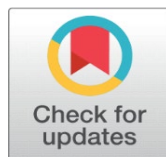
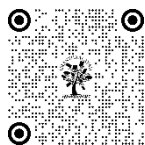


IMPACT OF PANDEMIC SITUATION ON MICRO LEVEL ENTREPRENEUR OF DELHI

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ABSTRACT

This research paper is about the effect of pandemic situation on the micro level entrepreneurs of Delhi. In this research paper, researcher also mapped the problem and difficulties such as social, economic as well as educational of micro level entrepreneurs faced during the pandemic situation. The pandemic situation influenced the production and income from a stop-over or even exit from the market; scaling-down output after a huge fall in demand; falling market demand and a increasing shortage of manpower; increasing expenses and decreasing revenues too. Most of the micro level entrepreneurs faced the challenges, issues and problems due to the lock-down. The unforeseen appearance of the pandemic situation imposed the interruption not only the micro levels entrepreneurs of Delhi even the entire world has been faced this crucial situation. For this research paper author executed the Structured questionnaire with the help of purposive representative sampling technique on 250 respondents. It was Survey research in nature. For the analysis of the obtained data, mixed method technique has been used in which statistical analysis techniques for quantitative analysis and Thematic formation technique for qualitative data analysis has used. The gathered data reveals that almost all the micro level entrepreneurs have been adversely affected and were facing different issues with a certain degree of loss, closing the business, very low Margin, heavy loss in the business, lack of supply of goods and marketing-related problems etc.

Keywords: Pandemic Situation, Micro Level Entrepreneurs, Lockdown and Entrepreneurship

1. INTRODUCTION

The present study has been conducted to examine, evaluate and state the position of the micro level entrepreneurs and the impact of the COVID-19 pandemic situation on their occupations. This research paper is related to variable of pandemic situation. what are the issues and challenges faced by micro level entrepreneurs during and after the COVID-19 pandemic situation on their occupations? So, the researcher has tried to examine the problems and challenges of COVID- 19's effects on the micro level entrepreneurs. In line with it, The World Health Organisation (WHO) identified the situation, provided an explanation, and deemed this pandemic an international health emergency in January 2020. According to the WHO, COVID-19 was the cause of the pandemic. (Lu, H., Stratton, C. W., Tang, Y. W., Lu, H., Stratton, C. W., and Tang, Y. W.:2020). Accordingly, India faced a serious threat as the disease's first recorded case was on January 30, 2020, and cases have been rising quickly ever then. The disease first brought into the nation in the state of Kerala, where it was confirmed by three people who had previously visited Wuhan, China. (Regan, H.; Mitra, E.; and Gupta, S.:2020). The across the nation lockdown, which was implemented from March 24, 2020, to May 30, 2020, has managed to level down the incidence peak, which was previously expected to be extremely high and unmanageable (The Economic Times, May 4, 2020). The doubling rate was reduced to six days by the lockdown, compared to three days before. Since the disease itself has unique symptoms, the majority of infection cases resolved on their own. Only in a few instances was a diagnosis necessary. Since this disease was first identified by travels from China to other nations, checking immigrants at the airport is one preventive strategy in India (The Times of India, May 4, 2020).

Any suspected individual was placed in the hospital's isolation ward or placed under home quarantine for a minimum of 15 days. However, the virus has a very high infection rate that is challenging to manage in the early stages when there are no symptoms. Some immigrants disobeyed the quarantine period when advised to do so, acting like super spreaders and irresponsible citizens. Those that spread the virus to at least eight people were considered super spreaders. A month-long lockdown and the closure of all public and government sectors were crucial elements in the local population's healing process. The government has taken plenty of potential steps to help its citizens throughout the country, from supplying food to fulfilling their most essential needs. Given that India is a developing nation and that two-thirds of its people live below the poverty line, these actions were necessary.

