IMPACT OF COVID 19 ON MEDIA AND ENTERTAINMENT

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EDITOR :-

DR. KUMARDATT A GANJRE
DR. ATUL KUMAR

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Chapter 01
Impact of COVID-19 on media and entertainment

Prof. Viji Parthasarathy
Department of Computer Science,
Shrimathi Indira Gandhi College

Introduction:

COVID-19 entered and played with the lives of the people on earth. Many people suffered a lot. Many people left this world. Many people lost their jobs. The whole world became silent for a certain period except the hospitals.

Leaders of various countries, the WHO (World Health Organization) team, and Governments of all states worked together for 24 hours for the people's safety. Leaders of different arenas met and discussed critical and challenging situations. Companies and corporates need to establish communication. They need to connect with the people remotely for people's safety purposes.

Here come technology and it played a vital role in the detection of disease. Technology speeds up the detection and controls the spread.

Anyway, it was time to balance the economy also.Many factors were taken into consideration to work remotely.

The Essential Works like delivery of products and some services people rely on had to be taken into action. It was necessary to seek guidance from the health departments globally as well as locally.

Many offices shifted work from office to home. Yes! People started working from home. Here companies and workers were to take much responsibility.

People were seeking help by hitting Google. Housewives and many people started working with Google. Whether people were illiterate or literate started learning a lot. People should have a healthy perspective on social media and they may inspire, entertain and educate others.

Media strengthen the relationship:

The pandemic changed people in thinking and showed the way for using media and entertainment differently. People who were locked compulsorily in homes moved to an online process.

The pandemic brought out the hidden talents of people. Social media connect like-minded people. Relations who are in remote places formed the group through media shared photos, videos, recalled memories, and stay connected. In this way, the media strengthen the relationship.

Not only relations but also reaching out to new faceless connections and having healthy relationships. They could be either end of the world. They share their content and communicate easily.

Media raises confidence:

Youngsters started taking videos at any place if they find any uniqueness. They shared the video on social media and became famous when videos were liked by many. All the matters happening at nooks and corners spread worldwide. People gain good communication. Many youngsters host the videos. They became directors, singers, and cinematographers. Housewives started posting home tips. Their confidence level increased. Millions of people talking through media to the world. People became the owners of YouTube channels and earned money.

Media promotes Business:

Social Media is an effective way to reach customers and consumers by advertising and calling for a campaign.

Marketers and business people use Facebook for their products. Instagram is a wonderful platform that paves the way for women entrepreneurs. Twitter supports conversation Ads. Worldwide, marketers used Facebook more than any other social media platform.

An international survey found that 90 percent of respondents used social media networks to promote their business, while the other 80 percent approximated using Instagram.

 Social media showers many benefits to business people, creators, and women. Boundless opportunities are there. Many agents support building websites, advertisements, and blogs. They are taking care of the creation of content, reports, monitoring, and managing all.
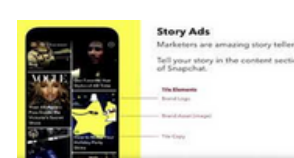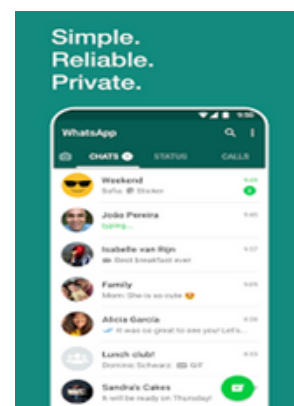
Social media showers many benefits to business people, creators, and women. Boundless opportunities are there. Many agents support building websites, advertisements, and blogs. They are taking care of the creation of content, reports, monitoring, and managing all.

Media Pre covid and Post covid:

Entertainment industries like television and film were fully shut down. Amusement parks were closed. There was a heavy revenue drop in the pandemic year 2020. It is affected globally. Already fixed schedules, and places were cancelled. Numerous employees and laborers lost their job.

Several movies (ready for release), live events, sports, and shows have been cancelled in the world. TV shows were also challenging as it was lockdown time. There were restrictions on travel and accommodations. The Pandemic affected Netflix, Inc. which is a streaming service that allows people to watch shows and movies through internet-connected devices by paying a subscription.

Post Covid:

Online processes support people in this industry. So, consumers started using digital video on demand for entertainment. Streaming companies gave a new solution to the people who are residing in their homes. Initially, Netflix Party streamed videos online to watch in a group. A wide range of providers enabled home stayed viewers to watch premium tv shows and films. Film and TV shows are delivered over the internet which is known as Over-The-Top (OTT). The revenue also started growing. There were 308.6 million subscribers in 2020 as a result of new launches and more content. This represents a 32% increase over the previous year. Twenty-four billion dollars were made from online video subscriptions in 2020, representing a 35% growth over 2019.

YouTube:

It is a video-sharing service that is available on desktop computers, laptop computers, tablets, and mobile devices. Anyone can watch, share, like, and comment on it. People can upload their videos. There are many apps specially created for Kids from all age groups. Even one-year-old babies are watching YouTube and indirectly they are learning. Here learning became entertainment. YouTube video features children's programming. Many filmmakers, creators, and teachers create content for children at all age levels. Children are learning morals through stories, painting, drawing, language, and whatnot. Children's online privacy Protection Act has complied with YouTube. people also can protect or filter the contents for the children's safety.

VR technology, gaming, booking hotels, travels, food order, online delivery mushrooming. People are enjoying life just by clicking.

CONCLUSION

As a result of COVID-19, all media need to integrate digital technology in to all aspects. Media after the pandemic enhances mental health of people. People have found ways to adapt to new income generating and spending habits. People are completely engaged with media 24 X 7. Students everywhere have easy access to e-books and read anytime, anywhere. It is an excellent opportunity for the students' community to have the dictionary, calculator and all the subject content at their fingertips. Learning leads them to on-line education. On-line Education leads them to access Global Universities. In a way COVID–19 establishes fluid flexibility among the people at global level.

Chapter 02

A Legal Perspective on the Impact of the Pandemic towards the Media & Entertainment Sector

Mrs. M.Sathiya,

Assistant Professor, Sri Krishna Arts and Science College, Coimbatore

sathiyariya18@gmail.com Mobile No: 9790639353

P.Devika,

Assistant Professor,Sri Krishna Arts and Science College, Coimbatore

pdevikasabari@gmail.com Mobile No: 9787385864

Dr.J.Divya,

Assistant Professor, Sri Krishna Arts and Science College, Coimbatore

dhivyasscet@gmail.com Mobile No: 9080461310

Abstract

The music and entertainment industries in India are not exempt from the substantial effects of the coronavirus outbreak. Public meetings are outlawed, and theatres, cinemas, music festivals, plays, and concerts have been closed or postponed indefinitely due to the deployment of lockdowns across all the country as a means of restricting the virus's spread. As key releases were postponed and movie theatres across the nation were closed, the entertainment business was damaged almost during the pandemic. The urge for social isolation may stay the norm even after the lockdowns are lifted, and the knock-on effects will have major repercussions for those working in the entertainment business depend on the creation and distribution of music, movies, and related live events to make a living.

Keywords: entertainment, cinemas, business, lockdowns, creation and movies

Introduction

The Music and Entertainment (M&E) sector is among the several industries in India that are being severely impacted by the corona virus outbreak. As a result of the virus's introduction to lockdowns, public meetings have been outlawed, and theatres, cinemas, music festivals, plays, and concerts have been closed or temporarily postponed. The music and entertainment business was significantly damaged almost instantly, with countrywide movie theatre closures and delays in new releases.

Production companies, record labels, filmmakers, musicians, and theatre owners, among others, would probably endure months or even years of financial hardship. The Indian M&E sector reached Rs 1.82 trillion (US$25.7 billion) in 2019, according to a FICCI survey (a growth of 9 percent over 2018). According to the survey, India's M&E sector is projected to reach Rs 2.4 trillion (US$34 billion) by 2022, with a CAGR of 10%.The M&E sector's profitability is projected to be negatively impacted by this overall decrease in sales. Financial ramifications will likely be felt by production houses, music labels, filmmakers, artists, theatre owners among others for months or even years. The major legal issues are listed below:

Employment and Workplace Issues

The M&E workforce is said to be split into two categories. One category consists of workers who are hired on a permanent basis known as "Permanent staffs", by broadcasters, production houses, and also management firms. The temporary staff and freelancers, on the other hand, are hired on a project-by-project basis.

With the lockdown being relaxed all across the country, the film industry is also looking at resuming production. The issue that the industry is grappling with is a struggle between a desire to commence the business and a need to protect the health and safety of its workforce. A set of industry standards will have to be put in place to ensure that the on-site and off-site shooting locations, studios, vanity vans etc are free of the coronavirus. Some important considerations that may be looked into are as follows:

- Checkpoints for taking body temperature of the cast and crew members.
- Mandating that all employees stay in hotels or assigned housing and isolate themselves from friends and family for the duration of a shoot.
- Providing crew members with masks and gloves.
- Instituting extra cleaning shifts.
- Ensuring that makeup artists and hairdressers have a "one-time use" policy for all their tools including makeup kits, brushes, etc.
- Keep the employees informed about any outbreaks.

- Limiting the number of people on set at any given time.
- Speeding up the process of filming and wrapping up the production.
- Filming within the country and avoid unnecessary outdoor locations which would ensure safety and also help reduce costs.

Contractual Issues

Contractual commitments have been affected as a result of the emergency lockout steps. The most significant effect is non-performance of contractual obligations. Since the M&E sector is so reliant on contracts, non-performance of contractual obligations as a result of the lockdown is bound to have a greater effect. It has been impacted by the doctrines of Force Majeure and Frustration.

Force Majeure – In literal meaning, it means "superior or irresistible force." This definition means that the parties will avoid fulfilling their obligations if a force outside the parties' control prevents the contract from being fulfilled. Although the term is not incorporated into Indian laws, it is recognised in Indian courts. A boilerplate clause dealing with Force Majeure is used in almost all contracts.

Doctrine of Frustation – Section 56 of the Indian Contract Act of 1872 governs the Doctrine of Frustration. According to the clause, if a contractual arrangement becomes impossible or unconstitutional due to an incident that could not be avoided, the contract becomes void. This doctrine has been interpreted by the Supreme Court of India to suggest that impossibility does not only apply to physical or literal impossibility, but also to mere absurdity in the eyes of the parties.

Consumer Issues

Cancellation of live events may result in potential claims relating to consumer protection rights. Companies may face the challenge of refunding monies to ticketholders which would put immense strain on the already slow economy in the industry.

In view of the same, the Central Board of Indirect Taxes and Customs (CBIC) has allowed for claiming of refunds of Goods and Services Tax (GST) paid on advances that entities got for events or bookings that have since been cancelled. This move by the government is expected to aid the entertainment industry as the additional flow of funds will help ease the liquidity position of the companies which may be used to keep the economy in check and help people keep their jobs in place.

Insurance

Business Interruption Coverage: The companies need to assess if their insurance policies would cover them against the losses resulting due to the prolonged suspension of businesses owing to the pandemic. The extent of insurance cover available to a company will depend on the specific terms of each policy. While companies do buy insurance to protect themselves against business interruption, such policies don't necessarily cover a pandemic such as Covid-19. According to insurers, the business interruption coverage triggers only if the insured property suffers physical damage due to a covered peril such as fire or earthquake and would not cover losses caused due to a pandemic like COVID 19. Companies now want the Insurance Regulatory and Development Authority of India (IRDA) to extend the scope of business interruption insurance to the losses caused by the pandemic.

Health Insurance for Employees: A recent circular issued by the Insurance Regulatory and Development Authority of India (IRDAI) states that "Reference is invited to Order No. 40-3/2020-DM-I (A) dated 15th April 2020 issued as part of the Consolidated Revised Guidelines by Ministry of Home Affairs (MHA), GOI. As per the said order, inter alia; the following are stipulated: All industrial and commercial establishments, workplaces, offices etc. shall put in place arrangements for the implementation of Standard Operating Procedure (SOP) before starting their functioning. As per clause no. 5 of Annexure - II of the said SOP for social distancing for offices, workplace, factories and establishments, medical insurance for the workers to be made mandatory".

Media & Entertainment Lawyers during the Times of Corona

As the sustained effects of the coronavirus continue, it seems like it will turbocharge legal industry transformation. With the Supreme Court of India and various other High Courts all set to take court proceedings through video conferencing and rapidly setting systems in place for online filings, it is seemingly evident that the pandemic will propel law into the digital age and reshape its landscape. Various industries and sectors have undergone a digital transformation over the years, however, the Indian legal industry had scarcely taken notice and digital usage was more of an exception than the norm. The coronavirus is changing that. It is acting as a swift, comprehensive, top-to-bottom reimagination of the legal sector.

CONCLUSION

The demand for risk management in legal aspects will increase as the film industry is confronted with a slew of new legal problems and is forced to rethink operating procedures. The legal profession is dealing with the pandemic's harsh effects, which include office and court closures, social alienation, and dealing with a virtual workforce. The well-fortified walls of resistance, on the other hand, have been broken at breakneck pace. In order to provide much-needed legal support to its clients in times of crisis, the legal profession was able to recognize the need to shift the status quo and embrace a must-do mentality. Various industries and sectors have undergone digital transformations over time, but the Indian legal industry had barely noticed, and digital usage was more of an exception than the rule. The coronavirus is causing this to change. It serves as a rapid, detailed, top-to-bottom reimagining of the legal industry. Technology's capacity and ability to support modern models of structures and processes has already been demonstrated.

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Chapter 03
A Study on COVID-19 and Psychological Distress: Review of Media Impact among spectators

Riya Maurya
Research Scholar, Department of Mass Communication,
Mizoram University. (riyamauryalko@gmail.com)

Dr. Dheeraj Kumar
Assistant Professor, Department of Mass Communication,
Mizoram University. (dheeraj@mzu.edu.in)

Introduction

Globally, the COVID-19 pandemic has resulted in a significant loss of life and poses an unprecedented threat to food systems, public health, and the workplace. The pandemic has had a terrible impact on the economy and society; the estimated 690 million people who are currently undernourished may rise to 132 million in the coming years (International Monetary Fund, 2020).

The mental health of people has been significantly impacted as a result of these health, social, and economic effects. Many people have shown evidence of post-traumatic stress disorder, anxiety, or despair in addition to psychological anguish. Additionally, there have been alarming indications of a wider prevalence of suicide ideas and actions, even in the healthcare industry (WHO, 2022).

COVID-19 has a detrimental effect on mental health in the US. Researchers have found that the virus affects not only the physical health of those who are afflicted but also the general population's mental health (Stainback et al., 2020). The (Centres for Disease Control and Prevention 2020) on their website, under the section titled "Taking Care of Your Emotional Health," suggests taking "breaks from watching, reading, or listening to news stories" as a way of dealing with a mental illness. It can be unpleasant to hear about the issue and repeatedly view images. A scholarly critique of COVID-19 suggests that it may also have an impact on mental health, particularly as a result of news media coverage (Garfin et al., 2020).

An Iranian study in the area of health reporting status emphasises that health journalism plays an important role. The point of discussion is that health-related news is being framed by journalists who lack specialised knowledge and experience. Strong health journalism is required to combat the pandemic. Credibility, quality, and relevance factors should be given more attention in a nation like India, where mass media consumption is strong but health literacy is low. Newspapers and television networks will need to do fact-checking, especially to dispel false information on health-related matters. By engaging with the media, we can empower people and communities with "news and information literacy." This will help people fight the infodemic on their own and boost public confidence in the media (Sharma et al., 2020).

Objective
- To explore the factors of mental distress in the coverage of COVID-19 news in Indian media
- To examine the psychological shift after the two years of COVID-19

Analysis of Media Coverage During the Pandemic:

Since the outbreak, the media has been crucial in spreading information about the current pandemic and quelling public curiosity. In India, the number of people who read the news has significantly increased (Banka, 2020). This inherent pessimism, which inevitably permeates media accounts of the illness and coverage of more negative news, has led to mental health problems (Olagoke et al., 2020).

Death-based news
Images of India's struggle with the second wave were shown on television all over the world. Patients were waiting outside hospitals; dead bodies were in lines in hospital corridors. With daily infection records set during the worst of the second wave in early May, India is second only to the United States in terms of overall cases of COVID-19. This death toll includes hundreds of journalists—as many as 500, according to one count by NWMI India. More than 500,000 people have died from COVID-19 in India.
In April 2021, a group of reporters from the local newspaper Sandesh spent a night driving to 21 crematoria in Ahmedabad, the largest city in Gujarat, to determine the number of bodies being cremated in accordance with COVID-19 guidelines. The reporters discovered more than 200 deaths in Hindu funeral homes alone, despite the state government's claim of 25 deaths on a particular day. Another group of reporters from the same newspaper spent 17 hours counting the bodies outside a government COVID-19 hospital wing.

The newspaper reported on April 13 that its reporters had counted 64 deaths in just one hospital.

In all videos, death and the death rate were mentioned the most (43.6%), and many also alluded to concerns over the COVID-19 outbreak (37.4%). Information that is crucial to the prevention of COVID-19 dissemination did not receive much attention. The prevalent emphasis on death and grave consequences was unwise and might have made viewers feel more anxious and depressed (Basch et al., 2020).

No accessibility for the middle class

The pandemic has painted a traumatic picture of low accessibility to resources. Television news channels keep reminding the general population that the shortage of oxygen cylinders and the lack of specialised doctors in hospitals also indicate that patients' chronic diseases got worse because there was less access to necessary medications during the COVID-19 epidemic than there was before. Additionally, a rise in the price of medications for both acute and chronic illnesses was seen (Su et al., 2021). In addition to the negative effects on people, negative moods caused maladaptive actions (such as excessive spending on supplies, keeping stock at home, and engaging in racist acts or microaggressions towards oppressed groups) (Basch et al., 2020).

severe photographs during a pandemic

A report from Google Trends says that millions of people used Google to look up images of the coronavirus, specifically between February 2020 and March 23. The COVID-19 epidemic is nothing short of apocalyptic in India. In the hope of finding a bed, long lines of patients stand in front of hospitals. Unfortunate photographs can change history, or at the very least spark debate and show the world as it is.

They can burn us—the watchers of these photos—and, in doing so, hurt or help.

There are a lot of ethical questions about how to show tragedy, but these shocking pictures from India are making the world stop and pay attention. Additionally, they have a significant personal cost for those who take them (Jaishree Kumar, 2021).

 Emotional headlines have a longer shelf life.

An analysis of 141,208 headlines from global English news sources regarding the coverage of the coronavirus disease during the current pandemic revealed that most headlines (51.66% of the total) contained negative sentiments, a small portion (30.46%) contained positive sentiments, and the remaining 17.87% were classified as neutral news. Other studies have demonstrated that COVID-19-related mass media content increases negative emotions, such as anxiety, fear, anger, homesickness, sadness, and others, in as many people as possible (Aslam et al., 2020). They must constantly inform people of the current developments, but not in a way that encourages pessimism, fear, danger, or chaos. It may elicit a variety of negative feelings, which may have a negative impact on people's mental health and their capacity for resilience in these circumstances (Giri & Maurya, 2021).

