most prominent industries- the education industry. Displaced and dumfounded the students as well as the educational institutions have no recourse but to rely on the governmental protocols to take any further step. Most of the universities and schools have suggested e-learning as a way forward but we need to have a bird’s eye view on the subject when it comes to India where people barely have a working internet connection.

### **E-Learning: Is India Ready?**

If we visualise the crisis in India; it is multidimensional and multilayered. It is reflected in these areas-

- Vision and Prospects
- Political will
- Economic incentives and technological support to execute the prospective ideas and program of action.
- The global dimension of Covid-19 is getting responded by de-globalisation

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- Economic depression, unemployment, and uncertainties, worries, panic, etc.
- New philosophical and moral concepts to facilitate the whole process  
Now the question arises,
- Our virtual education and learning inevitably?
- Do we have enough infrastructure to maintain physical distancing, uninterrupted power supply, Internet facility with speed, smartphones, laptops, etc?
- How to measure and manage the degree of intersubjectivity in virtual education and pattern of evaluation?

Even though most of the Indian schools and colleges have adopted the online classroom facility, it cannot be denied that most of the students in these schools and colleges do not even have regular and dignified access to the internet. Lakhs of students in the remote and war struck areas barely have network connectivity, forget attending online classes. But before commenting on the internet connectivity, we must tune in a little backward and remind ourselves that with almost every other person is dying in every nook and corner of the nation, it becomes even harder to concentrate on the education at this moment; and as has been suggested by major political leaders, the most important job today is to simply 'survive'. The online classes pose a loophole whereby there is no direct contact with the teacher, which further aggravates the situation because Indian education since time immemorial has always supported one-on-one teaching as suggested in Vedas and other epics, where the 'Guru' (teacher) is considered an equivalent of God. With the widening gap of direct contact with the teacher and students, it is difficult to ascertain the proper education of all the students.

With only a handful of schools and universities being able to afford online education, the gap between the low-income and the rich which widen significantly which is already fairly high in a country like India. The private and government school, which have low-pay, then again, are shut due to not approaching e-learning programs. What's more, the students, who are passing up on the chances for learning just as, no longer access to sound dinners during this pandemic are dependent upon monetary and social pressure.

The higher education sector, which is a basic component of a nation's economy



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has essentially disturbed by this pandemic. Many Indian students, second just to China join up with colleges abroad, particularly in nations most noticeably appallingly affected by the severe pandemic, the United States, United Kingdom, China, and Australia. Such students have now been banned from moving out of these nations. If the circumstance perseveres, over the long haul, a decrease in the interest for the universal Higher education sector will be very typical.

Here, the greater concern is to be that as it may, at the forefront of everyone's thoughts is the impact of the malady on the employment of the Indian students. Ongoing alumni in India are dreading the withdrawal of bids for employment from corporates due to the present circumstance. The center for monitoring the Indian economy's estimate has in a report stated that unemployment has grown up from 8.4 percent in mid- March to 23 percent toward the beginning of April and the urban unemployment rate as well has struck up the mark of 30.9 percent. The data below captures the ever-growing unemployment rate in India. The graph reports the impact of the pandemic on the youth and the education sector.

### UNEMPLOYMENT % OF INDIA IN 2020

Z	7% 8% 8%	8.70%	23.53% 24.95%	24.60 % 27.10 % <sup>3</sup> <sup>95</sup>
	FEBRUARY	MARCH	APRIL	MAY
Colum n1	7%	8.70%	23.53	24.60%
Colum n 2	8%	8.80%	24.95	27.10%
Colum n3	8%	8.80%	22.89	27.11%

A key part of adapting to Covid-19 is to guarantee that the learning stays a consistent procedure. Interfacing students and educators through computerised stages and fundamental programming using PC or telephones is the most recent change in instruction attempting to destroy the physical need of instructors or study halls. This is a perfect time to acknowledge innovation and its most recent contributions to make training conveyance to students increasingly proficient and make it progressively profitable through internet learning and

evaluations," said Kiran Dham, CEO of Globus Infocom Ltd.

### **Getting Out Of Muddy Waters: Possible Solutions:**

As murkier the clouds looming are, a solution must be put in action as soon as possible to get the education industry up and booming again. A well-envisioned system is vital to deal with the emergency and fabricate a resilient Indian education structure in this continued haul we find ourselves in. Various scholars have raised concerns over the decrepitating education system and have suggested a few solutions to curb the downfall, however, to achieve a holistic success we need to create a strong base quickly because denying education to the students will not only have economic consequences but also political because Right to education is a fundamental right guaranteed to children from 6-14 years of age by the constitution of India. This particular right cannot be denied under any circumstance and quick measures suggested below can prove to be effective in solving the conundrum.

Firstly, The DIKSHA platform, an Indian government initiative should be essentially spread over all states in India. It can be furthermore fortified to assurance the availability of solving the struggles confronted by the students all over the nation. Aside from that, immediate measures are base to ensure the congruity of the learning process in government universities and schools. Open wellspring of e-learning frameworks and virtual products of Learning Management should be gotten so instructors and teachers of different establishments can lead mentoring on the web.

Secondly, it must be realised that embracing newer technology will not only increase participation but also it will help increase connectivity amongst all the parts of India. It is basic to reevaluate the continuous training conveyance framework and instructing learning methods in school and advanced education employing reliably planning learning with e-learning modes to build a brought commonly associated and contemporaneous learning structure. The critical test is instructive

Technology changes at the National level are the reliable blend of development in current Indian guidance structure, which is the most, unique and greatest on earth with more than fifteen lakh schools and Fifty thousand, higher instructive organisations. Besides, it is also fundamental to develop quality confirmation devices and quality benchmark for web learning made and offered by India's

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Higher Education Institutions, similarly as e-learning procures the stage (growing rapidly). Various e-learning players offer different classes on comparative subjects with different degrees of affirmations, frameworks, and assessment parameters. Hence, nature unquestionably may differ across various e-learning stages.

Thirdly, all-inclusive learning provisions, especially for the most helpless, poor, and low-income students, should have to be set up. With a quick increment of versatile internet consumers in India, which is required to come to 85% household units by 2024, innovations are empowering pervasive access and for personal training even in the remote areas of the nation. Along these lines can change the showing structure and increment the sufficiency of the learning procedure. It can likewise be all the more teaching, giving students and educators various choices to investigate it. Numerous idealistic areas have begun imaginative, compact based learning models for the amazing transport of preparing, which can be grasped by others.

Lastly, Indian customary learning is striking over the globe for its wise increases, qualities, and points of interest to make manageable headways and headings. The classes on Traditional Indian learning structures in various teaches as yoga, Indian meds, treatment, Metallurgy, Ethno-natural science, agriculture, and so forth should be composed with a present-day standard ahead to help the greater explanation behind mankind.

### **Analysis of Models from Different Countries:**

The decisions and choices the pandemic is constraining on institutional pioneers oppose existing society and qualities for some. Direction from state and national governments is deficient. Most of the institutions uncovered their greatest uncertain difficulties in arranging and planning for instructing and learning this fall, the most well-known grievance identified with vulnerability about how the pandemic will happen in the fall and about their support methods. Remarks included- Choices have not been made, so we are making possibility arrangements for various situations. Furthermore, such a large number of difficulties dependent on vulnerability and getting ready for four situations of educating. Step by step instructions to impart the four distinct alternatives.

**Improving readiness while keeping schools open:** This includes implementing and supporting preventive activities in schools (Afghanistan); setting up conventions for schools' treatment of ailments and potential cases (Egypt, Russia, Belarus); utilising the training framework's foundation and HR to address the spread of contaminations in networks (Liberia and Sierra Leone); and restricting physical contact by lessening social and extra-curricular exercises (Singapore, Russia)

**Specific shutting of schools:** Choosing to separate treatment zones, a few governments have selected confined school terminations as a between time measure (for instance India). Down the middle of the cases up to this point, we have seen these confined methodologies, therefore, extend topographically (Brazil, India, Canada, Australia).

**National shutting of schools (the most utilised choice all around):** As the infection has spread, numerous nations are declaring national school terminations. Many are worried that youngsters and youth, while less defenseless to the infection and have a much lower case-casualty proportion, may fill in as bearers for the sickness, putting in danger more established relatives in networks over the globe where multi-generational families are the standard.

**Utilising remote learning and training assets to moderate loss of learning:** Many nations have gone to separate learning as a method for alleviating lost time in school (China, Italy, France, Germany, and Saudi Arabia; cell phones or TV in Vietnam, Mongolia completely online). Notwithstanding foundation and network, instructors' and chairmen's commonality with the devices and procedures are additionally main elements in giving separation learning (Singapore). Different nations send kids home with exercises as schoolwork (Lebanon). In Bulgaria, more than 800,000 records have been made for all instructors and guardians, distributors have been assembled to open the computerised course readings and learning contents and materials for levels 1 to 10, and two national TV channels will communicate instructive television. As more nations close schools, greater innovativeness will be required. For example, adjusting existing stages for use in cell phones, as well as concurring with telecom organisations to take out the expense of getting to material from a Ministry of instruction site could be a piece of the relief endeavors.

**Securing students' wellbeing and prosperity during school termination:**

Schools give a spot not exclusively to scholarly adapting yet in addition to the students' social and passionate turn of events. 70% of the reacting training frameworks are giving down to earth rules to help students' day by day lives. Likewise, 43% of the training frameworks are setting up school systems for observing understudy prosperity and learning. 38% of the studied training frameworks are offering mental help to students. To facilitate the effect of social separating, the greater part of the instruction frameworks expressed that they are urging students to speak with companions internet utilising various stages.

**Supporting instructors:** Educators are the way to the effective execution of separation learning. Practically half of the reviewed instruction frameworks overall salary levels are giving extra in- administration instructors preparing to get ready for separation education. While instructors are getting extra help and preparing, their psycho-social wellbeing and prosperity appear to be less taken care of. Just a single fourth of respondents revealed that they are giving psycho-social help to instructors, for example, advising.

**Guaranteeing tests and evaluation of learning:** Because of delayed school terminations, school schedules have been altogether upset. The measures most as often as possible received to address this disturbance incorporate changing the test and appraisal dates. 46% and 39% of reviewed training frameworks are changing the dates of high-stakes tests and other summative appraisals individually. A few governments are proposing to sort out a portion of the tests and evaluations on the web. 25% of the studied training frameworks are directing summative evaluations on the web, while 15% are sorting out high-stakes tests on the web.

Multilateral accomplices, including ILO (International labor organisation), UNHCR (United Nations High Commission for Refugees), UNICEF (United Nations International Children's Fund), WHO (World Health Organisation), WFP (World Food Program) the World Bank, and the International Telecommunication Union, just as the Global Partnership for Education. Education Cannot Wait, OLF (Organisation Internationale de la Francophonie), OECD (Organisation for Economic Cooperation and Development), and ADB (Asian Development Bank) have joined the Coalition, focusing on requirement for quicker and facilitated backing to the nations, to relieve the unfriendly

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effects of school terminations, specifically, which are more burdened.

Some private divisions like Zoom, Microsoft, Weidong, Facebook, GSMA, Google, and Coursera have likewise joined the Coalition, to contribute assets and the skills around innovation, eminently network, and limit reinforcing. Organisations utilising student and instructive information have resolved to maintain moral guidelines. Altruistic and non-benefit associations, like Khan Academy, Profuturo, Dubai Cares, and Sesame Street are likewise a part of the Coalition, which are preparing their assets and administrations to help schools, educators, guardians and students during this season of unrivaled instructive interruption.

News sources also came to meet up the Coalition, as the BBC World Service, a major aspect of its pledge to supporting youngsters in lockdown over the globe. The BBC has also taken a great initiative by creating different types of materials to help youngsters not only in the UK but worldwide. BBC's newly expanded education offer has fourteen weeks of educational programs and lessons for learners. Jamie Angus, Director of the BBC World Service Group, says: “This is an unprecedented situation; so many school-age children and young people are now out of schools, but the need has never been greater for them to have access to trusted and accessible information about Coronavirus, and for educators to use that content in remote learning. The BBC World Service will bring its ability to report the truly global scale of this challenge, into creating meaningful and relevant content for our young audiences. We will be reaching out to young people from across the globe, hearing about their experiences, and sharing the information they need to live healthy and productive lives during this difficult time. Continuing production of this successful program feels like the right thing to do in the circumstances.”

With its accentuation on value & sex balance, this global education coalition will react to nations' particular requirement and needs, as conceived during the gatherings of Education Ministers assembled by United nations educational, scientific and cultural organisation (UNESCO). It will try to coordinate requirements and needs with secured arrangements, uniting accomplices to address network and substance challenges among others. It will give advanced apparatuses to learning the board answers for transfer national digitised instructive assets, and clergyman assets for separation learning and fortify specialised skill utilising a with a blend of innovation and network draws near,

contingent upon neighborhood settings. In all mediations, exceptional consideration will be set on guaranteeing information security and ensuring the protection of students and educators.

### **Conclusion:**

The effect of COVID-19 will stay for quite a long time, if not longer. The new ordinary will be that essentially bigger quantities of students will go to classes from home. While this pattern was at that point on the uptick, it will get an enormous driving force as a result of COVID-19. Interestingly, India is unpredictable on the question if it is ready to tutor the lakhs of students at home. The nation has one of the world's most broad 4G arranges on earth which shall make it easier to grapple with the current educational crisis. For all intents and purposes for all aspects of the nation, there is 4G availability. Significantly progressively great is the way that information is entirely moderate. Over such strong systems, classes can be spilled efficiently. Students who learn in virtual classrooms will find that their learning experience is in the same class as or possibly better than that of pupils who sit in classes. The gigantically transformative intensity of virtual classrooms is their capacity to carry an interminable number of courses to student's doorsteps. An understudy living in the inside of the nation can ace a seminar on AI or enormous information without paying an impressive charge.

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# Chapter: 11

## Long term Impacts of lockdown as well as Reverse Migration on Indian Economy and Role of Agronomic system for Curing Economic Slowdown

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### Summary:

The Economy of our country will affect more severely during this pandemic era of coronavirus. Lock down will change our economy more and it will give a negative impact. But we have to turn this time as a great opportunity. To do this, the modern agricultural reforming sector will play a major role in the exhilarate of our economy.

Implementation of lockdowns created a path of migration in the cities of India, which had been reversed for the last 2.0 months, suddenly rendered them being a part of unemployed.

As per the reports of the Agricultural Development Council (ADC) GST Council, there is a dire need to make agricultural reforms more expressive and representative from the fundamental levels. Furthermore, the current growth rate in the agronomic system sector is less than adequate to meet the developmental challenges arising from the Sustainable Development Goals (SDG's), primarily zero hunger, no poverty, life on land, and gender equality. Agronomic system will be affected due to the short-term disruptions and long-term economic impact of the pandemic, an opportunity for the government to help farmers through state support. It would be prudent to extend agricultural schemes to all residents, especially migrants, who may not be able to avail of free grain in urban areas.

In terms of high yielding and short-duration varieties, biological technologies have offered better remuneration and intensification of crop production leading to increased labour absorption capacity in the modern agricultural reforming sector.

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Biofuels generate new demand for agricultural products, generate employment in rural areas, and increase farmer income through higher commodity prices.

### **Introduction:**

In this unexpected pandemic era of Covid-19, many good new experiences have been shown. As we can see that nature is recovering on its own, the pollution level of the entire environment has gone down, we can see that pollution levels have gone down in the whole country including Delhi, then the minimum required. Even rivers have cleared themselves, the depletion of ozone has stopped and healed, even in this era, we have seen that work can be done from our homes. Students can do their study through virtual learning and e-classes with the help of digital devices, no pollution, free from all the stresses we can give to our families. We are also engaged in our household chores and events. The effect of lockdown will be more severe in our daily lives as well as our minds. It is going to be a part of our life. We all should learn to start living with healthy, clean habits, and extra precautions.

One of the world's fastest-growing economies, India now faces sluggish growth, with the Reserve Bank of India cutting GDP growth rate to 6.1% for 2019-20, its lowest in the past six years; there has been a steep decline in performance in key sectors. The Government of India has announced a range of measures to deal with this situation, including additional funding for food security and health, sector-related incentives, and extension of tax deadlines. The Centre's move to allow the creation of units operated from Special Economic Zones (SEZs), export-oriented units (EOUs), and rural areas are being seen as part of a strategy for a gradual exit from lockdown. While the extended lockdown means more pain for most industries, the modern agricultural reforming sector maybe a little happier as almost all modern agricultural reforming sector activities are allowed during this period. Furthermore, the current growth rate in the agronomic system sector is less than adequate to meet the developmental challenges arising from the Sustainable Development Goals, primarily zero hunger, not poverty, life on land, and gender equality. Therefore, any major reform package to improve the economy should also take apprehension of the crisis in the agronomic system sector. According to the Agricultural Development Council (ADC) GST Council, there is a dire need to make agricultural reforms more expressive and representative. For better income distribution, regional crop planning and agro-

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climatic sector models need to be revived at the highest possible level, so that agronomic system can be the engine of sustainable economic growth in India by 2022. The rest with the Indian economy is agronomic system, agronomic system only to depend on. And, the good news is that India is expecting a record of food-grain production of around 300 million tonnes - 298.32 million tonnes to be exact. The government will now have to ensure that the grain that the farmer wants to sell in the market is increased. This is particularly necessary because agronomic system provides employment, with a significant contribution to GDP of around 16 percent.

The number of employees in India is around 55 percent, Emigrants are not the only ones who are facing the effects of post-lockdown. With the economy completely stammering in most informal and formal enterprises in urban areas, lockdowns in rural areas are likely to affect large populations, most of which depend on agronomic system. While it is clear that agronomic system will be affected due to short-term disruptions and the long-term economic impact of the pandemic, there is an opportunity for the government to help farmers through state support. Political expansion and fiscal concerns led the government to stock food grains, with the Food Corporation of India (FCI) reporting 77 million a lot of grain in stock, while against the buffer requirement of 21 million a lot on 1 April. Due to a humanitarian crisis and most migrants moving back to rural areas, the government has time to release food stocks through the public distribution system. The central government has already announced that for the next three months, 5 kg of free grain will be distributed to the people in addition to what they have under the National Food Security Act, but it is yet to get the state governments due to the lockdown is playing as a barrier.

### **Effects of reverse migration:**

Reverse migration of workers has serious public health effects since the outbreak of Covid-19. With basic subsistence of reinforcement from the government for three months, many interstate migrants may not return to work soon. Labour shortages, it is feared, could hamper economic recovery. Estimates of the share of interstate migrants in total migration and employment are 15 percent and 20 percent, respectively. The shortage of inter-state migrant workers may lead to some shortages but unless Emigrants from the same state also return to work, the situation may not be dangerous. In labour deficit states

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like Maharashtra, Delhi, and Punjab, however, the effect is felt more. The labour shortage is already reducing Rabi crop harvesting. Construction, trade, transportation, and hospitality, too, may face temporary shortages. However, in the medium term, the impact of Covid-19 will lead to more unemployment rather than labour shortages. Covid-19 outbreak post with the threat to livelihood at the workplace, setting up a large number of migrant workers at native places.

This has opened up a serious threat of rural contagion, which could result in medical exertion, extended lockdowns, and diversion of more funds to fight Covid-19 rather than aid economic activities.

### **Effects of lockdown:**

Lockdown is the only effective way to deal with the pandemic. As India lacked the resources to significantly increase testing, locking was the government's preferred option. Although there is limited evidence to suggest that this strategy is working to stop the spread of the virus, its effects on thousands of migrants are already out in the open. As promised by the government to provide aid, most

Migrant workers decided to return to their home states despite attempts by the state machinery to prevent them from moving out.

### **Impacts on agricultural income:**

Emigrants are not the only ones who are facing the effects of post-lockdown. With the economy completely stammering in most informal and formal enterprises in urban areas, lockdowns in rural areas are likely to affect large populations, most of which depend on agronomic system. At a time when the rural economy was witnessing a decline, for both casual workers and self-employed workers, even before the pandemic broke out, this lockdown is only hurting the agricultural economy further. Even before the lockdown, rural wages were de facto declining, but by January 2020 agricultural income was expected to rise with food prices rising. However, recent data suggest that the trend is reversing in most markets with declining agricultural prices. The government has an opportunity to help farmers who are struggling with dwindling demand and low prices.

### **Agronomic system as a tool to cure the economic**

## **downturn**

### **Biofuels for Next-Generation Resources:**

In terms of high yielding and short-duration varieties, biological technologies have offered better remuneration and intensification of crop production leading to increased labour absorption capacity in the modern agricultural reforming sector. With the development of biotechnology, there is every possibility of the spread of plant species. Biofuels have been part of the energy discussion for decades.

However, discussion and action have increased with the rise in crude oil prices over the years. But apart from prices, there are several reasons why governments are showing interest in biofuels, even when subsidies are needed to make them commercially viable. These include energy security, concerns about trade balance, reduction of GHG emissions, and potential benefits for rural livelihoods. Science and technology promotes the role of agronomic system as enrichment source for economic development in our country.

Increased food production, especially in developing countries, through the application of high-yielding crop varieties and modern agricultural techniques. Methods adopted included the use of high yielding varieties (HYV) of seeds. The major benefits of the Green Revolution in India were mainly experienced in northern and northwestern India between 1965 and 1980s; the program resulted in a substantial increase in the production of food grains, mainly wheat and rice. Food-grain yields continued to increase during the 1980s, but dramatic changes were not copied in the years between 1965 and 1980. By FY 1980, about 75 percent of the total cropped area under wheat was sown with high yielding varieties. The comparable figure for rice was 45 percent. In the 1980s, the area under high yielding varieties continued to grow, but overall the rate of growth was slow. The Eighth Plan aims to provide high yielding varieties across the country and develop more productive strains of other crops.

### **Problems of farmers to advance local market:**

- ❖ Prices fluctuating energy prices affect agronomic system, and thus agricultural development programs, in different ways.
- ❖ The potential impact of high energy prices on agricultural water use is four times.

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- ❖ Biomass increases the demand for cheap energy sources including hydroelectricity and energy. Thus rising energy prices put additional pressure on the government budget and farmers may have to face rising costs.
- ❖ In the Context of the Indian context, this means making green technology ineffective for millions of small farmers.
- ❖ When energy prices rise, the feasibility of desalination as a source of green technology and other water supplies declines.
- ❖ Fertiliser prices and unit costs of other oil-based inputs increase with increasing energy prices.
- ❖ Both hydroelectricity and biomass require substantial amounts of water. Hydropower is largely a non-consuming water user.
- ❖ The production of biomass, on the other hand, is a consumptive use of water that can directly compete with food crop production for water and land resources.
- ❖ And considerable attention has been paid to energy derived from biological sources and especially biofuels.
- ❖ Needed biofuel crops will require more land and water. India is already grappling with the problem of water scarcity which will only worsen by then as their food demand keeps on increasing with increasing population and income.
- ❖ History The Green Revolution is a very important phase in history. The Green Revolution was started Of increasing the productivity of food
- ❖ Productivity to reduce poverty
- ❖ Cultivate Boosting Economy

## **Green Technology for Agricultural Development:**

Green energy is changing the way we live to provide a more sustainable future so that we can deliver our children and grandchildren to a non-destructive planet. Many of the keys to the Green Revolution are simple preservation such as Plant breeding is a major contributor to meeting sustainability goals in agronomic system, according to a recently published independent review, by developing crop varieties with high yields that use advanced resource efficiency and low environmental impact. Innovation in plant breeding provides an important foundation for meeting many sustainability goals, and is a major contributor to increasing yields, increasing resource use efficiency, and

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reducing the negative environmental impacts of food production. “Our review found that the main focus of commercial plant breeding in the last 08 years has been to increase and protect yield in major arable crops, so producing more than the same amount of land is a key requirement for sustainable intensification. Along with selection for physical yields, the development of varieties with better sustainable capacity, better end-use quality, and improved pest and disease resistance supports this objective by reducing crop losses and wastage in the supply chain. The emphasis on yield also contributes to sustainability objectives by improving the efficiency of land, inputs, nutrients, and water use per unit of production, as well as providing significant environmental benefits such as reduction of greenhouse gas emissions and special Soil conservation of soil health and water quality, “New Environmental Challenges. "Rural Development and Income Generation - The current conditions of this pandemic Covid-19 for biofuels agricultural products create new demand, create new jobs in rural areas, and increase farmers' income through higher commodity prices.

Therefore, **“agronomic system can boost up Indian economic conditions after Covid-19 and give India a better role as "Bharat fir Muskurayega" and "AtamNirbhar Bharat"”.**

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# Chapter 12: Immediate effects of Covid-19 Pandemic on Agricultural Sector and Future Consequences: a case study of Chirang District of Assam

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***“The pandemic has started a new debate on life versus livelihood. Though both are necessary without a proper solution the debate will end soon and in both the fronts it will be a fight for life. The paper tried to reflect the immediate impact of the pandemic to the agricultural sector comparing the agricultural income of the present year for March, April, and May with that of the last year in Chirang District of Assam.”***

**The motivation for the study:** The most common assumption of other things being equal in economic theory sometimes crosses its domain. In the formulation of economic models, we very often ignore the influences of some factors assuming their effects negligible. But in times, these unpredicted and negligible factors cause huge variations in the outcomes of the economic models. The lockdown situation all over the world due to the outbreak of coronavirus has proven to be one of such elements.

Agricultural incomes depend on various known and much- analysed factors like fertility of the soil, level of fertiliser used, HYV seeds, farm size, irrigation facility, rotation of crops, etc. The level of significance of the factors has been proven. For the time being, present global crisis due to Covid-19 pandemic have turned all these factors insignificant in determining the earning of farmers. The present paper is motivated to analyse the extent of the loss of farmers in the present situation due to their inability to sell the agricultural produce, and will also focus on probable future consequences on their risk-taking capacity. It is a case study of Chirang district situated in the north-eastern state Assam.



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**Methodology:** The present paper is an analytical paper based on primary data. Secondary data have also been used according to requirements. Primary data have been collected by way of convenience sampling. Telephonic interviews have been conducted for 50 farmers across various villages of the district. The collected data have been analysed with simple statistical tools and represented through graphs. Secondary data have been collected from various government websites.

**Limitations of the study:** Due to lockdown the investigator is forced to adopt convenience sampling and telephonic interviews as a method of primary data collection. Hence shortcomings of the method are also limitations of the study. Moreover, for the same reason, the sample size has been restricted to 50. Yet the sample size is not expected to cause much harm to the study as the only wholesale price is taken into consideration.

**Review of Existing Literature:** The whole world is experiencing a dramatic change that it never experienced earlier to such an extent. Due to the novelty of the problem, there is no enough existing literature through the study of related problems that gives us an idea. If we look back on the pages of history, our civilisation time and again is facing situations which require a drastic change in outlook towards the functioning of the economy. In a study related to the effect of World War I on Australian agriculture importance of adaptability was faced. Butler (1940) opined that drastic modifications would need to be made not only in the structure of the Australian agriculture industry but in the Australian economy as a whole. The failure to recognise this long-term probability and to take definite and conscious action to adapt Australians to it could only result in the process of adaptation being eventually very much more painful and prolonged than it needed to. The crisis that agriculture is facing needs serious attention before it becomes a threat to livelihood and ultimately to life. Like other factors, the spread of viruses and lockdown has restricted the farmers to send their products in the market. In a study related to the impact of agricultural trade liberalisation on farmers of Kerala, Jeromi (2007) stated that with the decline in exports, rise in imports and a consequent drop in prices, coupled with frequent droughts, stagnant population, and productivity, farms income declined drastically and increased the indebtedness of farmers. A sad manifestation of the severity of the situation was the widespread suicides by farmers in the state. There are historical pieces of

evidence that crop loss or market disruptions have to worsen the condition of the farmers to such extent that it sometimes becomes life-threatening. Assam's agriculture particularly is most affected by floods. Frequent floods every year in Assam have been destroying standing crops, creating waterlogging, soil erosion, and affecting large crop areas and thus threatening the sustainability of the drive towards higher productivity and production of various crops in the state (Goyari, 2005). Farmers in the state have taken multiple numbers of floods in the monsoon season for granted and as such have adjusted their cropping patterns. Over a while, and especially, since the deployment of stw-based irrigation system in the late 1990s, many farmers in the state have adopted a risk-averse strategy as a result of which there has been a decline in the average share of Kharif food grains and an increase in rabi food grains and vegetables (Mandal, 2010). Now, the huge loss of the agriculture sector has a very high probability to hinder the risk-averse farmers from taking risks in the future if appropriate policy measures are not taken to safeguard interest. Since the current situation is completely new to the world and we are still surrounded by the problem, no work is yet done on this ground to estimate the loss. Here lie the literature gap and justification for conducting the study.

**An estimation of loss:** To try stopping the spread of the pandemic, Prime Minister Sri Narendra Modi on 24<sup>th</sup> March 2020 has declared a nationwide lockdown which further extended for few more phases. Our central government and the state governments have declared war against the deadly virus. Along with many countries of the world, India too resorted to all possible initiatives to tackle Covid19. Along with that, another peculiar war has started; the war between life and livelihood. Very soon the war extended to all fronts of the economy and one of the biggest fronts is agriculture. In Assam due to frequent occurrence of floods in the monsoons, the three months March, April, and May are very much remunerative for the farmers. Over the years farmers of the state have learned to live in co-ordination with nature and arranged agricultural practices accordingly.

This year too was no exception, as agricultural production was quite satisfactory in the state. Vegetables were getting ready in the field to be harvested. But the worldwide spread of the deadly virus and the subsequent lockdown has evolved as a disaster which has broken the backbone of the farmers. Farmers had no option to sell their produce as, despite demand, there

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was no means of making the products available for the consumers. The government through authorised dealers through district administrations tried to procure vegetables for distribution or home delivery but it could touch a very small portion of the total produce. Farmers drastically reduced the price of their products so that the ready to sell vegetables on the field didn't get rotten. But despite huge price-cutting, they were unable to sell the produce. Understanding the gravity of the situation they had no alternative option than to watch helplessly. Table 1.1 shows the comparisons of average prices of vegetables the farmers could gain.