2. PANDEMIC SITUATION

The pandemic situation was the worst situation worldwide and adversely impacted globally in every field including human beings. K. Davis, Jacob and Thilagaraj, A. (2021) stated the consequences and negative impact of COVID-19 situation in the context of start-up entrepreneurship. They examined various issues such as weaknesses in the supply chain, reduction in production, procurement and distribution of basic resources, shut-down business and cash flow problems etc. They also discussed the issues and challenges that emerged due to the pandemic situation and their unfavorable effect on small-scale and micro-scale businesses. They stated that more than 70% of start-ups failed during the pandemic. They concluded that India should propose a more structured relief plan to assist or provide finance or funds in case of emergence through a management mechanism. Gossling, Stefan. Scott, Daniel. And C., Michael Hall (2020) stated that COVID-19 was a challenging disease without no medicine and no treatment. They discussed the issues and challenges of the tourism sector at the international level. They also stated that 90% of the world's population was in trouble (Restricted on public gatherings, social distancing, and restricted on community mobility) due to the lockdown during the pandemic. They also discussed that China was the first country reported the COVID-19 pandemic on 31st December, 2019 and reported 41 patients of COVID-19 infections in early of January, 2020. They discussed that by -mid February, the number of COVID-19 patients reached at around 80,000 in China. By-mid March, 2020 it had been spread at around 146 countries. They stated that international travel industry became more difficult due to the closure of international borders, due to the lockdown and quarantine. Bloom, D. E., & Cadarette, D. (2019). Stated that the world has developed an elaborate unknown infectious disease threat. They discussed the various formal and informal networks of organizations that serve different private as well as public stakeholders. They suggested adopting a global health system to protect and promote human beings. They also discussed challenges and threats of emerging, and re-emerging infectious disease. They stated the varying consequences and impact on social and economic outcomes. In addition to the looming challenge of increasing antibiotic resistance, successful protection against a dynamic array of infectious disease threats has included epidemics of influenza, dengue, Zika, Ebola, Middle East respiratory syndrome, and severe acute respiratory syndrome. They talked on the changing nature of pathogen transmission between human and animal populations, urbanisation, globalisation, climate change, civil strife, and the fast population rise in places with inadequate health systems. (Javed. Mohsin, Tuckova. Zuzana and Abbas. Zahair, 2020) discussed the challenges and problems faced by the world due to the novel coronavirus COVID-19. They highlighted the impact of the pandemic with special reference to tourism industry worldwide. They discussed that 50% of COVID-19 cases were in the continent of America, 30% in Asia, 15% in Europe and rest 5% in others countries by using secondary sources of data. In concluding part, they also discussed the future impact of pandemic on tourism industry and recommended preventive measures to tackle the pandemic situation. They estimated 120 million jobs loss and one trillion in economic damage in the tourism industry worldwide as per the World Economic Forum (2020). COVID-19 affected the business as well as people at the world level in many ways such as lack of medical treatment, shutdown of shops because of lockdown, fear of COVID, no proper education to their children, migration from cities to villages etc.

3. OBJECTIVE

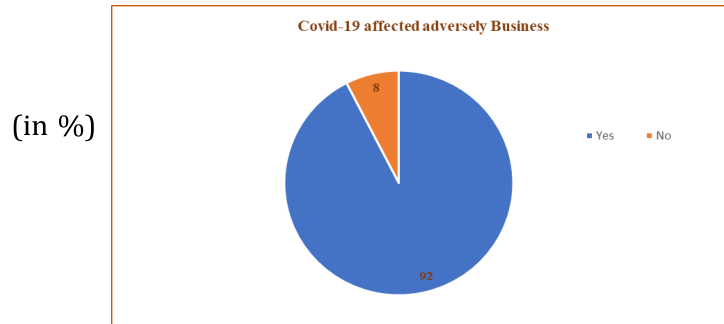
The main objective of the present study is to study the impact of the pandemic situation on micro level entrepreneurs.

4. IMPACT OF THE PANDEMIC SITUATION ON THE MICRO LEVEL ENTREPRENEURS

Both the domestic and global economies have been significantly impacted by the COVID-19 pandemic. During the pandemic, a number of businesses experienced varying problems and losses.

Particularly micro level entrepreneurship faced a variety of problems such as decreases in demand disruptions, supply chain disruptions, cancellation of export orders, raw material shortages and transportation disruptions among others. Besides this many small-scale entrepreneurs lose their businesses. This part of the evaluation deals with the impact of the Pandemic situation on micro level entrepreneurs. The Pandemic situation not only adversely impacted every field of business but also human beings at the global level. So, in this section the researcher will explain the COVID-19 pandemic situation impact on the occupations of micro level entrepreneurs.

Diagram no. 1: Impact of Pandemic Situation on the Respondent



In Diagram no.1, the data reveals the clear picture about the impact of the pandemic situation (COVID-19) on the micro level entrepreneurs. The data shown in in this diagram states that 92 % of respondents (230) entrepreneurship were adversely affected by the pandemic situation. It is also clear from the above diagram that 8 % of respondents (20) entrepreneurship comparability was not affected by the pandemic situation directly. In that 8% of entrepreneurs, these entrepreneurship such as vegetable and fruit vendors, grocery shop owner's milk booth franchises were included.