Less coverage of safety measures

In a democracy, the news media plays an essential role in disseminating information to the public and bringing issues of concern to the attention of the government. In the context of the COVID-19 outbreak, it has the potential to educate the general public about non-pharmaceutical interventions (NPIs) such as keeping a physical distance, practising hand hygiene, and wearing a mask, among other things.

The media can ensure compliance with these significant measures by educating the public on their effectiveness at fighting diseases and preventing additional outbreaks, despite the fact that NPIs and government-imposed travel restrictions can be burdensome—requiring significant alterations in human behaviour that are difficult to maintain over extended periods (Kapoor & Friday, 2021). Through review, it was found that only 3.0% of news videos covered using tissues to blow one's nose or cough into before discarding them, 6.2% covered using facemasks when tending to the sick, and 8.8% addressed sanitising frequently touched objects and surfaces. while the 43.6% news covered was the death rate (Basch et al., 2020).

Findings and Discussion

It has been determined that along with daily life disturbances, COVID-19 has hampered people's mental wellbeing too. The media has shown good coverage of news based on COVID-19, which has also increased non-prime time viewership (Jha, 202 C.E.). The review also reveals that the media has portrayed excessive coverage based on negative pandemics, giving less focus to positive news stories. This causes anxiety, stress, and overthinking among the audiences. It results in media that reinforce mental distress rather than doing their primary work of disseminating information and doing awareness programmes.

The analysis comes with the result of more coverage of death-based news, showing poor accessibility for the middle class, severe photographs during the pandemic, the packaging of news with emotional headlines that last for a longer time, and, most crucially, less coverage of safety measures. As a result, general audiences experienced mental distress and were unaware of mainstream media.

Through focus group discussions (FGDs), it has been found that people have less faith in mainstream media because it depicts more negative news as compared to positive news. According to the study, 93.3% of people believe that media plays a significant role in mental illness.The portrayal of content in the media creates more anxiety, stress, and depression among audiences towards the pandemic and has somehow impacted their psychological thought process.

This all creates a psychological shift among the general population, i.e., more concern for living. By analysing the focus group discussion, it's been found that around 41% of students panic at the thought of another lockdown, and among that group, 16% get worried for placements. Also, 13% of parents are cautious about their children's education if lockdowns reoccur. Where 6% and 7% of youth are worried about the infection affecting their child and an older member of their family, Few people are still concerned about being admitted to hospitals (5%) and the market running out of medicine (10%), as they were during the previous lockdown.The discussion also reveals audiences' shift toward a way of life. Following the global crisis, the majority of people believe that life is more unpredictable (21%) than it was prior to COVID-19, so they believe in enjoying the present (11.7%), travelling more (15%), and spending quality time with loved ones (18.3%).

Conclusion

In a nutshell, it has been discovered that while Indian media has increased viewership with its diverse content on COVID-19, it somehow lacks in the dissemination of information to needy audiences and has created a negative impact by depicting negative stories based on the pandemic. This has affected the mental well-being of audiences and created a major ignorance factor for mainstream media. People's psychological attitudes toward life have been shaped by the prolonged negative pandemic stories. Thus, considering this paper, it is an alarm for Indian media to cover more news stories showing positive insight into COVID-19, highlighting safety measures, mentioning precautions to be adopted, etc., which should be displayed in mainstream media.

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Chapter 04

INFLUENCE OF SOCIAL MEDIA NETWORKS DURING THE COVID -19 PANDEMIC

Dr K Pradeep,
Department of Visual Communication, Nehru Arts and Science College,
Nehru Garden, T.M.Palayam, Coimbatore,
Tamil Nadu- 641105, India, Mail: cpradeepkleegmail.com

Dr Paul T Benzikar
Department of Visual Communication,
Nehru Arts and Science College

Dr. Micheal Solomon L.
Assistant Professor, School of Management,
Nehru Arts and Science College

Introduction

Social networking sites are the most widely used information sources in the world; these platforms serve as one of the easiest and most effective means of transmitting information owing to the cheap cost and simplicity of access to the internet, as well as the vast number of active users. Whether it's a major athletic event, a pandemic, or a natural disaster, there is typically a greater need for information throughout those times than usual. Researchers well explore that how Internet and social media network searches have been shown to be correlated with COVID incidence is how the peak of information searches on these platforms peaked in India, China, South Africa, USA and other Countries. During this pandemic, the most important thing about social media platforms has been how quickly protocols have spread at the regional, national, and international levels. Communicating protocols about treatment, personal protection equipment, or even proposals for equitable distribution in places with few medical resources has become the new normal. Social media has helped communicate knowledge during pandemics faster than ever before, but there are positives and downsides. Responsible use of these technologies may accelerate the transmission of crucial new information and substantial new scientific findings, make diagnostic, treatment, and follow-up processes easier to share, and enable the first global comparison of different therapies.

When exchanging information through social networks in the era of COVID-19, it is important to follow a few basic guidelines in order to use these technologies responsibly and beneficially (Gonzalez, Tortolero; 2020). The 2019 coronavirus disease (COVID-19) outbreak, in this particular scenario, billions of people throughout the world are eager to learn more about COVID-19 via the use of social media. During the period of the pandemic, the conduct of the general population has been influenced by the fast distribution of issues and information relevant to COVID-19. Over 2.9 billion individuals across the world use social media on a daily basis nowadays. These social media have an incredible rate of coverage and penetration, in addition to an astounding spread speed. The platforms that are used for social media plays very reluctant part in the function of information distribution during the COVID-19 outbreak (Tang, Zhang, & Li; 2021). At the same COVID-19 outbreak, numerous false news reports concerning COVID-19 are fast spreading across social media platforms and among the general public. In India, people's mobile phones are inundated with false information in a variety of forms, including the propagation of conspiracy theories, the distribution of unvarying home remedies to combat the virus, and the dissemination of bogus advisories advising individuals to avoid foods such as ice cream and chicken etc.. This kind of positive interfere is great concern in social media affect among people. Healthcare providers have created public profiles on YouTube, Facebook, Instagram, Twitter, Tiktok, and others to deliver pandemic, social distancing, and vaccine updates. These benefits include greater access to information, resources, social support, and health policies (Moorhead et al., 2013). Many medical professionals saw an increase in their online following during the epidemic, and some of them have since turned to social media as a side business, charging for their services and working with big corporations to spread messages of pandemic preparedness. One Tiktok user, @lifeofadoctor, saw a meteoric rise in their fan base after posting regular updates on the spread of the COVID outbreak and urging his followers to remain inside. The popularity on the platform skyrocketed in a short amount of time, making him one of the first recipients of TikTok's $1 billion creator fund. Not only this, many other social network sites are trump with people access. However during the pandemic social media platforms are well active among the people to share the information as well as miss information. The other important stance of greatness been made by the social media platforms when society separate people bond with physical distance, at the same time more powerfully social media platform create the bond with closes through virtually. Numerous health care systems and nations have been impacted by the COVID-19 epidemic, and many people have died as a result. Due to the prevalence of social media users and their activity, particularly on facebook, Twitter, You tube, it is important to pay attention to health care actions and published information. Researchers states that COVI-19 made great impact among the global as well as individual. In this concern, of crucial scenario social media platform work effectively in the society.

Impact of Social media In The COVID Pandemic

Social media has expanded astronomically during the last ten years. Facebook, Twitter, and Instagram are just a few of the social media sites that have made it easier for us to interact with one another. Social media is unavoidable during challenging circumstances, such as a pandemic,to quickly spread information from one location to another. During the COVID-19 outbreak, social media usage skyrocketed. These service are used for crises updates, direct communication with peers, governments, academics, and international organizations, utilize these services. Digital platforms are even more important while under quarantine or lockdown because peer engagement and social media networks may generate social and emotional support. Through ongoing connection with the peer group, these activities provide a "buffering effect, facilitating collective resilience" (Marzouki et al., 2021). For instance, when a total lockdown was declared in March 2020, people had some time to recover from their shock, and it was the social media platforms that greatly assisted them in learning what would work and what wouldn't during the lockdown. In December 2019, the COVID-19 viral illness, also known as Coronavirus 2019, first appeared in Wuhan, China, and rapidly spread around the globe (Li et al., 2020). People's self-care and self-control are very crucial to avoid the development of this illness since no particular controls or treatments have yet been created to prevent and cure it. Staying at home, avoiding regular physical contact, and maintaining a home quarantine are ways to manage and stop the spread of this illness (Hou et al., 2020). Social media and social networks are primarily web-based technologies used to facilitate two-way contact between users when using computer systems for communication. Numerous forms of these network tools have been created as a result of the initial type of social media's growth, and for many individuals, using these networks is part of their daily routine. Facebook, Twitter, WhatsApp, Instagram, Telegram, and other major websites and well-known social networking apps are also included (Amani et al., 2020; Dastani et al., 2019). According to Wang et al. (2020) in China, 53.8% of respondents thought the epidemic's psychological impact was moderate to severe; even a research group created and validated a scale called "Fear of COVID-19 scale" to assess the level of apprehension and anxiety in the population and to establish appropriate steps to safeguard against sequels associated with the epidemic, such as post-traumatic stress disorder (PTSD). Other, more serious diseases or situations, such as suicides, have already been reported in India, the United Kingdom, Germany, and Italy. Studies have revealed that posting scientific material on social media sites (such Facebook and Twitter, among others) results in a rise in downloads, searches, and citations of these papers. With the COVID-19 pandemic, these factors have surely facilitated the quick transmission of information throughout the world.

They have also considerably reduced editorial turnaround times, which have gone from months to days or weeks since the pandemic started (Teoh, Mackenzie, Tortolero and Rivas; 2020). In this great extended sense, crucial part of global as well as individual. The social media networks create unpredictable stance of effective stance among the individual life in particular.

Social Media Fake News and Misinformation

In 2020, the WHO Director-General told foreign policy and security specialists in Munich, 'We are not only combating the virus, we are also fighting an infodemic.' The word "infodemic" was initially used during the 2003 Asian SARS pandemic to characterize the growing volume of fake news, but the COVID-19 pandemic is far larger. There are several ways to recognize false news and stay informed. It often exhibits overt prejudice and may purposefully try to arouse the reader's ire or other strong emotions. The most crucial step is verification since such material could originate from unexpected news sources. Early on in the pandemic, "digital media, more than others, seems to be propagating significant fake news," making it more challenging for even the highly educated parts of the public to be properly informed in the short term in a hazy information environment (Gerosa et al., 2021). The national media, for instance, has manufactured rumors, myths, and false information for decades. Falsified material was rapidly identified in those decades by the broad national audience of the "mass" media, in contrast to today's misinformation and disinformation cosmos. Social media platforms have been crucial for the spread of information during a pandemic, allowing for faster communication than at any other time in human history (Brooks, et al. 2020). Understanding the several aspect of miss information and its impact among the society social media platform are boomed with biased content, but during the very crucial period government takes very effectively use of social media platform which created positive support and move forward to the collective achievement to battle against the COVOD pandemic.

Conclusion

Social media caprices enormously significant role to fight and recover the COVID-19 pandemic, not only to disseminate information more over to updated about the pandemic, understand how it speedy spread, affects, how people take precaution, and how we can respond to the crucial period. Across the country various researcher point out that various aspect of its influence and effects on society states, social media and its strategic communication during a public health emergency is itself a kind of medical intervention. (Heidi, 2020). In the global digital scenario, there are more than 2.9 billion users of social media worldwide, the distribution coverage, and penetration rates of these social media is very vibrant, this powerful dynamic very effectively act during the COVID pandemic. Despite, social media has made great extend for people and organizations to communicate responsively and interchange knowledge by pooling their collective wisdom for common good. Moreover, social media platforms are been impeccable extend to assisting governments in combating the epidemic by raising fundamental public understanding about the illness and its transmission. The country's daily directions to wear masks and stay safe are communicating with people quicker via social media than through established channels. Social media network sites assisted people to be aware of the present situation, to adhere to procedures, and to be prepared to meet problems in advance, the different point of uncontrolled context of monitoring social media interfere has prompt extent to great extent to recover the COVID- 19 pandemic. Moreover, to effectively overcome the impact which created in the everyday life of people and the society.

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Chapter 05
IMPACT OF OTT AMONG YOUTH IN THE COVID OUTBREAK

Venkatesh M,
Research Scholar - PSGCAS,
DR Pradeep K
Assistant Professor - NASC

INTRODUCTION:

Online media provides the audience with a plethora of entertainment options at a low cost. Many OTT (over-the-top) platforms provide quality content as well as regional language to maintain their content audiences because new media users are willing to pay for quality content. The usage of online media for entertainment has seen a prominent rise during this COVID outbreak time. Most smartphone, laptop, and PC users have adopted OTT platforms. OTTs provide users with a less-than-ideal user experience; viewers of this platform access OTTs via a smartphone. The data cost for smartphones is also very low. Nowadays, OTT offerings are also increasingly focused on native-language content material for local audiences. Many OTT platforms have concentrated on regional content according to audience choice. Aside from foreign services inclusive of Netflix, Amazon Prime Video, and Disney+ Hot Star, the distance is seeing many nearby and regional OTT platforms, which include AHA, Sony LIV, Voot, ZEE5, MX Player, and Eros Now. OTT at a lower cost on COVID Lockdown attracted a large number of young people at the time, and this had an impact.

Establishment of the OTT:

The traditional media has evolved, and now new media is ruling everywhere. Technological advancements make users smart. There were newspapers first, then radio and television, and now the internet (new media).The Internet provides many media enhancements, like streaming music, watching movies on OTT, and getting news updates with just a click.

With the advent of the Internet, the entire world was swept up in an all-encompassing tsunami of information, and everything was easily accessible. Without a doubt, the invention of the internet is the one that has created the illusion of a smaller and more connected world. The Internet changed how we communicated, interacted, and socialized, as well as our economies, political systems, and societies. Everyone is getting adapted to and updated on new things. Now every Internet user is getting into OTT for watching movies and webseries.

Because of the Internet, the audience's consumption habits have changed, prompting filmmakers to create content specifically for OTT platforms; this type of content production is new and unheard of (Films directly released in OTT during the COVID Lockdown).OTT platforms, which enabled the direct-to-consumer chain, were one such invention. Media technologies have been evolving in day-to-day life because of new media upgrades. Audience preference has also changed according to the availability of media for entertainment. With COVID Outbreak and Lockdown, the true rise of OTT platforms began.People were trapped in their homes and began living a new normal life, such as working from home or studying from home.People's lifestyles have also changed.The closure of theatres is the main cause of the rise of OTT.

Closure of the theatres

COVID-19 was discovered at the end of 2019.In India, there will be a huge rise in COVID patients by March 2020. The Indian government decided to put some restrictions on people to control this pandemic. So that impacted many trade sectors. Likewise, theatres are closed, and many new film releases get delayed at this time. Streaming movies on OTT has seen a significant rise, and many independent filmmakers have decided to make separate content for OTT. Famous film producers are also getting into direct OTT releases. As a result, new films and web series received widespread exposure in OTT. because the theatres are closed during the COVID outbreak.

OTT'S ASCENT:

During the COVID outbreak, India saw a significant increase in the number of internet users, similar to New Media trends that point to an increase in the use of internet-enabled smart television, PCs, and smartphones for watching OTT content. India had the second-largest number of internet users after China, and the market has tremendous potential if it expands rapidly. Online entertainment has huge audiences. India is a thriving market for OTT platforms because of the audience's focus on informational content and the growing demand for international content.

There has been a rise in the demand for new OTT content (direct OTT release of movies) as a result of a pandemic that has never been seen before, preventing people from going outside and closing offices, schools, and businesses. Countries around the world have put themselves on complete lockdown to stop the spread of COVID-19, a deadly coronavirus that has an abnormally high rate of infection and no known cure. Suddenly, millions of people have more free time than they can spend. Films and entertainment content, particularly on-demand video content, have emerged as the saviours in this situation.

Direct OTT Movies: OTT Players Producing Local Content

Because of the lockdown and the lack of theatres during this pandemic, the use of OTT platforms has increased.To keep their audiences, many OTT players created new regional content with their own money.Film producers had decided to sell their completed films for direct OTT release. Because releasing it on OTT is a safe move for them. According to IMDB, there are 24 direct OTT Tamil releases in 2020. Thus, OTT audiences are attracted to new content at minimal cost. A movie in a theatre will cost significantly more than a movie on Netflix.

Conclusion:

Covid 19 Played a Significant Role in the Rise of OTT.The real fact is that many youths are attracted to the content on OTT platforms, and it will be considered only a technological revolution. An OTT platform will never be able to replicate the theatrical experience.However, OTT's experience is dependable and user-friendly, and it has an impact on the lives of young people.

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Chapter 06
Workplace and culture changes brought on by the COVID 19 crisis

Chetansinh Dada More
Lecturer
D Y Patil University
Ambi, Pune (India)

Abstract—

When the deadly COVID-19 virus began to spread over the world, thousands of people experienced serious health problems and an abrupt rise in death rates. The only method to halt the spread of the virus was to halt all social and economic activities in the affected nations for an indefinite period of time. This study focuses on three key areas: expanding differences in work practises that are still necessary to halt the growth, such as mandatory working from home, as well as the psychological and economic effects of COVID-19, such as laziness, mental illness, and dependence. Additionally, the age-related moderating effect is looked studied. This study aims to provide a comprehensive methodology for examining how COVID-19 has affected workplace cultures and environments. It also identifies problems that need additional investigation and clarifies difficulties so that recommendations for remedies can be made.

Keywords: Work, Work from Home (WFH), Pandemic, Social distance, Employees, Lockdown, COVID-19

INTRODUCTION

The Corona Virus has grown to be a major global concern. In December 2019, Wuhan, China, reported the epidemic. However, because to initial mistakes made by organisations like the WHO, tasked with controlling the spread of such viruses, people were able to travel globally, which allowed the COVID-19 virus to spread over the world and start an enormous pandemic. Just three months after the first cases of COVID 19, the WHO declared it a pandemic on March 11th, 2020 . As a result of the virus's wide spread by that point, many nations had to fully shut down their businesses and industries, a process that is still ongoing today. Several sectors were severely affected by the lockdown. For instance, all aspects of the hotel, manufacturing, aviation, and hospitality industries have completely stopped and will do so indefinitely. In response to the COVID19 crisis, numerous modifications to prepare for the COVID19 pandemic emerged in a relatively short time. This field of study should be investigated to highlight concerns that may be studied, to highlight the implications of these changes for employers and employees, and to concentrate on the economic and social psychological effects. The COVID-19 pandemic poses an equal threat to the world's economies and to public health. The COVID-19 public health emergency has quickly turned into an economic disaster due to tight restrictions on people's freedom of movement and the closing of companies. The worldwide suspension of all occupations and businesses that were tasked with controlling the virus' spread presented a significant problem to both employees and employers everywhere. Employees of WFH, critical workers (health personnel and superstore staff), and furloughed employees were the three categories that were abruptly applied to those affected by lockdown.