**Table-1.1**  
**Comparison of Prices Obtained by Ultimate Farmers**  
**(in rupees):**

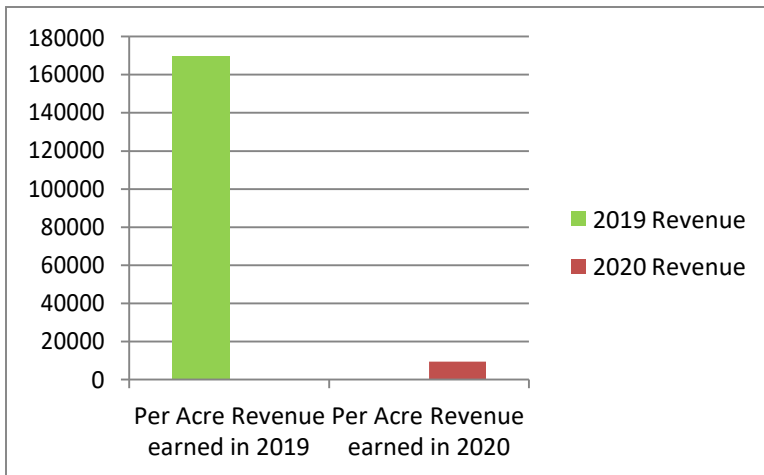
Sl No	Name of the Vegetable	Prices per Quintal in 2019	Prices per Quintal in 2020	Comparative Revenue
1	Ridge gourd	2500	1500	60%
2	Teasle gourd	3500	2000	57%
3	Brinjal	1800	800	44%
4	Chili	5500	3000	55%
5	Cucumber	1200	700	58%
6	Bitter gourd	2500	1000	40%
7	Lady's finger	3000	500	17%
8	Pumpkin	1000	800	80%
9	Tomato	1600	500	33%
10	Black-eyed pea	3000	500	17%
11	Cabbage	1000	500	50%
12	Pea	2000	1000	50%
13	Bean	2000	600	30%
14	Bottle Gourd	1000	700	70%

The above table represents a pathetic picture where the prices offered to farmers in the lockdown period are compared to last year's price. First of all

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very few vendors as permitted by government authorities visited the villages for collecting vegetables. Since the farmers were in a panic situation, they reduced the price considerably just to attract the vendors so that somehow their produce is taken away. In this process, they could only get on an average of approximately 47% of the price that they had earned last year. The most tragic aspect of the whole story is that this revenue is only for the portion they managed to sell but the following graph 1.1 is giving us a picture reflecting their extent of loss due to lack of market access. A very negligible portion of their products could be sent to the market and the rest did not give them any revenue.

**Graph-1.1 Comparison of Agricultural Revenue (in rupees)**



The above graph is reflecting the enormous gap between the revenue earned from present year's harvests as compared to the previous year's, contrary to the fact that agricultural productivity in the current year was quite satisfactory. Farmers reported that only a very tiny portion of their agricultural produce could be sold to the dealers and merchants, rest they distributed to villagers and threw away.

Farmers belong to the most deprived section of the society in the state and the country as well. Hence, investing in own capital is a beggar's dream. Most of the farmers had taken short term loans, some from institutional sources like banks, microfinance institutions, and many from non- institutional sources. On an average per acre investment was Rs 54,900 approximately in the study area. But the return on an average is Rs.9473 which is just around 17% of their

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investment. Now governments are taking various measures to compensate but giving adequate compensation is a tough challenge to them. Moreover, loan weaving may be considered one of the options but that too will take institutional sources keeping non-institutional sources out of the umbrella.

**Future attitudinal change:** An attitude is a dispositional readiness to respond to certain situations, persons, or objects in a consistent manner which has been learned and has become one's typical mode of response. An attitude has a well-defined object of reference. The degree of strength of a person's attitude may vary from extremely positive through graduation to extremely negative. (Freeman, 1965). Farmers in the area after many years of experience have learned to fight against the natural devastating forces like floods and excessive rain. They have molded an extremely positive attitude adapting themselves with the constraints. But this unprecedented situation and loss out of it, in the future, will affect their attitude once again. If it encourages a negative attitude towards risk-taking, it will be harmful to the health of the state's economy. The responses of the farmers reflect two major aspects among them. The first one is their major concern regarding the redemption of their debt and the second one, which is of more concern, their fear of a future repetition of such an unexpected event. Appropriate policy measures can address the former challenge but it is difficult to deal with the later one. Compensation mechanism or even modified crop insurance mechanisms including more features to cover such losses can play a great role to restrict farmers from being risk-averse.

**Role of agriculture in protecting the economy:** From the inception of planning in India agriculture is playing a very vital role in supporting the economy. It is not only providing a considerable share in India's GDP but also giving direct and indirect engagement to a gigantic share of the population. Though in recent years, the share of the tertiary sector in GDP has increased tremendously yet the contribution of agriculture is great for many states like Assam and India as well. One of the irrefutable facts is that the state Assam, along with other states of the nation, does suffer from the problem of disguised unemployment and seasonal unemployment. Yet the sector's contribution to giving livelihood cannot be ignored. Particularly when modern techniques are increasingly applied in the sector along with the introduction of new crops, the prospect of growth in the sector has increased. The pandemic has given a big

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blow to the workforce particularly those who are engaged in secondary and tertiary sectors. Since the state is predominantly agricultural in nature and the secondary and tertiary sectors have not witnessed much growth in comparison to other states, many laborers had migrated out of the states for the employment opportunity. Now the return of the large sections of the labour force to the state may seem to put a great challenge to the state government in the form of their rehabilitation. Agriculture may prove to be a sector in solving the problem in a much efficient way. Due to the inadequacy of secondary industries like food processing a considerable amount of surplus agricultural produce in the state is destroyed every year. The labors coming back should not be looked at as problems but as opportunities. These laborers are experienced labors who were engaged in various industries outside the state. Now with very minimum efforts, these skilled labored forces may be channelised and the state can go forward in the path of self-reliance. The agriculture sector may be benefited from two different angles utilising these laborers, firstly agriculture may get a direct benefit from these laborers and their skills in increasing productivity, and secondly, the development of industries like food processing can create additional demand for agricultural produce in the state. Hence, agriculture directly or indirectly can support the economy of the state and the nation as well. What is needed for a well-structured plan? A plan which not only focuses on the future course of action but also thinks about adequate compensation to the loss due to this pandemic so that the moral of the farmers remain high and they come forward for new initiatives.

**Suggestive measures to be taken:** The problem of the recent pandemic, India is facing along with other countries of the world, is quite a new type of challenge if you see the structure of the economy. No doubt the pages of history show us the repetition of the big pandemic in all previous centuries but what is different is the structure of employment where the migration of laborers from their home town only for work which the world had never experienced before in such a large extent. People have come out from the bindings of the joint family system and over the years due to the growth of the service sector interregional or even international movement of labor has seen a record increase. That is why the pandemic is having a comparatively bigger impact on livelihood than life. The development of the rural economy is the only alternative left to support the livelihood and for attaining the larger goal of self-reliant India. The following suggestive measures can be put forward analysing

## Curbing Economic Slowdown

the details of the problems and prospects of the study area and these measures are equally applicable for the economy as a whole.

Firstly effective measures must be undertaken to compensate for the loss the farmers are facing due to lockdown. It has been found that the farmers have financed their agricultural activities by taking loans. If the compensations are not adequate the farmers may face the situation debt trap. Moreover, it will adversely affect their ability and willingness to take a further risk in agricultural productivity.

Secondly, loan waiving is a much relevant measure in this situation to give some relief to the farmers, but the government should come forward with some steps which can address the problems the farmers are facing after taking a loan from non-institutional sources. If the domain of loan waiving policy cannot directly cover non-institutional sources but in the Indian economy these sources till today are highly significant. Hence some alternative measures must be sought out to cover this section.

Thirdly confidence-building in the farmers is the next challenge in front of the policymakers. The farmers are in a state of shock due to the never predicted situation and are afraid of the repetition in the near future. Insurance mechanisms may be developed in such a way that the farmers do not turn to risk-averse and stop taking production risk.

Fourthly the back migration of laborers from other states will create problems for the state and there is no doubt in it.

But if the government takes some new initiatives to uplift the rural economy by focusing on the establishment of small and cottage industries more particularly industries relating to food processing and all, these skilled laborers may be channelised most effectively.

Fifthly the lack of information and defective marketing is one of the biggest hurdles in the path profitability of farmers. The policymakers need to focus on this and create such a competitive environment in these sectors too that the farmers get the due price of their produce.

Sixthly any policy regarding the improvement of the condition of the farmers should involve the local self- governments to a greater extent. The decentralisation of works will ensure larger people's participation and as such help may be extended to the maximum number of stakeholders.

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Seventhly to develop the capacity of the rural economy to absorb the maximum workforce maintaining the quality of the produce there is the need for proper training. Though the laborers who are returning are skilled they are habituated in working in a particular type of industry which they may not be getting here, hence the orientation of the laborers with the local production process with advanced training may help a lot in bringing fruitful results.

The pandemic has started a new debate on life versus livelihood. Though both are necessary without a proper solution the debate will end soon and in both the fronts it will be a fight for life. Our intellectual society, policy framers and all other sections are working day and night for a safe way out. The journey to recovery is going to be long and tough; all sections of the society have to extend their helping hands in the fight against the threat to life and livelihood too.

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## Chapter 13

# Impact of Corona Pandemic on Access to Justice and solutions thereof

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### **Introduction:**

In the wake of COVID-19, when there are lockdowns, curfews and enforcement of section 144 of Code of Criminal Procedure, 1973 etc. are being implemented, the masses are struggling for food, clothes, shelter, medical aids, means to reach to their native places, jobs and what not, however, we, the people of India, are blessed with one of the best Constitution of the world which provides us with all the basic human rights in the form of fundamental rights, and these rights are ensured to us by part-III of our Constitution- the Supreme law of our land, and it is the duty of our government to provide all the fundamnetal rights to each and every citizen of the country and in case of any violations of these rights by any one including the government, one may move to the Court seeking justice, however, in this peculiar situation, when the people are not allowed to come outside their places even for the basic amenities, the access to justice, which is also a fundamental right, need to be re-looked, and this chapter is a humble attempt to analyse the impact of the on-going pandemic on access to justice, and solutions thereof.

### **Impact on Access to Justice during Corona Pandemic:-**

To better understand the relevancy of the chapter, it would be convenient to take certain examples that can easily be related to our day to day life. For instance- Someone encroaches our land, someone trespassed into our house for committing any offense like theft and the police refused to take actions despite all pieces of information, despite having a medical emergency, the authorities refused to issue the pass to move, and a family in our vicinity is dying out of hunger, a woman in our vicinity is subjected to domestic violence by her husband, etc.

In a normal scenario, the remedy for the first situation is a suit for injunction couples with an application for a temporary injunction to get an order from the

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Civil Court to restraint the encroacher from interfering in the land of the aggrieved, for the second situation - an application under section 156(3) of Code of Criminal Procedure, 1973 to get an order from the magistrate directing the concerned police station to take the action under the law, for the third and fourth situation - right to necessary medical aid and right of food respectively are our fundamental rights envisaged under Article- 21 of Constitution of India, and for the fifth situation- remedies like protection order, monetary order and residence order, etc. are available to the woman under the Protection of Women from the Domestic Violence Act, 2005.

Therefore, in a normal scenario, the aggrieved persons of the aforesaid illustrations may approach the Court for the protection of their rights by seeking the remedies mentioned hereinabove as *ubi jus ibi remedium* is the fundamental principle of law, which means - where there is a right, there is a remedy. Therefore, in our democracy, the citizens have been ensured by our Constitution to get the protection of all these fundamental rights, and these rights cannot be outrightly snatched by any authority except in a very rare situation like the declaration of national emergency under Constitution of India, however, in those rare situations also, the right to life and liberty envisaged under Article-21 of Constitution of India, which includes right of food, shelter, medical aid, air, water, etc. cannot be taken away by anyone. This is the beauty of our written constitution.

However, in this particular situation like the present, the remedies otherwise available are still in force, and therefore, in this pandemic, the issue is not the lawlessness, however, the issue is to access to the justice in this peculiar situation.

The impact of the corona pandemic on access to justice can be imagined by a practical example. For instance- A is aggrieved of any of the five situations cited hereinabove, and he wants to access justice.

In a normal scenario, A will go to the Court, he will present his case through his counsel, and if he is not capable of engaging a counsel, he will seek the free legal aid, however, during the pandemic situation, A will get the problem in accessing to justice on every single step right from the door of his house as there is no public transportation to reach to the Courts, and if somehow, he reaches to the Court, he will come to know that there is no counsel in the Court to address his grievances, and the Court is not working physically but

only through electronic means, etc.

### **Solution:**

Unlike other fundamental rights envisaged in part-III of the Constitution of India, right to access to justice is also a fundamental right of every citizen of the country, and the same has also been protected by our Constitution. Without going deep into the theoretical aspects of this right, it would be convenient to cite the practical solutions of the issues under reference.

At the very outset, the right to free legal aid is available to all the needy citizens, who are not capable of engaging their counsels, which brings them at par with the citizens capable of engaging their counsel. This right is available to all the persons of any of the reserve categories irrespective of their income, all senior citizens, women and the children irrespective of their caste and the income, and the men of a general category having an annual income of less than Rs. 5 lakh, however, if the men of a general category having an annual income of more than Rs. 3 lakh want to move to Hon'ble Supreme Court, they shall also get the free legal aid. Before parting with this scheme, it is also pertinent to mention here that under this scheme, it is also the right of the legal aid seekers falling under the aforesaid categories to get the lawyer of their choice from the panel of the free legal aid lawyers. Such panels are there in every Court in our country. Let me clarify one more thing, the free legal aid does not mean that the lawyer will provide his services for free as the scheme has been named from the perspectives of the legal aid seekers, and all the expense borne by such paneled legal aid counsels including their fees shall be paid by the government.

Having discussed this basic scheme, which is relevant not only in the particular situations of lockdowns like the present but also after that, it is the time to address the other issues highlighted hereinbefore. Though the Courts are not functioning physically, however, the Courts are not closed even. The Courts are functioning for all the urgent matters, preferably, via electronic modes so that the spreading of the infection of COVID-19 could be stopped, and the aggrieved may approach the Court through electronic modes.

The problem faced or likely to be faced here is that a person from a remote area, a rustic illiterate aggrieved is not familiar with the electronic modes, or he may not have the resources thereof.

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Here comes the most important objective of this chapter, the solution to this basic problem. Here is an attempt to provide a simple but effective solution to this problem. There is a separate office in every Court which is called as “Front Office”, which is manned by Retainer Lawyers and Para Legal Volunteers, on a rotation basis, and every aggrieved just need to get the contact number of the front office of the Court nearest to his place of stay and not only the legal advice but also the free legal aid can be easily sought therefrom. The contact numbers of these front offices also use to be given widest publicity through print and electronic media. An aggrieved from a remote village can find the number of the front office from the offices of his/her gram panchayat. Therefore, in the present situation, where there are so many issues to reach to the Courts even, the aggrieved persons need not come to the Courts, and they just need to be in touch with the free legal aid counsel provided to them with the assistance of the front office, who will guide them to access to justice.

In addition to the aforesaid solutions, in the cases of domestic violence, the aggrieved person may also contact the protection officer of the concerned area, who will assist the aggrieved person from there till the time when the matter is brought before the Court.

Before parting with the solution part, it is also to be informed that there is an e-portal for each court, especially meant for dealing the urgent matters during this unprecedented pandemic, which can also be accessed by the aggrieved persons with the help of the aforesaid office bearers of the front offices.

### **Conclusion:**

As a sequel of above, since the access to justice is a fundamental right of every citizen which cannot be taken away by anyone as there is no meaning of any right, if the right holder cannot seek the protection thereof, therefore, rest assured that no one can take away this one of the most valuable fundamental rights ensured to the citizens of our country except in accordance with the law, and the only thing needs to remember by the one in need of access to justice in this unprecedented peculiar situation due to the spreading of the COVID-19, and any other similar situation of future, is to approach the front offices of the Court near your telephonically and that's it, every guidance will be provided and the Justice will be delivered at the doorstep!

## Chapter: 14

# An Analytical Study of Challenges and Opportunities in Hospitality and Tourism Industry during COVID- Pandemic

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### Summary:

The hospitality and tourism industry is a fast-growing industry due to change behavior of the people of their lifestyle. The Covid-19 Pandemic hardest hit the industry in hospitality, tourism, and aviation, which are closely related to each other. The ongoing lockdown impacted leisure, heritage, adventure, niche, and etc. all in the tourism industry. The hospitality industry has suffered a great loss first due to lockdown and now most of the states imposed COVID cess on liquor and beer. Excise data shows that the volume of the slab of beer declined from 60% to 80% in Telangana, Karnataka, Rajasthan, West Bengal, MP, etc. Ramamurthy, MD of United breweries who control more than 50% of the country's beer sales observed: “one of the key factors is the steep rise in consumer prices on account of exceptionally high special taxes that have been imposed by most states”.

Jubilant Food Works, the franchise of Domino Pizza and Dunkin Doughnuts” has opened 87% of its outlets. According to Bhartiya, Chairman of Jubilant Food, “ we are starting to see a full recovery in the deliveries part of the business in smaller towns, which have pitched up much better”.As per the Federation of Association in Indian Tourism and Hospitality (FAITH) that around 70% of the workforce of a total of 5.5 crores could get unemployed. The estimated loss is up to 40% of its business. Customers have a real fear of health, hygiene as well as low confidence levels.

Choudhary, RoopPratap, MD of Noor Mahal, KarnalObserved that “As an independent hotel brand, we were the first to experience the extreme conditions. We are now carefully assessing the challenges and focusing on the recovery map. This study took into account the challenges and opportunities in

the hospitality and tourism industry during COVID Pandemic in India. The study is a primary study and data is collected from 210 respondents regarding the various issues, Challenges and opportunities might arise in this sector.

### **Introduction:**

The government of India launched a first of its kind of lockdown in the post-independence era to fight the COVID 19 Pandemic. The lockdown brings many ups and downs in the life of people. It affects people from different strata of the society ranging from a daily wager to an owner of a hundred crore business. A positive trend has been witnessed in many businesses from a sharp increase in the business of FMCG companies to a manifold increase in the sales of groceries, from an uptick in the consumption of services supplied by OTT platforms to an increase in consumption of hygiene products. On the other hand, we can see a drastic decrease in the sales of most goods and services ranging from Real estate projects to the textile sector. The 2020 year witnessed a sharp decline in tourism in February onward due to Covid-19.

Puri, India Aviation Minister explained that (2020) “We have decided a fare based on flight duration. We have divided fares under seven flight durations”. This may up to some extent boost the tourism and hospitality industry. There are different quarantine norms in different states across India for the operations of domestic flights Kerala and Karnataka impose tight rules, whereas many states are simply following the “Union Home Ministry” Guidelines. All passengers must register online and apply for E-pass in Tamil Nadu. The Indian tourism sector witnessed in interested foreign tourists to 10.9 million to a growth of 3.2%.

**Hunger box**, One of India’s largest Food Techstart up in the B2B2C terrain, has come out with COVID 19 safe AI/ML “Artificial Intelligence/Machine Learning” solution for cafeteria operations. According to Mitra, “he works with clients” to co-create the solution to decongest cafes, implement the operational procedure in living with the latest FSSAI guidelines to minimize two contamination, and risk the Covid-19 transmission. According to Signaw & Enz (1999) “To know the guest requirement and to make feel who are guests are will make the process easier and the quality of service and products leads to decide the customer's retention rate.”Rookmaaker (2020) the projected term fiscal path offers the pandemic will play an important role in our assessment of

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India's sovereign rating.

S & P and Fitch assign lowest investment grade rating i.e., BBB and BBB-, but Moody assign little bit high Baa2.

There are some of the sectors in which sales are negligible or only 10-15% of its pre lockdown turnover.

### **These sectors are:-**

1. Service sector
2. Hospitality sector
3. Transportation service
4. Ridesharing Platforms like Uber, Ola, etc.
5. Traditional Banking
6. Coaching Institutes
7. Education Sector

MSME sector to get a big push in the economy with the Rs.

3 lakh core credit guarantee to the MSME sector. The Policy of “Atamnirbhar Bharat” a self-reliant India to open new doors for domestic businesses of the Hospitality and Tourism Industry.

A study conducted by a leading civil rights body in 47 districts of 12 states in India showed that over 50% of the households are cutting down on the consumption of food items. The Indian economy has been severely hit by the coronavirus induced lockdown with millions of people losing their means of livelihood across the country. The survey by Bloomberg shows that the Indian Economy can be seen contracting to 0.4% in 2020-21 due to the impact of COVID 19.

Indranil Pan of IDFC First Bank Ltd. Observed that there is a continuous increase in infection numbers and opening up the country from the lockdown will be a tough decision to take.

An Overview of the Hospitality and Tourism Industry

- Travel & Tourism is 3rd largest earner of Foreign exchange.
- The leading driver of the global market
- Growth of tourism sector is app. to present in next decade
- World Heritage

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- Bio-geographic zones
- Growth of IT sector
- Contribution around 9 percent of total employment in the overall Indian Scenario.

### **Hospitality Industry includes:**

- Service Industry
- Tourism Industry (Medical, Eco, Religion, Rural, Wellness)
- Lodging/accommodation
- Recreational & Entertainment
- Event planning
- Cruises
- Transportation
- Adventures.

Further, it can classify into two major classes:

### **Hotel Industry:-**

- Heritage Hotels (before 1950)
- Star Hotels (7, 5, 4, 3 star etc.)
- Budget Hotels
- Restaurants
- Caterers

### **Travel & Tourism Industry:**

- Fine dining
- Casual dining
- Beer Bars
- Fast food chains
- Cafes

### **Soft skills Components in the Hospitality Industry;**

- Good Communication Skills
- Pleasing Personality



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- Knowledge of Foreign language beside Regional language
- Understand the Customer's requirements
- Excellence in services to its clients.
- Psychological well beings
- Follow the Govt. orders for masks, Sanitation, Social Distancing in a strict manner without any fear.

### **Objectives of the Study:**

There are two broad objectives of the study, which are as follows:-

- a) To analyze the impact of COVID 19 Pandemic on the Indian Hospitality and Tourism Industry.
- b) To identify the new emerging challenges and opportunities in the Tourism and Hospitality Industry.

### **Research Methodology:**

**Scope of Study:** The scope of the study is panning India with special emphasis on the northern areas of India.

**Collection of Data:** The data is collected by the primary source of information online with the help of social media apps, but data is also collected from a secondary source of information i.e. newspaper, magazines, world wide web, reports, etc.

**Population:** Overall data is collected from 210 respondents from different gender, Geographical areas, Age groups, and Educational qualifications. Marital Status, Monthly Income, etc.

**Analysis of Data:** The data is analyzed through various statistical techniques.

### **Findings of the study:**

1. Around 45% of the respondents in the age group of 55 and above respond very rarely to go to hotels, restaurants, tourist places minimum for the next 6 months, whereas 31% of the respondents in the age group of 25-35 respond frequently to visit hotels and restaurants and outings.
2. 31% of the women respondents (in the age of 45-55) rarely go for kitty parties and other friends get together in hotels and resorts, whereas 38 % of respondents in the age group of 25-35 will frequently visit for social

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functions, outings, get together, but with all the precautions as per the norms of the government of India.

3. Around 42 % of respondents said Proper Sanitization followed by 23% social distancing, whereas 22% would believe in hygiene standards as one of the major determinants for their visit to a particular place or hotel.
4. The study also observes that 34% above the age of 55 preferred to go to their favorite eating places by using all the precautions of safety and health, whereas 32 % of youngsters below 25 years of age preferred the available places for hangouts. Only 19% of the total respondents completely avoid the hospitality and tourism Industry.
5. 47 % of the total respondents not to prefer to stay in hotels and try to reach their home/destinations, whereas only 18 % of respondents willing to stay in the hotels with all the precautions A significant 29 % respondents preferred to stay in a luxury hotel with more hygiene.
6. A very significant observation regarding the availability of doctors and tie up with some hospital of that area is a basic condition of respondents, whereas 32% only satisfied with the availability of medical facilities in that area whereas 19% respondents have given importance to the availability of 24 hours medical facility and 8% are indecisive in this question.
7. Around 29 % of the customers with the Monthly Income more than Rs. 1, 00,000 prefer to visit high- end places of tourist attractions or hotels, where as 31 % of the respondents in the monthly income range preferred to visit trusted and already visited places for their outings and recreation. The respondents in the range of monthly income up to Rs 50,000 restricted in their recreational and outings due to a drastic decrease in their income due to a worldwide economic slowdown.

**According to Deloitte: the Covid-19 impact significantly on the growth and prospects of the hospitality and tourism industry, which can be described as follows:**

### **Operational:**

- More cash inflow for the next six months.

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- Manage payments to suppliers without any biases.
- Minimize discretionary operational expenditure and Capital expenditure.

### **Financial:**

- Be Transparent in the financial reporting of the accounting statements.
- An alternative arrangement of short term funding from the various sources i.e. Angel investors, Crowd Funding, etc.

### **The hospitality industry should focus on;**

- Maintain confidence and expectation with your suppliers, contractors, funding agencies, etc.
- Open discussion with the landlords and others for discounts and other services for waiving off taxes etc.
- More focus on manpower, their emotional balance and high morale in these difficult times.,
- More offers to guests for cancellation, so that they can be retained for the long term.
- The business.
- Come at with new products and packages with more flexibility for exploring new opportunities.
- Reevaluate the business.
- Come up with new products and packages with more flexibility for exploring new opportunities.

### **Impact of COVID-19 on Hospitality Industry:**

- Suspension of domestic/ International Airport/flights.
- Suspension of Railway/buses/local transport/metros/local trains (Govt. start 15 selected trains from 12.05.2020 )
- Lose to transportation, hotels, resorts, etc. by the cancellation of bookings due to nationwide lockdown.
- Company levels have a major hit, all-time low.
- Biggest slowdown in the economy after world war II

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- Postponement of New Investment plan.
- People now reduce their market spends.
- Re cancellation of Budget by more emplacing in health and wellness.

### **Opportunities:**

KPMG's COVID-19 HR report that around 68% of organization have incorporated work from home, Wills Tower Watson that 55% companies have no end date for work from home & Knight Frank indicated that 70% companies are likely to continue with work from home.

Thomas Cook (India), India's leading workstations with an attractive service company, introduced workstations with an attractive price of 2299.00 for a short stay at attractive destination with WiFi access near home at Jal Mahal Palace, Jaipur, and Beach Hotel at Kerala with free cancellation, free date change, free travel insurance, etc.

Fortune hotel launched its safety and hygiene program- stay safe at Fortune hotels.

IHA Hotels and resorts ramp up its hygiene quotient with a clean promise initiative.

The hospitality industry should focus on;

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- The business. come at with new products and packages with more flexibility for exploring new opportunities.
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- Come up with new products and packages with more flexibility for exploring new opportunities.

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- Big giant's hotels partner with Zomato / swiggy for home delivery of food from their outlets.
- Start contactless delivery (Domino)
- Hotels now become used as quarantine centers.
- Providing rooms to health and medical staff.
- Providing active fitness kits/yoga mats.
- Start providing an In-room dining facility.
- Cut down salaries of highly paid staff.
- Airlines have to do social distancing in flights.

### **Challenges:**

- To make plans for the survival of daily wagers and outsourcing manpower in the Tourism and Hospitality Industry.
- Need to review the entire investment in the new and emerging bares in the Tourism and Hospitality Industry.
- To meet the challenge of overcoming the zero percent growth rate for FY-21
- To implement new labor laws for the revival of Industries
- Lack of Adequate trained staff with the knowledge to deal with the basics of coronavirus in the Tourism and Hospitality Industry.
- Difficulties to meet a high level of customer satisfaction.
- Convince customers for a hygienic environment in the various outlets.
- Regular sanitization of buildings, rooms, lobbies, vehicles, aircraft, rails, buses, etc.
- Health check-up of staff dealing directly with customers.
- Strict screening of customers/tourists without any biases.
- Burden of insurance premium of the employees.
- Shifting from traditional services to new improved services.
- Update policies and programs according to WHO & Govt.
- Give priorities to health and hygiene irrespective of the cost.

### **Suggestions to meet Challenges of Hospitality and**

## **Tourism Industry:**

- There shall be a compulsory checkup of all the staff of the hospitality and tourism industry once in two weeks.
- All the workforce must have medical insurance compulsory, the payment of premium can be made by the mutual consent of employees and staff of the H & T Industry.
- All the employees of the H & T Industry must have downloaded the AarogyaSetu app on their smartphones.
- Welcome to the guest in the H & T Industry must be done with “NAMASTE”. All the guests and tourists must wear masks, gloves and go through scanning before boarding of vehicles.
- All the guests must be sanitized before boarding the tourist cab, bus, or sky trolley.
- The duet must have been clean properly every week by the owner of the bus.
- All the vehicles must have emergency health numbers for the safety of the tourist.
- There should be a 100% cashless transaction in the H & T Industry. All the bookings must have done online.
- All the cabs/ Taxis booked by tourists must have an On-line transaction facility.
- The offices of tourist services provider and hotels continues to be sanitized by deep cleaning.
- There should be proper CCTV coverage for all the angles of the premises so that in case of positive corona patient, the contact of that person must be identified.
- There must be dedicated space on H & T Industry for the suspected tourist and employees.
- All the guides and tourists must use “microphone” during sight-seeing so that proper social distancing must be maintained.
- The group of tourists should not exceed 10-15 as compared to 50-60 in previous practices.
- The driver related to or employed by H & T Industry must have a fitness

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certificate/health certificate not more than one month old.

- All the supporting staff of the H & T Industry must wear masks, face shields, gloves, etc. to protect themselves. They must go for thermal scanning before starting a new assignment.
- All the tourist vehicles must have disposable seat covers as well as headrest covers.
- There must be glass shield partition between drivers and passengers.
- There must be proper sanitizers and masks available in the bus or tourist cab
- A new concept of log book of tourist should be maintained which should be linked by Aadhar number, which includes travel & Medical history, allergy, connections with people, etc. can be included.
- There should be more emphasis on Digital Technology and reduction of touch spots in the H & T Industry. COVID-19 pandemic slowing the Indian economy in a significant manner Focus on development again shifted to tier-I cities, which are fundamentally strong for business.

**Conclusion:** The conclusion of the study is as follow:

- Huge employment loss in the hospitality and tourism sector
- Practicing hygiene shall be become essential and need have hours.
- Restore faith among the customers with new policies and programmes leads to quality services to them.
- Tailor-made services to the clients according to their respective needs.
- Availability of primary Health services as well as Doctor on call (24 hours in the Tourism and Hospitality Industry.
- The safety of the customers as well as employees is the main parameter for the tourism and hospitality industry.
- A heavy reduction in bar license fees, Visa fees, reduces taxation for the survival of the industry.
- Social distance norms in restaurants, air travel, functions according to the requirements of the govt.
- The situation will be more positive by the end of 2020 as expected by the majority of the respondents.