Diagram no.2: Nature of Impact on Business

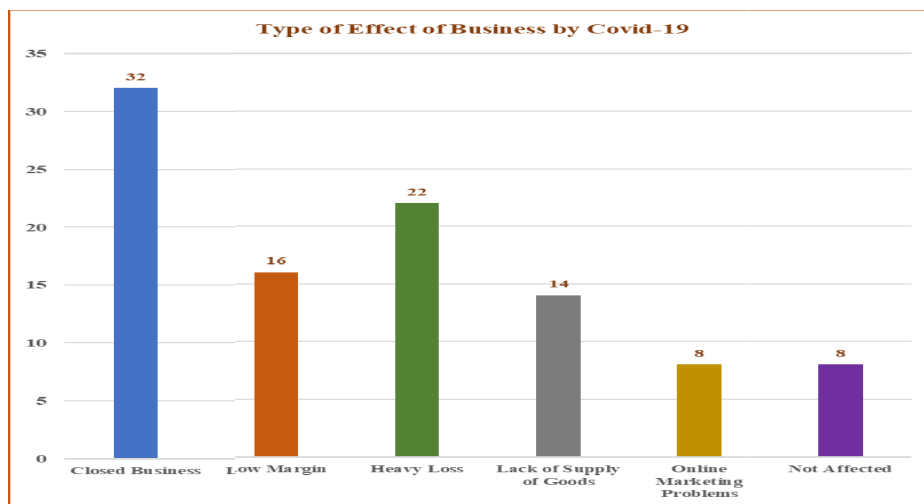


Diagram no.2 provides data about the various kinds of impacts of the pandemic situation (Covid-19) on the entrepreneurship of the respondents. It is evident from this table that 32 % of the respondents (80) closed their entrepreneurship permanently due to the adverse impact of the pandemic situation on their businesses. It is also clear from this diagram that 16 % of respondents (40) entrepreneurship lies in the other category which means their entrepreneurship reached a very low margin in that crucial pandemic time. It is also clear from the diagram that 22 % of respondents (55) go through heavy losses due to that crucial pandemic situation. Many other entrepreneurs (14%) faced another problem that was related to the lack of supply of goods and raw materials for manufacturing Besides these problems some other different kinds of problems also occur in that pedantic situation., such as online marketing instead of offline marketing. Of these responses, 8% (20). In brief majority of the respondent's entrepreneurship was almost affected by this pandemic situation. Problems were different in nature but the majority of the entrepreneurs suffered during the pandemic situation directly and indirectly.

5. FINDINGS

In terms of both human casualties and economic activity, the coronavirus pandemic, also known as COVID-19, has had a significant negative impact on India. With a few noteworthy exceptions where strong growth was noted, nearly every

sector has suffered as exports and domestic demand have fallen precipitously. Various enterprises were facing different issues with a certain degree of loss, particularly small-scale entrepreneurship faced many problems such as closing the business (32%), very low Margin (16%), heavy loss in the business (22%), lack of supply of goods and marketing-related problems. The majority of the entrepreneurs (92%) were adversely affected by the pandemic situation (Covid-19). Only 8% % of respondent's entrepreneurs were not adversely affected directly by the pandemic situation or Covid 19.

Many respondents shared that the pandemic situation has not just affected their business but also lost their family members. They couldn't receive the proper treatment. Most of them mentioned that COVID helped the online platform monopolies of the market. Vendors like them have faced problems because everyone prefers e- marketing against offline shopping. Their businesses were facing drastic losses due to this problem. To keep the customers in contact they also have to give home deliveries which affect their business (staff occupied due to home delivery and transportation costs also adds to the cost. Many people lost their jobs during the pandemic situation and now they have started opening the business it also affected already established businesses because it increased the competition in the market. Most of the respondents stated that they had to close their shop because of the lockdown, fear of COVID, no sales etc. This situation turned their lives upside down. They lost what they had in a crucial period. Many of the respondents were impulsive while talking about their experience with this determining period of COVID-19.

In that pandemic situation they couldn't afford to give proper education to their children. COVID didn't just affect them in 2019-20 but the post-COVID era is also a major barrier for them to grow. They had to shut down their businesses and move back to their villages. There were many respondents who made a profit during the COVID period. For example, the General store made a high profit because the customers were so afraid that they started storing as many groceries and basic necessities as possible. In line with this, K. Davis, Jacob and Thilagaraj, A. (2021:118) examined the various issues and challenges of the Covid-19 pandemic situation on entrepreneurship and start-up businesses (Small-scale and Micro) in India including medium-scale industries.

6. CONCLUSION

Huge number of the respondent's entrepreneurship was adversely affected by the COVID-19 disease. Apart from this, the pandemic situation adversely impacted the family life. In other words, the larger part of the informant's entrepreneurship was almost affected by the pandemic situation. Problem was different in nature, but all the entrepreneurs suffered during the pandemic situation. The Indian society and the government of India must help and empower the micro level entrepreneurs by providing equal opportunities to them. In the present research paper, most of the micro level entrepreneurs were flighted against multiple hurdles. So, there is a need to evaluate and assess the performance of micro-entrepreneurship time to time by the government of India (Both State and Centre). There must be support by the corporate sector (small, medium and large - scale industries) for providing crucial financial and non-financial assistance in the fields of industries, trade and commerce.

CONFLICT OF INTERESTS

None.

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