The current state of the economy will fundamentally alter some industries, hasten previously ongoing developments, and create opportunities for new firms to flourish, as is customary in times of war and natural disasters. Since it is extremely difficult and unknown to predict how long the COVID-19 shockwave will last, psychologists urgently need to use the sensemaking information that is currently accessible to help people and businesses manage risks while developing and implementing solutions. Economic and physiological effects like unemployment, addiction, or mental health, as well as emerging changes in work habits, must be examined and studied in order to better comprehend the pandemic's effects.

EMERGENCY MODIFICATIONS TO WORK PRACTICES

The Department of Labor estimates that more than 1,000,000 jobs were lost in the United States alone in early 2020 as a result of COVID19, which prompted the closure of industries like hospitality, sports, entertainment, and travel. In addition to that, many employees were furloughed, which caused a variety of stress-related problems in people, such as a decrease in pay, sadness, anxiety, and numerous medical ailments. As a result of COVID-19, the demand for remote work has increased, hastened by the rise of communication technologies and networking tools. Although the term "work from home" has a broad definition because it can refer to any location that is not one's actual house, it is clear that people who want to complete tasks that call for close contact with coworkers ultimately choose and are more creative if they Work From Home . The phrase "work from home" is widely used these days. It has been in use for more than ten years. Due to the COVID19 outbreak, many employees are now working remotely. This was no longer a choice because of the COVID-19 epidemic, which suddenly became a need. In the 1970s, the phrase "work from home" gained popularity . Working from home offers flexible working hours. Working from home helps with scheduling flexibility and promotes spending time with family and loved ones. Organizations are implementing social isolation policies for workplace sitting, holding meetings virtually, enforcing the use of hand sanitizers, and increasing cleaning procedures. Many workers will undoubtedly telecommute in the post-Covid-19 workplace ethos. There won't be any rushing to leave the house and missing breakfast in order to catch the bus or train. Some businesses discourage working from home because they think people need control to function. Instead, they adopted the ethos of the smaller, more in control groups of executives. Work from Home (WFH) is a model that will unquestionably become a constant component of the corporate world. The pandemic crisis has demonstrated that WFH is an effective business procedure to maintain organisational stability and to provide employees with work-life balance. If properly implemented, it has significant financial benefits for businesses as well as benefits for efficiency. WFH cannot be used as a panacea for all organisational issues, though. To ensure that employees are knowledgeable, committed, and hired to deliver the best results for the organisation, it must be used wisely.

COVID-19'S SOCIAL, PSYCHOLOGICAL, AND ECONOMIC IMPACTS

In addition to the current effects of COVID-19 on various work practises and work cultures, a different range of social and financial concerns have evolved as a result of the virus's epidemic for people, affecting both those who lose their jobs and those who continue to work.

A. Joblessness and Redundancy

The majority of workers currently experience worsening working conditions, particularly front-line healthcare professionals. There are negative spillover effects for individuals who remain employed in addition to the outcomes of persons becoming jobless. An earlier study clearly demonstrates that when businesses cut operating staff levels, there is a likelihood that there will also be a corresponding reduction in employee commitment, loyalty, and stress levels. Under such pressures, the probability of developing chronic stress syndrome has increased dramatically, according to COVID-19. On the one hand, organisations that provide essential services like food retailing, healthcare, and logistics have continued operating but have had to implement sufficient security measures to safeguard employees and clients. On the other hand, and in contrast to previous financial and other crises, many service providers, including airlines, restaurants, and hair salons, were unable to continue operating at all due to lockdown measures, while others, including those in the financial services, consulting, media, and education, were unexpectedly forced to adapt and begin operating in a new way. Job seekers should seek advice and information from others, as the process requires fortitude and determination. Additionally, job searchers should be prepared for a longer job search than would be necessary with less idleness.

B. Presenteeism and potential moderating variables

1) Age: Initial research indicates that elderly individuals are particularly vulnerable to infection, necessitating major attention to age as well. An ageing workforce has historically been accompanied by declining birth rates and rising life expectancy .

2) Personality: When it comes to working from home, research indicates that some people are able to enjoy their work and perform better if there is a distinct line separating work from non-work, while others are more likely to choose to switch between different activities and, in contrast to the former type, are less tense by the blending of work and non-work limits. This perception of a difference is particularly important when working from home is required.

3) Gender: Just as with personality, demography, and age, COVID-19 probably has a variety of effects on gender. Male fatality rates are higher, which suggests that male workers may need more protection from the virus. But there are psychological and economic reasons to believe that women face higher occupational dangers than men do. Women tend to work in fields including domestic service, hospitality, caregiving, and cleaning that are more likely to be directly affected by the virus or more easily replaced. Additionally, because women tend to have higher levels of compassion, they are more likely to experience stress from stressful life events, especially if they are concerned about other people.

Many women have successfully battled this terrible infection throughout the world. However, this is different from earlier research that suggested people would prefer a male leader in times of crisis, and that a set of feminine morals and characteristics can also be effective in disaster management and moral decision-making. Previous research also suggested that women are more sensitive to risk , particularly with regard to health issues, more conscientious , and have more observant communication styles .

Combining all of these ideas, it is likely that a feminine leadership style will emerge as the most effective one for handling future calamities. Clearly, the most important analytical markers are gender and age. Men (60.9%) with a mean age of 80 are the most seriously impacted demographic. Only 312 (1.1%) of the 27,955 COVID-19 positive patients under the age of 50 died, and of those who did, 59.9% already had two or more illnesses .

4) Presenteeism: Job insecurity during COVID-19 is also raising presenteeism (working while ill), which in turn may accelerate the spread of the illness and public health dangers.

C. Social Exclusion and Loneliness

People who were forced to work from home (WFH) or were furloughed lost their social connections, and it is clear that high-value social interactions like handshakes and informally conversing with coworkers are essential for mental and physical wellbeing. These interactions are no longer possible. Contrary to popular belief, the need for WFH and plans to reduce office population in order to combat social isolation are likely to have drawbacks, including some degree of harm to people's physical and mental health. People's subjective feelings that their social and personal needs are not being fully addressed lead to the psychologically agonising experience of loneliness. Additionally, loneliness at work has a negative impact on workers' productivity, affiliative behaviours, and affective devotion.

SUMMARY AND FUTURE WORK

To sum up, working remotely gives you the option to level the playing field and emphasise your skills and abilities over how you present yourself. The advancement of this world has accelerated current trends like automation, digitization, and robots. Many jobs that were previously unsuitable for remote work can now be performed from home. When it comes to working, for instance, lawyers are learning new techniques like examining, delivering, and endorsing papers online, while in the academic realm, virtual seminars are streamed using collaboration technologies like Google Meet and Microsoft Teams. People who perform this type of employment have obstacles because they must learn to function in ways that are very different from those of earlier generations. Furthermore, COVID-19 makes it glaringly obvious how vulnerable we are as entrepreneurs, employers, and workers.

Workers have to be retrained or laid off as many businesses throughout the world will be reformed or go out of business due to the crisis. These actions will come at a tremendous financial and social-psychological cost. Indeed, some groups of employees will be more severely affected by the pandemic's waves than others depending on their age, gender, upbringing, race, or personality. To learn more about how dangerous diseases have been treated in the past, organisational researchers should delve further into history. There are many similarities between the current crisis and earlier dangers like the 2008 financial crisis, World War II, and the 9/11 attacks. However, coronavirus is exceptional since it poses a serious health risk to people all over the world and necessitates a special set of social isolation strategies, such as keeping a physical distance of two metres instead of huddling together. To continue to reap the rewards of international cooperation, we must devise smarter and safer ways to collaborate.

Despite the drawbacks mentioned above, it is unlikely to be the case. Aside from that, it can only be a good thing that there is more awareness of the need to strike a balance between job and family. Even employers have come to realise that as long as employees do their tasks, it does not matter when or where they work. Of course, we also need to be wary of the notion that this is only a temporary response to Covid-19 and that everything will return to normal once the restrictions are lifted. In fact, this study makes the case that there is no true normal to return to. People will be motivated to push for a more flexible working culture, and forward-thinking employers will need to incorporate it as a part of their proposal as a result of some of the additional practises brought on by the influence of the coronavirus, such as being able to work from anywhere and at any time, avoiding the commute, and spending more time with. There is no doubt that the present is challenging. But it's also a chance to change workplaces for the better and to make the world a safer place. In order to maintain a balance between work and family obligations, employees should adopt policies that permit changes. Businesses should adopt and encourage procedures that increase trust while maintaining their objectives. Companies should employ robotics, machine learning, and automation to virtually and rapidly recognise the beginning of harmful behaviours such as alcohol misuse and dependency in addition to that approval and understanding of privacy problems. The previously mentioned strategies also have to be multi-layered. Authorities must protect and support groups in the community that are highly susceptible to coronavirus by using information gathered from nations that saw the first cases of COVID-19 because of ingrained pre-existing basic disparities.

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Chapter 07

Social Commerce, sometimes known as "S- commerce and its importance globally.

Dr. Pinkey N Bhardwaj
HoD - Marketing
Assistant Professor
Aditya School of Business Management

Origin: The concept of social commerce has been around since the early days of e-commerce, but it gained popularity with the rise of social media platforms in the late 2000s. One of the first examples of social commerce was the integration of Facebook's "Like" button on e-commerce sites, which allowed users to share their favorite products with their friends on the social network.

Another early example was the launch of group buying sites like Groupon, which offered deals to users who could get their friends to purchase the same deal. Since then, social commerce has evolved to encompass a range of different models, including influencer marketing, social media marketplaces, and shoppable posts on platforms like Instagram and Pinterest.

Social commerce is the use of social media platforms or social networks for buying and selling products or services. It typically involves integrating e-commerce functionality with social media features, such as product reviews, ratings, and recommendations from friends or influencers. This can be done through various methods such as in-app shopping, social media marketplaces, social media storefronts, or using social media to drive traffic to an external e-commerce site.

The New Era: According to a report by eMarketer, social commerce sales in the US are expected to reach $36.09 billion in 2021, up from $19.42 billion in 2019. This represents a significant share of the overall e-commerce market in the US, which is expected to reach $794.50 billion in 2021.

Globally, the social commerce market is expected to grow at a CAGR of over 30% between 2021 and 2028, according to a report by Grand View Research. The report cites factors such as increasing internet and mobile penetration, the rise of social media, and growing demand for personalized shopping experiences as key drivers of this growth.

In the new era, social commerce continues to be a rapidly growing trend, as more and more consumers turn to social media platforms for shopping inspiration and to connect with brands. Some of the key trends in social commerce today include:

The rise of video commerce, as platforms like TikTok and Instagram Reels enable brands to showcase their products in short, engaging videos.

The integration of augmented reality (AR) and virtual reality (VR) into social commerce experiences, allowing users to try on products virtually before making a purchase.

The increased use of social media messaging apps for customer service and personalized shopping experiences.

The growth of social commerce marketplaces, where users can buy and sell products within the social media platform itself.

The continued importance of influencer marketing, with social media influencers playing a key role in promoting products and driving sales.

Growth of Social Commerce: Social commerce has been experiencing significant growth in recent years and is expected to continue to grow in the future. Here are a few key factors driving the growth of social commerce:

Mobile adoption: The widespread adoption of smartphones has made it easier for consumers to access social media and shop on the go, driving growth in social commerce.

Social media usage: Social media platforms like Facebook, Instagram, and Twitter have billions of active users, making them ideal channels for businesses to reach potential customers and drive sales.

Improved technology: Improved technology has made it easier for businesses to set up and manage social commerce stores, with platforms like Shopify and Big Commerce offering easy-to-use tools for setting up and managing social commerce stores.

Increased trust: As more consumers have had positive experiences with social commerce, trust in the channel has increased, leading to more purchases and increased growth.

Influencer marketing: Influencer marketing has become a popular way for businesses to reach new audiences and promote their products, driving growth in social commerce.

Social Commerce Market Size, By Product Type, 2020 - 2026
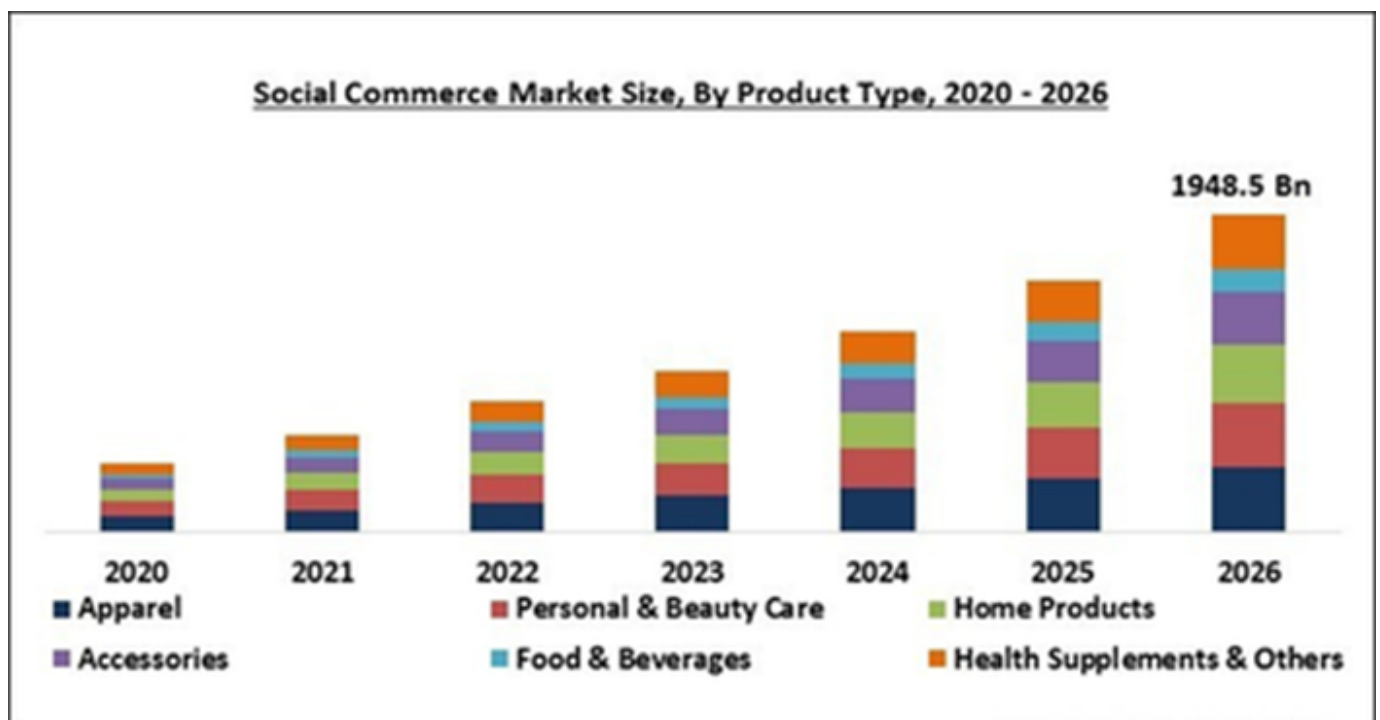
Some key features of social commerce include:

Social media integration: Social commerce involves integrating e-commerce functionality with social media platforms, allowing customers to browse, share, and purchase products within their social media feeds.

User-generated content: Social commerce often relies on user-generated content, such as product reviews and recommendations, to help drive sales and build trust among potential customers.

Influencer marketing: Many social commerce strategies involve partnering with social media influencers to promote products and reach new audiences.

1.   Personalization: Social commerce experiences are often personalized based on user data and behavior, with targeted ads and product recommendations tailored to each individual.

2.   Interactive content: Social commerce often relies on interactive content such as videos, polls, and quizzes to engage users and create more memorable shopping experiences.

3.   Mobile optimization: Since social media platforms are primarily accessed through mobile devices, social commerce experiences need to be optimized for mobile users, with easy-to-use interfaces and fast loading times.

4.   Facebook Marketplace: Facebook Marketplace is a peer-to-peer buying and selling platform that allows users to browse and purchase products from other users in their local area.

5.   WeChat: WeChat is a popular messaging app in China that has evolved into a social commerce platform, allowing users to make purchases, book appointments, and even pay bills within the app.

The "Cs of Social Commerce" refer to a set of principles that businesses can use to succeed in social commerce.

Content: Businesses need to create compelling and engaging content that captures the attention of social media users and encourages them to learn more about the products or services being offered.

Community: Social commerce is all about building relationships with customers and creating a sense of community around a brand or product. This requires engaging with customers, responding to their comments and questions, and creating a sense of loyalty and connection.

Conversations: Social media is a two-way conversation, and businesses need to be actively engaged in listening and responding to customer feedback and comments.

Conversion: Ultimately, the goal of social commerce is to drive conversions and sales. Businesses need to have a clear and compelling call to action, as well as streamlined and easy-to-use checkout processes to encourage customers to make a purchase.

Commerce: Finally, social commerce requires a strong focus on the commerce side of the equation, including effective product merchandising, pricing, and shipping processes.

Importance of Social Commerce and its importance globally :

Social commerce has become a globally important trend, with businesses around the world recognizing the power of social media in driving sales and building relationships with customers. Here are a few reasons why social commerce is globally important:

Increased mobile usage: With the rise of smartphones and mobile internet, more people around the world are accessing social media on their mobile devices. This has made it easier for businesses to reach potential customers through social media, and to create more engaging and personalized shopping experiences.

Growing e-commerce market: The e-commerce market is expected to continue growing around the world, with more consumers turning to online shopping. Social commerce represents a key opportunity for businesses to tap into this market and reach new customers.

Emerging markets: Social media adoption is growing rapidly in emerging markets like China, India, and Southeast Asia, creating new opportunities for businesses to reach untapped markets and drive growth.

Influencer marketing: Influencer marketing is a key part of many social commerce strategies, and has become a global phenomenon. Influencers from around the world have built large followings on social media, making them powerful partners for brands looking to reach new audiences.

1. TikTok Shopping: TikTok has launched a new feature that allows users to add links to their videos, allowing viewers to purchase products featured in the video directly from the app.

Social commerce is becoming increasingly important in the global world for several reasons:

Reach and Engagement: Social media platforms are used by billions of people around the world, providing businesses with an opportunity to reach and engage with a large and diverse audience.

Personalization: Social commerce enables businesses to provide more personalized shopping experiences by tailoring product recommendations and ads based on user data and behavior.