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# **Part:III Strategies which can save Indian Economy**

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## **Chapter: 15 Significance of Gandhian way of economic development in global economic world**

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### **Summary:**

Gandhi was not an economist but being a mass leader has paved the way for his thoughts about economic development. He has not given any formal theory but suggested a way of life to solve problems of the rural population of that time. Gandhi has suggested that economic development must be in the way of Swaraj that means economic development should be in the way of self-sufficiency of the country. In his views, the development must be with adherence to social values and altruism. He suggested that the focus of economic development initiatives should be on down to up development methods instead of up to down development method. He suggested that focus should be on cottage level industries then big factories and industries to achieve equitable development.

After the independence of India, politicians have denied to adopt Gandhian way of economic development and adopted western development practices which emphasized on heavy industrialisation with big size projects and trickle-down method of social development. The trickle-down method was not successful and the gap between rich and poor expanded. It also caused the problem of Unemployment, Migration from rural to urban & expansion of slum areas, rural area is treated as consumer & primary raw material producer-only with very low benefits, etc. Different governments took curable majors to solve these problems but failed because these curable majors lack soul which was in the Gandhian theory of economic development.

Gandhian theory of economic development is very much significant in even today's context. Cottage level industries (Swadeshi) development with adhering social values & altruism can play a big role in solving most of the problems of the rural population and can bring actual Swaraj.

## **Introduction:**

Vaishnav jan to tene kahiye je, Peer parai Jane re

Par dukkhe upkar kare toi, Man Abhiman na aane re....

Altruism and self-sufficiency is the key to the Gandhian economic model. Did Gandhi ever propose any economic model? No, he has not, he has never given any economic model but his economy-related thoughts paved the way for the development of the economic model. A hardcore follower of Mahatma Gandhi J.C.Kumarappa has collected different views of Gandhi Ji and given a new model named as Gandhian economic model.

When we look at Gandhian model it looks as hypothetical and not feasible for implementation but when we take a look at Sarvodaya and likewise movements of Gandhian followers like Vinoba Bhave, Jaiprakash Narayan, Pt Deendayal Upadhyay, Nanaji Deshmukh, Ela Bhatt and many other, we found that Gandhian economic model is difficult to implement but not impossible.

In this paper, we have tried to cover three major questions or aspects of Gandhian economic theory. The first question is why there is a need for the Gandhian economic model in the present scenario? The second question is what is the Gandhian Model all about? The and third & last question is how we can implement a Gandhian economic model in the present situation and the era of globalisation.

## **The need for Gandhian Economy:**

Gandhi Ji has chosen Pt Nehru as the leader of Congress and the first prime minister of India. Nehru Ji and the very first Indian government were not in favor of Gandhian economic thoughts and were in favor of the socialist approach. They have adopted the western model of development and started the development of big dams and heavy industrialisation. Heavy Industrialisation has generated employment directly for few but destroyed the self-employment of many. The story of industrialisation began in the British era but continued even after independence in the same or even faster way. The profits, which were distributed to many before been then concentrated in few hands. In this way cottage industries, artisans, and small service providers been destroyed. The unemployed migrated to the urban area and urban slums emerged in a big way. Per unit cost of any product depends on the scale of

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production and the fact that labor wages are costlier than machine operation cost so the cost of production is higher for cottage industries than big industries and they were not able to survive. These artisans of cottage industries either migrated to cities or became mediators or just raw material producers with very less income. In this industrialisation, era inflation is very high in the rates of finished goods but very low in rates of agriculture-based raw material. This increased gap between the rich and poor and with time these economies were separated by each other, one is the economy of rich & cities and the other is the economy of poor & villages. Indian economy used a method of trickle-down for the development of the economy of villages and poor.

The sequence of sufferings of the village economy does not end here. Big industries and cities hammering rural economy again and again through their displacement, snatching natural resources from them and harming their cultural values which were base of natural resource protection. Heavy industrialisation also caused greater pollution differently and if the condition will not be changed humanity will move to the end of the world. The green economy is the only solution to the problem and it could be achieved through the Gandhian economic model.

Exposure to the dreamy world is also a problem for youth because it generates greed in them which could not be fulfilled without breaking altruism and just of society. The new era is very much influenced by visual media especially television and cinema. The new generation lives in the virtual dreamy world which glorifies and lures youth for money and physical luxuries, this is creating enormous pressure on the new generation which leads to unhealthy psychological health and unhappy life.

The Gandhian economic model is in news from the last few months as the world is facing new economic challenges especially economic slowdown due to demand fall. Today the world is a small village with few industrialists who hold the major share of production and income and others are a consumer who holds fewer shares of production and income. The gap between rich & poor is increasing rapidly and now a condition arises where the consumer doesn't have buying capacity and which caused excess production with fewer consumers. The producer is not able to decrease the price of their product and consumer cannot buy on the producer's price. This caused a slowdown in economic growth.

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We all are aware of the present environmental crisis which shows the tragedies of today and a horrible picture of the future. The main reason for it is the industrialisation and materialistic economic system. The world is crazy about materialistic wants which could not be satisfied as they are human greed. The world is needed to aware now and changes its way so that the world could be saved.

Communism is based on the class conflict which tends towards violence. Communism is based on taking properties from rich and uses that for public welfare with or without the will of rich. Gandhi felt that class conflict will not be good for the altruism and harmony of society. India is at the edge of class conflict as the gap between rich and poor is increasing day by day and soon the day will come when the community will fall from that edge. The Gandhian economy is the only solution for it.

### **Gandhian economic model overview:**

As per views of JC Kumarappa “Only two life principles govern all Gandhiji's economic, social, political and other considerations, viz. Truth and Non-violence. Anything that cannot be satisfactorily tested on these touch-stones, as it were, cannot be regarded as Gandhian. If a scheme of things leads to violence or necessitates untruth, then we may regard that as non-Gandhian.”. Kumarappa was the man who has first coined the term Gandhian economy and written a book named as “Economic thoughts of Gandhi”

Gandhian economic thoughts were based on spirituality and socio-economic principles used and experienced in India and its culture. He has rejected the classical theory of economics that “human beings are a rational actor always seeking to maximise material self-interest”. The Gandhian economy is an economy of permanence instead of an unsustainable and devastating classical theory. His economic model was based on the fulfilment of needs instead of the multiplication of wants. He rejected materialism and choose altruism as a method of economic development. His economic thoughts were a result of his spiritual learning and he has chosen the best suitable ways through his experiments of truth. We can found the shadow of Bhagwat Geeta, Yogsutra of Patanjali which were also part of the basics of Jain follows, the concept of Ramrajya in Uttarakhand of Ramayan, etc in his economic thoughts. He was also influenced by socio secular issues represented by John Ruskin and the American writer Henry David Thoreau. Gandhi was a supporter of the

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preservation of human dignity then material development. Gandhian economics is based on cutting down own wants and use only what is needed for living.

Gandhian economic thoughts are more based on microeconomic management then macroeconomy. In his views, we need an equitable society and it is possible only when we will focus on a people-centric economy rather than a national growth-based economy. The role of the state should be more focused on the self-sufficiency of every person in the country which includes even the last person in the row.

Returning from South Africa, when Gandhi received a letter asking for his involvement in writing the World Charter for Human Rights, he said, "In my experience, it is far more important to have a charter for human duties." Gandhi was more in favor of human duties then human rights. In his views, if everyone is fulfilling human duties then there will be no need for human rights. We need to talk about the rights of someone when someone else is encroaching and not following his duties.

Ela Bhatt; the famous Gandhian follower and founder of SEWA organisation which has transformed the life of 1.2 million poor women through the concept of trusteeship has elaborated four basic principles of Gandhian economy in a workshop of Azim Ji Prem Ji foundation which is 1. Simplicity 2 Nonviolence 3 Dignity of labor 4 Human values.

The economic wisdom of Gandhi Ji is based on 1) Economy of performance (Exposure of villagers to city market and city to villager life) 2) Saving Nature 3) Less automation and 4) Nature. His principle of economic wisdom is based on truth & nonviolence and he proposed the workforce as a prime tool of livelihood & economy. In his views, the Government should develop economic policies that will be based on Indian culture & scenarios and not just copied from western or any other country because that may fit in their culture and country but need not apply in the same way in a country like India. Gandhian economics is different than capitalism, communism, and also socialism.

Gandhi was not just a philosopher but an experimentalist so whatever he has suggested was first experimented by him so his thoughts were not just hypothetical but experimented truth. We can found in his autobiography "Experiments of Truth" that he has tried to develop different ways to fights public issues like poverty, backwardness, socio-economic challenges, etc.

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Concepts of Gandhian economic model could be understood from 4S&T initiatives which were Satyagrah, Swadeshi, Swaraj, Sarvodaya, and Trusteeship.

### **Satyagrah:**

Satyagrah word is made by two words Satya(Truth) and Aagrah(Call) so Satyagrah means Call for truth. All the movements of Gandhi Ji were based on truth and nonviolence. He believed in winning the heart of others by self-suffering which we come across during reading different religious scriptures too. Jain religion, Bodh religion, traditional Bengali way of "self-suffering" and own experiments done by Gandhi Ji practicing the method of curing of the sin of others by changing his heart through self-suffering has paved way for different initiatives. He has also used the way to 'Satyagraha' and 'non-violence' across India. According to Gandhi there are 11 commandments of Satyagrahi, these are (1) Satya (truth);(2) ahimsa (non-violence); (3) asteya (non-stealing); (4) aparigraha (non-possession); (5) brahmacharya (celibacy, self-restraint, chastity); (6) sharir-shrama (physical or manual work, or bread-labour); (7) aswadya (control of the palate); (8) abhaya (fearlessness); (9) sarvadharm sambhaava (tolerance and love for all religions); (10) swadeshi (love for one's country/ neighbour); and, (11) sparsha-bhavana (abjuring untouchability).

The first five of these vows, known as Yamas, were given infamous Yogasutra, written by Patanjali which were also bases for Jain religion. When we talk about Gandhian economic theory 6 commandments out of these 11 commandments are very much relevant these are 1)Truth; 2)Ahinsa; 3)Asteya 4)Aparigraha 5) Sharer shrama and 6) Swadeshi

**Truth** is the base of everything in the world; if the economy will be based on truth it will gain faith and cooperation, which will be helpful in growth. Development is possible only in peaceful conditions so **Nonviolence** is the basic key for development. There is no development possible in the environment of cohesiveness and violence. **Non-stealing** is necessary for the development of a peaceful and harmonic society. Every person must have to earn for himself and his family and get his share of income for the economy and should not steal in any way or any means. It establishes the requirement of

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self-work for the satisfaction of the needs of living. **Nonpossession** should be basic elements of the economy as possession involve violence and caused class conflict. The famous quote of Gandhi “Nature can satisfy the need of everyone but not greed” indicates in this direction. Every person should do some **bread labor** to understand the importance of each segment of the economy. His work must have to involve some physical labor too with mental labor. **Swadeshi** is the most famous idea of the Gandhian economy, it promotes products made in our own country. However, Gandhi was not in complete opposition to international trade but he was very specific that what should be imported (an only product which is necessary and cannot be built in his own country) and what should be exported (only which is in excess after your peoples use).

### **Swadeshi:**

Gandhi’s views on Swadeshi were focused on the economic principle of the self-reliance of the community. Gandhi believes that our country had a self-sustainable mutual trade system which should be reestablished. Swadeshi movement opposed to the capitalistic supplantation of the weaker section of society. Gandhi sought to target European-made clothing and other products not only as a symbol of British colonialism but also as a source of mass unemployment and poverty. European industrial goods forced many millions of India's workers, artisans and the women left without a livelihood. Gandhi emphasised the service of the immediate neighbor or indigenous goods to develop a diverse economic structure of society. He was not meant to be isolated from the world but had a broader view of Swadeshi. In his vision of Swadeshi, all home- made things were included, yet he focused on the exclusion of foreign things as far as such use is needed to protect the domestic industry, especially those industries without which India would be crippled.

According to Gandhi Ji, we need to develop cottage industries then big industries as the cottage industries are based on the philosophy of mutual trade and social harmony. They are sufficient to fulfill the needs of everyone and also paved the decentralised distribution of profits. He suggests that industries should give importance to man then money and machines should be used for ease of work like sewing machine not for mass production like cloth mill. Gandhi said that the adoption of all country's goods and services should be welcomed as it will generate new employment opportunities.



In the case of foreign trade, the term swadeshi was clear as we have also described in the satyagraha topic.

### **Swaraj and Gram swaraj:**

Gandhi's writings conveyed four meanings of freedom: India's national independence; as personal political freedom; as group freedom from poverty; And as a capacity for individual self-governance. In his views "Purn Swaraj could be achieved only when the last man in the row can enjoy political, social and economic freedom." When we sum up his idea of Swaraj we found it is an idea of freedom at three levels for everyone these are political freedom, economic freedom, and social freedom. In his views, Swaraj is when the poorest will be empowered. India does not need black Angraj but Indian by the soul.

Gandhi called himself a philosophical anarchist and his dream of India was an India without an underlying government. In his views, the soul of Swaraj lies in the decentralisation of decision making and the power of implementation. His dream Swaraj was a self-sufficient state and in his views, people can handle their own needs if Government will not disturb their systems. India does not need so many administrative hierarchy but an altruistic system of people that means people's governance. Real swaraj possible only when there will be no exploitation. He once said that "ideally a non-violent state would be an ordered anarchy." While political systems are largely hierarchical, while levels of authority increase at the bottom of each layer from the individual to the central government, Gandhi believed that society should be exactly the opposite, where any Nothing is done without the consent of the person, down to the person. His view was that true self-government in a country means that every person rules on his or her own and no state enforces laws on the people. He believes in decentralisation in economy and power must not concentrate in a few hands as it leads to exploitation and unemployment.

Gandhi Ji has also suggested the term Gram Swaraj which means self-sufficient village in all three social, political, and economic aspects. In his views, every village should work as a self-sufficient economic unit. The Gandhian economic model is rural-based however all other models are city-based models. The Gandhian economic model believes in villagism which is based on the fact that India is the land of villages and agriculture is the prime means of earning there. As agriculture is in the pathetic condition so it should be combined with

subsidiary activities like beekeeping paper making, etc. The revival of the economy is possible only when it is free from exploitation, so according to Gandhi's industrialisation, there will be passive or active exploitation of people on a large scale because of the problem of competition and marketing.

### **Sarvodaya:**

Gandhi has taken most of the points of Purn Swaraj and Sarvodaya from the concept of "Ramrajya". As per Uttarakhand of Ramayan Ramraj is the term used for the state where everyone is equal without any discrimination, without any hatred, with altruism and where everyone has freedom but with respect for one another. The concept of Sarvodaya is based on welfare of Daridra Narayan. Gandhian follower Vinoba Bhave, Jaiprakash, Pt Deendayal, Nanaji Deshmukh etc have worked for Sarvodaya and their models are still very relevant today.

### **Trusteeship and Non possession :**

Trusteeship principle, is that when an individual or a group of individuals are not only free to have a decent life through an economic enterprise, but also accumulate, So their surplus property is above what is necessary to meet the needs and investment, should be organised as a trust for the welfare of all, The rest for the poorest and most deprived. The above principles, when followed, are expected to reduce economic and social inequality and achieve Sarvodaya.

Unlike many Indian socialists and communists, Gandhi was contrasted with all conceptions of class warfare and the concepts of class-based revolution, which he saw as the causes of social violence and hatred. Gandhi's concept of egalitarianism focused on the preservation of human dignity rather than material development. Some of Gandhi's closest supporters and admirers include Ghanshyamdas Birla, Ambalal Sarabhai, Jammalal Bajaj and J. R. Industrialists such as Tata were involved, who adopted Gandhi's many progressive ideas, personally participating in Gandhi's ashrams and socio-political functions.

Trusteeship concept of Gandhi ji was based on the concept that everything belongs to state and every person is trustee of what he holds. It says industrialists are trustee of a property not owner of that, Capitalist & rich patrons should be considered as trustee of society, wealth for the use of society cooperative societies. He suggested making earning & saving for odd time is

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fine but wealth accumulation beyond a certain limit should not be permissible and consumption beyond the requirement is greed & crime against society like many houses, many cars, and big area of land just for few people so these should not be promoted.

In present scenario the CSR rulings are one the way of trusteeship of industries. Cooperatives, SHGs, Farmers producer organisation are also replication of trusteeship concept. The base of trusteeship concept is based on trust which is totally different then material based economic thoughts. Gandhi ji suggested that trusteeship should not be limited to economy only but should also be in business, livelihood, knowledge, power etc.

### **Models by Gandhian followers:**

The Gandhian economic model in the era of globalisation and capitalism is very difficult to implement, but still a ray of hope is "Sarvodaya" which was implemented and tested by Binova Bhavé, Jayaprakash Narayan, Pt Deen Dayal, Nanaji Deshmukh etc.

Gandhian activists like Vinoba Bhavé and Jayaprakash Narayan were involved in the Sarvodaya movement, which sought to promote self-sufficiency among India's rural population by promoting land redistribution, socio- economic reforms and cottage industries. The movement tried to combat the problems of class struggle, unemployment and poverty, which were ending with industrialisation and modernisation, while trying to preserve the lifestyle and values of rural Indians. Sarvodaya also included the gift of land and agricultural resources to his tenant farmers by the Bhoodan, or land lords (called zamindars), in a bid to end the medieval system of zamindari.

Bhavé and others promoted Bhoodan as an equitable and peaceful method of land-redistribution to create economic equality, land ownership and opportunity without creating class-based conflicts. Bhoodan and Sarvodaya had notable success in many parts of India including Maharashtra, Gujarat, Karnataka and Uttar Pradesh. Bhavé would become a major exponent of discipline and productivity among the peasants, laborers and laboring classes of India, which was a major reason for his support of the controversial Indian Emergency (1975–1977). Jayaprakash Narayan also demanded the use of Gandhian methods to tackle organised crime, alcoholism and other social problems which harm economy & peacefulness of country.

Pt. Deen Dayal has worked on the systems for the benefit of Antyodaya (the last person in the line). Nanaji Deshmukh, with the support of his organisation Pt. Deen Dayal Shodh Sansthan, in about 200 villages of Banda, Chitrakoot and Satna districts, implemented the ideas of Pt. Deen Dayal and Mahatma Gandhi. He has also developed a university named after Mahatma Gandhi Chitrakoot Gramodaya University in the name of Mahatma Gandhi, where he has tried to develop community leaders of village Swaraj.

The Central and State Governments have several policies and programs which are linked to the Gandhian economic model. Panchayati Raj and MGNREGA is based on self- sufficiency of village. Development of Khadi Gramodyog is based on development of cottage industries. Cooperative, Self Help Group, Farmers Producer Group are based on trusteeship concept. CSR rulings and involvement of industries in social based programs are also based on trusteeship concept. PPP models are also a way of trusteeship. There are many other examples of policies which are based on or linked to Gandhian economic model.

### **How could it be implemented in present scenario of globalization?**

Gandhian economic thoughts could solve many problems of India in present scenario and also the problems which will emerge in future. Some of the initiatives which could be taken for implementation of economic model are as below.

#### **Trusteeship:**

- Through sustaining cooperatives, farmer producer organisations and SHGs.
- Ensuring participation of each & every business unit towards social responsibility & emphasis on more PPP models.
- Gandhian focus on human development is seen as an effective emphasis on the eradication of poverty, social conflict and backwardness in developing countries. Property antitrust can be adopted by every person. The sources of society will be used for some but not all. Gandhi believed that if people constantly focused on it and tried to act on it, then life on earth would be more controlled than it is currently in love. It is the duty of a person to take care of his fellow persons. Accumulation of economic resources and living

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a luxurious life cannot be called humanity. Wealthy individuals are required to behave like trustees who hold their wealth on behalf of the poor (Daridranarayana) and lead a life based on austerity. Wealthy individuals have to work as caretakers of such property and the same will be used for the welfare of the people.

### **Swadeshi:**

- Promotion of villages as finished goods producer & also as marketers
- Justified import & export as per Gandhian thoughts not possible at government level at least promotion at people level.
- Apart from adopting Swadeshi, there should be a form of economic life in the society. Emphasis will be laid on Khadi, household articles, cottage industries and village industries. Small scale industries will be established and promoted for economic production. The production and consumption of goods will be done first at the village level and then for the neighborhood and this will be a step towards achieving Swaraj for all and every country. Self-reliance and self-reliance will be ensured at the individual, community, village and national levels through the application of Swadeshi.

### **Gram Swaraj:**

- Promotion of self-sufficient villagers though focus on local need cottage industries promotion. No taxation on it till village self-sufficiency level and internal & mutual trading between bunches of villages.
- Clusters of self-sufficiency could be promoted which could have 10 to 50 villages in a cluster.
- People centric micro planning livelihood planning should be promoted in each cluster.
- Altruism
- Spirit of Indian culture belong to altruism but with modernisation & globalisation it got hurt in a big manner which needed to restore and could be restore through
- Mutual cooperation based economic activities could be a great way for it.

### **Sarvodaya:**

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- Village level people centric micro economic planning could pave way for wellbeing of the poorest in society.
- Macro level economic planning should be such with down to up decentralised economic planning.
- At the community level there should be development of self-sustainable clusters which will be a closed up group which will be producer of all necessities as well as consumer. The concept is based on old method mutual production and mutual consumption.
- At the state level, the focus is on the achievement of Sarvodaya. Therefore, the micro-planning initiative for the all-round development of the society should be at the local level. Economic planning for development should be man-centered, it should be at the level of villages rather than cities. Villages have always been the basic units of public administration in the world and these schemes ran at the village level. The village should be the basic unit for building the road-map of the development of the society.

### **Sarir Shram (Manual labor):**

A government operated volunteer program for activities linked with manual labor could insure participation of every citizen as Gandhi initiated activity wearing cloths through charkha.

In addition, individuals have to maintain the dignity of bread labor. Physical labor is part of every person's duty and nothing is inferior to mental work or labor. Everyone has to follow the law of bread labor to bring about a silent economic and spiritual revolution in the society. Gandhi observed that, "the victory of men will involve the struggle for survival by the struggle for mutual service." The law of the beast will be replaced by the law of man. 148 Physical work done to earn bread naturally follows the level of intellectuals i.e. poets, doctors, lawyers etc.

### **Limitation of wants:**

Furthermore, every citizen should adopt need based consumption and not greed based. In this way they are obliged to take care of the needs of others. Earth has everything to meet man's need, not greed. That is why; a person should not resort to consumption more than he needs, because the accumulation of resources of the whole world is not enough to satisfy a person's greed.

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Everyone should take according to their family's requirement. Consumption based on individual needs creates scope to meet the needs of others.

### **Agriculture and allied activities:**

Agriculture will be a business and due attention and priority will be given to this sector. Agriculture and farmers are pillars of society as it not only provides employment opportunities to millions of people but also produces food grains to feed the society. Gandhi believed that the farmer is the mer father of humanity, without him the existence of the whole world is in danger. Every step will be taken to ensure better production and quality by using non-violent and natural resources in agriculture. There will be minimal use of pesticides and pesticides until an indigenous pattern of agriculture is developed. The problems of the farmers will be solved at the community level. Farmers will be given full support and financial help.

### **Cottage industries instead of heavy industrialization:**

The means of production of the primary necessities of life should remain under the control of the public. Production is to be done by the general public and regulated by cooperatives. Production will focus on need-based goods, not luxurious or consumption goods. Labor intensive methods for production will be used in lieu of labor. The issue of labor-capital dispute will be resolved in a cordial and non-violent manner. Furthermore, trusteeship will be the main value for regulating the economic sources of society. Gandhi abandoned the adoption of trusteeship primarily at the will of the individual, but if necessary, society regulated trusteeship would be implemented for the betterment of society.

### **Methods developed by Gandhian follower:**

- Different Gandhian followers have developed different innovations based on basic Gandhian economic thoughts.
- Globally, all the nations of the world should accept the idea of Sarvodaya. The belief that globalisation based on scientific and technological development will solve ecological, social, economic, political and moral problems has proved to be wrong and futile, but also increased the gap between rich and poor and social and economic inequality. is. Therefore the welfare of all will be materially, socially and morally based on

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Sarvodaya, which is for the benefit of all humanity, not for the good of any individual or class or nation.

- This economic order will be based on understanding of world cooperation and mutual needs. Nations will maintain understanding, so that the need of any nation can be recognised and met. The fulfillment of the need will be based on cooperation and not on terms or interests. Every country will be ready to serve the humans of another country at all times.
- World trade and commerce will focus on goods that are not produced in one country. The current regulatory system of the world i.e. World Trade Organisation, International Monetary Fund and World Bank should be changed according to Gandhian economics and consequently will be replaced by non-profit world class cooperative organisations. There will be no dependence or minimum dependence on other countries and it will be maintained by each nation. Self-economic and self-reliance can be the key to global economic development. The terms and conditions of the trade will certainly be non-violent and non-exploitative. Export will be done only when local demands are met.
- There will be no place for exploitative multinationals and international corporations. Until their dissolution, the full regulation and supervision of the activities of international corporations and multinationals will be taken care of by the World Federation. Developed countries would assist developing countries that were placed under colonial domination. This will be done without any political or military conditions.

### **Conclusion:**

Gandhi emphasised the change in the personal and social environment of individuals, which would pave the way for the establishment of peace, equality and mutual cooperation in the society. The Gandhian eleven orders focus on the complete transformation of individual, change for individual and creative program for social and economic change of society. Gandhian ideas should be adopted in the current world order so that it can be transformed into the desired egalitarian, non-violent, non-exploitative and humanitarian world order.

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## Chapter: 16

# Economic slowdown and Mahatma Gandhi's economy in India (With reference to the corona epidemic)

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### **Preamble:**

The whole world is suffering from Corona virus (COVID-19) at this time, due to this crisis, there is an outcry in the whole world due to this crisis, and Corona is having an impact on human health as well as the world economy. On the other hand, due to which the global recession is clearly visible. The deadly corona virus (COVID-19), which is spreading rapidly around the world, has badly affected the global economy. This has affected both demand and supply of goods and services. Corona's impact on the world's systems can be clearly seen, where companies are reducing their operations, this is being told to the employees. That they work from home and the target of production is being reduced. Nobel Prize economist Joseph Stiglitz claims that the current situation may be even more fraught than the 2008 economic crisis.

The need of Gandhiji's philosophy of truth, non-violence and self-reliance is being felt in a time of prevailing unemployment, ideological differences, inflation and tensions on a global level. Today, in the times of crisis, the economic policy of Gandhiji can prove to be very helpful in raising the situation. Currently due to Corona epidemic, the working class, business class and farmers etc. are going through weak economic conditions. Rural economy and self-help groups should be strongly encouraged. Asian countries are able to make an economic downturn, today the world has a new beginning so that the condition of economic downturn can be eliminated or reduced by making the future safe and secure.

### **Meaning of Economic Temple:**

Economic slowdown means that when the demand for anything decreases and the income of the people also decreases, then we call it Mandi, Economic

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slowdown is a vicious cycle of economy in which economic growth is stuck and the development of the country stops. There is a debate. To counter this cycle, the government adopts a deficit economy and tries to improve the economy by leaving more money in the market. Due to the impact of the corona global epidemic, economic slowdown has arisen in the world

When there is a continuous decline in the production of goods and services at the international level and the GDP is in at least three months of downward growth, then this situation is called world economy.

In the current perspective, the crisis of corona contraction has resulted in a simultaneous reduction in employment, investment and trade, which has led to a fall in GDP. If this decline lasts for a long time, then this situation can be termed as an economic temple or a global temple. Financial losses occur during recessions in employment, production, investment, capacity utilisation, etc., estimated through gross domestic product (GDP). Due to which a situation of shrinkage arises in the business cycle and the state of this contraction is called trading temple.

### **Economy of Mahatma Gandhi:**

The economy of the country affected by the Corona epidemic has had a recessionary impact on the way India is facing economic challenges due to this epidemic. In such a situation, Gandhi's economic vision can prove helpful in reducing the economic slowdown in India. Gandhiji's view of India's economy was that Gandhi believed more in indigenous, rural self-reliance, cottage and small industries rather than large industries, and in the use of labor than machines in production, he never gave capitalism the needs of India. Not considered necessary to complete. His statement about capitalism was that a good capitalism is one that thinks of the society well before its profit. If you separate morality from Gandhi's thoughts, then you cannot bring economics. Their ideas have to be tested for economic values, so that it can be known which of their ideas are relevant even today. Gandhiji suggested that India should protect its primary industries in the same way as one mother protects her children against the whole world. Gandhiji's main objective was to promote self-reliance and independence more than excluding foreign imports. Today, in the era of this global epidemic, every Indian needs time to become self-dependent, India is a rural country and most of the population lives in the villages, so they have written that if villages are destroyed then India will also

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be destroyed. . The revival of the village is possible only when the exploitation of the village stops, industrialisation will bring market and competition on a large scale. So we have to focus on the villages being self-sufficient.

Mahatma Gandhi ji had a very fundamental thinking about the economy. This thinking, regardless of the prevailing views, demanded such policies that would provide relief to the poor as well as insisted on adopting a principle that would remove tension and violence in the world and the environment. Do not harm Gandhiji used to emphasize economic policies to protect world peace, satisfaction and environment. Gandhiji has said truthfully that I must accept that I do not make any distinction between the economy and the ethics, the economy which damages the moral welfare of the individual or the nation, I shall call it final and sinful. Gandhiji demanded a free system for exploitation, basic needs of all should be fulfilled. Poor people also get control over the means of production so that they are not exploited. Gandhi said that the infrastructure of the world should be such that not only India, but no one has to suffer in the absence of food and clothing and this ideal can be implemented only when the means of production of the primary necessities of life are controlled by the people. In any country or community monopoly on them will be unjust. It is often believed that poverty and scarcity will be removed from the world only by continuous economic development and growth, but Gandhiji knew that under such economic development, there is also the possibility of increasing poverty and inequality, so he gave economic development. Instead, the poor man's basic needs were made the center of his economic thinking so that crores of people will get self-rule, whose stomachs are hungry and the soul is unhappy. In this way, Gandhiji put the poor man at the center of economic thinking. Rapid technological change and mechanisation also overshadowed the ideology of that time, because following this path, there was prosperity in Europe, but Gandhiji challenged this ideology and the employment of the poor, farmers, artisans, and laborers of the country and Insisted on protecting livelihood from mechanisation. Human beings should get support through technology and equipment. In the present scenario, it is often seen that some people have access to a lot of wealth in their hands and the thoughts of crores of women whose men have snatched the bread from their mouths should not be cared for at all. The true plan would be to use the entire manpower of India for the most part. No scheme which does not care about human labor can neither maintain equilibrium in the country nor will it give equal status to humans. In

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modern times, man has to cultivate the attitude of renunciation that we do not have to use the facilities which millions are deprived of. Equality and simplicity have to be developed as an important objective to develop a sense of environmental protection so that nature can fulfill the needs of human beings but not greed. Gandhi's original ideas of indigenous, rural republics, cottage industries, self-employment, labor dignity, and wealth trusteeship would serve to ease the economic downturn created by the present-day Corona epidemic.

### **Economic thoughts of Mahatma Gandhi**

Mahatma Gandhi was in favor of a non-violent human society. He accepted the existence of spirituality but did not accept the materialistic view. JC Kumarappa, the first guru of Gandhian economics in India, is considered to have developed economic principles based on Gandhism.

Gandhi's ideas were useful in philosophical, political, and economic fields. No area of life has remained untouched by them. Gandhian economics advocated a social system in which one person does not exploit another person, that is, based on the principle of social justice, and equality, Gandhi's economic ideas were largely influenced by John Ruskin's book *Shindajav Jipee*. The book was published in 1860. The impression of various ideologies, scholars, and philosophies is clearly visible in Gandhiji's thoughts. Economic considerations of Gandhiji can be mentioned as follows-

□ According to Gandhi Ji, economics is an ethical science while Western scholars have considered economics as a positive science. Gandhi Ji's objective of economics is to study the civilisation of man, to remove his poverty, to develop a sense of virtue in it, and to remove evils from society. That is, Gandhi used to give more emphasis to spiritualism than materialism. Thus according to Gandhiji, economics was moral science. Gandhi's economics was in favor of small and labor-based industries.

□ Gandhiji was not in favor of the capitalist system, he has not denied the importance of money for life, but has not considered wealth as a means and has denounced the means as "eat to live, not live to eat". That is, the purpose of life is not only the creation of wealth but also many other purposes. One of those objectives is also to earn money. A person should produce more than what he needs. Production puts additional pressure on nature. The quantity of production in Gandhi's economy is determined according to the need of society.

5 Gandhiji was probably a natural socialist, he believed that rich people should keep their wealth in trust for the good of society. He stated that "true socialism we have got from our ancestors, according to which a good capitalist is one who thinks of the society well before its benefit. Gandhiji has said based on the egalitarian approach that industrialists should not consider themselves as the owners of wealth and industries, meaning that the capital which the capitalists have is a heritage of society that should be used for the betterment of society. Gandhiji also gave an idea about economic equality, he said that achieving fair distribution removes inequality of income in society.

person has an imbalance between income and needs then that imbalance becomes a cause of despair and sorrow for the person. That is, a person should keep his needs to a minimum so that he can lead a life of happiness and peace. Gandhiji has said that happiness and peace can be achieved only as a result of

□ Gandhiji has also said in his economic views that if the one's sacrifice. The means of fulfillment cannot be increased when the needs are increased and the person has to struggle unnecessarily which causes his grief. Gandhiji was not in favor of reducing the basic needs for life but he had no place for luxury. Gave. With this kind of approach, the gap between consumption and production will not be created and the trading house will also be eliminated and peace and peace can be established in the world.

□ Gandhiji gave the idea of economic self-sufficiency to the people for strengthening the economy of the country. Gandhiji was steeped in the concept of economic self-reliance and self-reliance. To become self-reliant and financially self-reliant, Gandhi himself did many experiments, such as spinning, spinning yarn, running a mill, weaving cloth, and doing small things himself. Gandhiji wanted to show that if a person does such work himself then he can be free from economic slavery. That is why Gandhiji gave more emphasis on economic self-reliance than the dependence of foreign trade which resulted in people's labor. A sense of respect will develop. Gandhiji also thought that a person should produce a few things himself to fulfill his needs, because a person living without hard work is not able to live in the society, to develop such a belief in the person needed. Gandhiji has included these ideas in his personal life as well.

Therefore, if Gandhiji's economic ideas are analysed, humanity occupies the foremost place in the creation of the nation. Gross domestic production and

development statistics of any nation or country are important only until the human welfare goal is met. Gandhi Ji makes one nation, one youth, one citizen, one farmer, one student aware of the preference for emptiness whose only goal is to build an ideal nation by crossing all the ultimate boundaries of humanity.

The relevance of Gandhiji's economy in the prevention of economic slowdown

Currently, the impact of the economic slowdown on India's economy has hurt deeply due to which many people are facing problems related to living. The economic slowdown has adversely affected international trade and has blocked the wheels of industrial development. Problems such as unemployment have arisen from the decline in the number of investors in the economy sector. In today's era, with the shutdown of industries, workers have to flee to return home. Due to which the working class has faced a crisis of living. That is, this economic temple has created a compulsion in front of the country by affecting various areas. The current growth rate of Asia's third-largest economic power is at its lowest level in six years. For India, the sluggish economy, rising unemployment, and rising fiscal deficit are the main topics of concern for most of the economists that in the year 2020, the government should encourage public investment. And at the rural level, investment in basic facilities and farming should be encouraged so that employment opportunities can be created and the people of the country can become self-reliant and self-reliant. To overcome these economic challenges before the country, we have been forced to understand and implement Mahatma Gandhi's economy or economy. That is, Gandhi's economics seems relevant in modern times. Gandhiji has given a prominent place to the rural economy in the creation of India. Today, with capitalism at its peak, the class of intellectuals is worried, mainly because of the increasing economic inequality which is leading to an economic slowdown because poverty affects demand. Which has an impact on the production and the producer? Today, All India Weavers Organisation, Charkha Sangh, Shramik Sangh is trying to give a meaningful form to Gandhiji's economic ideas in India. In the economic sector, Swadeshi means decentralised production, which develops a sense of self-reliance and reflection. Gandhiji has given a comprehensive form of the economic base to Swadeshi, saying that the exploitation of villagers should be stopped by cities because the protection of indigenous industries from foreign manufacturers, thus, small and cottage industries should also be given protection against machine-made items.

Mahatma Gandhi believed that for a country with a poor and large population



like India, the use of machines would not be useful. Systems of production will have to be developed in which maximum labor can be consumed. Currently, unemployment remains a challenge to the working class due to mechanisation. Gandhiji was only against those machines which are used to save labor because millions of people could not fall prey to hunger. Gandhiji was well aware of the economic conditions of India. Along with literary education, industrial education should also be given to give employment to crores of people of India. Gandhiji said that India resides in the village and these are found to have unemployment and unemployment, to make them self-sufficient, to employ the production so that the crisis of economic slowdown can be reduced. Khadi has been given a prominent place in Gandhiji's economy. Khadi mentality means the decentralisation of production and distribution of essential commodities for life. Any scheme and industry which does not worry about human labor maintain an imbalance in the country which creates inequality. Gandhiji has said that human beings should control their consumption while worrying about the environment. If powerful and capitalist people live in this spirit, then there will be more chances of saving resources for the poor.

Thus, Gandhi's economic thought and economy is as relevant today as it was in the past. No matter how much is discussed in today's recession, India is still economically important because, in an agricultural country like India, primary productivity is the basic principle of the economy that depends on farms, forests, and rivers. This is the only products that can overcome the economic crisis arising in the field of India's economy, based on this productivity and stability, other dimensions of the economy can be determined. Therefore, in today's context, Gandhiji's economic ideas and principles are relevant, along with making India self-reliant and self-reliant.

The economic crisis or economic crisis arising out of lacunae implemented to prevent the infectiousness of the coronavirus across the country can be reduced by implementing Gandhi's economic theory or economy. According to the Employment-Unemployment Survey 2015-2016, more than 80 percent of India's total workforce is employed in the informal sector, out of which one-third are casual laborers, cash support, goods by the government to deal with the economic situation arising out of lacunae during the Corona epidemic. Arrangements have been made in the form of assistance, a shelter for migrants, immediate health-related measures, etc. Due to lacunae, the government is preparing an economic package for some sectors to deal with the huge and adverse impact on the economy of the country. In which more than 200 million people of the country are involved. Preparations are also being made for

agriculture, education, rural development, etc.

Lockdown has proved to be a big weapon for effective prevention of corona, it has broken the poor, laborers. The migration of laborers from villages to the villages is a big challenge for micro, small scale industries. The return of the workers will have to take a strong initiative. Workers who have migrated and moved to the village should be employed there for MNREGA etc. Also, a plan should be made to start village based micro and cottage industries and businesses.

Today, the whole country is affected by the economic crisis due to the Corona crisis, according to Gandhi's economic theory, the way to overcome the economic crisis that is under the Corona crisis goes through the villages. When the whole world was in the grip of the economic recession in 2008, the strong rural economy was the reason behind some stable and stable Indian economy. Today, due to the Coronavirus epidemic, the economic growth rate of Asia can be zero tomorrow, if this happens, the International Monetary Fund has predicted that the last 60 years will be the worst performance. At a time when people in cities are worried about their jobs and the stock market is hot, millions of people are turning to the villages. While the return of the youth from rural areas to the city is not good but it should also be seen as a possibility. There are many examples of reverse migration in the world, but the countries which accepted it as a challenge are today in influential countries. Counting the emphasis on the rural economy, Gandhiji has said that the new basis of economic development should be prudent development in which instead of forced migration, efforts should be made to provide cottage industries and employment in the villages. For this, some small steps will have to be taken, such as short-term and long-term planning will have to be made in agriculture and non-agriculture sector so that the youth returning from the cities can be connected to agriculture. Farming should be self-employment oriented and sustainable for them because only then the youth will be attracted and stay in the villages. Along with agriculture, the livestock sector should be promoted and vegetable farming should get special encouragement. Dairy along with goat, pig, and fisheries must be promoted at the panchayat level. The government should show readiness for the purchase of agricultural produce and also guarantee the purchase of crops.

Four main factors accelerate the economic growth in the Indian economy - private investment, government expenditure, domestic consumption, and

exports. These four factors are currently affected by the economic slowdown. If there is less demand, the slowdown in trade and softness in market and investment continues, then the economic slowdown

There is a challenge to emerge from. In the current state of the economy, the income tax deduction is considered as a measure but the income tax deduction will not have a significant impact on the economic economy. In place of income tax deduction, investing in basic amenities and employment in rural areas (eg MNREGA, PM-farmers), etc. will help a lot to emerge from the impact of the mandi. To emerge from the economic slowdown, new measures have to be found to increase rural consumption and upgrade agriculture. Especially for micro, small, and cottage industries, an easy loan facility will have to be provided.

In the present circumstances, the priority of the government will be to tackle the crisis like economic crisis, RBI will have to play a leading role in solving the current economic crisis. Increasing the demand is an important measure to remove the economic slowdown, for which employees will have to be created. To increase employment, the government will have to increase investment in construction works like roads, flyovers, roads, so that people can get employment, as well as increase the liquidity of money. Increasing the liquidity of money will increase demand. Apart from this, measures like an increase in exports, amendment of GST, policy stability, and clarity have to be taken.

### **Conclusion:**

Of course, this will not be possible only by government efforts, but for that, the government will have to take initiative for reverse migration. There is also a large number of skilled human resource workers who can return to their village home after walking a long distance on foot. There is a need to create a suitable environment for employment that can be created in the village. Imagine that after the epidemic, if in the next few years only half of the millions of villages in India become self-sufficient, then what will be the picture of the country?

Then the basis of the economy will be in the villages of India which have always been neglected and that is the future. In such a situation, Mahatma Gandhi's statement seems to be relevant even today that to become a self-reliant rural economy has to be developed, only then we will be able to give employment to rural youth. Therefore, in the Corona crisis, developmentalism and the human civilisation being created by considering science and technology as central values have forced Gandhi to look towards Gandhi's

Indian self-rule.

Lastly, it can be said that if we want to build a poverty-free India, then the rate of GDP should be increased at the rate of 10 percent and to maintain this level for the next decade, agriculture, food processing, education, health facilities, information and communication technology, reliable power supply in all parts of the country, surface transport, development of small and cottage industries and basic infrastructure, and a firm system of self-sufficiency in the field of critical technology

Have to do it. There is a close relationship between all these areas, if it is coordinated development, it will provide food, economic and national security.

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# Chapter 17 Gandhian Economic Theory to Mitigate Economic Slowdown

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## Summary:

The lockdown due to pandemic disrupts multiple sectors of the Indian Economy. Many Indian sectors which are badly affected by the pandemic and continued lockdown need urgent measures and interventions. The major sectors which are badly affected due to COVID-19 lockdown are Micro, Small and Medium Enterprises (MSME), Financial Sector, Tourism and Hospitality Sector, Real Estate Sector, Automobile Sector, and Aviation Sector. The economy of India needs a revival due to continued slowdown. It is very much difficult for the villagers to earn their livelihood during this period of the pandemic. The government is trying hard to provide a welfare mechanism but due to reverse migration it's very much tough for the villagers to get suitable work. In this era of crisis, the Gandhian concept of Self-Sufficiency can lead the world out of a complex situation. Gandhi Ji's view on economics was straight forward which would make India Self-sufficient.

## Introduction:

The coronavirus pandemic is causing significant damage and disruption across the world. The economic impact of the pandemic in India has been largely disruptive and shocking. The Coronavirus outbreak has led to a lockdown leading to a temporary shutdown of almost all sectors of the economy throughout the globe. At this confusing moment, the Government of all the states trying their best to normalise the situation. But still, this coronavirus-induced long lockdown can lead to a further moderation in the country's GDP growth. This lockdown due to pandemic disrupting multiple sectors of the Indian economy too. Many Indian sectors affected by the Covid-19 lockdown need urgent recovery. The major sectors which are badly affected due to COVID-19 lockdown are Micro, Small and Medium Enterprises (MSME), Financial Sector, Tourism and Hospitality Sector, Real Estate Sector,

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Automobile Sector, and Aviation Sector. According to Fernandes (2020), “Many rough estimates are going around, with many renowned rating agencies like Fitch and S&P revising India's GDP forecast for 2020 and 2020-21 lower. Fitch Ratings on Friday cut India's growth forecast to 5.1 percent for FY 2020-21. The global economy is sure to see a virtual collapse, with countries having a lockdown.”

Even now Gandhian concept of self-sufficiency can lead the world out of the complex and puzzling situation. Gandhi Ji's view on economics was people-oriented which would make India Self –sufficient. The major economic ideology of Gandhiji was the development of rural areas and the welfare of minorities. Gandhi Ji's economic thought has a great impact on the Indian economy. Gandhiji opposed the capitalist form of society as it resulted in the exploitation of human resources. Gandhiji was not in favor of mechanisation and industrialisation because it is responsible for many socioeconomic and political evils. He was in favor of a decentralised economy. As we all know, with the help of decentralisation the system can work effectively. Decentralisation leads to the proper delegation of authority and power. He wanted that system where a person especially from the rural areas, can work or produce things by sitting at their own homes. According to Gandhi Ji cottage and village, industries help increasing employment. He also appraised and welcomed such instruments and machinery that saved individual labor and lightened the burden of millions of cottage workers.

Sahoo, A. & Pattnaik, T. (2015), “We should not look forward to Gandhian economics as a rigid doctrinaire framework and view with skepticism. Gandhiji was pragmatic and expressed views in the context of Indian conditions at the time of prevailing during the British Raj. If we properly understand Gandhian philosophy, we will find that it is very much relevant today, when the world is facing a severe crisis due to mass poverty and unemployment, side by side with conspicuous consumption and exploitation of natural resources”. Mahatma Gandhi Ji believed that human wants should be limited. One should work only for the fulfillment of the basic needs rather than comforts. He also believed that industrialisation leads to an increased rate of human needs and wants. His main aim is to lead a simple happy life where there should be fewer wants. Nand, R. (2020) in his article rightly mentioned that Mahatma Gandhi's concept of Gram Swaraj (Village Republic) can be interpreted and appreciated in the light of the coronavirus pandemic. He used to say that India's soul lives in its

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villages.”According to bapuji, Villages are an important unit of Indian society. So, villages and people of villages should be well equipped to fulfill their vital needs.

Today, the whole world is struggling to procure basic goods and necessary medical equipment. Most of the countries dependent upon other countries for medical services as they don't have enough facilities. Due to this reason, now the powerful countries also have to take help from other developing countries which ultimately leads to new values for universal cooperation. Luckily, India has an adequate number of pharmaceutical companies but it is still dependent on other countries for raw material. This pandemic has taught us a lesson that every country must have enough necessities for the survival of its population. Gandhi's principle of self-reliance at the local level is very relevant. Now this concept will be re-examined in light COVID-19 as it has challenged many assumptions. From the above discussions and views, we can say that Gandhian Economics is still relevant in mitigating the economic crisis. Now if we look into the educational institutions during this pandemic, the role of these institutions has also been changed. As we all know a good education system of any country can help its citizens to survive and come out of crisis easily. So, the role of educational institutions now has totally been changed. Now they are not just providers of knowledge or degrees but facilitators and instruments of developing those skills among masses which will help them to earn their livelihood. So, in this context also the Gandhian concept of Self Supporting education is very much relevant to remove or mitigate economic losses. If India will succeed in this regard, then surely India will be at the topmost countries concerning education, health services, and rural development.

ShantBala in the abstract of one of the articles “Gandhian conception of education-its relevance in present times” rightly mentioned, “Mahatma Gandhi, the father of the nation gave the scheme of education, which is job centered, value-based and mass-oriented. It is the first model of vocationalisation of education in India.”

Moreover, the concept of NaiTalim is one of the most important root guide provided by Gandhiji. Now any organisation, associations, and universities put the focus on NaiTalim and time to time organises workshops and hands-on learning experiences to equip teachers and students with the basics of Nai Talim. Nai Talim put the focus on earning while learning. It's more activity-oriented and experiential. Experiential learning is one of the best learning

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experience we could provide to our learners. The base of NaiTalim is experiential learning. Nai Talim put the focus on handicrafts' work. In Indian culture also it has a significant role to play. But due to industrialisation and globalisation, Indian culture has adopted western culture to a large extent. Now it's the time to realise that self-supporting education and NaiTalim is the need of an hour. If we want sustainable development of our generations, it's necessary to provide them activity-based and hands-on experience-based education. Following are some of the ways which may help coming generations to be self-sufficient so that they may overcome any challenges in the near future:

- (i) All educational institutions should develop curriculum in such a way that percentage or focus on hands-on experience should be more than the theoretical part.
- (ii) Every institution should appoint some teachers only to provide training in this respect to all learners, especially in the schools.
- (iii) Schools should provide incentives and stipend for those who show remarkable work in hands-on.
- (iv) Learning by doing should be the emphasis.
- (v) Method of teaching should be such which promotes first-hand learning like surveys, excursions, field trips, etc.
- (vi) Computers especially ICT literacy should be a must.
- (vii) The role of the teacher should not be the transmitter of knowledge or giver of notes but the teacher should play the role of facilitator and guide.
- (viii) The special incentive to those teachers who help the rural population to gain hands-on experience.
- (ix) More peer tutoring should be encouraged so that everyone may help each other to complete hands-on
- (x) A flexible model should be developed.
- (xi) Teacher student's autonomy should be encouraged.
- (xii) More weightage to those who will contribute to the development of rural people.
- (xiii) From the early stages, basic skills employment skills should be developed among students.

So, in the future Gandhian concept of NaiTalim will also help to make our



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youth self-sufficient and self-supporting which will ultimately help to mitigate the economic crisis.

Now further if we see the philosophy of nonviolence. It is very relevant in the present context. Due to the pandemic outbreak, the world biggest economies also shattered down and they are in immediate need of resources that they can only procure with the help of cooperation of other countries. So, this leads to collaborations, cooperation, and dependency. Ultimately this will help to develop a future course of action concerning business and trade with foreign countries.

So, now every country should focus on non –violence approach than wars. It's time to think over interventions and measures for human survival than the material environment. Further Gandhi also put the focus on the concept of trusteeship. According to him, the rich should consider themselves as trustees of society and help the poor citizens of the nation and make use of their resources to benefit society. If we observe the present scenario, In India there are many associations, private companies, big personalities they all are playing a significant role in this pandemic. In future Government should also develop such a mechanism that there should be a balance between allocations of resources so that economic losses can be mitigated or shared. The rich should sympathise and help poor people of the nation. So, we can say that Gandhian Economics plays a crucial role in the Indian economic position. Almost all the basic concepts or philosophy given by Gandhiji is relevant in the present context. Along with Gandhian economics principles, the Government should follow the following guidelines to help people of the nation to meet future uncertainties:

- (i) The government is providing necessities but still, there is a large population that is not benefitted from this. The government should try to reach out to the masses.
- (ii) To encourage the participation of volunteers in the various activities at minimum costs.
- (iii) To reduce tax rates so that capitalists can also contribute directly to the welfare of the community.
- (iv) To spend more on health care than other projects as its need of the hour.
- (v) Pay wages to unskilled labor
- (vi) A systematic plan should be developed to compensate losses of business

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- houses during this period.
- (vii) Check on reverse migration to help them to provide time-bound employment.
  - (viii) Social welfare programs should be implemented where training should be provided to the general population concerning hands-on experiences.
  - (ix) Collaborate with other countries for generating more resources.
  - (x) To maintain peace in the economy
  - (xi) Cut down the rate of essentials.
  - (xii) Speed up the delivery of basic things.
  - (xiii) Develop a transparent grievance redressal mechanism
  - (xiv) A new model for trade and industrial policy should be developed.
  - (xv) More opportunities for startup and entrepreneurship.
  - (xvi) Encourage self-help group and incentives to women entrepreneurs
  - (xvii) More focus should be on the hygiene of the population.
  - (xviii) The service and manufacturing industry needs a boost.
  - (xix) More number of psychologists and counselors are required now to maintain the mental health of the population.
  - (xx) More and more workshops, conferences through online mode should be arranged by the Government of India to propagate the principles, ideas, and economic philosophy of Gandhi Ji.

To sum up, we can say that it's a tough time for every nation of the world. This situation though is not everlasting but its effects on economic and social areas will be long-lasting. This is a time to learn a lesson that war and violence are not a priority now. The major and topmost priority is the survival of humans on this earth. This period compels us to think about the past actions which put whole humanity to this dangerous situation. Every nation should learn a lesson that the most important thing is the generation of essential commodities and health services with a strong base of the economy. There are various reports which suggest that this situation will be back again and for these nations have to be prepared well in advance. Being an Indian, we should learn a lesson from our great leaders and it's the right time to acknowledge their contribution to the welfare of our nation. Teachers, Teacher Educators, economists, financial consultants must practice the ideas given by Gandhi which will help to

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overcome the economic crisis and mitigate losses.

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# Chapter 18: Rural Development and Corporate Social Responsibility: A Better Hope through Gandhian Views (Study of Cordet (IFFCO- CSR Unit) Kalol in Gujarat)

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## Summary:

CSR is a term used in the modern economy, which is for the welfare of the public and philanthropic approach of industry and companies have been prevailing since the industrial revolution had started. Earlier CSR was only the duty of a few corporate bounded by Corporate Laws and to take advantage of taxation. Now in changing scenarios, CSR is also revamping itself, corporate whether they are large enterprises or small enterprises are working for the development of wellbeing of society. But the funds released by companies is only a formality, as well as our relationship with nature, is commercialised.

CSR is morally committed to compensating the various stakeholders for their pain. Under CSR agenda they provide relief in various ways. On the other hand, it is known as the welfare of the needy section of the society. This CSR fund is to be used for development purposes. Thus, at the policy level, it is the thrust that funds must be utilised properly with a balancing approach. It may define as sustainable development. Sustainability is an emerging term to determine the way of the development process. It is the development of people without harming the interests of others, the forthcoming generation, and co-existing nature.

In the CSR development strategy, we are blindly focusing practically on its economic aspect instead of the integrated concept and local need-based approach. So, we are far from the reality of development. More or less, we become interested to manage statistical development on paper. For them, what is in the report is more important than what people benefitted in a meaningful manner. Thus, it is the mismanagement of available funds and resources.

In the present era, we are suffering from the COVID-19 pandemic. Health is not the only issue but livelihood is the question for survival. People are

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preferring lives than a livelihood. What is the appropriate solution? The remedial measures may be a potential livelihood for all at the local level.

Gandhian philosophy of development that keeps decentralising economy and social justice in the center, is only the hope to bring or sustainability. It was always helpful to tackle all the issues related to social, economic, and political. It is very important that humans can take care of nature and the man tries to live in harmony and tries to minimise their wants. And Gandhian view can be an effective solution in the terms of CSR funds and provide sustainable livelihood to the rural farmers.

### **Introduction:**

Corporate Social Responsibility is not a new term, rather it is a pragmatic solution to change the society gradually and today in the competitive economy and increasing entrepreneurial market CSR would be the biggest essential step in rural development. India's 60% population resides in rural areas and companies are taking large interest to develop rural areas to bridge the gap between rural and urban areas. CSR is a concept of direct or indirect development of needy one through using a fixed share of profit of organisations. CSR's prime objective is to work for people.

### **CSR and Rural Development:**

Rural Development has greater importance in India because 66% population of the country lives in the rural area. It is very important to take the necessary step for the development of rural people and the primary task is to be providing adequate facilities to the needy one, clothing, shelter, and nutritious food to them. The government should design schemes and policies, which can enhance the production of total agriculture, and these should help farmers to enhance their earnings. These can help India to achieve higher production with the usage of developed technology like farm machinery, modern barns, modified seeds, drip irrigation, etc.

After passing the era of Millennium Goals (2000-2015), we are consistently focusing on Sustainable Development Goals 2030 that have environmental and ethical values in its center to reduce the ration fundamental developmental problems and uplift the needy segment of society. We are also worried about the health of our natural resource wealth because it is only the way to sustain the needs of the present in the interest of future generations. Nearly before more than 100 years, our father of nation Mahatma Gandhi had contributed his view on the development process that matches with sustainable development outputs very closely because it cares about nature, An today (weaker section of society), Sarvodaya through self-sufficiency. They advocate the philosophy of

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decentralisation, work culture (bread labor), Swadeshi, by removal of the sin of untouchability. It was an honest approach to bring prosperity and peace with equity and social justice. The way, they adopted was the change of heart (mental revolution) instead of legal enforcement. They gave the principle of trusteeship to manage inequality and change the meaning and nature of ownership on common property.

CSR fundraised by the business unit to compensate the society that affected them directly and indirectly. So, it is no obligation of business but a liability. Thus it must be carry with honestly. The owner of the business is not a master of CSR but they are trustee only that has the responsibility to assure the flow of CSR in the right direction at the right time to serve needy society. The process must be supported by a bottom-up approach ensuring active or creative participation of the real target group at planning and implementation level. In the present era, CSR is one of the active mechanisms of rural development having the specialty of PPP (Public-Private Partnership) model.

## **Sustainability and Gandhian view towards Rural Development :**

In Gandhian time sustainable development was not a discussion topic but that time Gandhijee discussed the concept of “Sarvodaya” to protect the future and welfare of every individual. Gandhiji believed in “Swadeshi” and he said that the Indian situation urges for agriculture development and village industries.

**Decentralisation** means economic power and Gandhi’s idea of “Sarvodaya” was a significant step towards the realisation of decentralised socio-economic and political order. According to the Gandhiji’s decentralisation means village Swaraj or Panchayati Raj, he wants to see all the village self-sufficient, self-reliable and republic. The framework of decentralisation given by Gandhiji based on his general philosophy, which was built on a framework of non-violence and truth. Gandhiji calls decentralisation as a Political and economic power and he always used to promote transparency in law and order and strengthening of democracy.

Bertrand Russell said about the concept of decentralisation given by Gandhiji i.e. “In those parts of the world in which industrialism is still young, the possibility of avoiding the horrors we have experienced still exists. India, for example, is traditionally a land of village communities. It would be a tragedy if this traditional way of life with all its evils was to be suddenly and violently exchanged for the greater evils of industrialism and they would apply to people whose standard of living is already pitifully low”. (Source: Harijan

30 July 1955)

So Gandhiji not compared our country with the other country because he knew that our tradition and culture merely differ from the others. So, according to Gandhi; using locally available resources is justifiable for development in small-scale industries and agriculture as well. Gandhiji always wants to male capable of the villagers' not in favor of giving free facilities. He said that we should make the village's republic and villager's works as a pillar of society. Gandhiji wrote, "Democracy becomes an impossible thing until power is shared by all, but let not democracy degenerate into monocracy."

Therefore, all these above discussions prove if we adopt Gandhiji Sarvogaya and the decentralisation principle in CSR projects we can preserve the principle of charity and sympathy, adopting these values CSR projects can be made inclusive and trustworthy for the public.

### **Need of the Study:**

- The needs of the Study to focus on Weaker Section concentrate, utilisation of Natural Resources, and focusing on Sustainable Livelihood and living.
- We are only focusing on the selected cooperative organisation (IFFCO-KALOL) and research is limited to academic purposes only.
- As well as examine IFFCO to have the knowledge of implementation and monitoring process of CSR project in the village and how it's appropriate for every individual.
- Based on research to evaluate/analyse the empirical study of the CSR in Co-operative and find out the benefit of the project is working or not on the grass- root level and it is contributing to Rural Development.
- Research limitation will be limited to the Stakeholders/beneficiaries of the 5 villages of CORDET (80 respondents) under the corporate social responsibility project.

### **Objective of the Study:**

1. To know that resources and means are mobilising under CSR are utilising properly or not.
2. Assessment of outcomes of CSR based on Gandhian values for Sustainable rural development.

### **Methodology:**

The purpose of the thesis is to understand the process and approach for

implementation of CSR (In we try to focus (Vision approach means) rural development approach). As well to know that resources and means are mobilising under CSR are utilising properly or not and CSR policies are in favor of the needy segment of rural areas. The prepositions development will be used as a framework of Gandhian Model and assessment of outcomes of CSR based on that with a link to Sustainable rural development.

This research study aims to understand these things with the help of the collection and analysis of qualitative and quantitative data. It is a way to systematically solve the research problem.