Trust and Authenticity: Social commerce leverages user-generated content, such as product reviews and recommendations, to build trust and authenticity with potential customers, which is especially important in a world where consumers are increasingly wary of traditional advertising.

Mobile Optimization: As more people around the world access social media through mobile devices, social commerce experiences need to be optimized for mobile users, providing an opportunity for businesses to tap into the growing mobile market.

Growing E-commerce Market: The global e-commerce market is growing rapidly, with consumers around the world turning to online shopping. Social commerce represents a key opportunity for businesses to tap into this market and reach new customers.

Social commerce is a rapidly evolving and dynamic field, with new trends and innovations emerging all the time. Here are a few key trends to watch in social commerce:

Live Commerce: Live commerce involves using live video streaming to showcase products and interact with potential customers in real time. This trend is gaining popularity in markets like China and is starting to take off in other parts of the world as well.

Social Media Integration: Social commerce is becoming more integrated with social media platforms, allowing businesses to use features like Instagram Shopping and Facebook Marketplace to sell products directly to users.

Personalization: Personalization is becoming increasingly important in social commerce, with businesses using data and AI to provide more tailored product recommendations and shopping experiences.

Augmented Reality: Augmented reality (AR) is being used to create more immersive shopping experiences, allowing users to see how products look and feel in real-world settings before making a purchase.

Social Responsibility: Consumers are becoming more socially conscious, and businesses are responding by using social commerce to support social and environmental causes, such as by donating a portion of sales to charity.

Emerging markets: Emerging markets like China, India, and Southeast Asia are experiencing rapid growth in social commerce, driven by rising consumer spending and increasing smartphone adoption.

Influencer marketing: Influencer marketing is becoming a popular way for businesses to reach new audiences and build brand awareness in the global world of social commerce.

Cross-border commerce: Cross-border commerce is becoming increasingly important in social commerce, as businesses look to expand their reach and tap into new markets.

The Road Ahead: The future of social commerce is bright, as businesses continue to recognize the power of social media in driving sales and building relationships with customers. Here are a few key factors that are likely to shape the future of social commerce:

Mobile optimization: As more people around the world use mobile devices to access social media, social commerce experiences need to be optimized for mobile users. This means providing seamless, intuitive, and engaging shopping experiences that can be accessed from anywhere at any time.

Personalization: Personalization is becoming increasingly important in social commerce, with businesses using data and AI to provide more tailored product recommendations and shopping experiences. In the future, this trend is likely to become even more important, as consumers continue to expect personalized and relevant shopping experiences.

AI and automation: AI and automation are being used to streamline and optimize social commerce processes, from product recommendations to customer service. In the future, these technologies are likely to become even more sophisticated, enabling businesses to provide more seamless and efficient shopping experiences.

Virtual and augmented reality: Virtual and augmented reality (VR and AR) technologies are being used to create more immersive shopping experiences, allowing users to see how products look and feel in real-world settings before making a purchase. In the future, these technologies are likely to become even more advanced, providing even more realistic and engaging shopping experiences.

Conclusion: Overall, the future of social commerce is likely to be characterized by greater personalization, increased mobile optimization, and more advanced technologies like AI, automation, VR, and AR. As social commerce continues to evolve and grow, businesses that are able to adapt and innovate in these areas are likely to be the most successful in the years to come.

Chapter 08
Impact of Covid-19 on
Media & Entertainment Industry

1Dr. Bhavani Sushma Garlapati,
Assistant Professor, Department of English
Koneru lakshmaiah Education Foundation
(KL Deemed to be University), Hyderabad, Telangana-500049

2ASL Narasimha Prasad, Research Scholar
Koneru lakshmaiah Education Foundation
(KL Deemed to be University), Hyderabad, Telangana-500049

In this chapter, we focused on the influence of the covid pandemic on the mass media and the theatres of India. The broad casting and entertainment companies of India hires millions of people. This media includes internet, TV, radio, newspaper, magazine, photography, cinema, publishing, etc.

Keywords- Covid19, Media , Entertainment, Indian Economy, Social Media, Broadcasting.

Covid-19 pandemic which began in Wuhan, China has distressed the whole world. Due to the effect of severe second wave ,lockdowns were also imposed but because of this impact the complete economy has gone down . Even in that Pandemic situation, Educational institutes, Offices, Theatres etc. were also closed. Thousands of people became jobless. There was an income reduction, incomplete payments, and much more. Theatres were shut . The shootings also adjourned. Thebest movies like Sooryavanshi, Sandeep Aur Pinky Farrar & 83 has also suspended without letting up. However, some movies like Shakuntala Devi, Dill Bechara, Bulbul, etc. were released on digital platforms like Netflix, Amazon Prime &Hotstar. Likewise, serials shooting also postponed and in this mean while many web series have been released on digital platforms frequently. In this period lockdown media viewers engaged and through this ratings of viewership the sales of these digital platforms reached the peak position. Where as Movie and Serialshave to bear enormous damage financially.

To attract people, these days media telecasting repetitive showslike Ramayana, Mahabharath etc. These shows proclaimed and also created a world record of most-watched displays in the month of April with 77 million remarks. There is a huge intensification in the usage of internet at present scenerio as most of the people are working from home, not only the work even for entertainment purpose also people started using of digital platforms & social media like Facebook, Instagram, and YouTube which are in high demand . through this dependency private telecom industry like JIO, AIRTEL etc gained a lot in finanace. In the period of Covid situation TikTok was banned by the government and it also affected people who are social media influencers and these people used to earn from it and for them it was a huge loss financially.

Events which contains award programmes, board meetings, discussions, retrospectives, competitions, music events etc were all cancelled with the impact of Covid 19.IPL Match also cancelled because of this pandemic situation and for this sudden stoppage the event management sector has to face huge financial losses of INR 3,000 crore, at least as of the end of March. This study focuses on the Events and Entertainment Management Association (EEMA) with 170corporations and it was found that more than 50 per cent of associations had 90 per cent partnership and because the pandemic situation their business got cancelled between March and July. More than 100 companies had to face the revenue loss of INR of 1crore. The event industry offers occupations to 10 million people straight, and 50 million by way of associated sectors. Live events cancellation may also result in potential entitlements relating to consumer protection rights. Companies encounters of refunding amount to ticketholders which is an immense pressure in financial economy in the industry.

The printing media which include newspapers, magazines, and also publishing houses have drastic decrease in their production and sales in the period of pandemic and after the Pandemic period. These days few people are showing interest in reading newspapers & magazines but most of them are switching to digitalized news platforms and entertainment websites like pink villa, Filmy loop, popxo, etc. They are shifting to subscription-based news reading. Through this digitalization and impact of Covid, book stores got shut down because of financial damage. In times of pandemic News Reporting and Telecasting through media is significant but also precarious. Many journalists were also produced their health insurance certificates to sustain in media at Covid 19 situation .Commercial content also became less in the time of Covid-19 and it decreased the complete income of the corporations and it particularly effected by the employees in the form of small amount paycheques which cannot be survived for a family. Many people had to face layoffs. To struggle the complications due to covid-19 , majority of people are willing to work digitally from home. We can conclude that people in the media and entertainment industry are still facing the adverse influence of the pandemic.

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Chapter 09

From Classroom to Google Classroom: Leveraging Media in ELT in the Wake of COVID-19

Dr. Syndhya J.
Assistant Professor
St. Mary's Centenary Degree College,
Secunderabad

Abstract

The COVID-19 pandemic has excessively impacted the field of education. The conventional classroom setting has entailed the transition from face-to-face to online learning. Subsequently, educators had to redefine their teaching methodologies by integrating digital technologies into the conventional classroom. This study examines how, in the post-COVID era, social and digital media have a positive impact on ELT, shifting the conventional classroom into digital classrooms. Based on the studies of the researchers, this study intends to explore how effective digital classrooms were or are in promoting interactive and engaging language learning experiences. It further analyses and evinces the inevitability of digital technologies in language learning, especially in the post-COVID world.

Key words: language teaching and learning, traditional classroom, digital classroom, COVID 19.

Introduction:

Language is contemplated as an indispensable facet of human life, as it serves as a medium for communication and interaction, enabling individuals to exhibit their conceptions, credence, and sensations and associate with others. Scholars have long acknowledged the fundamental role that language plays in shaping human cognition, perception, and socialisation (Chomsky, 1965; Vygotsky, 1978). Strong English language skills are a requisite not only to access educational and employment opportunities but also to build cross-cultural understanding and achieve personal development goals. Research has indicated that individuals with proficient English language skills have a preeminent chance of securing higher-paying jobs. In addition, learning English has a positive impact on an individual's personal development, including increased confidence, improved communication skills, and a greater sense of self-awareness. Thus, the studies have consistently demonstrated the importance of English language teaching for individuals and society (Graddol, 2006; Kim, Y. 2011; McKay, S. L. 2002).

English Language Teaching and Learning (ELT) prior to COVID 19:

Prior to Covid 19, the ELT classroom was primarily a face-to-face environment.It involved methodologies and strategies like the Communicative Language Teaching (CLT) method, Task-Based Language Teaching (TBLT) method, and Content and Language Integrated Learning (CLIL) method. Although the ELT classrooms involved the usage of audio and video materials and computer-assisted language learning (CALL) programs, there was a limitation. Traditional lecture methods had an advantage over digital technologies.However, in the wake of the COVID-19 pandemic and the closure of schools and universities across the globe, the incorporation of digital technologies in ELT was accelerated. ELT trainers and educators were thus compelled to embrace digital technologies to ensure the continuity of communication and access to resources, especially in a time where physical contact was limited (Mishra & Koehler, 2006).

Classroom to Google Classroom: Making the Transition from Traditional to Digital Language Instruction

Historically, traditional language classrooms have emphasised the acquisition of language through reading and writing skills. In India, as an ESL learner, the language learning process includes learning the letters of the alphabet, memorising new vocabulary, and familiarising with the grammar rules, resulting in reluctance to speak or write even after 10–12 years of learning the language. The traditional classroom frequently results in the detriment of speaking skills as more emphasis is placed on reading and writing.In contrast, though the incorporation of media into language learning had offered a more dynamic and comprehensive approach to language instruction before the COVID era, media-based language learning remained restricted and bound due to a range of issues.

However, the COVID-19 pandemic forced educators to shift from traditional classroom teaching to digital teaching platforms such as Google Classroom, Moodle, Microsoft Teams, Edmodo, Canvas, Blackboard, and so on. Learning Management Systems (LMSs) have become an integral part of education, such that after the pandemic, educators have adopted teaching methodologies such as the flipped classroom and blended learning. Media-based language learning has become increasingly prevalent in recent years to the extent that it motivates the learners and engages them by creating a learner-centered environment through collaborative learning (Bashir and Baig, 2020). Thus, since the onset of the COVID-19 pandemic, even social media platforms like Facebook, Twitter, and Instagram have become even more ubiquitous and integral to language learning.

Media-based language learning post—COVID:
Though media had been incorporated into ELT pre-COVID, significantly exposing the learners to authentic language, the acceleration of the use of technology in ELT has gained momentum post-COVID. Media, along with entertainment, has designated ELT with rewarding and authentic language acquisition resources, enhancing language learners' cognitive development with notable improvements in their pronunciation, communication, vocabulary acquisition, and overall language comprehension.Following are a few examples of how media has positively influenced the process of language teaching, learning, and acquisition.
a. E-Learning/Virtual Learning
Contrary to traditional learning, in the wake of the pandemic, the incorporation of media in ELT has opened up the avenue of virtual learning. As virtual learning offers a high level of flexibility, it is accessible anytime and anywhere. It is advantageous over conventional methods as it gives space for the pace of the language learner. In addition, with respect to language learning, it offers limitless access to authentic materials, such as podcasts, videos, and news articles, which have a notable impact on the language of the learner and offer an opportunity to acquire near-native proficiency. A study by Krajka and Kruk (2020) found that using social media platforms, such as Facebook and Instagram, promotes language learning by providing students with opportunities for authentic language use and interaction with native speakers. The study also demonstrated that social media-based activities foster motivation and engagement in language learning by providing students with a sense of community and social support. Thus, virtual learning offers a range of interactive learning experiences, including online discussions, debates, and games, which help learners practise their language skills, engage with other learners, and receive feedback from their teachers. Teachers, contrary to the traditional classroom, can track their students' progress and provide personalised feedback, while learners can choose the materials and learning activities that best suit their needs and interests. Learners can also work on group projects, participate in online discussions, and interact with other learners from different parts of the world, which eventually develops their communication and intercultural skills in an unintentional yet rewarding way.

b. Gamification

In the digital era, gamification is an emerging teaching and learning strategy to stimulate the motivation and self-efficacy of the learner for consequential learning outcomes. Research by Beatty et al. (2021) has shown that digital games are an effective tool for language learning, particularly to develop speaking and pronunciation skills. Further, the study results state that the game-based activities are more engaging and motivating for students compared to traditional language learning methods and help students develop their speaking skills in a more natural and interactive way. Researchers claim that learners are more likely to be motivated and engaged when they are enjoying the learning experience. Furthermore, gamification elements such as leaderboards, badges, rewards, points, and challenges can be used to increase learners' motivation and engagement. These elements help learners experience a sense of achievement and progress, which can motivate them to continue learning. The studies also suggest that digital games can be effective in creating a safe and fun learning environment that encourages learners to communicate in English. However, the type and level of gamification used should be tailored to meet learners' needs and preferences. Gamification, thereby, enhances learners' learning outcomes by increasing their engagement, motivation, and attention to the learning tasks (Garca-Sánchez, S., & Martn-del-Pozo, M., 2019; Karatas, H., & Simsek, H., 2020; Lafford, P., & Lafford, B. A., 2018; Toda, H., Ogasawara, T., & Koyama, K., 2019; Reinders, H., & Wattana, S., 2014;

c.   Hybrid learning

Hybrid learning, which combines face-to-face and online learning, has become an increasingly popular approach in English language teaching (ELT) post-COVID. Blended learning and flipped classroom teaching, being ways in which hybrid learning is executed, homogenise both traditional and digital classrooms. These classrooms allow the teachers and the learners to access a range of online and offline tools and resources, such as video conferencing, learning management systems, and digital textbooks, to complement and enhance traditional teaching (Kim, Kim, Lee, & Spector, 2013).

One of the main advantages of hybrid learning in English language teaching is that it allows for a more personalised and student-centered approach. With the help of online resources such as language learning apps, videos, and interactive exercises, students can practise their language skills outside of the classroom and receive instant feedback on their progress. This frees up classroom time for more interactive and communicative activities, such as discussions, debates, and group projects (Kim, Kim, Lee, & Spector, 2013). Another benefit of hybrid learning is that it can provide a more immersive language learning experience. With the use of technology such as video conferencing tools, students can interact with English speakers from all over the world and practise their language skills in real-life situations. This helps them gain confidence and fluency in the language.Research studies have, thus, shown that hybrid learning has positive effects on student learning outcomes, engagement, satisfaction, and motivation in English language teaching, especially after the COVID-19 pandemic (Kim, Kim, Lee, & Spector, 2013; Lai & Kritzer, 2013; Reinders & Wattana, 2014; Stockwell, 2010; Li & Xie, 2021; Lee & Hong, 2021; Shang, Yan, Wang, & Qi, 2021).

Conclusion

In conclusion, the COVID-19 pandemic has forced teachers to look for new ways to teach and learn, and it is now more important than ever to use media when teaching English as a second language. By leveraging media in ELT, teachers provide students with authentic language input and opportunities for interaction and feedback, and the chance to practise language skills in real-life contexts. Moreover, the use of media enhances motivation and engagement and helps students develop the critical digital literacies necessary for success in the 21st century.

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Chapter 10
Post-Covid Paradigms in Imparting Language Ethics

Mrs. Angela Christina
Assistant Professor
Department of English
St. Mary's Centenary Degree College
St. Francis Street, Secunderabad

Abstract:

A challenge rejuvenates human intrigues and creates a ground for a personality with competence exhibited in culture display. Language Teaching aims to explore the possible educational intervention through culture inhabitants in the post-pandemic techno class platforms. It focuses on the role of tutor-mentors, student participants, curriculum, and ICT aids in the field of Academia. The transformation of conventional classroom into web-class challenges to pursue a new blend of imparting and imbibing education and culture through the techno platform. It also enhances its metamorphosis from its very "basic- skill" to "elite – privilege" status across all rising arenas of global online garage with its constant updating and usage and moulding strongly to sustain the same hue through the diverse emerging trends across.

Keywords ;

Post Covid, Transformation, Online Teaching, Language Ethics, Soft Skills

Introduction:

Language with its diverse nuances of social, psychological, cultural and cross-cultural components comes as a compact package of teaching and learning strategy. Ever since the teaching nativity has sprung the chalk talk strategy has been the most effective one over the learning fraternity. Both the teaching faculty and the student stakeholders have never come across such disruptions of longer leaves or online mode of education. According to the report of the United Nations, the global pandemic of Covid-19 has been affecting the world's education system and continuous learning process. More than 1.60 billion students from pre-primary to higher education in more than 200 countries were stuck at home for months due to the lockdown in the first and the second phases of Covid 19. With the advent of the global pandemic of Coronavirus (COVID-19), the educational sector has faced diverse encounters. Students house arrested, schools were shut completely and teaching-learning programs were stand still. Examinations for all the levels were postponed in anticipation of the severity of the pandemic across many countries.

Various scholars of education and culture discussed the role of language teaching dynamics in defining the cultural identity and it's relevant emphasis on the students. A study in language states that language has an optimistic and a constructive role to develop artistic identity by creating the social web to assess the cognitive and social mind set, behaviour that defines a culture set in people around. Language encompasses culture with socio-cultural norms, ethnicities, regimes, cultural values and credence structures tagged to it.

Post-Covid Paradigms in Imparting Language Ethics:

Despite the pandemic jitters the challenges ahead were much more gigantic; the trainers were in the process to equip them to encounter the emergencies. These preparations were anticipatory to stabilize this chaotic situation beyond the classroom, our conventional mode of teaching with its predefined syllabus, chalk talk system of delivering lectures and preconditioned visions and missions, set schedule, prescribed teaching technique etc   was juxtaposed with the novel mode called the "online mode of teaching" which formed a strategy confined to a monitor, internet network and a face in front of it. On the other hand the online teaching was challenge and a source to live, learn and adapt to the newer phases of learning to survive. Cyberspace could be defined as a genie to unfurl the mysterious lockdown. Learners can explore the digital world according learning requisites as 'Digital Eskimos' helping themselves to be part takers in the virtual classrooms.

Having lived and experienced the two dreadful pandemic waves, people have inhibited a different realm of comprehending life "work from home" & "online class" have been the constant mantras to enhance commerce, Economic standards which has inflated according to the rise of restrictions.