### **Discussion and Major Findings:**

1. The number of male respondents is more than female, the number of male respondents are 49 and females are 31. Moreover, the gender-wise distribution shows, clearly that it is not honest in the selection of beneficiaries. There is lacking honestly and sincerity effort towards women empowerment.
2. Most of the respondent is lies under the age of 35 to 50 and above 50 years age group category.
3. IFFCO-CORDET lies under OBC and around 51% of respondents selected from the OBC caste categories. The participation of BC and SC caste respondents are very less. Even in the selection of beneficiaries, they are negligible by organisations.
4. Out of 80 respondents of IFFCO-CORDET, 23 respondents have higher-secondary level schooling and most of them are farmers. Out of 80 respondents, only 10 respondents are graduate and engaged in local factories and they carry the responsibilities as a homemaker.
5. Respondents who got different types of profit from CSR programs like farmers tanning and got fertiliser in a 50% subsidy. 20% of female respondents who had learned embroidery and tailoring from and organisation tried to focus on women empowerment.
6. In IFFCO-CORDET, 71.25% of respondents said that the CSR project or field officer encourages people to participate in local community activities. Simultaneously, 81% of CSR field officers communicate with people regularly as well as the principle of CORDET visited their adopted village from time to time for the overlook of work.
7. People get benefits under CSR programs so; they are listed in the beneficiaries list of organisations. Benefit reach them through sarpanch



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thus some of them are not aware of the organisation or the CSR /development agencies. They confirmed the program on the statement of the sarpanch, whichever facility given by organisations.

8. Respondents who are aware of the CSR program are very less in numbers. Therefore, we came to know that respondents are aware of the organisation but they are not aware of the CSR special wings and facilities that were given under the CSR programs.
9. IFFCO-CORDET respondents said that they are learning new things through tanning programs; adopt a new technique for farming and learned new inventions in livelihood. 80% from IFFCO-CORDET, respondents said that they are now more focused on the education of children (especially on girl child).
10. With the help of the training program and CSR field officer; respondents of IFFCO-CORDET successfully maintain the soil health and product more and earn income from productivity. As well as farmers of research areas accept the implication of a new scientific approach in agriculture practices to reduce time and deliver with increase overall income and they are received good facilities given by the organisation.
11. Respondents of IFFCO-CORDET got inspiration through explore of successful livelihood unit and they are doing very well. Some farmers adopted new types of farming culture to enhance their livelihood. And respondents are engaged in animal husbandry too and they got benefited from the program.
12. The majority of people accept that organisation is working to meet their demand and genuinely works for people. Beneficiaries of CORDET accept that IFFCO-CORDET works for a better future and its help to improve the condition of farmers.
13. IFFCO-CORDET beneficiaries denied this fact; they think CSR made a major change in their life so they are in favor of facilities. Respondents in the age group 50 and above are most aware of schemes implementation in the village. Respondents are not aware of the budget allocation.

Under cooperative CSR research, we found that it has the capability to develop people and society but it cannot take along all the people with them. In Focus Group Discussion, we also found that influencing and powerful people of the village to get all the benefit of CSR project because they are close to these organisations. Due to this, poor people who need help do not get the benefit of

these CSR projects. Moreover, it does not affect companies just concentrate to prove CSR projects on paper with the help of data. Apart from this no feedback, the system has been developed which can help to implement the future project without any error.

### **Conclusion and Recommendations:**

IFFCO-CORDET CSR concentrates more on the developments of farmers and their skill development. Under this CSR project, IFFCO is training the farmers, testing soil quality distributing fertilisers, etc. Most of the beneficiaries accepted that with the help of these projects, they have got maximum benefits. IFFCO –CORDET has trained a group of women for earning the livelihood, imparted training in tailoring, food processing, and cooking. Most of the beneficiary women accepted that these kinds of projects have helped them contribute positively to the family income. Due to these pieces of training, family income has increased so that they can spend on education and health more.

Encouraging women to take control of their lives and building their confidence whether they are single married or a widow, is one of the initiatives under the sustainability, and CORDET is doing very well in the development of women and empowering them beautifully. But the selection of a group of women for the distribution of sewing machines can be challenged because of the incorrect method of distribution. First, come serve distribution decline the whole cause of non-profitable service of CORDET.

It recommends that following the Co-operative model CORDET should set up a Co-operative store where sewing skilled women can sell their product on adequate rates, Apart from this subsidies sewing machines should be distributed to the women who belong to economically weaker section.

Study shows that beneficiaries of corporate CSR project have received adequate domestic gas connections, women of beneficiaries families stated that they are satisfied with these helps received under CSR project.

It's been concluded in the research that sustainable development in rural society as well as the trust is working in a balanced way. The study concluded that a lack of information regarding Soil Testing Laboratory limits the reach of farmers to CORDET. It should stress on more into the promotion of soil testing laboratory through the help of Gram Panchayat, where small and marginal farmers, who have fewer resources of agriculture land. This is not helping these marginal and small farmers feel left out due to the selection of farmers' limited medium only.

As far as the summer training of students concentrating on basic computer training programs, this could also be incorporated with a value-added

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communication skill program. In the end, it concluded based on research on the “Gandhian values model of Co-operative, there is the existence of self-sufficiency, self-disciplined, self- confidence, decision making, and self-respect in IFFCO’s CORDET.

Perspectives other than the ones that exist within an outer (like beneficiaries) the organisation could be interesting to examine different opinions given by experts as well the respondents or stakeholders would add on more conceptual clarification and depth knowledge about the purpose of benefit through the programs. It is noticeable that unfortunately in the CSR of Cooperative, the basic philosophy of cooperative is absent at policy and implementation level towards execution of CSR programs.

The environmental movement in India was influenced by Gandhian thoughts we can be called Gandhi as environmentalist but undoubtedly he has affected the thought of many environmentalists. He was sensitive to the safety of the environment. Companies and organisation who provides funds through CSR adopt the philosophy of honestly, the level of people’s participation as well as organisational efficiency will be increased towards sustainability as Gandhi explain in Gram Swaraj.

### **The Table Shows That What Are the Expectations from the Organisation and What Is the Scenario Now A Day According To the Concept of Gandhi Ji**

<b>Expectation</b>	<b>Reality</b>
Long-term growth and maintain the ecological balance	Reality is very far from the root level scenario, the officials have not bothered to set up the way/system of sustainable rural system. It is just like a statistical game to present success.
Teamwork	We expect teamwork and full support from the organisation but there is an individual effort
Setting challenges	Achieving objectives only a formality reality is making the numbers – mostly programs through in the field to achieve statistical target only
Downsizing, restricting as well as a correction (change)	Making money: adding budget (showing fund not work)
Commitment to quality	Time-bound is important, efficiency does not matter at all for both the party either organisation or beneficiaries

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Commitment to pre-post service of the beneficiaries	Not post monitoring and solution of the assets like; toilet, gas cylinders, etc. There is no insurance by the organisation after getting any default
Dedication towards work	Projecting and showing the only good side of organisational benefit not bother about the sentiments of people. They are not ready to critically examine their work, procedure, and outputs. Even do not take interest to know whether it is good or not.

Companies should plan to reserve at least 10% of their allotted CSR funds for the welfare of workers and contractual labors, for a future pandemic like situations arises.

CSR and Swadeshi is the hope for the future even to survive in post COVID – 19 pandemic or other forthcoming happenings.

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## Chapter: 19

### Pura Model: As an Economic Slowdown Curbing Tool Post- Covid-19

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#### Summary:

The expeditious upsurge of the COVID 19 pandemic is an unprecedented shock to the world's economy. With the continuous state of lockdown, the Indian Economy is facing a rigorous slowdown, which will eventually lead to some terrible socio-economic consequences such as unemployment, poverty, thereafter increase in crime rate. Countless labors are migrating towards their residential rural places. The dread of not returning to their respective workplace is going to be the most challenging situation Post COVID-19. At that time of high crisis and high level of unemployment, a hope of solution can be drawn from a NEO Gandhian Model PURA.

PURA (Provision of Urban Amenities to Rural Areas) was a visionary model proposed by the former President of India, Dr. A.P.J. Abdul Kalam. PURA has been conceptualised as a socio-economic system for the self- sustainable growth of villages by providing Physical, Electronic, and Knowledge connectivity leading towards economic development.

Objectives: The main objective of this paper is to investigate the socio-economic problem arising due to the migration of labors towards rural India and to study how to overcome the problem by implementing the PURA Model.

Methodology: This paper utilises qualitative data based on secondary sources about the upsurge of the Covid-19 pandemic and the PURA Model. Future empirical research needs to be conducted to verify the recommendations made in this paper

It will help to face the socio-economic challenges expected to arise Post COVID-19 by creating livelihood through skill development activity, integrated rural hub, creation of a rural market, agro common services, etc. The success of the PURA model has been witnessed in some areas like Chitrakoot(M.P.) and Waghana ( Maharashtra) where livelihood opportunity

has been already created. Active participation of Government, ground-level authority, and educated group of rural youth is a major requirement for successful implementation.

### **Introduction:**

Corona Virus is mortifying by forceful shut down of the economy everywhere. It is a frightening totality to the business and economy of the world. Across the countries of the world, consumer spending supports 70% of any economy—now is crashing in the community after community, business after business, activities after activities and finally lives of human folks. Now people are avoiding stores, restaurants, movie theatres, offices, and other public places—like markets, pubs, discos, tourism spots, temples, terrains, and what not? Already, the layoffs have begun worldwide; it is just a recession due to an unseen thick tail. The situation is not momentous, but will protract a global slowdown; it may take another 10 years for revival. The global community will enjoy the normalcy by 2030 only.

If we feel the consequences of this crisis are ‘un-imaginable losses to the human community’. Global thinkers are positing on the stand “that shared vulnerability, and the resulting human collectivism- a universal response to a universal threat – is newly and vividly evident in the face of the now-global outbreak of the novel coronavirus known as 2019-Nov”<sup>1</sup>. We know pandemic are obstinately democratic, it is nasty, it is lethal to the human community, they never discriminate to any age, to creed, religion, gender, and nation.

With the continuous state of lockdown, the Indian Economy is facing a rigorous slowdown, which will eventually lead to some terrible socio-economic consequences such as unemployment, poverty, thereafter increase in crime rate. Countless labors are migrating towards their residential rural places. The dread of not returning to their respective workplace is going to be the most challenging situation Post COVID-19. At that time of high crisis and high level of unemployment, a hope of solution can be drawn from a NEO Gandhian Model PURA.

### **Objectives:**

1. To investigate the socio-economic problem arising due to migration of labors towards rural India

2. To study how to overcome the problem by implementing the PURA Model.

### **Research Methodology:**

This paper utilises qualitative data based on secondary sources about the upsurge of the Covid-19 pandemic and the PURA Model. The researcher has studied two cases: Chitrakoot and Warana for a literature survey as a successful implementation of the PURA Model in these two cities.

Secondary data were collected by reviewing different types of literature present in the form of Articles, Journals, Government Reports, News Papers proceedings, and different websites.

Future empirical research needs to be conducted to verify the recommendations made in this paper.

### **Migrant Labour:**

The mass movement of the migrant laborers, back to their native places has shocked the nation and is one of the biggest upcoming challenges for the whole economy. No policymaker had planned for such a reaction, and no detailed contingency plans seemed to be in place.

A large number of migrations by the laborers will eventually lead to some negative consequences. Unemployment and underemployment are expecting to increase on a large scale. The decline in economic activity and constraints on people's movement is impacting both manufacturings as well as the service sector. Not only there will be a challenge for the economy but negative consequences from socio-economic challenges will also occur. Socio-economic challenges like increasing poverty, problems like starvation, malnutrition, etc will occur leading to an increase in crime rate. According to NSS and Indian human development survey, the maximum numbers of migrant laborers are from less developed and economically backward states and cities. As per the data of census 2011, 50 % of migrant laborers are from Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, and other such states. Uttar Pradesh and Bihar are contributing 37% of it. Migration has then become a source of income for the very low-income group people, and because of it nearly 4.5 % per year increase in migration of labor took place. Now due to the deadly effect of COVID-19, our concern regarding the problems migrant labor is prominent. The use of the

term “Migrant” itself has made them homeless and identity- less.

According to the World economic forum, the number of migrant labor is almost 139 million in our country, and the International labor organisation estimates approximately 400 million labors will suffer from poverty due to this pandemic.

At that time of high crisis, high level of unemployment, and a high level of poverty, a hope of solution can be drawn from a NEO Gandhian Model PURA.

### **Pura (Provisions of Urban Amenities to Rural Areas) Model:**

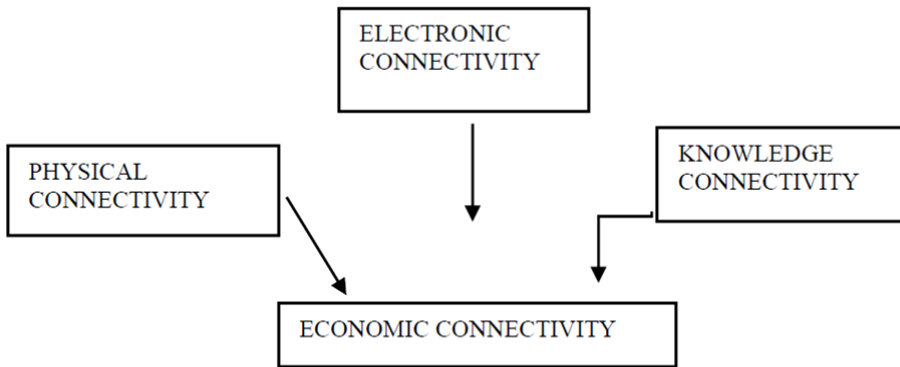
PURA is conceptualised as a socio-economic system for achieving sustainable growth, starting from the household level in a village, moving next to the village level, and then to the village cluster level. It is a ‘self-sustainable model of knowledge-based and was proposed by the former President of India, Dr. A.P.J. Abdul Kalam. PURA envisages achieving contextually appropriate spatial-social innovations by first developing the ‘physical connectivity’ (roads, rails, dams, irrigation facilities, waterways, other spatial-socially appropriate public infrastructure), next to the ‘electronic connectivity’ (broadband/fiber/satellite/ wireless-based networks, etc.) and then the ‘knowledge connectivity’ which will together facilitate the ‘economic connectivity’. The spatio-social customisation of PURA will depend on various factors like the agro-climatic conditions, geography, human resource quality, special competencies, connectivity to urban centers/ ports/ villages/ supporting industries, etc.

PURA clusters in India refer to two distinct forms:

1. PURA by the Government of India through its Ministry of Rural Development;
2. PURA through private initiatives with loose networking with the office of the former.



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Connectivity Model of PURA (Kalam & Singh, 2011, pp. 31-41)

### **Successful Implementation of Pura Model:**

Warana is a district in Maharashtra India. It is the finest example of the successful implementation of the PURA Model. Economic connectivity has helped in the Capacity building of each household in the valley and helps bring the socio-economic development. It helped them to transform the crime stricken area into its current form, by setting up schools and created an opportunity to convert the sugarcane into sugar by setting up a factory. By the involvement of villagers, they developed the village through self-reliance, interdependence, and interconnectedness.

Another best example of PURA can be seen in Chitrakoot, located in Madhya Pradesh. It was operated by two Krishi Vigyan Kendra (KVK) and was initiated by an NGO. The two KVKs help to operate the live demonstration farming by having similar sizes of the farm. They even trained farmers not only in farming but also in non-farm based income-generating activities by the utilisation of sustainable agriculture inputs. Another scheme by the NGO was Samaj Shilpi Dampati, in which newly-wed young educated couples were motivated to get committed towards community services by spreading awareness among the farmers regarding the services of KVKs.

### **Implementing Pura Post Covid-19 as a Tool to Curb Economic Slowdown:**

PURA model has been successful in running projects related to its objective in

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7 districts in different states like Chitrakoot in Madhya Pradesh, Warana in Maharashtra, etc. As this is the tested model so the chances of its being successful Post Covid-19 have some hopes.

Implementing the PURA Model will help to face the socio- economic challenges expected to arise Post COVID-19 by creating livelihood through skill development activity, integrated rural hub, creation of a rural market, agro common services, etc. This model can also help migrant laborers in skill development and retaining the skills inherited from their ancestors, which they usually substitute with labor work by migrating to urban cities for earning. Skill belonging to rural areas such as pottery, handicrafts, glasswork, weaving, and many more. All these skills can be well utilised under the PURA Model which will create employment and alleviate poverty, which will result in the economic stability of the laborers. The laborers who are not well equipped with any skill will be provided with training in construction work, solid waste management, and other such skill which will not only provide them with a job but will also take their villages towards development.

The success of the PURA model has been witnessed in some areas like Chitrakoot (M.P.) and Waghana (Maharashtra) where livelihood opportunity has been already created. Active participation of Government, ground-level authority, and educated group of rural youth is a major requirement for successful implementation.

### **Conclusion:**

The nitty-gritty is the upcoming challenge of economic slowdown post-COVID 19 can be deciphered with the PURA model. The model is well tested so there is more chance of getting it successful. The suffering of migrant labor can only be felt by them but its repercussions will impact the whole economy. The results can be seen in the form of psychological imbalance and change in their perspective towards illegal ways of earning their livelihood. This Model will keep them engaged and will provide them with a positive direction. The estimated poverty 400 million of labor cannot be lower down only by a single effort of government, here the need is making them engaged with their skills in combination with the government effort. The PURA model, if applied with the full and active effort of a public-private partnership, will not only give a solution to the problem of unemployment and poverty but will also help in the betterment and rebuilding the economically backward villages and states from

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which labors were migrating in search of jobs. Thus the Model will function in two ways. First by providing jobs to the jobless laborers and keeping them in their native place (holding their cultural values and skill).Second Infrastructural development and economic development of backward villages and states.

The only urge of time is proper support of the government, the dedication of educated youth, and the willingness and effort migrant jobless laborers of rural India. Crises can be turned into an opportunity and this seems to be possible post covid19 by making Indian rural youth self-reliant and making India self-dependent.

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## Chapter: 20

### Migrants for Sustainable Development Goals

**Migrants can be the instrument for the development of Rural India and may contribute towards achieving Sustainable Development Goals**

Sumanlata (Program Coordinator) Shramik Bharti, Kanpur

#### **Summary:**

As we know the current Scenario in India, one of the national priorities is the employment generation of Migrant workers who came back to their villages. In favour of the government, these migrant labours can be the instrument for developing rural India and achieving various Sustainable Development Goals (SDGs).

The basic idea is to organize migrants into SHGs (Self Help Groups) and enable them to be self-employed. It will also promote social enterprises along with supporting self-help groups for further activities towards livelihood, entrepreneurship and sustainable development in rural India. Moreover, in India, the rural population largely depends on rural agriculture, poultry, nature farming, carving, potters, and making traditional things. The linkages of SHGs, MSME and FPO, will be advantageous in employment generation for the migrant and rural poor people. A proper road map will contribute to achieving SDG goals.

#### **Introduction:**

An essential aspect of the migration can arise from various social, climatic, cultural, economic, or political reasons.

Over the recent decade's agrarian distress, natural calamities, distortion serving market, qualitative education and Job opportunities were some push factors. At this critical juncture of economic development in India, the plight of migrants assumes special significance. That attracted rural poor people to other industrial and metro cities, which has been involuntary, voluntary or a mixture of both. According to census 2011, migration by place of the last residence between the ages group 20 to 64 has captured approx 167,085,566 people from Rural India, which is 20.04% while women migration was 17.39% of the rural population. The reason behind leaving their residence was infirm economic

conditions of their family. This paper attempts to evaluate rural development schemes and various MSME programmes that will help the migrants, rural poor men & women in uplifting their economic condition and will get advantages in employment generation.

### **The reason for migrants returning to their villages:**

Migrants who had been working in different private firms, industries, and factories of industrial and metro cities forced to leave due to the announcement of Government lockdown after Covid-19 corona pandemic situation. Some migrants' worker who wanted to stay in those cities but had been forced to leave by their landlords, some are devoid of money, and other means because their employers did not remunerate them. A large number of workers were obliged to make the journey on foot or cycling, due to lockdown they walked miles to reach home.

### **Why they will not move back again to the metro cities:**

The ground reality of skilled migrant workers was that they always had better employment opportunities in metro cities. However, semi-skilled workers and non-skilled workers did not have the opportunity to develop their economic status. Some other factors were combat xenophobia, racism, and discrimination affected the most to the migrants, these kinds of distress will halt the migration due to the different states or districts, especially to the rural people.

In the rural perspective, people have their ancestral land which can be used in agricultural work or maybe the means of earning so that the rural people probably can stop at their villages.

Microfinance is the platform from where community start to save their little amount of money regularly and borrowing over time or whenever they have required, it has been significantly appreciable to equity, empowerment, and gender equality purposes. Eventually, it also contributes to achieving the different SDG goals as well as Employment generation, Nature farming, vocational training platform, economically strengthening, the resources for renewable energy, reducing poverty, develop small enterprises etc. Strategic intent and the collaborative model of SHGs, FPOs, MEDP, & MSME programs can break the poverty line and ensuring employment generation as well as will achieve SDGs.

## **Literature Review:**

Ranjula Bali Swain and Fan Yang Wallentin (2007) argue that women empowerment takes place when women challenge the prevailing social norms and culture, to enhance their wellbeing effectively. The study empirically validates this there is a significant increase in the women empowerment of the SHG members group.

**The Tamil Nadu Corporation for Development of women Ltd. (TNCDW)** defines a small homogeneous affinity group save a standard amount which is used in economically strengthening the rural poor people. They voluntarily form to making decision and for working together with social and economic uplift of their family and community.

It contributes to the Rural Govt. programmes and MSME approach can uplift the economic condition of rural low- income families.

Guided by the philosophy of Shramik Bharti, Grass-root Development Organization, Kanpur Nagar, UP, SHGs are now organizing themselves into self-managed and self- sustained federations. They present the immense potential of the community development besides creating social capital that creates financial stability and sense of ownership and participation in community work. Its federations are supporting the production of safe organic food and also involved in selling their produce. It also defines small & marginal farmers have been initiating shareholders of the producer company and having start marketing of their produce collectively.

India is a developing country emerging for entrepreneurship, Supply chain, nature farming and producing local products. Under the program National Rural Livelihood Mission (NRLM) various stakeholders have been working for rural poor people to the purpose of promoting sustainable livelihood enhancement, self- employment and organize poor people in the self-help-groups.

### **1. Stakeholders to Identify Target Groups:**

**Self Help Groups (SHGs):** SHG is a small economically homogeneous affinity group of the rural poor volunteers. They productively organize meetings to serve their social, economic problems to discuss how to mitigate the problems within the limited resources available. SHGs, cluster and

federation at the village level, Panchayat level, and block-level can efficiently address to all migrants' men and women at one platform. Group formation should be separate if the target group is migrant women or either migrant men, they will be more decisive.

**Gram Panchayat**: Decentralized unit of the Governance body, the Gram Panchayats, can address those migrant people who have the willingness of volunteering. By ensuring proper utilization of government and community resources and mobilize migrants and community to participate in the role of SHGs, federation and into the appropriate activities of social enterprises, Gram Panchayat can achieve different Sustainable Development Goals.

**Grass-Root Development Organisation**: The Grass root development organization that has been working since the years, they can understand the nature of people for SHGs, FPOs, and entrepreneurship. Organization can encourage people to sustainable group formation through identify true leaders and capacitate accordingly.

**Farmer Producer Organisation (FPO)**: It is an organization of agricultural produce, which encourage to the farmers and SHG members in producing natural products and supporting in sell them on right price in the market. The FPO analyzes the work of self-help groups, clusters and federation that are involved in the planning and production of agricultural products by engaging them into the natural farming processes.

**Other Stakeholders**: Collaboration with institutions and the organization that rigorously works on maintaining quality of products can promote their tools to these small enterprises and support it into the implementing local produces.

The Government of India is implementing various programmes and schemes. There are some Rural development schemes and programme with a proper road map that will be contributing in strengthening SHG and empowering rural poor men & women.

## 2. **Scaling-up the Microfinance Initiatives:**

SHG–Bank Linkage Programme (SBLP) of NABARD has emerged as the world's most significant microfinance movement by organizing the poor into groups and linking them with banks for credit facilities.



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During 2018–19, an amount of ₹68.92 crores from the Financial Inclusion Fund (FIF) and ₹22.91 crores from the Women Self Help Group (WSHG) Fund had released as a grant for formation and linkage of SHGs, digitization of SHGs, training and capacity building of members, livelihood promotion, awareness and innovations. NABARD has been continuing to support partner agencies and SHPIs like RRBs, NGOs, Farmers group, DCCBs, SHG Federations, for promoting and nurturing SHGs grant support have also provided to ‘not for profit’. Some selected stages which can define how the SHGs is more useful for migrants & rural poor people. (Table-1)

**Table: 1**

Particulars	2017-18		2018-19		Change %	
	No. of SHGs(lac)	Amount (Rs. Crore)	No. of SHGs (lac)	Amount (Rs. Crore)	No. of SHGs(lac)	Amount
	22.61	47,186	26.98	58,318	19.33	23.59
Loans outstanding	50.20	75,598	50.77	87,098	1.13	15.21
Saving with Banks	87.44	19,592	100.14	23,325	14.52	19.05
NPA Level (%)	6.12		5.19		(-)15.20	
Average loan disbursed per SHG	<b>Rs. 2.09 lac</b>		<b>Rs. 2.16 Lac</b>		<b>3.35%</b>	

**Source: Annual report of NABARD 2018-19.**

As analysed, it was good to see SHGs are continuously lifting-up in the sense of strengthening economically for the rural low-income families. According to

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the data from NABARD 2018-19, average loan disbursement per SHG have scaled-up from 2.09 lac to 2.16 lac, saving had highly increased from Rs.19,592 crore to 23,325 crores, and the Non-performing assets have decreased.

### **Men's Participation in SHGs:**

The participation of men in SHGs run by Shramik Bharti, a grass-root development organization at Kanpur was being seen, which is still low (Table-2). But it will ensure enterprises more sustainable and impactful by encouraging men in collective activities like mass production, agricultural production and supply chain processes. It will also influence men to make their own startups with technology-driven innovative activities.

<b>Area</b>	<b>SHG Member</b>	<b>Male SHG Member</b>	<b>Female SHG Member</b>
Jajmau	5617	45	5572
City Slum	8991	124	8867
Kulgao N	4285	53	4232
<b>Total</b>	<b>18893</b>	<b>222</b>	<b>18671</b>

Source: Annual Report of Shramik Bharti, Kanpur 2018-19.

### **3. Rural Development Programmes To Promote Shgs And Their Linkages With FPO And MSME Programmes:**

**Rural Development Schemes:** Government of India has been promoting various schemes under the Rural Development Programme. The programmes Poverty and Human Development, Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Fisheries and Aquaculture Infrastructure Development, Dairy Processing and Animal Husbandry programme are mainly crucial to uplift the economic condition of non-skilled workers. By creating jobs in different sector like construction work for industries, watershed projects, dairy processing, Animal husbandry and

fisheries programme are partly essential to employment generation in food and production sectors for non- skilled workers and semi-skilled workers. These programs can be implemented on the ground by encouraging SHGs, clusters and federation. It will develop sustainable social business model.

**Micro Small and medium enterprises Programmes (MSME):** MSME stimulate the migrant's skill and transform it into the employment generation. There are several programs with the help of Migrants can uplift their economic condition as well as sustained the India's economic situation. The approach of MSME is to the enhancement of participant's skills that will be contributing to enterprises. Under the MSME There are some Entrepreneurship skill development programme, Assistance to training institutions, Development of Khadi, Village and coir industries and Marketing Assistance Schemes that will help to SHGs to enhance their skills or developing innovative and technology-driven programmes.

**Entrepreneurship Skill Development Programme (ESDP):** Entrepreneurship skill Development Programmes are being organized to enhancing the strength and innovations that come from the community. These can be enlightening to migrants' worker on various aspects of industrial activity, renewable energy, Khadi, Handy craft, Agri-produces, and the activities related to food processing in their villages. These are generally conducted in ITIs, Polytechnics and other technical institutions, where skill is obtainable to motivate them towards self-employment.

**Assistance to Training Institutions (ATI):** Under the Ministry of MSME, Agricultural Training Institute (ATI) provides various level training institutes, National Institute of Small and Medium Enterprises (NIMSME), Khadi and Village Industries Commission (KVIC), Coir Board, Tool Room, National Small Industries Corporation (NSIC) etc. Mahatma Gandhi Institute of Rural Industrialization (MGIRI), provides vocational training for the region. Training institutions are aimed at strengthening the members of enterprises or groups through entrepreneurship and skill development training programs.

3.1 **Promoting Nature farming:** FPOs are promoting agriculture farming which is the basic need of this era. As the chemical-free food gives the healthy nutrient to the human being; it is promoting Nature farming (Zero Budget Natural Farming) with natural resources of pesticides & fertilizers. It increases the capacity of land fertilizing. These initiatives can take place

to increase innovation and supply healthy food by marginal farmers, SHGs or federation at the ground.

**3.3.1. Equipment in Agriculture for Agri- solutions:** The cost of farming can be reduced by using low cost agricultural equipment's, there are so many equipment like Seed Grill, Marker, Weeder and bagging hook which can be developed on meager budget. Maintenance of these equipment's is also user friendly. by using this equipment, the farmers can tremendously improve many facets of the farming practice. Moreover, develop enterprises to produce these equipment's will increase employment generation in agricultural sector.

### **4. Supply Chain Management and Market Promotion:**

**Supply Chain and Domestic Market Support:** Effective supply chain network can boost up their products at the local markets via the retailers, transportation, distribution centers. It can become a means of promoting quality products that increases the demand generation also. In the supply chain process, there should have specific and compelling team management that will help to uplift their initiative. At the initial stage of enterprises, there should have started to sell products at the local and domestic markets. After conducting surveys or feedback, it must improvise the quality of the product and then, products should be promoted to the national or international markets.

**Market Promotion and International Cooperation:** The central idea of the programme is the advertising of products or produces would get an extension by the television, E-Kart, participation in domestic exhibitions, International Exhibition, trade fairs, buyers and sellers meet, and sponsored conferences in foreign countries. These kinds of activities encourage Micro and small enterprises as well as it will ensure the demand generation over the national and international markets also.

### **Conclusion:**

In a Nutshell the progress of NABARD's Scaling up Microfinance program during the FY: 2018-19 covered about 100.14 lac Self-Help Groups (SHGs) and nearly 12.5 crore poor households in India as on 31 March 2019.

The Programme livelihood and enterprises have supported 23,000 SHG members for setting up livelihoods through

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201 LEDPs. Cumulatively 61,000 SHG members have been encouraged through 532 LEDPs up to 31 March 2019 and NABARD's endeavor in skilling the SHG members through its Micro-Enterprise Development Programme (MEDP) continued during 2018–19 when 26,452 members were trained through 870 MEDPs enabling them to start micro-enterprises. Cumulatively, around 4.94 lac SHG members have received training through 17,276 MEDPs as on 31 March 2019. It validates the Microfinance is a successful model through that vulnerable and migrant community can get the opportunity to improve their economic condition.

Shramik Bharti, a Grass root development organisation, have mentioned, 92 SHGs have 1081 small & marginal farmer families they become shareholders of the producer company and have started marketing of their produce collectively. Group Organisations "Chetna Nature Farming and Ekta Nature Farming Producer Company Limited was formed by women Self-Help Groups of small & marginal farmer families. That is now engaged in the production and processing of chemical-free Agri-produces that ultimately leads to ecological sustainability and better nutrition & health". It defines small & marginal farmers have been initiating shareholders of the producer company and having start marketing of their produce collectively. A social enterprise of Self-Help Groups reduces the risk of losses.

SHG, FPO, and MSME are well contributing as the economical solution at micro, medium and macro-level of development. As well as Most of the youth now having moved on the startup for their enterprises, nature farming, animal husbandry and fisheries, it will not only be generating additional income but also will protect farmers from crop risks. Further, value addition from these sectors is consistently higher than that from crop culture. The role of media is also as important in this phase. Via the local TV channels, many skill development activities can be broadcast and the people who cannot access the internet they can enhance their knowledge by watching it on Television.

All startups should have handholding by the Ministry of MSME so that reimbursement can be secured, and enterprises will be sustainable. There have also training on technologies should be inevitable for all types of enterprises and SHGs so that they can implement their business by themselves. These are some aspects through that the migrant people who came back to their villages can participate in SHGs & Small enterprises and generate employment by

itself.

**“Philanthropic money has a limited lifespan, but by the using of this philanthropic money can start the social business by the vulnerable community for the vulnerable community, The money from these social businesses will continue to be recycled over time and will never disappear.”**

**Muhammad Yunus**

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## Chapter: 21

### Role of Media in the Covid-19

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**A crisis usually brings out the simplest in you and you discover qualities that you simply never knew existed inside. Rajeev religious mystic**

Throughout history, humanity has always been challenged. Some are political or economic crises; others are unit natural disasters or social crises. Contingency in all its forms is an indivisible part of mankind's life and their multiplicity is increasing over time. From global climate change to spiritual polarization, from expatriate crisis to COVID 19, humanity is being challenged as never before. However, we tend to **recover, retrieve, restore, reclaim, regain** from these crises, and have always shown the world our survival instincts.

In a progressively interconnected world, COVID 19 has given profound queries for allnations – as people, communities, organizations, societies, nations, indeed-the civilization. It's a time for the entire humanity to come together and lend a helping hand to one another for curbing out this deadly virus.

When worry, fear, and misinformation are spreading, this mass media helps set the record straight through expert advice, business tips, workflow suggestions, and updates on how world organizations are tackling the crisis. Media is considered as a reflection of society and shaper of an individual's life. With globalization and urbanization, media is becoming an influential factor in an individual's life. Audiences engage their selves in various forms of media including movie watching and they relate their lives with the characters essayed by actors in movies. The multimedia play a significant role in delivering information and sensitizing the masses about the different measures to tackle COVID 19 crisis meticulously. Social media is the single most influential tool and contribute to a transformation in the cultural and social vibes of the masses. It brings about a transformation in the attitudes and beliefs of the people.



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In the defiance of CORONA VIRUS, there are numerous channel of communications who have come out with excellent means for masses and countries to unite together virtually and emotionally despite complete lockdown. It creates a crucial role in building civil unity and in modifying the viewpoint of the masses. Mass media play a special role in providing information and making people aware of the situation during today's COVID 19 crises. Media contribute to the reformation of the cultural and social values of the masses which in turn brings out a change in the attitudes and beliefs of the people.

Media can serene the population and inspire them to do positive actions, and on the contrary, it can create chaos too...In the COVID-19 scenario, media is cautiously engaged in a methodical way to regulate the mass opinion with a positive perspective. Social media is the most powerful tool for change in civilian hands. We must use the responsibility to shape the world in which we live and to be responsible

Stringent and revise information is the most important factor in finding solutions in extraordinary and crises and providing us the accurate information is the best way for the media to help the disaster victims.

Media consultants and reporters are the bridge between folks and the government. The journalists are operating overtime in this pandemic to keep us with the pace of knowledge and all folk ought to be appreciative of them and extend their full support. MEDIA can be instrumental in increasing the protection against natural disasters; assisting folks and help the administration to take necessary prevention, confrontation, rebuilding, and restoration steps.

In the present lockdown situation, people are turning to radio for entertainment and to derive information. Radio oozes a local flavor and serves as a force to unite in these times.

### **Here I Would Like To Quote the Song Which Goes On Radio Mirchi**

*It's time for quarantine, working on ppt, I draw that Lakshman Rekha to maintain social distancing*

As lockdown is getting stretched, the inventive juices are overflowing across the nation; Radio Mirchi has come up with a fun campaign for the listen that

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urges people to look at the brighter side of life. The channel seeks to inspire all those listeners with a penchant to entertain to come forward and experience the joy of stepping into their beloved RJ's shoes.

Through the new phase of mass communication in the last few decades, not solely are we learning the latest news updates, but we are also using multiple forums like Facebook and Twitter for providing individual and enterprise updates. Multimedia is trying to become the best buddy not only for the private companies and entrepreneurs but also for all government organisations to efficiently share factual and up-to-date information and thereby support workers and customers like never before.

Looking at the influential aspect of the utility of online forums by different individuals, businesses, and government agencies have been exchanging data and communicating with others more often and effectively. With the outbreak of COVID-19, mass media has evolved as a boon for everyone across the world. Following are the

4 prime roles of media that have come up in a more dignified and integral way

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### **1) A Supply of Knowledge (And Misinformation):**

Real-time data is available at just one click with the advent of any social change worldwide, which keeps the nation safe, enables us to get a better understanding of what is happening across the border, within the nation, the way it impacts us, and those we love. Social media companies are working to combat misinformation on coronavirus. YOUTUBE, FACEBOOK, LINKEDIN, MICROSOFT, TWITTER, REDDIT are working closely together to combat misinformation about the virus, elevating authoritative content from their respective platform and sharing critical updates in coordination with the government health care agencies around the world to keep the communities SAFE and HEALTHY

### **2) It exerts influence on public response to the outbreak.**

Millions of people are breaking the binary by publicly speaking and sharing their viewpoints on coronavirus across various network sites.

**EXAMPLE. CHANNELS ON YOUTUBE A). POSITIVE**

**HARMONIES B). MYGOV.IN**

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People are free to register their opinion in any form either poem, writeup, meditation session, interactive talks Social distancing and home quarantine are trending

### **QUARANTINE ANTHEM IS BECOMING THE TOOL FOR CREATING AWARENESS**

kafi dino se dil mere bole, bahharjao, sadkekhale, kaise chalige life ye batao. Phir se gao me lauti gehaasi, phir se shahro me ronakayegi, nahihogi koi pabandi, baatege hum khusiya, ju saathe de saaraIndia, PHIR MUSKURAYEGA INDIA, JEET JAYEGA INDIA

#### **3) A Retail Marketing and selling platform**

Socially ACCOUNTABLE product selling is what is being operated by many multi-national companies and came out with a more powerful and empathetic strategy of online selling keeping in mind all the possible measures to reach his customer in the best possible way during this pandemic times.

Streaming services, LIKE Netflix, prime video are providing entertainment for those bored at home. Big food chains like Dominos are following all the important guidelines in their delivery services. They can safely provide groceries and meals to those unable to venture out. Companies like Google, TCS has featured their online short courses program at reasonable rates. On the whole, the entire business fraternity is trying to do their best to ease the uncertainties, fear, and discomfort being experienced by so many.

Online shopping has become the talk of the town. There is a change in the trend of shopping after Covid-19. A lot of customers had shifted from window shopping to essential shopping. The shopping is also limited to groceries and health products only. People in large are keeping cash with them. Investment had decreased and saving had been increased.

Even the advertisement had changed a lot. Commercial ads on TV and media are of Heath product, insurance, and essential items. 'Needs' had suddenly overtaken the 'wants'. This is what took us to the Stone Age.

#### **5. Upholding relationship with love and gratitude during these pandemic times.**

The lockdown is cementing interpersonal relationships and bringing people

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together and has lessened the gap among the most disputed families. Commercial promotion through advanced media is assuming a powerful job in keeping the soul of sympathy and love enlightened among all individuals. PEPSI COHAS COME UP WITH DIFFERENT ADD CAMPAIGN ON YOUTUBE TO SPREAD AWARENESS CROSS THE WORLD.

COVID-19 has influenced numerous social, economic, cultural aspects and has changed the manners, and way of living particularly the senior resident, kids, working ladies, unskilled workers. Various groups/SPIRITUAL gatherings like THE ART OF LIVING satisfaction program are revitalizing together to keep the soul of masses high with positive energy by organising online productive mindfulness program and enhance making yoga and meditation as a part of everyone lives. Through the medium of interactive media, fundraisers sorted out and circulate essential things and try hard to fund-raise for those in need as to reach a huge area of the populace within a short period.

### **The new wave Of Media Affecting the Life of Many:**

#### **A) Mass Communication Role In Corporate Social Responsibility**

As to help and aid the migrant labor, poor people, disabled children, and other minor groups, different companies share their profit with the weaker section, and to provide the basic goods is their prominent motto. The mass media plays an important role in developing corporate visibility. Media visibility has a significant influence on public opinion. Companies' topmost responsibility is to ensure employee solace and wellbeing in this hour of pandemic times. Through various online software like zoom, Googlemeets, Microsoftteam, organizations are paying attention to the need of the employee and have given freedom of workspace for all sections of the people and are one of the most needed and influential tools of remaining connected in this hard times.

#### **Example:**

“Airtel’s network teams continue to work 24X7 to ensure that India’s digital backbone continues to operate seamlessly and people stay connected with their loved ones and can work from home at this hour of global crisis.

#### **B) Virtual Graduation Events Through Facebook and Instagram**

Facebook and Facebook-owned Instagram are planning a multi-hour, celebrity-filled streaming graduation event featuring Oprah Winfrey as a commencement

speaker. The event, called “Graduation2020: Facebook and Instagram Celebrate the Class of 2020,” has streamed live on-air social media. Chase’s #ShowMeYourWalkon going virtual commencement campaign has started and many big brands are a part of such activity.

The companies have stepped up to help fill the void by throwing virtual graduation celebrations to celebrate the Class of 2020. Many are emphasizing the tradition of commencement speeches by partnering with celebrities and inspiring individuals to make sure those graduating don’t miss out on these ritual experiences.

### **C) Virtual Assembly through Zoom and Google Meet.**

Since the lockdown started Educational institutes had shifted from mainstream education to digital and remote learning. Zoom and Google meet are the new classes now. The whole focus now shifted from school to home. Even the School Assembly which used to be very important features of the school is now conducted online. The lesson plan is converted into Google calendar, Google doc is the new notebook now. Adaption is now only the key to success.

### **D) E-Learning And Online Classes**

Multi-media has gone the extra mile in changing the phase of our education system, with the sudden spread of coronavirus has remodeled the centuries-old, chalk– talk traditional teaching method to one driven by technology. In today’s e-learning world, media have come up with different online portal which helps in developing a holistic approach in this unexpected situation. Open-source digital learning solutions and Learning Management Software like Moodle, socrative, sshowbie, are being adopted by all educators across the nation for e-learning and online teaching.

**Nishtha** - National Initiative for School Heads' and Teachers' Holistic growth is an innovative program taken up by the ministry of Human Resource for the extensive development of teachers and school principals at the elementary stage. Together educationists and school leaders from around the world have come up to share how they are preparing for the future of classrooms.

A distinctive feature like DIKSHA program started by NCERT as to reach all remote corners of each state in India, it has strengthened to ensure accessibility of learning to all the learner community. Various platforms of social media like

youtube, DD channel are working for the well-rounded and effective educational practice which is the need of the time for the capacity- building of young minds.

**Swayam**-an initiative taken by the government of India in the field of online learning and works on three paramount standards of Education Policy i.e., **approach, integrity, and quality**. This is one of the unique portals where courses have been started from grade 9 to graduation. Its main motto is to cement the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

**Our Doordarshan**, the oldest, most popular and reliable means of entertainment have started different free channels for various courses, affiliated from a different school, universities, board as to reach the vulnerable section of the society,

**WEBINAR**, a new trend of getting connected to people with just a click away where people are coming open only and discussing the various crucial topic of the current situation mind are being organized through various media channels, for increasing the employability, productivity, health, and ensure the overall progress of India.

### **E) Online Advice And Digital Assistants Are Being Given Through Our Multimedia.**

#### **Aarogya Setu:**

As to keep a vigilant track on the cases of COVID 19, the government of India has come up with this innovative App. Through this app, people are assessing their physical health. With this multiplier technology, valid information about 697 potential hotspots can be collected in minimum time. It does not reveal the individuality of people and apply only for health interventions. Program is free to access in 12 languages, and nearly 9.8 crore people have downloaded it. Its growing need has increased the responsibility of the heads of the organization, like government and private sector employees to use the mobile application to reinforce the efforts to fight the COVID-19 pandemic and also make sure of 100 percent coverage.

A democratic and egalitarian mass media space that includes the diversity of

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voices is focusing on the ordinariness of everyday lives. Perseverance is needed to create awareness to fight against this pandemic. Media works as a watchdog, by research, interpretation, collection of data and check its validity by emerging evidence and give the analysis report. In this time of national emergency, media has come up as a boon for all human race.

All communities like children, teenagers, youth, and elder across the border have shown their support and empathy towards the digital world which has somehow enhanced the human working capacities during these great depression times and have tried to lessen up the anxiety, fear, and uncertainties of many people. Mass communication has picked up all the basic touchpoints of the entire populace of the world. Although accent and commitment vary, the message from one user to another remains constant: **YOU ARE NOT DESERTED IN THIS, THERE ARE SILVER LININGS TO BE ENJOYED.**

**STAY SAFE, STAY HOME.**

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## Chapter: 22 Employee Motivation during Lockdown

### **A Study of the Organisational Strategies to Secure Employee Motivation during National Lockdown**

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#### **Summary**

Covid-19 has turned into a global crisis that has changed the definition of business operations. No industry is immune. Securing the health of the workforce and ensuring business continuity is the primary concern of every business unit. There is a paradigm shift in business from physical to digital platforms. While this digital adoption momentum has eased the business function, it also comes up with a challenge of securing the mental health of the employees. The ongoing lockdown has left employees feeling anxious and worried about their future, prompting many organisations to look for ways to keep the staff motivated. This research paper entitled “A study of the organisational strategies to secure employees motivation during national lockdown” tries to highlight the different motivational strategies adopted by the firms to secure their mental health and to encourage the employees to utilise their downtime.

#### **Introduction:**

“There are decades where nothing happens and there are weeks where decades happen”. Vladimir Lenin has mentioned these words 100 years back probably in a completely different context. With the Wuhan district of China as the epicenter of corona virus, this pandemic has gradually taken the whole world under its control. According to a recent report generated by WHO Director – General’s as on 1<sup>st</sup> May 2020, around 215 countries are still under the grip this pandemic. Even a vigorous nation like America is constrained and has knelt before COVID-19. The world seems to be a standstill, with the people fighting for survival. The virus has been a great leveler affecting people irrespective of their wealth and social status.

Within just a few months, people requested to confine them within the



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household boundaries to prevent the rapid spread of the virus. India, being densely populated with a patchy health care system and a high rate of migration had a greater vulnerability. Analysing the situation of other countries, besides the preventive measures of social distancing and quarantine, the government of India has declared National Lockdown on 25th March 2020. To flatten the corona virus spread curve, the Indian government has extended the lockdown by two weeks. While this will save the lives by limiting the transmission of COVID-19, it also brings forth many pertinent questions for business leaders with no clear answers.

The strict lockdown rules of social distancing have presented many new challenges for all of us. Apart from the basic question of survival and existence, the businesses also need to deal with one of their critical assets, the employee. With no clear vision and concrete strategies to move ahead, the employees are looking upon business leaders for ensuring success in sailing through the crisis. Most of the organisations have adopted digital platform for conducting their business.

While organisations are adjusting to the new work culture, the virtual work environment is facing different challenges every day. Amidst the fear of losing their jobs, salary cut, and delay performance appraisals, the employees are also worried about the uncertain challenge of matching their skills with the revised and restructured business. The International Labor Organisation (ILO) has estimated job losses to run over 25 million as a result of COVID-19. The figures revealed by CMIE are even more frightening. According to the latest data for the week ended on 5<sup>th</sup> April 2020, Centre for Monitoring Indian Economy (CMIE), estimate on unemployment shot up from 8.4% in mid-March to the current 23%. This has led to a high level of anxiety and stress among the employees. Even big organisations are not immune to it. The team collaboration and morale of the workforce are diminished and the workers are losing their sense of belonging. With this sudden change, employees may feel aloof due to less connectivity with the teams sometimes. These calls for the business leaders to come up with strategies to keep the employees engaged using the best possible means and utilise their downtime. As Sailesh Menezes, Bengaluru- based senior director and head of HR in India for Hewlett Packard Enterprise, quotes, Our main focus here is to keep our employees engaged, to feel them good about themselves.

During such times, the focus needs to be on boosting employees' morale, as they are the key pillars of business continuity for any organisation. At Axis Bank – where nearly 88% of corporate office staff and several of the field staff are working from home – managers are told to be in regular touch with team members to keep them motivated. Ravi Mishra, SVP-HR, Grasim Industries, Epoxy Business, Aditya Birla Group adds on those who are sitting at home without work is more vulnerable to emotional distress and anxiety. Therefore, it's important to engage them positively. Thus the organisational leaders should come to the front foot with some concrete measures to engage the employee downtime.

### **Overview of Literature:**

Owing to the present scenario and ensuring the safety of the employees, most of the companies have adopted a digital platform as an alternative to working. According to a survey conducted by Economic Times, the top companies of India like TCS, Dabur, Flipkart, Ola, Axis Bank, Bank of Baroda, Vedanta, Panasonic, Siemens, Deloitte, Microsoft, Wipro, ITC, AMD, Tata Steel, Schneider India, Dalmia Bharat Group, Accenture, Swiggy, Motilal Oswal Financial Services, RBS India, Big Basket, and Welspun Group have prioritised the wellness and the health of their employees. Working from home is known as a form of flexible working because it provides employees with an opportunity to work flexibly to carry out their job roles within their working environment; this can include when they work, such as the working hours and also where they work such as the work environment (CIPD, 2016). Watson and Lightfoot (2003) conclude that working from home can be beneficial for employees because it provides them with an opportunity to have a positive work-life balance. However, this study also concludes that working from home may encourage employees to work for more hours every day and may also propose a sense of isolation as employees can be away from the office for prolonged periods. A study conducted by (Mullins, 2010) concludes that working from home may provide a sense of loneliness that they would not experience while working in the office. According to Basile and Beauregard (2016), it is the role of HR to ensure that working from home is a positive experience in allowing employees to work from home effectively. A study carried out by Basile and Beauregard (2016) also has a strong focus around what HR can do to ensure the successful implementation and development of

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working from home and how, if this way of working is managed correctly by HR, there will be higher levels of success in developing a more agile and diverse workplace. Thus, this study tries to underline the recent strategies adopted by most of the business organisations to keep their employees engaged at the time of crisis.

### **Research Design:**

The researcher intends to explore the strategies adopted by most of the organisations to keep the employee engaged and productive while working remotely during the COVID- 19 pandemic. Thus the research is exploratory in nature.

### **Study of Organizations Strategies:**

The crisis demands the creation of a strategy that can be adjusted to a completely new and completely changed economic environment and a corresponding business strategy by most companies. Here are some of the strategies, companies have adopted to secure the mental health of the employees and to keep them motivated.

### **Communication:**

In contrast to the situation before the spread of this pandemic, the employees can now no longer participate in group activities such as team meetings, open discussions, or any other official gathering. The lack of personal touch and physical proximity had hit the psychology of the employees with the employers finding it difficult to connect with their teams and help boost their spirits. Also, the unreliable and unverifiable information about the intensity of the spread of the pandemic from unauthorized sources is heightening the sense of panic and fear among the employees. Thus, it is vital to provide employees with a single source of information collected from trusted sources such as the World Health Organisation (WHO) to minimize their anxiety and fear. At the very outset, it is required that every employee of the organisation should know about the information and decisions concerning them. Communication acts as a catalyst to boost employees' morale. It keeps the employees connected and engaged with the objective of the organisation. The organisation should have transparent and streamlined communication with their employees so that they remain well informed on how the organisation is progressing towards its goals and

mission. On one hand, transparent communication builds trust while on the other hand, it helps to address and resolve unfounded fears and address those that truly need to be confronted. Effective communication also enables the employees to keep updated about the recent changes and their shifting roles.

### **Community Building:**

Although the tech-savvy generation has embraced the digital platform yet some are finding it difficult to adjust to these business transformations. Employees are anxious and eager to participate in the rebuilding of economic activities. To keep the workforce in motion they have created a virtual team where the members of the team are assigned collaborative tasks weekly. It aims at encouraging team members to work together stay connected. It also carves the way for the employees to share their innovative ideas with the managers and the team members thus providing them an opportunity to be in the spotlight. For the employers, the pluses are establishing cost-saving and enhance productivity.

### **Remote Learning:**

When the bars of lockdown will lift, almost every organisation would adopt the 3R approach – Reevaluate Reengineering and Reactivate. Organisations can encourage their employees to invest their time by learning and acquiring new skills. The remote learning programme offers a platform for honoring and polishing the skills of potential employees. By highlighting the importance of learning, reskilling, and upskilling organisations ensure the overall engagement of employees. This will also enhance the ability of the employees to embrace the change with open hands. This will, have a dual advantage for the business. On the one hand, it will prepare the employees to meet the current and future needs of the organisation while on the other hand; it will serve as a competitive advantage for the firms.

### **Virtual Contest and Activities:**

Engaging employees by conducting an online quiz, virtual contest, and competition is another fruitful strategy adopted by the organisations to keep employees preoccupied. It will keep the competitive spirit alive. These contests and quiz help to motivate employees to work on concepts or areas that they find difficult to understand. The online quiz and contest also help the

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employees to address the issue of information overloading. With amalgamate of information floating around, online assessments and quiz help to focus on the key takeaways. Employees can evaluate their key strengths and areas where improvement is required. They also encourage the employees to recall information that they have learned and can also help them to retain this information in the future. From the organisation's end, integrating online test and virtual contest enables the employers to assess employee knowledge and help them to keep updating about the evolving technological trends and changes. Besides providing a professional advantage to the employee in expanding their current knowledge base and exploring new skills, the quiz is also serving as an interactive platform for critical thinking, innovative measures, and extensive research.

### **Fitness Sessions:**

Ensuring that employees stay motivated at work largely depends upon the physical and mental health of the wellbeing. Subjected to the prevention of a rapid spread of a corona virus, employees are staying indoors for a long period which may harm the mental and physical health. The sudden shift in the mode and schedule of working for a prolonged period is harming the physical, mental social, and emotional health of wellbeing. They are subjected to various health and mental hazards, among which the observable ones are obesity, lower immunity, lower endurance, muscle loss, vision and hearing issues, headaches, an upset stomach, elevated blood pressure, sleeping disorder, depression, panic attack, burnout and other forms of anxiety. To promote their physical well being many of the organisations have started fitness and training sessions, comprising programs like yoga, physical exercise, stretching, etc. under the supervision of trainers. Besides, they also advise the employees about the dos and don'ts to keep safe, providing tips on nutrition, dealing with anxiety, and being positive. Some organisations also provide the employees with the online counseling session where they can directly communicate with the doctors and the health experts and alleviate their fear to ensure that they stay positive.

### **Leading with empathy:**

The COVID-19 pandemic situation has left everyone in its wake an unprecedented challenge with no leading road ahead. Hence, leading the employees with empathy is the need of the hour. “Me, you, us” has emerged as

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the new fundamental phrase for the employers. The employers should take the employees in confidence that they are not alone fighting through this tough time. Organisations are extending themselves beyond boundaries to support employees may technologically, financially, and psychologically. Such practices can help employees feel less lonely and more connected. It also improves the employees' ability to regulate emotions during times of stress.

### **Promote work-life balance:**

Additional ways in which the employers can motivate employees is by reconstructing their organisational culture by providing flexibility in working hours and conciliation protocols. Managers should underline the fact that working from home gives employees additional accountability and they have full faith that employees would make the best use of that accountability. Managers need to inspire the team members rather than burdening them with unnecessary administrative responsibilities, static project deadlines and emphasizing the need to be “on the clock constantly. The employers can assist the employees in providing access to the technology by ensuring that each of the employees has the required tech equipment such as laptops, good internet connections, access to the digital database, etc. The employers can also empower employees to advocate for change by highlighting the importance of innovation and providing regular opportunities for honest feedback to minimise conflicts.

### **Conclusion:**

The entire world has been hit by a pandemic with a not possible cure yet and the only proven prevention is social distancing. The medical science and the research centers are still searching for ways to fight with corona virus. However, every crisis comes with an opportunity. This changing time has provided an opportunity to reexamine and redefine the relationship between organisations and employees. The organisation leaders must see through these changes in ways that gain and maintain the trust of their people. That trust can be built by leaders demonstrating their care for individuals as well as the wider workforce and community.

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## Chapter: 23

# Indian culture as cure of Economic Tragedy: An optimistic way

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### Summary:

The Indian economy is expected to get impacted, at least indirectly from the massive attack of the Covid-19; however, since we do not know the duration of its impact, it is challenging to quantify its economic impact. Former Reserve Bank of India governor Raghuram Rajan sees the economic fallout of the coronavirus pandemic as the “greatest emergency” India has faced since independence. We have already seen the mass movement of migrant laborers. The Covid-19 has not only created a health emergency but a financial crisis too.

According to the International Labour Organisation Covid-19 will destroy up to 25 million jobs and according to the United Nations Conference on Trade and Development (UNCTAD), it will likely cost the global economy between \$1 trillion and \$2 trillion in 2020. Also, there is epidemic despair arising from a fear of unknown causes, resulting in serious anxiety and mental problems. Extended isolation can trigger a different kind of pandemic even leading to possible suicidal tendencies, fits of anger, depression, alcoholism, and eccentric behavioral patterns.

An understanding of the role of the culture and collective beliefs can help us design a better and more appropriate economic policy. The focus on the political- cultural aspects of the economy does not have to be founded in skepticism for economic policy, but in fact to design economic policy better and more appropriately. India is a country of holy books associated with different cultures which at the end teaches us to do your work instead of thinking about the results. The Bhagwad Geeta reminds us of the power of self. In his classical 1776 book, the wealth of nation Adam Smith sometimes regarded as the founder of modern economics argued that each individual motivated by the pursuit of his self-interest contributes to the public interest in a system that is self- regulating. Even in fall back as Ben Smith was broad-



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minded enough to recognise a culture moral sentiment has a role in the behavior of people. To affirm this, John Stuart Mill right in 70 yrs later said that the cultural constraints on individuals could have a stronger impact on them than the pursuit of personal financial gain. Indeed, the world has understood that culture and the way of life of people determine how their economy will run and therefore how successful the economy would be.

Max Weber the German social-scientist riding in the 20th century provided a strong insight into how cultural or religious values will impact economic outputs. Through his discussions, along with those from others, it became a param for society to pursue values and hard work because this is the pathway to increasing wealth. If you look around you you will observe that even with countries certain ethnic groups, in general, seem to be wealthy among others. It is clear that culture that promotes creativity, individualism, innovation, and hard work will, on average has more wealth than those who are not. The Indian culture can be built upon for a much stronger India.

### **Introduction:**

The Indian economy is expected to get impacted, at least indirectly from the massive attach of the Covid-19; however, since we do not know the duration of its impact, it is challenging to quantify its economic impact. Former Reserve Bank of India governor Raghuram Rajan sees the economic fallout of the coronavirus pandemic as the “greatest emergency” India has faced since independence. We have already seen the mass movement of migrant laborers. The Covid-19 has not only created a health emergency but a financial crisis too.

The International Labour Organisation estimates that Covid-19 will destroy up to 25 million jobs including the hotel industry, factories, small business enterprises, and others. According to the United Nations Conference on Trade and Development (UNCTAD), it will likely cost the global economy between \$1 trillion and \$2 trillion in 2020. Also, there is epidemic despair arising from a fear of unknown causes, resulting in serious anxiety and mental problems. Extended isolation can trigger a different kind of pandemic even leading to possible suicidal tendencies, fits of anger, depression, alcoholism, and eccentric behavioral patterns.

**Christina Puchalski et al. (2009)** define it as: “Spirituality is that

aspect of humanity that refers to the way individuals seek and express meaning and purpose and experience their connectedness to the moment, to self, to others, to nature, and the significant or sacred”.

**COVID-19 creates a worldwide threat but reminds us we are a global community.** Most of the time diseases are linked with poor living conditions, bad food habits, social strata, or geographical regions/countries. Since the HIV/AIDS is associated with the individual high- risk behavior, cholera with poor hygiene, or TB with poverty. Also, there are regional associations like the Great Plague with Europe, Ebola with African countries, and SARS with Asian countries, and MERS with Middle Eastern countries. And now we have COVID-19 was associated with China, however, it didn't take a blink of an eye to travel from one country to another and now it is all over the world and not a single country left from it.

Irrespective of the pandemic stage, today it is everyone's problem. Hence there should be no stigmatisation of a particular country or ethnic group. However, it faces huge counteracting forces that push in a 'non-spiritual' direction: stigmatisation, blaming, and scapegoating, capitalised on by populist politicians (and also sometimes linked to geopolitics, see for example the current US-China controversy).