The field of Education was majorly victimised as the range of education varies from toddlers to adults. This arena had experienced a disastrous landslide with the quality and the quantity assurance levels. The system took a completely new make-over in the entire system of Teaching-learning programs. The new foundation rose with numerous escalations with strong uncertainties of the subsequent results. The enclosures of conventionalism like syllabi, curriculum were retained but embalmed with a newer look of the online modeof teaching which was very challengingly precarious. The style of teaching was revamped with dubious pilot techno form wrapped with its teething glitches. Though the teaching took a 24/7 work from home salaried business yet the outcome was very weaning. The teachers, parents, managements, stakeholders everyone could perceive a void of culture that encompassed the medium of instruction that leaves us with yet another valid point to discuss.

Every language has a culture encompassed with it and to narrow it to our English language it is our Lord's Pride language which involves a huge plethora of formal and most efficient etiquette. Today the cross-border business faces an interesting paradox. Technology ventures with its novel nuances on its new audience who are forced to over haul on a common language to channelize. People of several castes and creeds have a robust desire to retain their languages and cultural individualities as a source of cultural pride since language generate and sanctuaries culture, and culture interacts within the sub set system of language. Some researchers state that cultural identity incorporates more than only language defense, appealing that many culture sets and sub sets can be imitated, imparted and imbibed. Thus the language system can impact a community's cultural identity.

Post- Pandemic era was yet another gross phase of rigorous resuscitation, the teaching-learning task upturned its coin into a most handy techno- grafted strategy inculcating an absolute paradigm shift of conventional learning into the online system of education. Focused on the simplification and assessment system of academic values were need to be systemized on the basis of performance analysis of the learners.

Techno-teaching pedagogy is the reference point for the post-pandemic era because the theory is based on socio-cultural pragmatism and focuses on the appropriate ideologies. Williams et al. states that the online teaching process is the opportunity to redefine the education system during this pandemic.

It can alternatively be used to address the learning susceptibilities of many students and to sustain students at hazard during the catastrophe as it expands on the perception of the virtual setting,

This is the time to plot and propose equal learning paradigms for all students countrywide certifying the apt methods of evaluation. All teachers are responsible for applying ample resources to familiarize newer learning student friendly modules.

Classroom circumstances, role of apprentices and mentors, channels of instruction, facilitation and evaluation, renovating attitude and research behaviors aspects are the major key aspects of post-pandemic pedagogy while teaching English imparted in the most aiding way so as to encourage and include a complete participation of the student.

The language learning with its innumerable efforts has elevated its success stories of the techno- global education in an online classroom of communication. Soft skills is skill set that fosters in the shaping of a personality, this process of learning involves mostly observing skills, students imbibe these skills through observing methods of the mentor. Every language comprises of loaded package of skill set that complements an individual. This skill set further enhances the growth by ironing out the irrelevant elements in the remaking of a personality thus feathering a learning of language acquisition through the subtle learning of skills that complement the learning.

Students take language as an interrelated tool that embodies etymological and cultural creed and circumstances. Culture ethics fosters language and creates a healthy social encircled environment. It outlines the lexes of human chronicles in their family and society.

Conclusion:

In the post-pandemic circumstances, the trainers, parents, shareholders and all the students were forced to concentrate on need-based language teaching aids and learning methods pertaining to the language they express and cultural dogma they belong to. Pedagogical restructuring leads students to interconnect in a language that makes their empathetic and inferring modes more users friendly. The exhaustive socio-cultural morals, regimes and directions related to a particular culture. Similarly, the paper specifies that people with a distinct language and cultural identity can celebrate their linguistic and cultural harmony as language epitomizes the system transcends diverse cultures parse to the next generations. Languages resurrect the cultural positioning of a community engendering advanced opportunities in diverse pitches such as socio-politics, education, media and economics.

Additionally, language acts like a cognitive instrument to prompt the linguistic terms applicable to the cultural background therefore fluctuating linguistic region may result from individuals' reworking strategy to the new culture reframing linguistic diversity with cultural identity. The diverse features and stages of mother tongue interrelated thoughts, cultural ethics, and social happenings in the form of cultural identity in the community. Therefore, trans-language approaches, transformative dogmas and digital involvement plays a dynamic role in reframing post-pandemic creed in the framework of the pedagogical paradigm shift in English language teaching. Similarly, language reflects the culture and the same practices language across the community therefore language learning and transmission for cultural showcase as a whole. The role of language in shaping and maintaining a discrete cultural identity in this techno-changing world. Every human needs to be responsible to promote linguistic and cultural identity for pedagogical standpoint in the post-pandemic period.

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Chapter 11
NAVIGATING THE EFFECT OF SOCIAL MEDIA ON SOFT SKILLS

K SANGEETHA

RESEARCH SCHOLAR, UNIVERSITY OF TECHNOLOGY (JAIPUR)
ASSISTANT PROFESSOR, DEPARTMENT OF ENGLISH, St. MARY'S
CENTENARY DEGREE COLLEGE

ABSTRACT

This research paper discusses the importance of incorporating technology in education to enhance the teaching and learning experience, especially in 21st century education. The paper emphasizes the need for educators to embrace emerging technologies and use them effectively to improve students' soft skills, such as dialogue, teamwork, problem-solving, and time management. It also discusses the potential benefits and drawbacks of social media use among students, including addiction and mental health issues. The paper highlights the growing significance of aesthetic labor and how employers hire workers based on their appearance and communication skills. Furthermore, it emphasizes the importance of soft skills in various industries, including effective communication, active listening, empathy, and teamwork, which adds value in their workers.

INTRODUCTION

The potential of technology to improve education and increase its accessibility is significant, particularly as we move towards 21st century learning. It is important for educators to have a positive outlook towards emerging technologies and to use them effectively in order to enhance teaching and learning experiences and improve students' soft skills. By incorporating the latest technological advancements, educators can create more engaging and meaningful learning activities that benefit their students.

Technology use is thought to strengthen and further develop students' dialogue, teamwork, problem-solving, and time management abilities. Technology also has the greatest ability to expand access to education and raise the standard of education, particularly now that we are prepared for 21st-century education. In order to profit from the newest and emerging technologies and make teaching and learning activities more engaging and meaningful for students, lecturers should embrace the use of technology in a positive way. Social media has made it possible for students to connect more than ever, particularly in these trying times when they are geographically separated from their friends, family, and classmates. But at the same time, social media can have a negative effect on students' physical and mental health, even though it offers many advantages, including the opportunity for creative expression, learning opportunities, and the chance to connect with others. It is simple to develop an addiction, and studies have shown that students who use social Media users who consume excessively may experience a variety of problems, including poor sleep, eye fatigue, low self-esteem, melancholy, anxiety management issues, cyberbullying, and more.

Teenagers can develop social networks, communicate with others, and establish online personas thanks to social media. These networks can be a great resource for teens, particularly those who struggle with exclusion, disabilities, or chronic illnesses. Teenagers also use social media for self-expression and amusement. Additionally, the platforms can inform teenagers about current events, enable cross-border communication, and impart knowledge on a range of topics, including good habits. Teenagers may even benefit from using social media that is amusing, entertaining, or that offers a real connection to peers and a large social network.

Significance of Soft Skills

Current studies on interactive services have aimed to address this oversight by acknowledging not only the organisational management of employee emotions but also the physicality of employees. This has resulted in the emergence of the concept of "aesthetic labor," which highlights the growing significance of requiring employees to embody the products they represent in industries such as retail and hospitality (Warhurst and Nickson, 2007; Warhurst et al., 2000). As part of this process of embodiment, employees are now required to exhibit not only positive attitudes but also a certain appearance that appeals to customers, which is often referred to as "looking good" or "sounding right." As a result, employers are increasingly focused on managing and overseeing employees' body language, attire, and speech, among other aspects.

Employers hire workers based on their appearance and communication skills and, upon employment, provide instructions on standing posture, attire, and customer communication (Nickson et al., 2001). According to Leslie (2002), fashion retail is unique in enforcing strict image and presentation rules, akin to those for models, where workers must conform to specific bodily criteria.

Depending on the style that stores aim to portray, there is a matching process between stores and the recruitment of retail workers to ensure that employees embody the desired brand image (Pettinger, 2004, 2005). While previous studies have focused on feminised performativity in fashion retail (Leslie, 2002; McRobbie, 1997; Pettinger, 2004, 2005), recent research by Walls (2008) demonstrates that this styling process is equally applicable to men in the industry. Workers are expected to possess not only masculinity but also "coolness," style, and trendiness to offer their aesthetic capital to secure employment (Walls, 2008).

Soft skills are integral to various industries, encompassing people skills such as effective communication, active listening, empathy, and teamwork, which companies value in their workers. Teachers should react to the changing scenario and equip themselves to meet the needs of the hour. At this critical moment, English teachers have a crucial responsibility to connect the current curriculum with the requirements of the corporate world, as noted by Usha Menon and C. Alamelu. In this regard, the authors emphasise the significance of soft skills, their distinctions from hard skills, business communication, and English in the workplace. They propose creating awareness through lectures, skits, group discussions, mock interviews, and PowerPoint presentations.

EMPLOYERS' PERSPECTIVE

The increasing problem of graduate unemployment has been linked to the low level of graduate competency and the quality of graduates that do not match employers' expectations (Perera et al., 2017). According to Nadarajah (2021), employers have consistently reported that graduates are deficient in English language proficiency, communication skills, analytical skills, and critical thinking. The lack of soft skills has a negative impact on company outcomes such as employee behaviour, safety, engagement, and productivity. Companies are competing on the basis of employee expertise, which has increased the value of soft skills (Borghans et al., 2014). Some critics argue that in today's ever-changing economic environment, graduates from higher education institutions are unable to meet employers' expectations and relevant job requirements (Kahirol et al., 2016; Rohani et al., 2016).

Recently, educational researchers and employers have placed increasing attention on the importance of knowledge, also known as "soft skills," as evidence suggests that soft skills are an important predictor of employability (Nazron et al., 2017). This was further confirmed by Vanitha & Jaganathan (2019), who found that graduates with skills like positive attitude, effective communication, problem solving, time management, team spirit, self-confidence, handling criticism, and flexibility, which are known as soft skills as a whole, have much better chances of survival in the tough corporate world compared to those who are lacking in soft skills, and that employability skills are very essential in the current global job market. LinkedIn recently analysed hiring trends across its platform to determine the most sought-after skills. Data suggest that a range of soft skills, including communication, problem solving, time management, and creativity, are the most required among employers (LinkedIn Global Talent Trends, 2019) and highly sought after.

The adverse effects of social media on students, Poor sleep, eye fatigue, and physical inactivity

We all know how it feels to tell ourselves we'll just check our notifications on social media, and before we realise it, we've been mindlessly scrolling for hours. When used close to bedtime, devices can be particularly harmful because the blue light they emit tricks our bodies into believing it is still light outside, which throws off our circadian rhythms. Additionally, when using a device, we blink less, which, when combined with blue light, can cause eye strain and exhaustion. However, teens' use of social media can also have a detrimental impact on them by diverting their attention, preventing them from sleeping, and exposing them to bullying, rumors, unrealistic expectations of other people's lives, and peer pressure. The risks could be linked to how frequently teens use social media.

According to a 2019 study of more than 6,500 12- to 15-year-olds in the U.S., those who used social media for more than three hours per day may be more likely to experience mental health issues. More than 12,000 13- to 16-year-olds in England participated in a 2019 study that showed that using social media more than three times per day was associated with poor mental health and wellbeing in teenagers. Other studies have discovered links between excessive social media use and symptoms of depression or anxiety.More frequent social media use, nighttime social media use, and emotional investment in social media, such as getting upset when you can't log on, were all associated with poorer sleep quality and higher levels of anxiety and depression, according to a 2016 survey of more than 450 teenagers.

The effect of social media among teenagers could also vary. A 2015 study discovered a connection between teen use of social media and cellphones for social comparison and feedback seeking and depressive symptoms. Additionally, a small 2013 study discovered that the life happiness of older teenagers who used social media passively—for example, by merely viewing others' photos—declined. These declines didn't affect people who used social media to communicate with others or post their own material. Additionally, previous research on the effects of social media on college freshmen found that the more time users spent on Facebook, the more strongly they believed that others were happier than they were. However, the students' feelings towards this diminished the more time they spent getting out with their friends. Experts contend that teenagers who post content on social media run the risk of sharing intimate photographs or extremely personal stories due to their impulsive natures. As a result, adolescents may be subject to bullying, harassment, or even blackmail. Teenagers frequently share online without thinking about these repercussions or privacy issues.

SUGGESTIONS

You can promote responsible social media use and reduce some of its negative effects by taking certain actions. Take into account these suggestions:

Define sensible boundaries.

Your teen should be taught how to use social media without allowing it to interfere with his or her hobbies, sleep, meals, or homework. Keep phones and tablets out of teenagers' bedrooms and promote a bedtime ritual free of electronic media use.

Lead by example by following these guidelines.

- Watch your teen's online activity. Inform your teen that you will be checking their social media profiles frequently.
- Strive to accomplish this at least once a month. Make sure you finish what you start.
- Describe what the Encourage your teen to refrain from spreading rumors, harassing others, or harming their image, whether offline or online. Discuss with your teen what information is acceptable and secure to post on social media.
- Promote in-person interactions with peers. Teenagers who are prone to social anxiety should pay close attention to this.

- Discuss social Discuss your own use of social media.Inquire about your adolescent's use of social media and how it affects them.Remind your adolescent that the images on social media are frequently inflated.

Conclusion

The conclusion of the introduction highlights the importance of technology in education and how it can improve accessibility, teaching, and learning experiences. The incorporation of technology can develop students' soft skills such as teamwork, dialogue, problem-solving, and time management. Although social media has benefits, excessive use can lead to physical and mental health issues, addiction, and cyberbullying. The article also emphasises the growing significance of soft skills in various industries and how they have become essential for companies to improve employee behavior, engagement, and productivity. The lack of soft skills has contributed to the problem of graduate unemployment, which has been linked to graduates' low level of competency and quality that does not meet employers' expectations. Finally, the article proposes creating awareness of soft skills through various activities and emphasises the need to connect the current curriculum with the requirements of the corporate world.

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Chapter 12
Statistical Analysis of Blended Education During Covid-19 Pandemic Situation

Dr. Vikas Kumar

Department of Mathematics

Swami Vivekanand Subharti University

Meerut, India

Objective-

The COVID-19 has changed the view of education around the world. During the mid-march all the schools and colleges were shut down to save faculties and students from infection. It has been around one year of lock down; still we are fighting with covid-19. Since school colleges are the places where social distancing is little tough due to the presence of number of students, those cannot be opened by the government until the pandemic comes under control. In this situation, education is shifted to the method of home-schooling and home-college. Although this is too early to pass the judgment on how corona pandemic will affect the education in long term, there are indications suggesting that it will have great impact on teaching learning methods. Statistics & Information technology is playing a great role to support the education during COVID-19 lockdown. Due to use of Information technology at large scale in various countries, this is the best time of innovation of new ideas on the digital platforms for delivering the education. This paper presents various tools and techniques to continue quality education while lockdown through digital media. These platforms would definitely continue even after the pandemic get over.

I. INTRODUCTION

Most of the governments have shut down the educational institutes to avoid the infection of COVID- 19. This nationwide shutdown is affecting around 72% student's population. UNESCO is providing support to many countries in continuing education through remote learning. This is encouraging the use of technology in the field of education. During this pandemic, distance and online education is developing and growing rapidly. There are many organizations who are trying to curate the education such as mEducation Alliance, INEE, UNESCO, Commonwealth of learning etc. Governments are opting for Home-schooling / Home-education. Initially these changes might have caused inconvenience, but it has also given a new direction to education [2] [3].Online learning platforms are the boon for education. Even though before COVID outburst too online training was getting used around the world at a large scale, during this shutdown it is being used the most everywhere school, colleges and universities etc.

II.ROLE OF VARIOUS COUNTRIES TO SUPPORT EDUCATION DURING COVID-19 PANDEMIC

Major suffering countries around world are dealing with education during COVID outburst, using different tools and technologies. In most parts of India education department is involving the people in developing cloud based online learning platforms.

In the same way Hongkong based forum (readtogether.hk) is providing more than 900 educational resources that include book chapters, videos, assessment tools etc. Education innovation is getting so much attention now a day beyond the government funded projects. There are many private companies which are investing in this field. Google and Microsoft in US, Alibaba in China, Samsung in Korea are awakened to innovate new tools and techniques of education through digital media. Although most of the initiatives are relatively segregated and limited in scope, the COVID-19 pandemic pave a new path for very big scale industry collaborations to be formed around a common educational goal. It is seen by the study that only 60% of the students around the world can join online trainings, remaining were left behind. The major reason behind this is the cost of resources, unless the cost reduced the gap in education quality and socioeconomic equality will be more exacerbated [4].

Many countries are working on Edu-Tech even before covid-19 pandemic because of following reasons

1.Costless study material over the internet

2.Funding agencies supporting schools and connecting them with internet

3.Future success and challenges of virtual schools

4.Problems faced using digital resources

5.The Matthew effect in educational technology

6.Digital learning-bad practices

III.THE WORLD BANK GROUP SUPPORT TO EDUCATION THROUGH ED-TECH

World Bank Group (WBG) works in collaboration with government and performs research work on ICTs (Information and Communication Technologies). It is working a lot to make leaning system robust and to reduce the poverty over the world. WBG provides supports for digital learning, teacher training, educational content development, skill development and R&D activities. During this pandemic, Information and Communication Technologies (ICTs) play very important role in providing innovating form of teaching and learning to the teachers and to the students. Determination of efficient tool to enhance learning and to increase the effectiveness of education system requires critical effort.

If implemented properly, use of Information and Communication Technologies (ICT) in education would be very promising. Use of various software in online classroom allow students to learn at their own pace at the same time we have to face many challenges too for e.g. high cost, difficulties in implementation, increased burden of faculty. Also there are some subjects which are little tougher to learn online. Moreover many tools (Hardware and Software) are required with faster speed. Also internet has to be ubiquitous to make ICT successful.

Below subsections presents challenges and guidelines provided by World Bank Group.

A.Challanges

The World Bank Group is putting a great effort in collaboration with ministries of education of many countries for providing Ed-Tech solutions to the educational organizations while this closure due to pandemic. The guidelines provided World Bank Group presents the standard ways to design and execute remote learning. This learning includes resources such as web learning, learning through TV and Radio, and Mobile learning.

Many countries have high quality teachers who can deliver their knowledge to fulfil standard professional expectations. They have pedagogical skills and expertise in their area. They know how to structure lesson planning, and teaching methods to meet individual's expectations. They make use of assessment tools in an effective way. The teachers may be very efficient, remote learning can generate additional challenges and make teaching process complex as much effort is required to structure and present the contents through web. Teaching contents must be interesting and keep student engaging. While teaching session must be interactive so that students can feel the virtual presence of teacher. And the tools used for assessment should reflect the real learning of the students [6].