Coronavirus has created fear among people, some are shattered, some are worthless, some hopeless, some jobless, some are uncertain about their future, some fled back to home countries, etc. causing lots of mental and physical problems. This made everyone difficult to be fully social due to social distancing. Without any vaccine or cure against COVID-19, the virus is uncertain and rigid. Though this tough challenge is killing our hope then also it unites people in an emotional and spiritual sense by providing opportunities to care for each other. In many countries, you indeed see societies pulling themselves together now (e.g., via the national anthem, or just singing together out of their balconies/windows, ringing bells for the COVID-warriors, lightening lanterns), uniting them to face this common threat. These are some ways of optimistic approach toward the tough situation.

As asserted by **Prof. Addiss (2016:108)**, 'Global health embodies a spirit of interconnectedness and it recognises the need for global cooperation to solve these problems.'

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The objective of this lockdown is also to protect the weaker sections of the society, who are under higher risks. It has aroused the spirit of unity and interconnectedness. According to WHO Director “Solidarity is the key to defeating COVID-19”. The young and old need to be taken care of and the responsibility comes on the shoulders of those who are capable of this global pandemic.

The **Secretary-General of the United Nations** appealed for a global ceasefire to focus on ‘the true fight of our lives’ and urged that the warring parties have to lay down their weapons to support the bigger battle against the COVID-19, an enemy which is threatening everyone.

**Evgeniia Erenchinova et al. (2018)** write spiritual values are “creative and constructive mechanisms working to stabilise the society, to prevent its destruction, this is their regularity.” Compassion, kindness, sympathy, and caring are some of those values that drive humanity in its originality. Compassion desires to separate other beings from suffering. Often these values get overshadowed in our intellectual insight and strive for practical wisdom, yet beneath lies a love and care component for fellow beings.

The WHO’s document “Mental health considerations during COVID-19 Outbreak” urges us to “**be empathetic to those who got affected**”, not to address people with the disease as “**COVID-19 cases**” or “**the diseased**”, and to “**protect yourself and be supportive to others**”. The pandemic changes our outlook towards others in our global community. It forces us to be compassionate, and ‘protect people we know, but also people we do not know or even, possibly, care about’ including elders, economically weak, and those marginalised in their own countries.

At the time of crisis, the first name that comes to our mind is God to pray and we go to our idol for worship, however, how when the god is too lockdown in their places let it be a temple, mosque, church, and other holy places then we are left at our own. Hence, the individual is surrounded by all unhealthy negative emotions creating further psychological problems.

To sum up, the COVID-19 pandemic reminds us we are—deep down—spiritual beings, whether we realise it or not, and makes us recognise that the problem of coronavirus is right here at the face of our global community; it’s a challenge that requires global cooperation and unity, a component of compassion to alleviate suffering, and a greater responsibility to

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exercise our faith to witness divine intervention (Solomon Salve March 24, 2020).

People with a spiritual perspective used to find the true meaning of life through spiritual intelligence (SI) i.e. a term used to indicate spiritual parallels with intelligence quotient (IQ) and emotional quotient (EQ). SI helps people understand the purpose of existence. (Solomon Salve March 24, 2020).

**“Spirituality”** is *“adhyatma” in Hindi*, which means *“atmanah sambhandham gyanam”* i.e.the knowledge which is related to the nature of the soul. Spirituality is the adoption of the qualities of spirit or soul which are akin to Godliness but due to material bondage, adoption of spiritual qualities should be taken in the right perspective. Avoidance of negative qualities ensures the free flow of spirituality automatically.

### **The Vedic View:**

The human soul must strive to attain Godly qualities since it is originated from God (Atharvaveda 4:14:1). Is compounded with God (Samveda: Uttar: 850). Similar and alike God (Rigveda 9:32:3) and beyond senses (Rigveda 10:61:13).

### **Godly Qualities:**

- God is one who originates and sustains the whole world (Rigveda 10; 81; 311)
- God is all-pervading and will remain so forever. (Yajurveda 32:4).
- God is indifferent and is not attached to anything (Rigveda 8: 19:1).
- God is supporter or patron of all animate and inanimate things and therefore is worthy of being prayed (Rigveda 1:70:2).
- God is undecayable (Rigveda10:88:3; 6:5:7).
- God is incorporeal which means that he has no image (Yajurveda 32: 3).
- God is pure and sacred and therefore gives us happiness (Rigveda 8: 95: 8).
- God is away from any fault (Rigveda; 164:39).

### **The perspective of Human Nature:**

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- God is pure and sacred and therefore gives us happiness (Rigveda 8: 95: 8).
- God is away from any fault (Rigveda; 164:39).
- Unless a person fulfills dharma at different stages of life, the attainment of the final goal (moksha) is not possible.
- Manusmriti (the essence of dharma derived from four Vedas) highlights that Grahasthasrama is the best.
- People of four ashramas should serve the ten cardinal principles of dharma,i.e. courage, tolerance, control of mind, not stealing, being clean, controlling sense organs, acquiring Vedic knowledge, and knowledge of the soul, speaking the truth, and not being angry(chapter 6,92).

Humans are materialistic by nature and have agreed to acquire and obsession for possession is rooted in their minds. Such individuals strongly believe in amassing wealth to fulfill life goals. And they get thrilled in displaying their affluence and/or arrogance. However, money cannot buy happiness.

- The hedonistic perspective holds that the goal of human life is the maximisation of pleasures and minimisation of pain.
- Transcendental perspective holds that human being is essentially spiritual. The ultimate goal of human existence is to achieve the experience of Ananda (not dependent on any object or event of external reality).
- The collectivistic perspective lies in between the hedonistic and transcendental perspective and fits well with the largely collectivistic culture of India.
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controlling sense organs, acquiring Vedic knowledge, and knowledge of the soul, speaking the truth, and not being angry(chapter 6,92).

### **The base of Spirituality:**

**Humans are the essential spiritual beings who are evolved to ask these fundamental questions:**

- Who am I?
- Where am I going?
- What is the meaning and purpose of my life?
- Am I truly happy?

### **Upnishads:**

Upa –Near; Ni – down; Sad – sit.

- 1,180 in number (vadant)
- The psychological interpretation of Samhitas in Vedas and critical of Brahmanism (rituals can liberate).
- The ultimate objective – the liberation of the self from the bondage of the phenomenal world through knowledge and realisation.

### **The essence of Bhagwad Geeta:**

- Impermanent is not real.
- Eternal nature of the soul: birthless, eternal, changeless, and even the same.
- Right attitude: Non-attachment, Even mindedness, Gunateet, winner of ego
- Benefits of practicing yoga: Gyan, Dhyan, bhakti, karma.
- Sense temptation leads to anger.
- Realising peace

After satisfying those basic needs and enjoying comfort and luxury, a point comes when they will not make u satisfied and increase happiness anymore. The happiness doesn't have meaning at that time because few things are beyond which money can't purchase which is happiness, peace of mind.

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Spiritualism is often confused with religion. Religion is a pursuit or interest followed with great devotion, by a group of people. Religion refers to communally held beliefs and tends to be associated with an institution. Spiritualism, on the other hand, tends to be more individualistic. Spiritualism emphasizes individual practice and extends to all facets of a person's life, economic as well as psychic.

The Covid-19 pandemic has triggered the pursuit of spiritualism in those with materialistic tendencies. They are realising that materialism and spirituality can coexist. People have become less conspicuous and wasteful in their consumption, and willingly share their possessions with those in need. There are ample examples of people sacrificing their wants (desires) during this pandemic to satisfy the basic needs of the weaker sections of society.

Covid-19 is an eye-opener for people with materialistic inclinations. Covid-19 is likely to change the existing belief systems of the individuals. There is a realisation that life is much beyond accumulating wealth and fulfilling material goals. There is no pleasure without conscience and compassion.

**Cavanaugh (1999)** defines 'spirituality' as a means of many things to different people. Spirituality means a search for personal meaning and relation to the Supreme Being that many of us call God. The Measures of religiosity and religiously involved people are found to be positively associated with physical health, subjective well-being, and faith in people, life satisfaction, happiness, depression, and self-esteem.

**Brandt (1996)** distinguished spirituality and religiosity. Religiosity involves discussions about belief systems and the range of personal, familial, and work-related commitments to those systems. Spirituality however is a broader concept which develops an individual as a '**whole person**'.

According to **Delbecq (1999)**, spirituality is the unique and personal inner experience of and search for the fullest personal development through participation in the transcendent mystery. It involves a sense of belonging and a sense of longing for a more complete fulfillment through touching the greater mystery, which in tradition is referred to as God.

## What is the impact of Spirituality on the Economic

## System?

**Kauanui S, Thomas K, Sherman C, Waters G, & Gilea M. (2008)** have categorised spirituality levels of entrepreneurs into 5 broad categories: ‘**Make me Whole**’ group, ‘**Soul Seekers**’ group, ‘**Conflicting Goals**’ group, ‘**Mostly Business**’ group, and ‘**Strictly Business**’ group. This study stands as a strong background for further studies. It emphasises that age, gender, years in business, industry, or income of the entrepreneurs do not lead to differences in the spirituality level among the groups.

According to **Galbraith C.S & Galbraith D.M (2007)**, religiosity has a relationship with economic growth and hypothesised that there is a direct relationship between religious attitudes and both economic growth and entrepreneurial activity. Entrepreneurial activity is the factor that strengthens the relationship between religiosity and economic growth. They have confirmed the findings of the previous studies conducted by Champion (2003), Martes and Rodriguez (2004), Galbraith et al (2004), Woodrum (1985), Honig (1988), Kwon (1997), found in their studies that individual’s participation in religion and their familial religiosity is positively associated with self-employment.

Spirituality and its impact on the micro entrepreneur’s performance:

According to **Kauanui, S., Thomas, K., Sherman, C., Waters, G. & Gilea, M. (2008)**. There is no difference between micro-entrepreneurs’ types of spirituality with their age, gender, year in the business, industry, and even their business income.

Whereas **Mardhatillah, A, and Rulindo (2007 & 2008)** established a relationship between the level of spirituality and micro-entrepreneur's performance. They also specified that the impact of spirituality is not directly intervened on the client’s poverty status by their business income, and agreed that these respondents were wealthier than their counterparts. Hence the study supports the common assumption of having a high spirituality level is beneficial for human beings.

The Indian culture is a cure for Economic tragedy if we explore more it spiritually. Indian culture is more beyond any religion. **The Covid-19 is only one of many global hazards that threaten our existence. India is a**



**country of holy books associated with different cultures which at the end teaches us to do your work instead of thinking about the results. The Bhagwad Geeta reminds us of the power of self.**

One can find a glass half-filled and one can find it half empty? It entirely depends upon the individual who is looking to it...either an optimistic way or the pessimistic way. You can find all the solutions of every problem in this entire world in the holy book The Bhagwat Geeta which have the essence for daily life:

- Every significant problem of life can be referred to as Bhagavad Gita for a solution.
- The Bhagavad Gita is a practical manual for daily living at any age, any religious tradition, urgently needed.
- Gita sets before us the inspiring idea of a victorious person in the battle of life.
- Gita provides plans, maps, weapons, and strategies of battle.
- The dichotomy between preya (Kauravas) and shreya (Pandavas) represents the nature of contesting armies fighting for Nitya (dharma) or anitya (kingdom).
- It represents war not between two cousins, but between two natures within us, i.e. good or bad.

### ***Karma not Action Alone***

- The words karma, kriya, and action are used interchangeably, but in the premise of Bhagavad Gita both are different.
- Action may be physical, mental, emotional, or energy action.
- Karma is that kind of action that leaves a residual imprint or impact upon the system.
- Three types of Karma: Sanchit, Prarabdh, and Agami.

### ***Selfless actions can lead to Satkarma***

- The active path of selfless service is the roadmap for sat karma with a

pure heart.

- We have come to this world to contribute, to pay off old debts which have accumulated.
- Without self-less actions, one cannot go forward towards the journey of spiritual growth.
- A crisis like COVID-19 presents an opportunity for transformation.

### **Control of senses through the mind**

- To excel in karma, control the senses through the mind, and use them for self-less service.
- The mind is both a friend and an enemy.
- Control your mind through the intellect.
- Stithpragya (Steady Wisdom) is a parasympathetic state of mind recommended in Bhagavad Gita.

**Stithpragya** is the Parasympathetic state of mind. We all live in sympathetic states with a period of anxiety and depression always. In Bhagwat Gita, Krishna described the Stithpragya, state of mind as the state where both loss and gains do not affect an individual. Lord Krishna in the Holy Gita, taught Arjuna **this process of maintaining equilibrium (Stith Pragya)** in every situation. Lord Krishna strongly encouraged Arjuna to repose his entire faith in Him. Krishna wanted Arjuna to play his role without worrying about the result of his actions. So, it is best to adjust to the circumstances when they do not seem favorable and wait for good times.

“śrī bhagavān uvāca prajahāti yadā kāmān sarvān pārtha manogatān | ātmany-evātmanā tuṣṭaḥ sthita-prajñās tad-ocyate || 2.55 ||”

The Lord said: “When one relinquishes all the desires arising in the mind, O Arjuna, when one is satisfied in oneself with the Self, then one is said to be of steady wisdom (that-prajña).”

“duḥkheṣv-anudvigna-manāḥ sukheṣu viḡata sprḡhaḥ | vīta- rāga bhaya krodhaḥ sthita-dhīr munir ucyate || 2.56 ||”

One whose mind is not perturbed by pain, who does not hanker after pleasures,

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who is free from desire, fear, and anger — is called a sage of steady intellect (sthita-dhi)

- Nishkamakarma (**Nishkama karma** is a selfless action that is without any expectation of any returns or rewards where it is transformed into “Sanchit) may help an individual to focus on the process of action instead of fruits hence it will bring desired results, i.e. stithpragya.

### **Following the path of *yuga dharma* is the need of the hour:**

- Dharma signifies behaviors that sustain life for self and universe and includes duties, rights, laws, conduct, virtues, and the right way of living.
- Covid-19 has put before all of us to follow yuga dharma, i.e. special law of the age.
- There is a connectedness in all life forms.
- Sometimes, people forget that all life cycles are one.
- Spiritual living and sound ecological practice go together. Example: The vegetarian diet respects this connectedness.
- Only one person can change the chain of pain and suffering.

If you look around you you will observe that even with countries certain ethnic groups, in general, seem to be wealthy among others. The culture that promotes creativity, individualism, innovation, and hard work will, on average has more wealth than those who are not. We are from the culture who believes in “Punarjanmma” i.e. rebirth and believes that if today we are endowed than we should help others who are not helping the nation. The Indian culture can rebuild much stronger India the only thing we have to do is to explore ourselves and move towards spirituality.

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## **Chapter: 24 Contribution of Indian culture to overcome the economics tragedy created by the Corona crisis**

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### **Summary:**

The global epidemic of Corona has caused devastation in the whole world, so far, more than 3 lakh people have lost their lives all over the world, and millions are badly infected. The whole world is watching the terrible destruction of public wealth and the economy. Our country is not untouched by this corona global tragedy. So far, more than 5500 people are facing death and 2 lakh infected persons are facing death. All industries, businesses, cottage industries are all closed. Man is forced to be imprisoned in homes. Unemployment and inflation are going on increasing like the face of Sursa.

We must save our culture in the face of today's globalisation, communalism, and the evil trend of modernism, which can save us from economic tragedy. Today, marketisation has confused the youth and elders into three of the biggest festivals in the country - first Christmas, second Valentine's Day, and third New Year. And we have been wasting money by trapping them badly. We have to avoid these and celebrate our festivals with grace. Food is an important part of Indian culture. You are wasting money and health by eating pizza, burgers, Chinese, drinking Pepsi Coke, and declaring yourself to be modern. The secret of taste and health is hidden in native food and country spices, not in eating disband, spices, and beverages. If we consume shinkanji, lassi, lemon-water, buttermilk, vine juice, syrup in place of Coke and Pepsi, it will improve our health as well as the economy of the country. In our culture, incurable diseases have been eradicated by the treatment of indigenous herbs. There is no side effect of Ayurveda, today the world has accepted this. We can support the collapsed economy using indigenous herbs and Ayurveda. With this, we can save unnecessary money expenditure by staying healthy and healthy by embracing the traditions and beliefs of Indian culture, we need to understand the importance and utility of Indian culture well because this lifestyle is the best, the best and the most advanced. , We are proud of our glorious Indian culture.

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Indian culture is the most unique, unique, and unique in the world. When the rest of the world was learning to crawl, the pride of our culture was at that time, and Vedas, Upanishads, and Puranas were written here. Indian culture has been considered more than five thousand years old. In our glorious culture since ancient times, animals, birds, trees, and nature were worshiped with equal importance. The natural balance was always maintained, due to to which all were happy, healthy, healthy, full, and longevity. But today's selfish and selfless person forgets to trample human nature and make it her maid and keeps disrupting the natural balance with unnecessary interference and illusions, which causes the nature to become enraged and pestilence from time to time.

Today, the whole world is facing severe punishment for tampering with the cycle of nature by China. Corona has caused devastation in the entire world due to the global epidemic, so far more than 3 lakh people have lost their lives all over the world, and millions are badly infected. The whole world is watching the terrible destruction of public wealth and the economy. Our country is not untouched by this corona global tragedy. So far I have been battling between the death of over 5500 people and the death of 2 lakh infected people. All industries, businesses, cottage industries are all closed. Man is forced to be imprisoned in homes. Unemployment and inflation are going on increasing like the face of Sursa. He is the Prime Minister of our country, Shri Narendra Modi, who has saved the world from the situation like a triumph in the world by deciding on lockdown in time, but the leaders of some opposition parties and the mischief of some people who have misstated it, have established their roots in India. Has been invited to If the positive support of these people was towards the country and the people, then we would have defeated the corona global epidemic. Yet the country with a population of 1 billion 35 crores, the struggle against the corona epidemic of India is much appreciated compared to the great and developed countries of the world. The whole world is following Prime Minister Modi and Indian culture today, what could be more proud of our countrymen than this? Today, due to our culture, we are not only solving the crisis spreading in our country, but other countries of the world are also helping to overcome this situation.

When a child is born, he is born with certain hereditary characteristics. These include his physical characteristics, mental abilities, basic tendencies, and needs. He gets an environment right from birth. All the things and ideas of the environment also give a certain direction to its development. The child's personality is a part of these two relationships. Out of these, society cannot have any interference in hereditary characteristics or biological heritage, but environmental characteristics or cultural heritage comes from the same society

in which it is born and brought up. The contribution of a child to his biological heritage is as much as to his cultural heritage.

### **Meaning and definition of culture**

We can generally divide all the activities of this world into parts - one natural second man-made or developed. In the broader sense, culture brings all that is man-made or developed. Such as utensils, textiles, jewelry, houses, machines, tools, weapons, means of transport and telecommunications, methods of living and eating, behavior standards, language literature, art skills, music-dance, religion- Philosophy, ideal, values, etc. However, some scholars do not consider all human achievements to be culture. In his view, only public achievements are part of the culture. The same meaning comes from the word 'culture'.

Sanskrit = culture (Prefix) (Metal) (Suffix)

It means refining or refining or doing well thoughtfully. In our Indian culture, culture has been taken as a byproduct of rituals. What is the result of these rituals? The innate tendency of human beings is similar to that of animals. The process of education and rituals changes its nature. If this change is a public good, then it is called 'culture' otherwise it is called 'distortion'. In ethics, only religion, philosophy, ideals, beliefs, and values are considered as culture.

In English, the word shbnsjantamash is used for culture. It originates from the word Bansjatam in the language of Snjpad, which means - Sanskriti, chivalry, Tehzeeb, improvement by teaching, promotion, etc.

Definitions of culture given by some prominent scholars are as follows:

In Tiler's view- 'Sanskrit is that complex perfection, which encompasses all the knowledge, beliefs, arts, morals, customs and other similar abilities and habits that a man learns as a member of society. "

McIver and Page say - "Culture is an expression of our nature, in our living, thinking, everyday work, literature, religion, entertainment, and joy."

According to Ottaway - "The culture of a society means the whole way of life of that society."

In the words of Herskovits, "Culture is a man-made part of the environment."

According to White - "Culture is a symbolic, continuous, cumulative and



progressive process."

## **Characteristics of culture:**

The characteristics of culture are as follows:

### **1. Culture originates in society**

Culture originates from the mutual interactions of members of society. The reason for these interactions is the basic tendencies of human beings like food, security, work, tendencies, etc. and other minor needs. The quest for various methods to perform these actions and the craving to know ignorance are the building elements of the culture. Thus society is the origin of culture.

### **2. Culture acquired habits are-**

Culture consists of learned behavior and their reward (the material value of aptitude, knowledge, and scientific discovery). Culture is not innate, it is an acquired behavior that a person achieves as a member of society. These behaviors are those which are characteristic of a large group. The behavior of one or two people does not create culture.

### **3. Culture is related to society-**

Culture is social rather than personal. Everyone participates in culture promotion and communication, but its purpose is to represent the expectations of the group. One can contribute to the creation or development of culture only by staying in society. Culture is dominated by the whole group. All social qualities are inherent in the culture. Such as religion, law, ethos, customs, customs, fiction, language, inventions, etc. Culture is always 'our', not 'mine'.

### **4. Culture presents the ideal of society-**

Culture represents the ideal behavior, pattern, and rules of society. These are the ideals according to which members of society try to conduct. Every society considers its culture to be ideal as compared to other cultures. This is the reason why Indians consider their Sanskrit as 'moral' and Western culture as 'immoral'. Similarly, people of Western countries consider Western culture as 'progressive' and Indian as 'conservative'.

### **5. Culture is transferred and developed-**

The greatest quality of culture is that it can be transferred to the new generation

with the help of language and other symbols. The new generation develops the culture through its efforts, taking advantage of the experiences of the older generation. Culture is refined by incorporating the experiences of each generation. The transmission of culture from one generation to another is through knowledge and also by imitation.

### **6. Culture is a composite model -**

Culture is a holistic model. It is not a stack of isolated elements. Language, religion, values, ideas, art, system, etc. can be part or elements of a particular culture, but they cannot be called culture. They can be called 'culture' only when they are reflected in caste-specific behavior in an organised form. The more elements in a culture, the more it is. Like - Indian culture. But, its specialty is an invisible door of unity.

### **7. Mobility is the nature of culture-**

The flow of culture goes on continuously. Changes are equal in this. It is never completely stable. The speed of change in its elements varies. There is a rapid change in the physical aspects of culture and a slow pace in the non-physical aspects. Hence, continuous mobility is its specialty.

### **8. The quality of adaptation in culture is-**

Culture varies with the environment, as well as the cultural features of each place, with the help of which the location can be adapted to the geographical and social environment. Hence culture has the qualities of adaptation.

### **9. Every element of culture fulfills some of the other human needs-**

Each unit of culture meets some of the other human needs. Sometimes an organ of culture seems to be outwardly useless but has its place in the entire cultural structure. No element of culture is meaningless. It binds the elements and gives them the overall look.

### **10. Every society has its own distinct culture**

Due to the different geographical social, economic, political, environment of each society, the culture there is also different. The culture of each society fulfills its requirements. This is why it is special. This specialness sets him apart from other cultures.

### **11. Sanskriti is superficial and imperial**

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Culture is not the individual but the product of society. Individual behavior goes on in the life of an individual. It is celebrated with its death. However, the behavior of society is transferred from one generation to another for centuries. The elements of culture must also affect the personality of the person against their will. They are above the person. Therefore, culture is also called a surplus. Culture is also superficial because, in the absence of culture, man remains only one, biological body. There is no difference between him and other animals. Different elements of culture make him a social animal.

Two forms of culture are commonly presented in practice - universal and subculture. Universal culture refers to the culture whose essential elements are present in the culture of all geographical countries. Subculture is the culture of a particular place, which is influenced by the values of that country, period, and there. This culture is born of a person living alone. Some cultures are local. They are not able to come in contact with other cultures due to the influence of geographical boundaries. Such local cultures have their beliefs, beliefs, traditions, material things, and actions. For example, people living in a sea island are mostly fishermen and their food habits are completely different from those living in mountainous places. The more the culture that accepts universal qualities, the more developed it is considered, the Indian culture represents the eastern part of the world and is called the eastern culture.

Each culture performs certain functions that are extremely important for human society. Because of their works, culture is needed and its importance too. These tasks are as follows:

1. Culture sets the pattern of social behavior.
2. Culture integrates society and the nation.
3. Culture develops a national language for the nation.
4. Culture is an important center of emotional and national unity.
5. Culture assigns ancient heritage to the new generation.
6. Sanskritisation is the cornerstone of socialisation.
7. Culture teaches the individual not only society but also adaptation with nature.
8. Culture makes the creature human and develops its personality.
9. Culture provides man with the means to earn a living.

### 10. Culture teaches the art of living life.

The Indian economy will crumble badly while waiting for the outbreak of the Corona epidemic to stop. The Coronavirus COVID-19 will not end, we have to adopt a style of living with it. How to live It is embedded in our Indian culture and traditions. After the end of the lockdown in India, the stagnant life will start running at a fast pace. Everything will not be the same in the changed circumstances. Lest our car gets off the track of life in the race. Amid the restrictions imposed by the government, we must win this war from the epidemic by keeping ourselves in moderation. We have to maintain physical distance and our own culture while making social concerns. Scientists who have researched the coronavirus have found that the outbreak of this pandemic will stop but will not end completely. The impact of the invisible enemy COVID-19 virus has brought an Indian crisis on our health, agriculture, industrial units, and economic resources. Our public Prime Minister Narendra Modi has emerged as a great hero in the world to save us from the outbreak of the epidemic. Today, celebrities of every region including the heads of all the countries of the world are praising him. His mantra - "We have to save our lives and the world too" has given us the power to overcome this disaster even more than war. Our Indian culture has a very rich tradition of dealing with such severe disasters. We can avoid this disaster by following our culture. We have had a rule of removing shoes and slippers at the entrance of all the houses for centuries. Today many big scientists of the world are also telling us to keep shoes and slippers outside the house. Wash hands as soon as they enter the house, wear masks to protect against corona. People have been wearing gamchha, saffi, dupatta, or other popular clothes around their neck for years. It is used to protect against cold and heat. Tie it on the mouth while exiting the house. Keep the sanitiser with you. If sanitiser is not available in the village, then boil soap or neem leaves in water. This water is good for washing hands. In this epidemic, it has been said to create physical distance, but in our culture, it is a practice to salute from the beginning, which today all the people of the world are giving a message to say hello with folded hands and all the people of the world are following it. With this, the biggest message has been received today that only eat homemade satvik and vegetarian food and feed the children. Junk food is very harmful to health. A vegetarian balanced diet and regular practice of yoga is part of our culture to increase disease resistance. It has been our tradition to wake up from the time of night in the morning in Brahma

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Muhurta. By doing household chores yourself, your body will also be fine and your economy will also improve. Trees are worshiped in our culture, Peepal, Vat, Banana, and Tulsi have been worshiped, but due to no concrete law of population control in the country, the demographic structure is deteriorating and human exploitation of natural resources is lost. The story itself is written. While it is also written in the Mahabharata, "We should take as much from nature as our work does." But the desire for unnecessary accumulation has distorted human beings. In our culture, animals and birds have been worshiped, but, unfortunately, this omnipotent human being today is not leaving any animal or animal to eat. In our culture, rivers have been worshiped as a mother, but now a shameless and selfish human has left no stone unturned to distort the appearance of rivers.

If you love Indian culture then you are considered conservative and if you promote western culture then you are considered modern. While the people of the western world are following our civilisation and culture, and we are following their culture in the direction of looking more modern. That is why

"The fallacy of civilisational decency.

The country became busy in the civilisation of the west. Gita, Ramayana and Rama were all left.

This country became cool in the songs.

Prapanch has started creating love in the name of love. Today the love of Krishna and Radhika collapsed.

What is your position See Prabhakar He also got set in the west direction. "

We will have to suffer the consequences of the degradation of our civilisation, culture, and traditions. We have to save our culture in the wake of today's globalisation, communalism, and the evil trend of modernity. Today, marketisation has made the 3 biggest festivals in the country confusing the youth and the elders - first Christmas, second Valentine's Day, and third New Year. And we have been wasting money by trapping them badly. We have to avoid them and celebrate our festivals with grace. Food is an important part of Indian culture. You are wasting money and health by eating pizza, burgers, Chinese, drinking Pepsi Coke, and declaring yourself to be modern. Food must have a native taste. The secret of taste and health is hidden in native food and

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native spices, not in eating packaged food, spices, and beverages. If we consume shinkanji, lassi, lemon-water, buttermilk, vine juice, syrup in place of Coke and Pepsi, it will improve our health as well as the country's economy. In our culture, incurable diseases have been eradicated by the treatment of indigenous herbs. There is no side effect of Ayurveda, today the world has accepted this. We can support the collapsed economy using indigenous herbs and Ayurveda. With this, by adopting the traditions and beliefs of Indian culture, we can save unnecessary money expenditure by staying healthy and healthy, according to Indian culture, always head towards east or south, sleep at night in a copper pot or jug and keep it filled with water. Drinking stale mouth as soon as waking up, what to eat in which constellation and month? Giving neem or acacia, sometimes black and white antimony in the eyes, pouring mustard lukewarm oil in the ears, consuming jaggery, gram, and satttu, consuming basil and panchamrut, greeting with folded hands, fasting, home Planting of tree plants in the vicinity, cultivating the land by the farmers as the mother, producing food grains for the country, speeding up milk production by rearing cows and buffaloes, returning to the single-family instead of the single-family, environment Yajna to purify the world is quarantine today to avoid corona, while we have had this tradition for centuries, foreigners did not know that shaking hands interacts with bacteria, but our culture does well Knew like After the cremation of the dead body, it was said to take a bath in our culture, they continued to ridicule it, today it is understood by them after Corona. After the birth of the child in our place, the parents are kept in a separate room for a month, that is, the home quarantine, then after that the Havan is purified. Destroying bacteria by using cow dung to mop houses, destroying bacteria by painting with lime in every corner of Deepawali houses. On Holi, burn incense, camphor, cloves, betel leaves, and wood to destroy the environment viruses. All these have been traditions of unique, unique, wonderful, unique, miraculous, infallible, and effective Indian culture, by which we will be able to stand firm against the economic tragedy that arose after the Corona period. It will take time to come out of the economic tragedy, but with the resolution of Indian culture and its traditions, we will be able to beat it too. We need to understand the importance and usefulness of Indian culture well because this lifestyle is the best, the best, and the most advanced, we are proud of our glorious Indian culture.