A.World Bank Group (WBC) Guidelines for Remote Learning

Although there is no standard way available to replace traditional classroom teaching experience, innovative approaches have to be used in respond to COVID-19 and to ensure continuous learning. In many areas of world people are from low income group and there is a lack of accessing high speed internet.

There are following principle guidelines for the policy-makers to design remote learning.

1.Designing multipurpose learning model.

2.Develop an inventory of digital contents that can be deployed through remote learning.

3.Arrange E-contents in alignment with curriculum of respective university/college to make sure that the contents will meet the objective of the course.

4. Develop a helpdesk (virtual) to support students and teachers for interaction and to solve the queries

5. Use printed study material at home (if physical distribution of the same is possible), if not then newspaper or social media can be used to provide materials.

6.Radio education can be a good way of interactive verbal education. This is especially useful in the area where either broadband connectivity is not there or quality of it is very poor

7. Recorded lectures of good quality teachers can be broadcast on Television. These recordings can be re-run by the students if he/she does not understand any part of lesson.

8.Enhance the digital infrastructure and bandwidth to promote remote learning.

9. For a particular syllabus, one portal must be there, where all the contents should be available to the students in a standard way that leads to ease of access.

10. Material should not be bound to one kind of devices. It should be diverse in nature and available through TV, mobile, Laptops and Tablets.

 [8] [9] [10] among the resources mentioned above, Google Class room is playing very important role in online teaching. Following are some famous online learning platforms.

A Google Class room

It is a virtual class room that is being used over all around the world. It allows teachers to structure various topics and then distribute study material under those topics. It saves the time, helps to communicate and keep the work organized. It also allows the students to give comments and ask queries. Teachers can grade students through assignments and quizzes. It has so many features and easy to use for both teacher and students. It is available free.

A.Thinkific

Thinkific is a very famous E-learning platform. It allows the teachers/trainers to create their own courses then they can register the students in those courses freely or on payment basis. It is very user friendly and allows us to create unlimited courses. It provides us one month free trial and charges are taken around 49 Dollar/Month.

B.Udemy

This platform is already having more than 20000 subject matters created by the experts. It allows us to create course contents in many ways like pdf, ppt, video, etc. It provides self-paced video learning material. It already has registered more than 12 billion students till date. It takes 50% of the selling of the course from the trainer.

C.LearnWorlds

It allows us to create our own onlining training academy. It is a standalone learning platform. It also provides marketing tools. It allows us to create courses in very user friendly manner. It doesn't require technical skills. Other than study materials, it also provides tools for assesment such as quizzes, assignments, gradebook etc. It charges atleast 29 Dollar/ Month fee from instructor.

D.Skillshare-

It is also very popular learing platform. It contains around 24000 lessons of different subjects.it has more than 4 million students registered with it. It divides classes into four categories i.e. Creative arts, Technology, Business and Lifestyle

E.Coursera

It provides great quality e-learning courses. It also provide certifications for various courses.other than training courses it also provides degree courses.It directly deals with the universities and colleges and provide trainings to their students.

F.Open-edX-

It is created by the team of Harvard University and MIT. It provides 8000 courses of around 100 universities. The courses are from the streams such as data science, computer science, humanities, business, maths and engineering.

G.WizlQ

It is a self-paced; cloud based E-learning platforms. It allows for on demand webinars live to the users. It gives classroom like feeling to the trainers and to the students. Initially it allows for free trial then applies charges according to number of attendees.

H.Teachable

It is a very user friendly and easy online training platform. It provides easy solutions for uploading the E-contents. It also provides quizzes as assessment tools. It has fee of at least 39 Dollar /Month [10] [11].

CONCLUSION

To avoid the educational loss caused by covid-19 lockdown, E-learning platform is the best solution. These E-Learning tools can be accessed through laptop, Mobiles, Tablets, and Smart TVs. Government of various countries encouraging educational institutes to use E-learning platforms so that they can recover from the losses caused by COVID-19 outburst. In many developing countries there are poor areas where high quality broadband is not available. The government should make various plans to provide the good quality broadband in such area in this crisis. And make education available to everyone. Teaching trend has been changed; now and onwards digital platform will play very important role in all the teaching institutions.

Chapter 13
ESSENTIAL COMMUNICATIVE COMPETENCIES OF NURSES IN THE POST-COVID 2019

Dr.T. Pushpanathan
Assistant Professor of English, Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya, Kanchipuram

Dr. Roweena Belinda D'Couto,
Associate Professor of English, Dr.NGP Arts and Science College, Coimbatore

Dr.D.Jaichithra
Professor of English, Sri Manakula Vinayagar Engineering College, Pondicherry

Abstract

Nursing as a health care science focuses on serving the needs of humans as a bio-psycho-social and spiritual beings. Its practice requires not only scientific knowledge but also interpersonal, intellectual and technical abilities and skills. Communication is a vital element in Nursing in all areas of activity and all its interventions such as prevention, treatment, therapy, rehabilitation, education and health promotion. Effective communication requires an understanding of the patient and the experiences they express. Communication skills in nursing are nurses' ability to write and speak clearly and confidently when interacting with patients, families, doctors and clinic staff. Nurses communicate important and potentially life-saving information to doctors. Good communication between nurses and patients is essential for the successful outcome of individualized nursing care for each patient. It is at that juncture there is a felt need to identify the on-job communicative competencies of nurses in the Coimbatore region.

Keywords: communicative competencies, nurses, alignment, benchmarks, etc.

Introduction

Transformations in the environment related to climate and pollution are causing health problems and various diseases such as respiratory and circulatory problems, metabolic disorders, and chronic diseases. Besides, access to modern healthcare facilities has created greater expectations among patients receiving personalized healthcare and high-quality healthcare. As the difficulty of satisfying the demands of patients increases, enhancing nursing capabilities has become increasingly important (Kang et al., 45). The pandemic has, at this moment in time, necessitated the entire world to realize the importance of the services provided by healthcare workers and nurses in particular. Because during the start of the pandemic, a country like India has seriously faced a shortage of nurses as many have migrated to the US or the UK. (Sandeep Pereira 2021) Nursing is understood as the care of an individual from conception to a dignified death. An important competence of a nurse, apart from performing medical procedures, is the provision of patient care through showing concern, and support with a 'good word', i.e. offering another person the things which bring relief in suffering. Nurses usually face the problem of how to serve patients and respect their dignity and rights, while using modern medical technologies which often dehumanize the object of a nurse's actions – making the patient an object of technical medical interventions. Also, approaching the medical sector primarily or exclusively in the market categories, may intensify the phenomenon of patient de-empowerment and dehumanization making him/her an object of the transaction, i.e. a client. Despite differences, measurability and outcome are considered the most important indicators of quality (Robinson 19). Such a situation negatively affects not only the performance of the profession and fulfilment of the role of a nurse but also exerts an unfavourable effect on those who are ill in their fulfilment of the role of patients. Therefore, the construction of technical qualifications for nurses must be accompanied by the also development of communication competencies indispensable for the construction of an adequate, empathic relationship with others. Considering the communication skills in the work of a nurse, as well as in the education in this profession, facilitates work, and at the same time, elevates the level of both nurse and patient satisfaction which, in turn, affects the level of a patient's activity in the process of treatment and the intensity of cooperation with a nurse. As a result, this all translates into the ultimate effectiveness of medical intervention. Helen Macilwaine (1978) stresses the need for nurses to communicate and establish relationships with their patients to allay patients' fears. To improve this, many hospitals are making efforts to change the internal and external environments to increase the number of nurses, reduce the length of hospital stays, and enable efficient nursing practice. Communication skills involve a person's ability to accurately understand another person and sufficiently deliver what the person desires (Ceravolo et al. 2012).

Aim of the study

The research aims to identify the required communicative competencies of the nurses working in the select private hospitals in the Coimbatore region. The nurses who are working in the select private hospitals of the Coimbatore region have been taken as the subject of the study for this research. This research has used the ability descriptors that are extracted from the Essential Skills Profiles of ESDC, Canada and converted into 'have to' statements, which aim to identify the workplace essential communicative competencies for the nurses. The study further aims to arrange the identified communicative competencies and align with the benchmarks of Canadian Language Benchmarks into which of them is the most significant for the nurses in the workplace and the least communicative competencies when they engage in healthcare service in the respective hospitals.

The objective of the study

- To identify the level of communicative competencies among the nurses of the Coimbatore region
- To align the communicative competencies of the nurses with that of the standards of Canadian Language Benchmarking (CLB).

The goal of all language learning is the attainment of language proficiency. For lifelong learning, a common framework with graduated skill levels may be helpful to track progress, facilitate the transfer of qualifications, and allow for accreditation and collaboration across Canada between different educational sectors, institutions and jurisdictions. Language learning that occurs through special language classes, exchanges, on-the-job training and other means can be tied to more formal instruction through the use of a common framework. Incremental steps in language proficiency can be rewarded and acknowledged; differential language competence can be identified and acknowledged. Learners can use the framework to target growth at a more advanced level in a specific skill, e.g. speaking proficiency only, or to develop a particular profile of language proficiency; e.g., a unique focus on comprehension skills (reading and listening).

Skill development is very significant for the economic growth and development of a nation like India. Every year more than 12 million youths are entering working age and the demographic transition in India makes it so imperative to ensure job opportunities for them. Our country faces a dual challenge of severe paucity of highly trained, quality labour, as well as non-employability of large sections of the educated workforce that possess little or no job skills. The skill development issue is prevalent both at the demand and supply levels. To meet the demand, consistent efforts are being made towards the creation of large employment opportunities. The employment quotient is questionable and remains a major area of concern. Already huge gap exists between the industry requirements and the level of skilled workers due to varied reasons including inadequate training infrastructures, the inappropriate mixture of skills and education, outdated curricula, limited industry interfaces, limited standards, etc.

Moreover, there is a disconnection between the formal education system and work requirements, compounding the challenges related to the skill gap. A concerted action is thus required on the supply side to ensure sustained employability of the Indian youth. Extensive efforts to skill the workforce are required, both in quantity and quality. The skill development ecosystem in India is complex, large and diverse, providing varied levels of skills across an extremely heterogeneous population. Skill development in India can be broadly segmented into Education and Vocational Training.

Skills in India are acquired through both formal and informal channels. Formal vocational training is imparted in the both public and private sectors. Some of the major channels of formal vocational training include government-run Industrial Training Institutes (ITIs), privately operated Industrial Training Centres (ITCs), vocational schools, specialized institutes for technical training, and apprenticeship training by the industry. Private sector participation has been on a rise lately, but the sector continues to be dominated by the public sector. Informal training on the other hand refers to experiential skills acquired on the job.

 At the central level, the nodal institution for vocational training is the Director General of Employment & Training (DGET) under the Ministry of Labour and Employment. The DGET is responsible for formulating policies, establishing standards, granting affiliation, trade testing and certification, and matters connected to vocational training and providing employment services. The National Skill Development Council (NSDC) - now a part of the newly created Ministry of Skill Development and Entrepreneurship - was initially set up under the Ministry of Finance to provide viability gap funding and promote private skill initiatives.

The National Policy on Skill Development was first formulated in 2009 to create a skills ecosystem in India. It acts as a guide to formulating strategies by addressing the different challenges in skill development. The objective is to empower the workforce with the required skills, knowledge and qualifications to make the Indian workforce globally competitive.

The government introduced a National Policy on Skill Development and Entrepreneurship, in 2015. The policy aims to provide an umbrella framework to all skill-related activities carried out within the country, to align them to common standards and 19 link skill activities with demand centres. In addition to laying down the objectives and expected outcomes, it aims at identifying various institutional frameworks which can act as the vehicle to reach the expected outcomes. The new skills policy also provides details on how skill development efforts across the country can be aligned with the existing institutional arrangements.

 The National Skill Development Corporation India (NSDC) is a public-private partnership organisation (now under the Ministry of Skill Development and Entrepreneurship) that was incorporated in 2009 under the National Skill Policy.

Its main aim is to provide viability gap funding to the private sector to scale up training capacity. The NSDC has tied up with more than 187 training providers, many of whom have started scaling up their operations. The NSDC has also been entrusted to set up SSCs ensuring the right representation of employers and extending financial support to operationalise them. It also undertakes research initiatives, pilot projects, and skill gap studies to create a knowledge base for the sector. They have supported and incubated 31 SSCs that are intended to facilitate the much-needed participation and ownership of the industry to ensure needs-based training programmes. The National Skills Development Agency (NSDA) is working with the State governments to rejuvenate and synergise skilling efforts in the State. The National Skills Qualification Framework (NSQF) has been anchored at NSDA and efforts have been initiated to align all skilling and education outcomes with the competency-based NSQF levels. The NSDC's mandate also involves capacity building by working with different stakeholders and identifying best practices to create an excellence model. The NSDC has also been working to create awareness about the skill ecosystem and has rolled out electronic and print campaigns.

 As per the aims of the study have been stated above, the hospitals are looking for effective functioning of the nurses working in their hospitals which in turn supports the healthcare systems prevailing in the hospitals. The hospitals have no systematic recruitment process or training programs for the nurses whom they are looking for to work in their hospitals. This study intends to identify the required communicative competencies of nurses. The identified communicative competencies are arranged and the findings of the study are aligned with the benchmarks of Canadian Language Benchmarks. The findings can be used to decide the content of a language programme that will meet the required communicative competencies of the nurses in the hospitals. This can further be used particularly in the preparation of training modules for the in-service training programs and setting up the eligibility criteria (qualification packs) in the process of recruiting new nurses for the hospitals. The findings may be used by the communication skills experts or curriculum designers to prepare the specific language program (English for Nurses) for the nurses under English for Specific Purposes (ESP).

Literature review

 Babak Moeini et al., (2019) revealed that communication skills at all levels of verbal, listening, and feedback among medical staff were moderate and it seemed that communication skills had a direct relationship with their experience; furthermore, since the health system needs active participation between recipients and health service providers, appropriate and truthful communication, respect for personal and professional values, and sensitivity to differences are necessary for optimal care of the patient.

Zangeneh et al., (2019) found that nurses' knowledge of communication skills was moderate. Therefore, it is recommended that courses on communication skills training be considered in their continuing education and on-the-job training, to improve the quality of nursing care.

Tabiee et al., (2018) this study aimed to examine the relationship between communicative skills with job satisfaction among hospital nursing staff. Findings showed that communicative skills had a significant relationship with job satisfaction. Most nursing staff in the present study (78%) had moderate communicative skills. The highest and lowest domain scores were related to the verbal and listening domains, respectively. Studies show that around 45% of the communication-related time is spent on listening and hence, any shortage in this domain can considerably affect care quality and delivery. The low score of the listening communicative skill in the present study can be due to the low nurse-patient ratio, nurses' heavy workload, and their limited time for active listening to patients.

Wloszczak-Szubzda and Jarosz (2012) the results of studies indicate poor efficacy in shaping the communication competencies of nurses based on education in the area of general psychology and general interpersonal communication. Communication competencies acquired during undergraduate nursing education, are subject to regression during occupational activity. Methods of evaluating communication competencies are useful in constructing group and individual programmes focused on specific communication competencies rather than on general communication skills.

Methodology

Quantitative research has been deployed in this research. The nurses working in the private hospitals of Coimbatore region have been taken as the population but the sample size is confined to the nurses from the selective hospitals in Coimbatore region. As the nurses were busy in their workplaces (hospitals), the researcher met them during lunch hours, break hours and after work hours to explain the contents of the questionnaire and get responses for the same. A questionnaire has been used as a research instrument in this research to collect the responses from the nurses working in the hospitals of the Coimbatore region.

 The contents of the questionnaire have been extracted from the selected Essential Skills Profiles comprehensively documented by ESDC, Canada. The ability descriptors of the nurses were converted to a 'have to' statement to identify the required communicative competencies of the nurses. 64 statements have been extracted for the questionnaire and the same has been piloted with 20 nurses (more than 12% of the sample size). The contents of the questionnaire have been validated by conducting the pilot study. The research instrument has been finalized with 40 statements covering the communicative competencies required for nurses when they are on job.

The research questionnaire consisted of 64 statements extracted from the Essential Skills Profiles (that are identified and documented in the National Occupational Classifications of Canadian Language Benchmarks) and the questionnaire was finalized with 40 statements using a pilot study.

The data used in this research is primary data. In this study, the data was collected by using a questionnaire floated among 165 nurses working in different hospitals in the Coimbatore region. The contents of the questionnaire were explained to help the respondents understand the statements better. The statements used in the research instrument (questionnaire) were closed ones. The questionnaire was measured by using 5- a point Likert Scale ranging from 5- Almost always, 4-Sometimes, 3-Every once a while, 2-Rarely, to 1-never. These questionnaires were distributed directly by visiting the hospitals by the researcher. The researcher was able to collect only 186 responses. 21 responses are found incomplete and duplicate, hence they were eliminated from the research.

Descriptive statistics were used to summarize the responses to Part-A of the questionnaire which related to the biographical details of the nurses. This was done to develop a unique profile of the participants' age group, parents' education, place of living, place of work, and medium of instruction. During the analysis of the research data, frequency tables were used to portray and understand the data. Punch (2005) explained that frequency tables describe the individual scores in the distribution and are tabulated based on how many respondents gave to each response or fell into each category. Part B of the questionnaire was also analysed statistically by using frequency distributions as the results can be portrayed as tables. These tables would make the results easy to illustrate and assist the researcher to get a basic perception of the characteristics of the data (Neuman, 2006).

Results and discussion

Promoting effective communication in health care is demanding and challenging because of the nature of the work environment. Nurses who have received training in communication skills communicate effectively and show increased confidence in communicating with patients. Many nurses choose to work in other countries, providing an opportunity to broaden their experience and knowledge. However, it is important that nurses who have the opportunity to work in other countries develop communication skills, cultural awareness and sensitivity before arriving. This study provides a reflective account of the experiences of one of the authors working overseas. This study will produce some important result that implies nurses. These essences of the researcher's findings will facilitate our understanding of the importance of communication skills among nurses. It will fulfil the research gap in this area and create a comprehensive study circle for the students/research scholars keeping pace with the growing importance of the effect of communication in the life of nurses. The outcome of the research will suggest suitable strategies to enhance the communicative competencies among the nurses.

The present study is an effort to bring out a clear picture of the existing situation concerning private hospital nurses. Therefore, the results of the present study would be of utmost importance to the planners, policymakers and extension workers to take stock of the situation and to design and popularize such a balanced policy that would be in line with the existing needs of the nurses. The outcome of the present investigation would be of immense importance to evolve, develop and implement the location-specific health systems, in the study area, as well as the area with similar situations elsewhere. It would help nurses, health workers, academicians and policymakers to decide the strategies which will lead to the overall development of nurses in the study region. It is hoped that the results of this research study would aid policymakers in enacting policies that are appropriate for their target population(s) and provide public programme administrators with valuable information in understanding their clientele.

The mean values of the variables in the following table have been used to arrange the required communicative competencies in terms of most important competency to the least important one when the nurses are in service.

Arrangement of the communicative competencies

S.No	Variable	Competency	Mean Value	Rank
1	38	I have to exchange information on the patient's status or provide directions about what needs to be done to resolve the situation	3.90	1
2	36	I have to participate in meetings with other health professionals to discuss observations relating to patient progress	3.67	2
3	21	I have to write a short e-mail to request information from colleagues, pharmacists, lab technicians, or other health professionals	3.52	3
4	40	I have to communicate information to police officers, distress centres or other authorities when faced with individuals displaying suicidal tendencies or abusive behaviours	3.45	4
5	33	I have to address health education topics with small groups within the community	3.24	5
6	6	I have to refer to policy and procedure manuals to verify and confirm rules and regulations during the establishment of work or treatment plans	3.21	6
7	3	I have to read labels on medication or medical products to be informed of instructions to be followed for administration or manipulation	3.15	7
8	29	I have to communicate with pharmacists to inform them of errors in medication orders, request information on specific medications or ask them to prepare orders for patients	3.15	8
9	34	I have to interact with physicians and other health professionals to exchange information about patients' treatment plans, request tests and recommend referrals	3.15	9
10	25	I have to write detailed procedures and protocols for patient assessments or elaboration of treatment plans	3.13	10

Rank: 1

Variable No: 38 – "I have to exchange information on the patient status or provide directions about what needs to be done to resolve the situation" is ranked at the top position in the arrangement of essential communicative competencies for the nurses in Coimbatore region with the mean value 3.90. This competency is found to be the most essential one for nurses. This competency helps the nurses to exchange information on patient history and provide directions about what has to be done to cure the patient. The similar Canadian Language Benchmark for this particular competency is as follows: "Gives clear, complex spoken instructions for a familiar process or procedure in a demanding and stressful situation as required." (Benchmark 10) Rank: 2

Variable No: 36 – "I have to participate in meetings with other health professionals to discuss observations relating to patient progress" is placed at the second position in the arrangement of essential communicative competencies for the nurses in the Coimbatore region with a mean value of 3.67. This competency is found to be a crucial one for nurses. This competency helps the nurses to participate in meetings with other healthcare workers to discuss observations about the progress of the patient. The equivalent Canadian Language Benchmark for the above competency is as follows: "Interact appropriately in a simulated situation of criticism; respond to negative feedback from co-workers or classmates; justify own position." (Benchmark 9)

Rank: 3

Variable No: 21 – "I have to write a short e-mail to request information from colleagues, pharmacists, lab technicians, or other health professionals" is kept at the third rank in the arrangement of essential communicative competencies for the nurses in Coimbatore region with the mean value 3.52. This competency is found to be the most important one for nurses. This competency helps the nurses to write requests for information from other nurses, pharmacists, and lab technicians. The similar Canadian Language Benchmark is as follows: "Can write technical, commercial, organizational or academic messages as letters, faxes, memos, e-mails and short formal reports." (Benchmark 9)

Rank: 4

Variable No: 40 – "I have to communicate information to police officers, distress centres or other authorities when faced with individuals displaying suicidal tendencies or abusive behaviours" is ranked at the fourth position in the arrangement of essential communicative competencies for the nurses in Coimbatore region with the mean value 3.45. This competency is found to be an important one for nurses. This competency directs the nurses to communicate with police officers or higher officials when they face suicidal cases. The corresponding Canadian Language Benchmark for this particular competency is as follows: "Communicate with several individuals to design/create a complex unique project." (Benchmark 9)

Rank: 5

Variable No: 33 – "I have to address health education topics with small groups within the community" is ranked at the fifth position in the arrangement of essential communicative competencies for the nurses in the Coimbatore region with a mean value of 3.24. This competency is found to be an essential one for nurses. This competency helps the nurses to disclose healthcare topics to small groups within the community (related to patients). The equivalent Canadian Language Benchmark for the above competency is as follows: "Participate in a group during a training meeting/workshop. Give a three-minute summary talk as a spokesperson for the group." (Benchmark 8)

Rank: 6

Variable No: 6 – "I have to refer to policy and procedure manuals to verify and confirm rules and regulations during the establishment of work or treatment plans" is ranked at the sixth position in the arrangement of essential communicative competencies for the nurses in Coimbatore region with the mean value 3.21. This competency is found to be pivotal for nurses. This competency helps the nurses to know more about policy and procedures during the treatment. This competency matches with the following Canadian Language Benchmark: "Read policy and procedure manuals; equipment installation/ manuals; user product guides and health and safety advisories." (Benchmark 9)

Rank: 7

Variable No: 3 – "I have to read labels on medication or medical products to be informed of instructions to be followed for administration or manipulation" is ranked at the seventh position in the arrangement of essential communicative competencies for the nurses in Coimbatore region with the mean value 3.15. This competency is found to be the most essential one for the nurses as it helps them to read labels on medicines to inform the patients. This competency matches with the following Canadian Language Benchmark: "Identify factual details in moderately complex notes, e-mail messages, letters and announcements containing cancellations of arrangements, apologies." (Benchmark 6)

Rank: 8

Variable No: 29 – "I have to communicate with pharmacists to inform them of errors on medication orders, request information on specific medications or ask them to prepare orders for patients" is ranked at the top position in the arrangement of essential communicative competencies for the nurses in Coimbatore region with the mean value 3.15. This competency is found to be crucial for nurses as they have to communicate with pharmacists to inform them about errors in medication orders. The equivalent Canadian Language Benchmark for this competency is as follows: "Communicate to present and analyse information and ideas, to argue a point, to problem-solve and to make decisions, to advise/inform or persuade, to give complex directions and instructions, and to socialize/entertain in a formal one-on-one business situation." (Benchmark 8)

Rank: 9

Variable No: 34 – "I have to interact with physicians and other health professionals to exchange information about patients' treatment plans, request tests and recommend referrals" is ranked at the ninth position in the arrangement of essential communicative competencies for the nurses in Coimbatore region with the mean value 3.15. This competency is found to be an important one for the nurses as the interaction with physicians and other healthcare workers about the patients is their routine. The similar Canadian Language Benchmark for this particular competency is as follows: "Exchange detailed information/opinions with individuals to advise, and counsel, or collaborate in creating complex unique projects." (Benchmark 12)

Rank: 10

Variable No: 25 – "I have to write detailed procedures and protocols for patient assessments or elaboration of treatment plans" is ranked at the tenth position in the arrangement of essential communicative competencies for the nurses in the Coimbatore region with a mean value of 3.15. This competency is found to be the most essential one for the nurses as it is their job to write detailed protocols for the treatment plans. The corresponding Canadian Language Benchmark for the above competency is as follows: "Write a paragraph to relate/explain information in a pie, line or bar graph, or a process flow chart. Use a flow chart to describe a procedure or a process, in the correct sequence." (Benchmark 8)

The identified communicative competencies after due statistical analysis were arranged hierarchically in terms of the most required communicative competencies to the least when the nurses were on job. They are aligned with the benchmarks of Canadian Language Benchmarking (CLB) as well. It was found that the proficiency level of the nurses in the Coimbatore region in terms of communicative competencies is in between Benchmarks 6-12 in the CLB standards.

Conclusion

Promoting effective communication in health care is demanding and challenging because of the nature of the work environment. Nurses who have received training in communication skills communicate effectively and show increased confidence in communicating with patients. Many nurses choose to work in other countries, providing an opportunity to broaden their experience and knowledge. However, it is important that nurses who have the opportunity to work in other countries develop communication skills, cultural awareness and sensitivity before arriving. This study provides a reflective account of the experiences of one of the authors working overseas. It will fulfil the research gap in this area and create a comprehensive study circle for the students/research scholars keeping pace with the growing importance of the effect of communication in the life of nurses. The outcome of the research will suggest suitable strategies to enhance the communicative competencies among the nurses.

Therefore, the results of the present study would be of utmost importance to the planners, policymakers and extension workers to take stock of the situation and to design and popularize such a balanced policy that would be in line with the existing needs of the nurses. The outcome of the investigation would be of immense importance to evolve, develop and implement the location-specific health systems, in the study area, as well as the area with similar situations elsewhere. It would help nurses, health workers, academicians and policymakers to decide the strategies which will lead to the overall development of nurses in the study region. It is hoped that the results of this research study would aid policymakers in enacting policies that are appropriate for their target population(s) and provide public programme administrators with valuable information in understanding their clientele.

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Chapter 14

Impact of COVID-19 on employment in India

Dr. Sonali Saha

Professor,
Dr. D. Y. Patil B-School, Pune

Email: sonali.saha@dpu.edu.in

Ms. Tejaswinee Kankekar

Assistant Professor,
Dr. D. Y. Patil B-School, Pune

Ms. Garima Joshi

Student (PGDM),
Dr. D. Y. Patil B-School, Pune

Mr. Shivendra Singh Chauhan

Student (PGDM),
Dr. D. Y. Patil B-School, Pune

Abstract

In April 2020, the International Labor Organization (ILO) estimated that nearly 2.5 million jobs could be lost globally in 2020 as a result of the COVID-19 pandemic. It further found that more than 40 million informal workers in India may be pushed into even greater poverty because of the pandemic. The COVID-19 pandemic lockdown has had a devastating impact on India's unemployment rate as most private companies have laid off their employees. The main sufferers of this lockdown are the informal sector workers as most of them started losing their jobs after the closure of the construction works. Thousands of people without capital left the cities and marched to their homes several hundreds of miles away without government transport, demonstrating the intensity of their suffering. The Covid-19 pandemic has affected the lives and livelihoods of many people in our country and around the world. While all sectors of the economy and the working population have been adversely affected, those already disadvantaged in the labor market are at greater risk due to factors such as their migrant worker status, lower wages, lower educational attainment, etc. must be adopted to increase efficiency and strengthening living conditions for sustainable economic growth of government and individuals.

Keywords: Covid-19, Employment, Unemployment, Impact

1. Introduction

The COVID-19 pandemic has triggered one of the worst job crises since the Great Depression. There is a real danger that the crisis will increase poverty and widen inequalities, with an impact felt for years to come. Countries must now do everything in their power to prevent this employment crisis from turning into a social crisis. The reconstruction of a better and more resilient labor market is a fundamental investment in the future and in future generations. Unemployment is a serious problem faced by most countries around the world. Unemployment is like a giraffe, easier to spot than to describe. The unemployment crisis has been around for a long time. However, in developed countries it was in its severe form during the Great Depression (1930s), while in developing countries it was after World War II (1945). India's employment growth has slowed in the past few years despite a recovery in the economic sector. At the same time, this COVID-19 pandemic lockdown has had a devastating impact on India's unemployment rate as most private companies have laid off their employees. The main sufferers of this lockdown are the informal sector workers as most of them started losing their jobs after the closure of the construction works. Thousands of people without capital left the cities and marched to their homes several hundreds of miles away without government transport, demonstrating the intensity of their suffering.

2. Review of literature

Victor et al. (2021) have stated that recessions in India and the UK peaked in 2017 due to the consequences of new policy initiatives. The outbreak of the COVID-19 pandemic in early 2020 intensified the crisis and caused a drastic decline in aggregate demand and output. India and the UK resorted to monetary and fiscal stimulus packages to counter the economic crisis. This study examined the dynamics of inflation and unemployment during the recession and the COVID-19 period in India and the United Kingdom. The results of this study using the Generalized Additive Model (GAM) revealed that recession in India has given way to stagflation. In contrast, it led to a more severe recession in the UK in the short term. During the downturn, policy initiatives worsen the recession and eventually turn into stagflation in India due to weak supply-side inflation. However, in the UK, policy initiatives during this downturn pushed the economy deeper into recession due to reduced demand. The outbreak of the COVID-19 pandemic had a similar recessionary impact on both economies. A timeline-based recovery plan is being proposed to help economies recover from stagflation and an even deeper recession. This framework could enable policy makers to choose the right recovery path in the shortest possible time.

Parvathamma (2020) has attempted to gain insight into the impact of covid-19 on unemployment in India. COVID-19 has caused disruption to the economy, up to 135 million jobs could be lost and 120 million people could be pushed back into poverty. All this should have an impact on consumer income, expenditure, savings and their standard of living. The worst impact of COVID-19 would be felt by India's most vulnerable in terms of job loss, increase in poverty and reduction in per capita income, which in turn will lead to a sharp decline in gross domestic product (GDP). In particular, the informal/unorganized migrant workforce is severely affected by Covid-19, with almost 70 percent of the workforce losing their jobs. In essence, it is about speeding up recovery, which includes significantly strengthening the "safety net" for the most vulnerable, enabling the survival of small and medium-sized enterprises, restarting the rural economy and providing targeted assistance to vulnerable sectors. The study also highlighted the government's policy package against covid-19 depression.

Ali and Kamraju (2020) have stated that unemployment is a serious problem faced by most countries around the world. Unemployment is like a giraffe, easier to spot than to describe. The unemployment crisis has been around for a long time. However, in developed countries it was in its severe form during the Great Depression (1930s), while in developing countries it was after World War II (1945). Growth has slowed in recent years employment in India despite recovery in the economic sector. At the same time, this COVID-19 pandemic lockdown has had a devastating impact on India's unemployment rate as most private companies have laid off their employees. The main sufferers of this lockdown are the informal sector workers as most of them started losing their jobs after the closure of the construction works. Thousands of people without capital left the cities and marched to their homes several hundreds of miles away without government transport, demonstrating the intensity of their suffering. This paper aims to outline the impact of COVID-19 on unemployment in our study area. In the analysis of this research, we mostly relied on secondary data collected through books, magazines, newspapers, authentic internet sources, etc. The result of this research will be useful for academics, researchers and policy makers in related studies.

Lai et al. (2021) stated that unemployment remains a serious problem for both developed and developing countries and is a driver of loss of monetary and financial impact. The estimation of the unemployment rate has attracted the attention of scholars in recent years. The main objective of this investigation is to find out what effect COVID-19 has on the unemployment rate in selected developed and developing countries in Asia. For experts and policy makers, the effective prediction of the unemployment rate is an influential test that assumes an important role in planning the country's monetary and financial development. A number of researchers have recently used conventional analytical tools to predict unemployment rates. It is noteworthy that unemployment data sets are non-stationary. Therefore, modeling these time series with conventional methods can lead to arbitrary error. To overcome the accuracy problem associated with conventional approaches, this investigation envisages intelligent prediction-based approaches to work with unemployment data and to more accurately predict the unemployment rate for the coming years. These intelligent unemployment rate strategies enforce their consequences by replicating unemployment rate diversity. Unemployment data sets of five developed and five developing Asian countries, essentially Japan, South Korea, Malaysia, Singapore, Hong Kong and five agricultural countries (i.e. Pakistan, China, India, Bangladesh and Indonesia) are selected for illustration. The hybrid ARIMA-ARNN model performed well among all hybrid models for developed countries in Asia, while the hybrid ARIMA-ANN outperformed for developing countries except China, and the hybrid ARIMA-SVM performed well for China. Furthermore, these selected models are used to predict the future unemployment rate. The result shows that in the developing countries of Asia, the unemployment rate will be three times higher compared to developed countries in the coming years and will last twice as much time to deal with the effects of the coronavirus in developing countries than in developed countries in Asia.

Ramakumar and Kanitkar (2021) make an analysis of the economic impact of the Covid-19 pandemic in India. Even before the pandemic, the Indian economy was characterized by a slowdown in economic growth and a record increase in unemployment and poverty. Thus, India's ability to deal with a new crisis was weak when the pandemic struck in March 2020. The post-March 2020 economic crisis affected all sectors of the Indian economy. In agriculture, farmers have struggled with disrupted supply chains, a lack of outlets, poor demand and falling output prices. In industry, micro and small businesses were the most affected. The crisis led to at least 15 million job losses. Using an Input-Output (I-O) framework, we construct four loss scenarios for the Indian economy. We estimate that India's GDP growth rate in 2020-2021

could range from -4.3% to -15%. The government's economic response until October 2020 was severely lacking in terms of demand-side interventions. The government was hesitant to expand budget spending because it feared an increase in the fiscal deficit. Given this fiscal policy, the chances of an early recovery in the Indian economy look bleak.

3. Analysis of impact

In April 2020, the International Labor Organization (ILO) estimated that nearly 2.5 million jobs could be lost globally in 2020 as a result of the COVID-19 pandemic. It further found that more than 40 million informal workers in India may be pushed into even greater poverty because of the pandemic. We discuss the impact of COVID-19 on unemployment in urban areas as per the quarterly report of the Periodic Labor Force Survey (PLFS) released recently and highlight some of the unemployment measures taken by the central government. The unemployment rate remains significantly higher than in the pre-COVID period.

To prevent the spread of COVID-19, a nationwide lockdown was imposed from late March to May 2020. During the lockdown, severe restrictions were imposed on the movement of people and economic activities were significantly halted, except for activities related to essential goods and services. The unemployment rate in urban areas rose to 20.9% during the April-June 2020 quarter, more than double the unemployment rate in the same quarter the previous year (8.9%). The unemployment rate expresses the percentage of unemployed persons in the labor force. The labor force includes people who are either employed or unemployed but looking for work. Blocking restrictions were gradually eased in the following months. The unemployment rate also saw a decline compared to the levels seen in the April-June 2020 quarter. During the October-December 2020 quarter (latest data available), the unemployment rate decreased to 10.3%. However, it was significantly higher than the unemployment rate in the same quarter last year (7.9%).

Recovery after nationwide lockdown uneven for women

Pre-COVID-19 trends indicate that female unemployment rates were generally higher than male unemployment rates in the country (7.3% versus 9.8% during the October-December 2019 quarter). Since the outbreak of the COVID-19 pandemic, this gap appears to have widened. During the October to December 2020 quarter, the unemployment rate for women was 13.1% compared to 9.5% for men.

The Standing Committee on Labor (April 2021) also noted that the pandemic has led to widespread unemployment among women in both the organized and unorganized sectors. She recommended: (i) increasing government procurement from women-led businesses, (ii) training women in new technologies, (iii) giving women access to capital, and (iv) investing in childcare and related infrastructure.

Labor force participation

The unemployment rate can also be affected by people who drop out of the labor market or leave it. At some point, there may be persons who have not reached the legal age for productive work or may leave the labor market for various socio-economic reasons, such as education. At the same time, there may also be discouraged workers who, although they were willing and able to get a job, have stopped looking for work. The labor force participation rate (LFPR) is an indicator that indicates the percentage of the population that is part of the labor force. The LFPR saw only minor changes in 2019 and 2020. During the April-June quarter (where the COVID-19 restrictions were the strictest), the LFPR was 35.9%, down from the corresponding

quarter in 2019 (36.2%). Note that the female LFPR in India is significantly lower than the male LFPR (16.6% and 56.7%, respectively, in the October–December 2019 quarter).