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## **Chapter 25: India Can Pursue a Sustainable and Resilient Recovery after COVID -19**

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### **Summary:**

As the novel coronavirus, Covid-19 rapidly spreads across the world, health services in many nations are increasingly overwhelmed, while the global economy is falling into an unprecedented recession. The International fund has cut India's growth forecast for 2020-21 to 1.9%, down from its earlier estimate of 5.8% in January this year. Informal sector workers and members of lower-income groups are hit particularly hard as their wages disappear. The International Labour Organization estimates that 400 million people in India are at risk of sinking deeper into poverty. The pandemic has reinforced the links between health, environment, and the economy. There is evidence that air pollution has contributed to higher Covid-19 mortality rates. While deforestation has increased our exposure to pathogens carried by wildlife, melting ice because of global climate change can release undiscovered viruses frozen within the permafrost. But this crisis also demonstrates that governments and individuals are capable of strong and rapid action in the face of an overarching challenge. As India looks to prop up its economy, it's worth reflecting on the opposite systemic actions that are needed to shift towards a more sustainable and resilient economy. The sources of data collection were secondary data through journals and periodicals published. This paper is an attempt to suggest some interrelated recommendations so that India can pursue a sustainable and resilient recovery after COVID -19.

Keywords: COVID -19, sustainable recovery, pandemic, recommendations

### **Introduction:**

We are within the middle of a worldwide Covid-19 pandemic, which is inflicting two sorts of shocks on countries: a health shock and an economic shock. Given the character of the disease which is very contagious, the ways to contain the spread include policy actions like



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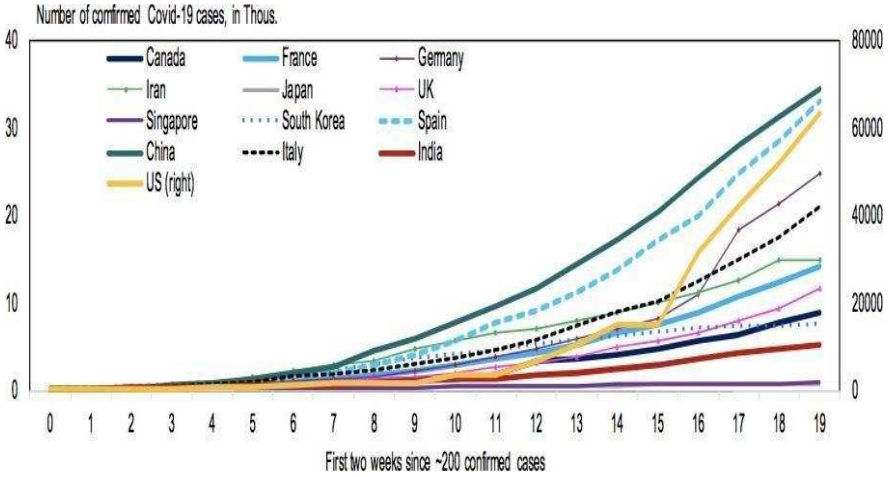
imposition of social distancing, self- isolation, closure of institutions, and public facilities, restrictions on mobility and even lockdown of a whole country. These actions can potentially cause dire consequences for economies round the world. In other words, effective containment of the disease requires the economy of a country to prevent its normal functioning. This has triggered fears of a deep and prolonged global recession. On April 9, the chief of International fund, Kristalina Georgieva said that the year 2020 could see the worst global economic fallout since the good Depression within the 1930s, with over 170 countries likely to experience negative per capita GDP growth thanks to the raging coronavirus pandemic. **(sengupta, 2020)**

The world has witnessed several epidemics like the Spanish Flu of 1918, outbreak of HIV/AIDS, SARS (Severe Acute Respiratory Syndrome), MERS (Middle East Respiratory Syndrome) and Ebola. Within the past, India has had to affect diseases like the small pox, plague and polio. All of those individually are pretty severe episodes. However the Covid-19 which originated in China in December 2019 and over subsequent few months rapidly spread to most countries of the planet can potentially end up to be the most important health crisis in our history. Many experts have already called this a black swan event for the worldwide economy.

India recorded the primary case of the disease on January 30, 2020. Since then the cases have increased steadily and significantly. At the time of writing of this paper (April 2nd week, 2020), and as shown in figures 1 and a couple of , India has recorded lower number of cases (6,825 total confirmed cases and 229 deaths) compared to other countries, especially those within the developed world, which are badly affected like the US (3,95,030), Spain (1,46,690), Italy (1,39,422), Germany (1,08,202), France (81,095), Iran (66,220) and also the United Kingdom (60,737) among others. Figure 1 shows worldwide confirmed cases and comparison in first two weeks spread of COVID-19. However in line with experts, India appears to be at the first stages of the outbreak and will very soon get overwhelmed with an outsized number of cases. Globally there are 1.4 million confirmed cases and shut to 85,000 deaths (World Health Organization). Figure 2 shows the state-wise distribution of confirmed cases in India Global trajectory over 19

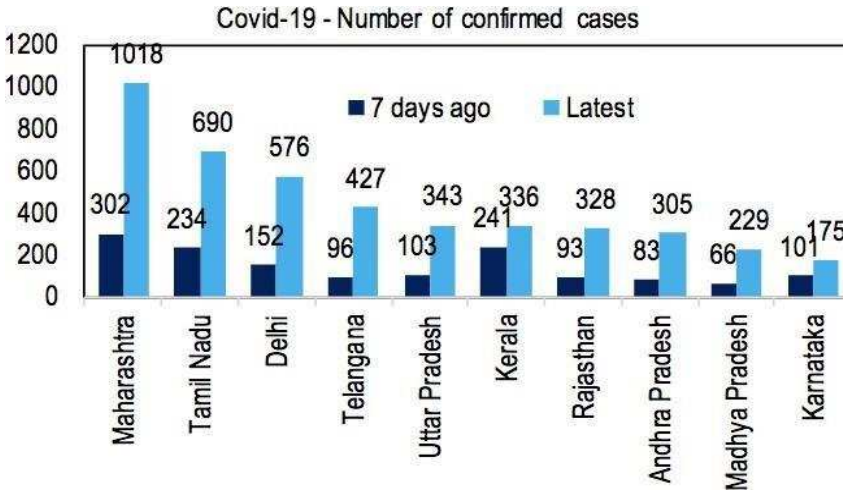
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days since 200 confirmed cases in India



**Figure 1: Worldwide confirmed cases in INDIA**

**Source: Ministry of Health and Family Welfare, Citibank Research, WHO.**



**Figure 2: State-wise confirmed cases in India (Top 10)**

**Source: Ministry of Health and Family Welfare, Citibank Research.**

The economic impact of the 2019–20 coronavirus pandemic in India has been largely disruptive. The World Bank and credit rating agencies have

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downgraded India's growth for fiscal year 2021 with the lowest figures India has seen in three decades since India's economic liberalization in the 1990s. The former Chief Economic Advisor to the Government of India has said that India should prepare for a negative growth rate in FY21 and that the country would need a ₹10 trillion stimulus to overcome the contraction. However, the International Monetary Fund projection for India for the Financial Year 2021-22 of 1.9% GDP growth is the highest among G- 20 nations. Within a month, unemployment rose from 6.7% on 15 March to 26% on 19 April. During the lockdown, an estimated 14 crore (140 million) people have lost employment. More than 45% of households across the nation have reported an income drop as compared to the previous year. **(Hindu, 2020)**

The Indian economy was expected to lose over ₹32,000 crore (US\$4.5 billion) every day during the first 21-days of complete lockdown, which was declared following the coronavirus outbreak. **(Hindu, Retrieved 11 April 2020.)** Under complete lockdown, less than a quarter of India's \$2.8 trillion economic movement was functional. **(Insider., 2020)** Up to 53% of businesses in the country were projected to be significantly affected. **(Biman.Mukherji, 23 march ,2020)** Supply chains have been put under stress with the lockdown restrictions in place; initially, there was a lack of clarity in streamlining what an "essential" is and what is not. **(Chaudhry, 2020)** Those in the informal sectors and daily wage groups are the most at risk. **(Das, 30 March 2020))** A large number of farmers around the country who grow perishables are also facing uncertainty. **(Chaudhry, 2020)** Various businesses such as hotels and airlines, are cutting salaries and laying off employees. **(Goyal, 2020)**

The countrywide lockdown has brought nearly all economic activities to an abrupt halt. The disruption of demand and supply forces are likely to continue even after the lockdown is lifted. It'll take time for the economy to return to its original state and even then social distancing measures will continue for as long because the health shock plays out. Hence demand is unlikely to be restored within the next several months, especially demand for non-essential goods and services. Three major components of aggregate demand- consumption, investment, and exports are likely to remain subdued for a protracted period of your time. Additionally to the unprecedented collapse in demand, there'll even be widespread supply chain disruptions

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thanks to the unavailability of raw materials, exodus of many migrant workers from urban areas, slowing global trade, and shipment and travel-related restrictions imposed by nearly all affected countries. The availability chains are unlikely to normalize for a few time to return. Already several industries are struggling due to the entire disruption of supply chains from China. The longer the crisis lasts, the harder it'll be for firms to remain afloat. This may negatively affect production in most domestic industries. This successively will have further spillover effects on investment, employment, income, and consumption, knocking down the aggregate rate of growth of the economy.

With all non-essential businesses closed, most industries will witness a drastic decline in sales. Revenue losses will force businesses to either shut down or choose wholesale retrenchment of workers. Operations of an outsized number of companies in specific sectors won't see business getting back to normal even after the lockdown ends, because the labor has removed. Even capital intensive sectors like aviation, land, durables, and jewelers might not see a requirement revival for several months or quarters.

The firms within the private corporate sector which are deleveraging for the previous couple of years in response to the TBS crisis and people with relatively deep financial pockets will perhaps be ready to bridge over this episode, also counting on which sector they're operating in. A very large number of firms will however struggle to survive. They need to pay rents, salaries, debts, etc., at the same time as their revenues will steadily keep falling as people change lifestyles and crop on expenditures. Many of those firms will find yourself defaulting on their loans because of a persistent fall in revenues. The firms that were near insolvency will end up within the bankruptcy process (which too is probably going to urge jeopardized further due to the lockdown measures), and people that were undergoing insolvency resolution process under IBC will presumably get pushed to liquidation. Several large business houses have already invoked the provisions of unavoidable casualty to stall the payment of license fees, rents, etc., and to restrain the invocation of penalties

This further highlights the severity of the matter at hand. Over and above the domestic problems, the Indian economy also will get suffering from the worldwide recession which will last for a short time. This is often sure to

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have spillover effects through financial and trade linkages of India with the remaining of the planet. Already foreign investors are pulling money out of the Indian financial markets and are fleeing to safe assets as stock markets have crashed.

Through this paper the author tries to suggest few interrelated recommendations so that India Can Pursue a Sustainable and Resilient Recovery after COVID - 19 are as under

- **Invest in sustainable infrastructure:**

Infrastructure investments are an effective way to boost economic activity and create jobs. But what kind of infrastructure should be built? Data from the 2008-09 financial crisis shows that South Korea, which directed nearly 70% of its stimulus towards green measures, rebounded faster than other economies in the Organization for Economic Co-operation and Development (OECD). In the United States' 2009 Great Recession recovery package, investments in clean energy and public transport created more jobs than traditional investments.

India too should take this opportunity to increase support for renewable energy, particularly rooftop solar, through appropriate policies and business models. Decentralized solar power can help spread critical services in remote regions if the upfront capital constraints can be addressed. It should revisit the potential import duties on solar panels, since this may not increase domestic production, but may raise the cost of solar power.

Similarly, scaling up the electrification and adoption of public transport will be critically important to reduce traffic congestion and air pollution. This should involve closer coordination with the electricity sector and a greater focus on vehicle charging infrastructure. Continued investment in cold storage facilities and supply chains will ensure the preservation and timely delivery of agricultural produce and reduce losses to farmers.

- **Build the resilience for the most vulnerable**

About 90% of India's workforce is informally employed, which includes gig economy workers. This population is extremely vulnerable to economic shocks and needs greater access to formal credit and social safety nets such as insurance and pension schemes. Beyond employment guarantees, a universal basic income – broader than current schemes that are conditional upon occupation and land ownership – can help provide vital resources for

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subsistence, or for investing in education and health. Greater access to bank accounts for the 20% of adults without one, per 2017 data, would help efficiently

Deliver this income to households. Lastly, it is critically important to expand access to clean water, clean air and primary health care. These will improve life expectancy and increase economic and physical resilience

- **Use fiscal mechanisms for recovery and resilience**

Fiscal mechanisms can help support recovery and resilience efforts, while promoting low-carbon development. The Indian government has announced an economic stimulus of INR 1.7 trillion (\$24 billion), and is exploring another bailout of INR 750 billion for Micro, Small and Medium Enterprises (MSME), among other steps. Though MSME need immediate financing to deal with their wage bills, the government can also infuse capital for them to undertake needed industrial energy efficiency upgrades.

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Fiscal mechanisms can help support recovery and resilience efforts while promoting low-carbon development. The Indian government has announced an economic stimulus of INR 1.7 trillion (\$24 billion), and is exploring another bailout of INR 750 billion for Micro, Small and Medium Enterprises (MSME), among other steps. Though MSME need immediate financing to cope with their wage bills, the govt. can even infuse capital for them to undertake needed industrial energy efficiency upgrades. Several sectors, just like the aviation and auto industries, will need support so as to recover. This will require consideration of the fiscal situation, and it presents an opportunity to encourage greater sustainability by making this support conditional on cleaner technologies and fuel efficiency.

Meanwhile, the govt. can increase taxes on luxury sectors with high environmental impacts. It can also use this opportunity to rationalize fertilizer subsidy and increase taxes on fossil fuels, with the savings and proceeds returning to target populations through cash transfers or social safety nets.

- **Regulate enabling technologies**

Finally, it's useful to think about that the long run may even see greater employment within the gig economy and e-commerce sectors, also as in new

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technologies that will help support future response and resilience mechanisms. While supporting the event of such sectors, it's important to place the correct regulations in situ to make sure data privacy and consumer protection. Several sectors, like the aviation and auto industries, will need support in order to recover. This will require consideration of the fiscal situation, and it presents an opportunity to encourage greater sustainability by making this support conditional on cleaner technologies and fuel efficiency. Meanwhile, the government can increase taxes on luxury sectors with high environmental impacts. It can also use this opportunity to rationalize fertilizer subsidy and increase taxes on fossil fuels, with the savings and proceeds returning to target populations through cash transfers or social safety nets.

The decisions taken today can provide immediate relief, but also secure a lasting economic recovery, increase community resilience and ensure a long-term pathway to sustainable development. We shouldn't let this chance slip. The on-going crisis consists of three interlinked problems: a health shock, an economic shock following from the lockdown, and a worldwide economic downturn. All of those shocks on its own is significant; put together, they need created considerable pressure upon policy makers to act quickly and decisively. But arising with an efficient policy response isn't a simple task. For one thing, the crisis poses some exceptional difficulties. It's clear that the human and economic toll are going to be serious, but it's unclear how long the crisis will last or how deep the damage are going to be. And without a transparent understanding of the dimensions and duration of the problem, it's difficult to understand the way to calibrate the policy response. Policy making is difficult within the better of times. It's even harder in exceptional times, when there's pressure for quick actions, grounded in reduced analysis. In fact, it's in exceptional times that the toolkit of excellent governance becomes even more important:

The lowest cost actions are those which are grounded in root cause analysis.

- Each action must be carefully weighed in terms of the prices and benefits imposed upon society
- as very much like possible, policy responses should be fitted into existing rules and frameworks.
- All state actions should be preceded by debate and consultation. This toolkit may be a valuable discipline, an institutionalized application of mind.

## Conclusion :

Covid-19 has posed an unprecedented challenge for India. Given the massive size of the population, the precarious situation of the economy, especially of the financial sector within the pre-COVID-19 period, and therefore the economy's dependence on informal labor, lockdown, and other social distancing measures would be hugely disruptive. The central and state governments have recognized the challenge and have responded but this response should be just the start. Policymakers got to be prepared to rescale the response because the events unfold so on minimize the impact of the shock on both the formal and informal sectors and pave the way for a V-shaped recovery. At a similar time, they need to make sure that the responses remain enshrined during a rules- based framework and limit the exercise of discretion so as to avoid long-term damage to the economy.

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## Chapter 26: Present Scenerio Of Economy Of Uttarakhand : An Empirical Study

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The Corona pandemic, which started in China and has spread to almost all the countries of the world, has affected all the countries. The pandemic started in China in November 2019 and on 30 January 2019, the first case in India was found in the state of Kerala, it's infected from Europe. At present, it has spread to almost all the states. Like all countries, the lockdown process was carried out in India as per the rules laid down by the World Health Organization (WHO), which is currently going on. Condition is better in India than in American countries, which has many reasons and management. But it is too early to say finally about it. Like other states, the state of Uttarakhand also took measures to transition. Due to which the economic condition of the state has weakened, one of the triggering reason is the absence of industries in 09 hilly districts out of the total 13 districts and the majority of youth here are employed in other cities of the country. Business activities are closed in 04 plains districts Dehradun, Haridwar, Udham Singh Nagar Nainital. Migrant citizens are also returning here due to the lockdown. According to The Chief Minister Mr Trivendra Singh Rawat from the e-Raibar event held in Dehradun in May, 2 lakh people will return. Reverse migration is a major problem of the state. In such a situation, some guidelines for the state can be presented in this way.

### **1. Digitalization of Administration**

Uttarakhand is a hilly state, due to adverse circumstances, digitalisation of each administrative department is necessary. In the present scenario, there are difficulties in online information collection and observation. This will be an essential measure for disaster management. During the crisis of Covid-19, it seems that in the upcoming times, data will become the new religion for the people. The government and administration will collect information related to people and it will be very necessary to keep information about their employment, health, and economic status. So that during other pandemics like Covid-19, the government can provide the right and proper help to the persons

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effected by this pandemic. At present, it is seen that due to a lack of digitization of information related to people, people are not getting the benefits of various schemes provided by the government like Prime Minister Kisan Samman Nidhi, Jan Dhan Khata schemes, etc. Due to a lack of accurate information, the state is facing many difficulties in taking action in the time of disaster. Today, for the facilities provided by the government to the people affected due to Covid-19 or any such disaster, it is necessary that the data related to every person of the state must be kept by the government, so that people can get help at the time of disaster without any delay and to get relief provided by the government.

However, on 2 July 2015, Chief Minister of Uttarakhand Shri Trivendra Singh Rawat started a scheme called Digital Uttarakhand under Digital India run by the Government of India. Under this scheme, an initiative was taken to connect people living in remote areas of the state with information technology. In which they can get benefits from government schemes and facilities. However, due to a lack of synergy between BBNL and BSNL, the status of the Digital India program in Uttarakhand state was also not found satisfactory. (2016 A JV & P) During the Covid-19, a link has been prepared by the government to get the information of people coming back from other states to the state of Uttarakhand so that they can inform the government about the situation of the people trapped outside the state. To take comprehensive steps. This digitization has become the identity of the people today. Therefore, to avoid such inconveniences in the future, it will be necessary to collect data with the help of an online platform for information related to people in the state.

### **2. Training of ICT to Common Citizens-**

It is necessary to impart training to all the citizens in the state through ICT i.e. minimum mobile technology through gram panchayats so that most of their work can be completed by staying in the village. Local schools can also assist in this task after controlling the Covid pandemic. Most of the population of the state resides in rural areas who lead a simple life. When all the people are imprisoned in their homes due to lockdown, then people must have understood the importance of ICT. People are doing most of their work at home, in this situation, people who have proper knowledge of ICT are doing their work efficiently even at this time whereas those who do not know the use

of this type of technology at such people are feeling helpless in accomplishing work. Therefore, keeping in view the need of the present to the state government should scale-up ICT training cells to provide ICT training to prepare for the future. So that the concept of self-reliant India can be realized. Better training opportunities can be created through training of ICT by making people aware of modern agricultural techniques. People who come back as migration need to be motivated in this direction by training ICT training during the lockdown.

### **3. To Prevent Rural Migration**

There is maximum migration from Almora and Pauri, two districts of Uttarakhand state. This is the report of the Migration Commission (Government of Uttarakhand). The same reverse migration has also happened at the time of the epidemic. According to the local conditions, the Uttarakhand government's scheme is to provide loans to the youth on training with low percent interest has been published in newspapers. Along with this, data of such people has also been kept in all the districts, taking this as an opportunity one should try to make an independent unit by planning it at the local level. At present, thousands of villages in Uttarakhand are vacant. At the same time, there are more than 400 villages where there are less than citizen's approximately 10. Almost 70 thousand people have fled from Almora district alone. Also, about 16207 people from 646 panchayats have left their villages permanently. The Migration Commission was formed on 17 September 2017 and this commission submitted its report to the government in the year 2018. The commission in its report made it clear that people have been forced to leave their villages due to lack of basic facilities. According to the Commission, Almora and Pauri districts have been at the top in terms of migration. Around 1734 villages in the state had become vacant by the year 2018 and 42.2 percent of the people migrated are youths in the age group 26 to 35.

Due to lack of means of employment and livelihood, youth are migrating from the hilly areas to the plains. The Commission has said in its report that out of the people who migrated, 50 percent of the people have got employment, 15 percent of the people have migrated due to lack of education, and 8 percent of the people due to lack of medical facilities. (Uttarakhand Migration Commission Report 2018) This problem related to migration can emerge as an

opportunity during Covid-19. During the lockdown, people are returning to the state due to fear of infection and loss of work. Therefore, this should be taken by the government as an opportunity so that necessary steps can be taken to solve the problems related to the migration of the returning migrants and prevent migration. After the end of the lockdown, about 80 percent of the people have talked about relocating, while 300 people have talked about resumption of work on the state itself based on their own experiences (SPAM report May 2020).

#### **4. Establishment Of Industries In The Hilly Areas:**

Even after providing many exemptions by the state government, industries are not able to run in the hilly districts. Jal jungle and Jameen is a famous slogan in the state. These three namely water, forest and land are the basic resources of the state. One another issue is Jawani means youths of Uttarakhand. Youths are mostly work out side of Uttarakhand due to unemployment in the state the government should set up such industries at these places for which raw material is available here such as Khadia Industry in Bageshwar, Fruit Industry in Chamoli, apple based industries in Uttarkashi, etc. Due to the non- development of industries in the mountainous regions of Uttarakhand state, a large part of these areas is forced to flee. People's suffering is being exposed through reverse migration. Despite the immense potential of upgradation of the industries, the industries are not thriving here. The main reason for this is the lack of a proper platform. Two-thirds of the state is covered with forests and this state provides a less polluted environment as compared to other states. Many districts in the state are rich in mineral elements. Therefore, we need to give these possibilities a new direction and direction through industries.

There are immense possibilities to develop Industries based on herbal and medical plants found in forests, industries related to tea gardens, industries related to adventure and recreation in forests, agro-based industries, fisheries, poultry, wool related industries, industries related to the production of flowers, wood industries etc.. At present, the government has given subsidy ranging from 15 to 25 percent for the stay of the above-mentioned industries or other industries connected to it and for the stay of the migrating youth in their state, as well as 25 lacs for manufacturing, 10 for doing business in the services sector. Lacs subsidy has been arranged. The self-employment scheme for

migrants has been approved. For the stranded migrants in Uttarakhand, the government has issued a Standard Operating Procedure (SOP), after which work can be done according to their merit in the construction work of LONIV. For this, the work of manning and scaling is being done in the refill camps built during Covid-19 by the government.

### **5. Establishment Of Educational Institutions:**

Good educational institutions should be established in a clean and peaceful environment in hilly districts so that people from other states and countries can move towards these residential educational institutions, so there is a need to motivate the youth. The main reason for the migration of youth from the hilly areas is the lack of proper educational institutions. About 15 percent of people are migrating from the mountains to the plains due to a lack of proper educational institutions. Most of the youths in the hilly areas go to other states for higher education and technical education. In the event of lockdown at the time of the COVID-19 pandemic, a large number of students who have migrated from Uttarakhand to get an education are coming back. This number shows how a large part of the youth population is migrating from the hilly regions of Uttarakhand to get an education. Therefore, this situation can guide the government. In this direction, the government should take initiative.

A large section of the migrating students are from medical and engineering studies. Therefore, these data obtained at the time of lockdown can be used to identify the need to scale-up educational institutions. Also, it is very important to augment better options for higher education. So that children and youth are not forced to migrate from their areas for studies.

### **6. Integrated Measures For Hill Agriculture:**

Farms initially area wise are small like stairs in the hill areas of the state. Due to the increasing number of wild animals like pigs, monkeys, etc., people have given up agriculture. Govind Ballabh Pant Agricultural University, Vivekananda Hill Agricultural Research Station Almora, Engineering College Pauri are researching in a very limited area. It is necessary to pay attention to hill agriculture. Agricultural work comes under the major economic activities of the mountainous regions. Due to the hilly geographical structure, the distance of markets and sources is a major cause of people's problems, forcing

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people to migrate from the hilly areas. Uttarakhand has been given the status of an organic green state. There are immense possibilities to develop and upgrade various types of agricultural industries. Due to disparity in the geographical infrastructure of the state, a dividing line has been created in the hilly areas and plains. The districts are relatively less developed due to the widespread lack of irrigation facilities for basic infrastructure such as electricity, roads, and agricultural work. This is why there is a wide gap in the income of people living in hilly areas and plains. More than one-fourth of the population of Uttarakhand state is dependent on agriculture for their livelihood. Therefore, the government should make efforts to solve the problems of hilly areas and to link agricultural work with appropriate technology, although agricultural research schools and agricultural universities in the state are constantly making efforts in this direction. However, to orient the public towards the direction of agricultural work, attention should be paid to horticulture, fruit preservation, tea production, production of flowers, production of aromatic plants, etc. Also, we should not forget that some crops have been received as a traditional heritage, whose demand is not only in the country but also in foreign countries, people should be motivated for agricultural work by producing Maduva, Gahat, and Soyabean. To avoid the infection of Covid-19, when people are migrating from the plains to the mountains, in this situation, there is a chance that the government will make available modern equipments, seeds, chemicals, etc. related to agriculture by cheap interest providing to give a new dimension to our agriculture.

### **7. Improvement In The Curriculum Of Education:**

Dignity for hard work is necessary and self-employment in students. Most of the students prepare for medical and engineering. Modification in curriculum is necessary. A large number of our children are returning after the lockdown during Covid-19, out of which most of the children migrate from the hilly areas of the state to the plains or even to the other states for the education and medical studies. Therefore, the educational board of the state needs to inculcate such subjects in its curriculum that can motivate the children towards self-employment. Uttarakhand state has immense potential related to tourism and agriculture, as well as most of the state is covered with forests. Therefore, these children can be taken forward for the development of skills related to them so that children do not migrate to other places and find means of

livelihood discharge at the local level.

### **8. Promotion Of Tourism:**

Tourism is a major industry in the state. Religious tourism is the main part of the tourism industry. There are places like Char Dham Gangotri, Yamunotri, Badri Kedar, Haridwar, Rishikesh, Mussoorie, Nainital, Kailash Mansarovar Marg, Jageshwar. There are immense possibilities in these areas. Uttarakhand has got a different identity as a religious heritage all over India and the world. It is a huge hub of tourism due to the Char Dham Yatras of the state and much cultural heritage, as well as due to its beautiful geographical infrastructure, it attracts millions of tourists every year. The government should make tourism a high priority and create employment sources that can help in the development of local areas. A master plan for the year 2007-2022 has also been prepared for the development of Uttarakhand tourism which needs to be seen as a golden opportunity for the development of Uttarakhand tourism by the Government of India in collaboration with the United Nations Development Program and the World Tourism Organization. Because those who are coming back after migrating, they are earning their livelihood by joining businesses like hotels in outside states. The experiences of such people can be shared on their return to their place in the transition period. In Uttarakhand, with the addition of various infrastructure related to pilgrimage-related tourism, cultural tourism, natural beauty tourism, adventure tourism, eco-tourism, and wildlife tourism, etc., by linking the various infrastructure formally and informally, the hotels are also getting more and more. There is a need to develop them more and resourceful too. Every year about 3.5 crore people come as tourists in the state of Uttarakhand. This is the reason that Uttarakhand is the first state in the country that has legally established the Tourism Development Board.

In this way, if Uttarakhand State can work at the district and state level by creating a task force, not only at the present but also it can make progress after the pandemic.

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## Curbing Economic Slowdown

Singh Rathore Dehradun - 19 June 2019

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## Abbreviations

SDG	: Sustainable Development Goal
NABARD	: National Bank for Agriculture and Rural Development
SHG	: Self Help Group
MSME	: Micro, Small & Medium Enterprises SBLP: SHG–Bank Linkage Programme
ESDP	: Entrepreneurship Skill Development Programme
LEDP	: Livelihood and Enterprise Development Programme
RRB	: Regional Rural Bank
MEDP	: Micro-Enterprise Development Programme DCCB : District Co-operative Central Bank
FIF	: Financial Inclusion Fund
FPOs	: Farmer Producer Organizations’
SHPIs	: Self Help Group Promoting Institutions MGNERGA : Mahatma Gandhi National Rural Employment
Guarantee Act	
ATI	: Agricultural Training Institute
NIMSME	: National Institute of Small and Medium Enterprises
KVIC	: Khadi and Village Industries Commission NSIC : National Small Industries Corporation
MGIRI	: Mahatma Gandhi Institute of Rural Industrialization
NRLM	: National Rural Livelihood Mission



# CURBING ECONOMIC SLOWDOWN

India was facing economic slowdown starting from 2016 where the growth rate was decreasing with a rapid speed and start of corona pandemic the situation become worse. Before the start of the corona pandemic, the main reason for the economic slowdown was decreasing in demand especially in the automobile and likewise sectors but after the corona pandemic the situation changed and the government needed to impose lockdown which impacted a very negative growth rate. Many industries are in a big dilemma because of financial issues, reverse migration of labor, and demand issues. This book talks about the problems and also about solutions for curbing the economic slowdown of India.

What could be the solution to the problem of economic slowdown and how it could be implemented is the major question dealt in this book. The contributions to this Book examine three key areas of the study so the book has three major parts. The first part describes background introduction of the problems of economic slowdown, the second part describes the problem in different economic sectors and possible solutions for that, and the third part describes different macro-level possible initiations, models and themes which can curb the economic slowdown. The contributing authors represent top academic institutions from around India.

## The Contributors