Measures taken by the government for workers

The Standing Committee on Labor in its report released in August 2021 said that 90% of workers in India are from the informal sector. These workers include: (i) migrant workers, (ii) contract workers, (iii) construction workers and (iv) street vendors. The Committee noted that these workers were the worst affected by the pandemic due to seasonality of employment and lack of employer-employee relationship in the unorganized sectors. The Committee recommended the Central and State Governments to: (i) promote entrepreneurial opportunities, (ii) attract investment in traditional manufacturing sectors and emerging industrial clusters, (iii) strengthen social security measures, (iv) maintain a database of workers in the informal sector and (v) support professional education. It noted the various steps taken by the central government to support workers and address the challenges and threats posed by the COVID-19 pandemic (applicable to urban areas):

Under the Pradhan Mantri Garib Kalyan Yojana (PMGKY), the central government has contributed both 12% employer share and 12% employee share under the Employees Provident Fund (EPF). Between March and August 2020, a total of Rs 2,567 crore was credited to the EPF accounts of 38.85 crore eligible employees through 2.63 crore facilities.

The Aatmanirbhar Bharat Rozgar Yojna (ABRY) was launched with effect from October 2020 to incentivize employers to create new jobs along with social security benefits and reinstatement of job losses during the COVID-19 pandemic. Further, the statutory contribution of both employers and employees has been reduced to 10% each from the existing 12% for all facilities covered by the EPF for a period of three months. As on 30 June 2021, an amount of Rs 950 crore has been disbursed to around 22 crore beneficiaries under ABRY.

Unemployment benefit under the Atal Beemit Vyakti Kalyan Yojana (launched in July 2018) has been increased from 25% to 50% of average earnings for insured workers who have lost their jobs due to COVID-19.

Under the Prime Minister's Aatma Nirbhar Nidhi (PM SVANidhi) scheme, the central government has provided street vendors with an initial working capital of up to Rs 10,000. As of June 28, 2021, 25 lakh loan applications have been approved and Rs.2130crores have been disbursed to 21.57 lakh beneficiaries.

The central and state governments have also taken various other measures, such as increasing spending on infrastructure creation and providing access to cheaper loans for businesses, to sustain economic activity and boost job creation.

4. Conclusion

India is a developing country which is on the path of progress. In this process, it is necessary to use available resources to the maximum extent possible. Unemployment is a serious problem in any economy. This has adverse consequences for the unemployed, as they become unemployed and suffer from poor prospects for finding a new job, and those who are working feel less confident about keeping their jobs in the future. The Covid-19 pandemic has affected the lives and livelihoods of many people in our country and around the world. While all sectors of the economy and the working population have been adversely affected, those already disadvantaged in the labor market are at greater risk due to factors such as their migrant worker status, lower wages, lower educational attainment, etc. must be adopted to increase efficiency

and strengthening living conditions for sustainable economic growth of government and individuals.

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Chapter 15

Disadvantages of online buying

Dr. Asha Kiran
Associate Professor,
Dr. D. Y. Patil B-School, Pune
Email: asha.kiran@dpu.edu.in

Ms. Suman Deokota
Assistant Professor,
Dr. D. Y. Patil B-School, Pune

Mr. Saurav Keshav Sonawane
Student (PGDM),
Dr. D. Y. Patil B-School, Pune

Mr. Himangshu Das
Student (PGDM),
Dr. D. Y. Patil B-School, Pune

Abstract

The Corona pandemic took online buying to new levels. Lockdowns, social distancing and other such requirements have forced people to buy online instead of physically visiting the sellers shop. The spurt in digital payments has additionally pushed online purchases where the buying and payment take place in a single cycle. While there are a number of advantages associated with online buying, there are some disadvantages also that are associated with online buying. Online buyers should be well aware of these limitations and problems. They should exercise adequate precaution while purchasing online as there are chances of cheating and frauds. Most important thing is the awareness. This article presents a survey of 110 online customers from Pune. Their views on disadvantages of online buying have been presented. The intention is to caution online buyers to be a bit careful while buying online.

Keywords: Online buying, Advantages, Disadvantages

Introduction

The COVID-19 crisis brought with it a number of sweeping changes. One such change was the mode of buying goods and services. The pandemic caused a significant shift in favor of online buying. Lockdowns, social distancing and other such mandates forced people to buy online instead of visiting the sellers shop. Further the push given to digital payments also tilted the balance in favor of online buying. Buyers find it quite convenient to buy and pay online in a single flow. Online buying has a number of advantages that are enlisted below:

a. It saves on efforts and time
b. It is quite convenient to buy online as one can do it from sitting at home or any other place of convenience
c. Due to internet and web connectivity a wide range of products is available
d. Online sellers offers good discounts and better prices
e. It is also possible to get detailed information about the products
f. A comparison can be made between various products and/or brands

At the same time there are some disadvantages that are associated with online buying. Online buyers should be well aware of these limitations. They should exercise adequate precaution while purchasing online as there are chances of cheating and frauds. Most important thing is the awareness. This article presents a survey of 110 online customers from Pune. Their views on disadvantages of online buying have been presented. The intention is to caution online buyers to be a bit careful while buying online.

Literature review

Traditional retail stores are more popular for 6- to 12-year-olds than online shopping. Grocery shops offer a variety of satisfaction and instant gratification. Products can be tried and tested on the site, which makes offline marketing a fun activity. On the contrary, children express a very negative view of email marketing, often viewing it as dishonest, offering limited options at exorbitant prices. When shopping online, delivery time can be a barrier. Lastly, no purchase ideas for different channels were found (Boulay et al. 2014).

Today consumers can buy almost any product using the internet. Nutritional online shopping and groceries are becoming increasingly popular. The purpose of this paper is to introduce the conditions of online grocery shopping and consumer attitudes about food-based online shopping. Testing is based on secondary sources. With online grocery stores there are no limits

to their connections local production and opening hours, and consumers have access to a wide range of online stores and products worldwide. The most important advantages of online shopping are simplicity and time-saving, while the most important disadvantages for consumers include the risk of incorrectly measuring other products and fears about the selection and management of perishable items, such as vegetables, fruits, and dairy products (Hanus 2016).

A growing number of wholesalers have added an online channel as an additional distribution channel (Ansari et al. 2008). While most online grocery stores seem generally successful, this does not hold the same level for all products sold in online stores. The main objectives of this paper are to identify barriers that may hinder online shoppers from purchasing categories of a particular product online and to determine how they affect the distribution category of online store and B&M. In addition, we aim to test whether the impact of these online shopping barriers changes over time and, if so, what drives these dynamic outcomes. We obtained online and offline purchase data for 936 households of 26 product categories over a 12-month period (53 weeks) and used the Tobit II model to distinguish between a decision to buy or not to make an online store and the decision as to how much. of the category you can buy in the online store. Overall, our findings provide evidence supporting (i) the expected barrier effect of impairment (lack of sensory information) and adverse cost / benefits (small online assortment and high internet price), and (ii) different outcome / variable experience . Our research finds significant management implications, which may guide online class management decisions and in-store promotional efforts aimed at promoting online purchases of high-impact products. This information is especially valuable to most online retailers and B&M grocery stores (He et al. 2010).

Online shopping in South Africa is at least five years old in developed countries and online marketers need to adjust their online presence and offerings in order to increase their position over their competitors. This study examines the key factors that influence the decision to shop online when purchasing products in specific product categories in the Gauteng province of South Africa. The questionnaire was completed by 111 respondents and descriptive and non-descriptive statistical methods were used to analyze the results. Categories of online products under investigation included gifts, books, educational products / services, entertainment, airline tickets, software / games, electronics, clothing and CDs / DVDs / Videos. It turns out that certain factors can have a profound effect on the purchase of certain products. Essentials of

electronics, for example, online information and negative information about offline shopping. The findings of this study could help online retailers to simplify the online shopping process and increase the popularity of their online shopping in South Africa (Rudansky-Kloppers 2017).

Despite the decline of the so-called digital economy, the Internet has developed into a virtual distribution channel. Although internet usage continues to grow at a rapid pace, online product and service sales are lagging far behind. This paper focuses on basic incentives that prevent consumers from making online purchases, based on current book reviews and powerful survey findings among Internet users in Switzerland. Four different online shopping barriers exist between online and non-consumer online users identified (Rudolph et al. 2003).

Methodology

A short survey questionnaire was prepared and was circulated amongst 110 online customers from Pune. The questionnaire had the following ten statements indicating disadvantages of online buying:

1. Problems with deliveries and delays
2. Risks of cheating and frauds
3. Ending-up spending up huge time online
4. It reduces contact with the society and community
5. We might not know what exactly we are going to get
6. There can be problems with returns of goods
7. Some of the websites are complicated and unfriendly
8. There is no personal sales assistance
9. There are problems of internet connectivity and speed
10. It will lead to unemployment for local and small retailers

Likert scales were used for response options. The response options were - 0 - Can't Say, 1 - Somewhat agree, 2 - Completely agree, 3 - Somewhat Disagree, 4 - Completely Disagree.

The questionnaire was tested for reliability and it returned a Cronbach Alpha score of 0.817 and hence was considered reliable. Following hypotheses were formulated:

Ho: The identified aspects are not the major disadvantages associated with online buying

Ha: The identified aspects are major disadvantages associated with online buying

The hypothesis was tested based on the average agreement/disagreement responses to the ten statements of the questionnaire. The average agreement/disagreement response of the 110 respondents for all the ten statements was taken as the sample mean and it was compared with a hypothesized population mean of 50% agreement/disagreement connoting an event by chance and not due to any statistical significance. A t-test was applied at 95% confidence level and based on the p-value the null hypothesis was tested for rejection or non-rejection.

Data analysis and interpretation

49 respondents were male while 61 were females. 54 respondents were <40 years of age, 32 were in the age-group of 40-50 years and 24 were >50 years of age.

The average agreement responses to the questionnaire were as under:

Table 1: Summary of responses to the questionnaire

Statement	1	2	3	4	5	6	7	8	9	10	Average
Agreement %	79%	77%	76%	89%	91%	74%	78%	87%	78%	80%	81%

Based on the above summary average sample mean the hypothesis was tested as under:

Table 2: Testing of Hypothesis

Parameter	Value
Sample Mean ($\bar{x}$)	81%
Hypothesized population mean (μ)	50%
SD of sample	0.99263
n (sample size)	110
t-value=abs(($\bar{x}$ - μ) / (s/$\sqrt{n}$))	3.2648
p-value =tdist(t,(n-1),1)	0.0007
Decision	Reject Null

Thus, the null hypothesis the identified aspects are not the major disadvantages associated with online buying was rejected in favor of the alternate the identified aspects are the major disadvantages associated with online buying.

Conclusion

Notwithstanding the advantages of online buying there are certain disadvantages that are associated with online buying. This has been concluded on the basis of overwhelming agreement to statements like – problems with deliveries and delays, risks of cheating and frauds, ending-up spending up huge time online, it reduces contact with the society and community, we might not know what exactly we are going to get, there can be problems with returns of goods, some of the websites are complicated and unfriendly, there is no personal sales assistance, there are problems of internet connectivity and speed, and tt will lead to unemployment for local and small retailers. Online buyers should be aware of these limitations and should be careful while buying online.

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Chapter 16

Application of Data Analytics, Artificial Intelligence and Internet of Things in retail

Dr. Aditi Aljapurkar
Associate Professor,
Dr. D. Y. Patil B-School, Pune

Mrs. Geetika
Assistant Professor,
Dr. D. Y. Patil B-School, Pune
Email: geetika.jha@dpu.edu.in

Mr. Abinash Agarwalla
Student (PGDM),
Dr. D. Y. Patil B-School, Pune

Ms. Falguni Sharma
Student (PGDM),
Dr. D. Y. Patil B-School, Pune

Abstract

Digital change is going into each field and industry that we know today, beginning with broad communications, training, medical services, money, banking from there, the sky is the limit. Organizations go digital to work on their administrations and offices to raise the fulfillment level of their customers. The thought behind digital change in retail depends on the necessities and prerequisites of customers. Digital change for retailers is tied in with thinking past negligible enhancements. It is tied in with making an associated commitment worked with by the utilization of innovation. It isn't just with regards to information insight, readiness, customer centricity, new offers and inventive, yet additionally about lessening costs, improving efficiencies and smoothing out processes. Digital change in retail can explore customer retention and fulfillment by offering customers the services and items they need. In this paper we looked at three popular digitalization techniques in retail - Data Analytics, Artificial Intelligence and Internet of Things, through a survey of big retail chain stores. Findings showed that these techniques have opened up a number of applications for the retailers.

Keywords: Retail, Data Analytics, Internet of Things, Artificial Intelligence

Introduction

As different decisions at the fingertip of a customer prior to settling on a buying choice, upsetting consumer conduct because of the rapid development of online business. A typical propensity for a customer is to explore items be it on the web or disconnected. Many elements become an integral factor like value, accessibility, easy to use innovation, and most significant brand/item review. Corporates not just need to go after perceivability on the lookout yet additionally keep the customer snared on their items and services. Moving to the cloud/online is not any more a possibility for organizations. In any case, assembling a solid innovation establishment that will assist with keeping up with orders, items, stock, customers, or a versatile design to help dynamic changes in the business. A complicated programming stage can bring about expanded expenses. In this way, constant programming inclining up and think of customized imaginative arrangements can cause the organization to remain alert. Customers are the king. Consequently retailers need to stay aware of the quick changes in what customers need and expect, which could be trying, for eg: change in shopping conduct and occasional changes. This is the place where digitalization becomes possibly the most important factor. With the utilization of digitalization, retailers can comprehend the need and assumptions for customers and give arrangements appropriately. This paper looks at three popular digitalization techniques in retail - Data Analytics, Artificial Intelligence and Internet of Things, through a survey of 105 managers from big retail chain stores.

Literature review

The paper looks at the opportunities in and potential outcomes emerging from big data in retailing, especially along five significant data aspects - data relating to clients, items, time, (geo-spatial) area and channel. A significant part of the expansion in data quality and application prospects comes from a blend of new data sources, a shrewd use of measurable devices and space information joined with hypothetical bits of knowledge. The significance of hypothesis in directing any precise quest for replies to retailing questions, as well concerning smoothing out investigation stays undiminished, even as the job of big data and prescient examination in retailing is set to ascend in significance, helped by fresher wellsprings of data and huge scope correlational procedures (Bradlow et al. 2016).

As an examination area, the retail area has consistently had many engaging highlights, for example, its size, its complex and dynamic nature, the opportunities for scientists to take advantage of their own space information, and a broad inclusion by business investigators.

Also, the better than expected accessibility of good-quality data has generally been an extra offering point to observational specialists. The paper considers how much the last option actually holds, and investigates some of extra open doors and difficulties that rise out of the continuous big data upset. This is done according to five points of view: retail administrators, retailing analysts, public-approach producers, financial backers, and retailing teachers (Dekimpe 2020).

The key commitment of this study is that the model connections a customer examination viewpoint to an asset based view - ability of the retailers by proposing six customer investigation capacity aspects and twelve sub-aspects in the range of market direction and innovation direction. The customer examination ability aspects portray three urgent topics of marketing, like brand creation (offering capacity and personalization capacity), brand communication, and brand management. By fusing the capacity aspects, professionals can almost certainly connect with customers and improve customer value (Hossain et al 2020).

Retailing has radically changed business also customer currently approach wide scope of items presented through retail outlets both in coordinated and disorderly area. To remain exceptionally serious and support development, retailing organizations are figuring out promoting techniques in view of data. This has explored to a change in outlook in retailing, where data is viewed as a resource for the firm in seeing opportune requirements of customers, foreseeing purchasing conduct, and proposing execution measurements to evaluate viability. Retailing organizations are tracking down ways of removing significant data from bigger datasets that are produced through various sources, in various configurations. As we see Big Data is one of the trendy expression taking innovation world by storm, retailing organizations are attempting to see how the utilization of Big Data Analytics can engage them to take right choices. This paper explores what the utilization of Big Data investigation means for purchasing patterns in retail industry (Avinash and Babu 2018).

In the most theoretical manner, Artificial Intelligence (AI) permits human work to be moved toward mechanical frameworks that are right now not completely competent. Following this, the space of retail can be outlined as a characteristic fit for the utilization of AI instruments, which are known for their high extent of human work and simultaneous low net revenues. This paper means to investigate the current dispersal of the utilization of AI inside the business. The worth added center errands of retail organizations are inspected to decide the conceivable usage

and the market reception inside the worldwide biggest retail organizations is given (Weber and Schutte 2019).

Methodology

A short survey questionnaire was prepared and was circulated amongst managers from big retail chain stores. The questionnaire had the following ten application areas related to Data Analytics, Artificial Intelligence and Internet of Things:

1. Predicting future performance
2. Developing models of price optimization
3. Developing prediction models of demand
4. Generating trends for forecasting
5. Identifying profitable customers
6. Providing speedy attention to the customers
7. Providing customized attention to the customers
8. Answering queries of the customers
9. Better inventory management
10. Providing personalized experience to the customers

Likert scales were used for response options. The response options were - 0 - Can't Say, 1 - Somewhat agree, 2 - Completely agree, 3 - Somewhat Disagree, 4 - Completely Disagree.

Responses were received from 105 managers. The questionnaire was tested for reliability and it returned a Cronbach Alpha score of 0.816 and hence was considered reliable. Following hypotheses were formulated:

Ho: Data Analytics, Artificial Intelligence and Internet of Things do not have major applications for retailers

Ha: Data Analytics, Artificial Intelligence and Internet of Things have major applications for retailers

The hypothesis was tested based on the average agreement/disagreement responses to the ten statements of the questionnaire. The average agreement/disagreement response of the 105 respondents for all the ten statements was taken as the sample mean and it was compared with a hypothesized population mean of 50% agreement/disagreement connoting an event by chance and not due to any statistical significance. A t-test was applied at 95% confidence level and based on the p-value the null hypothesis was tested for rejection or non-rejection.

Data analysis and interpretation

94 out of the 105 respondent retailers were male while 11 were female. 14 were <40 years of age, 73 were in the age-group of 40-50 years and 18 were >50 years of age. 10 had a work experience of < 5 years, 75 had a work experience of 5-10 years, and 30 had a work experience of >10 years.

The average agreement responses to the questionnaire were as under:

Table 1: Summary of responses to the questionnaire

Statement	1	2	3	4	5	6	7	8	9	10	Average
Agreement %	69 %	78 %	89 %	72 %	84 %	65 %	73 %	84 %	77 %	87 %	78%

Based on the above summary average sample mean the hypothesis was tested as under:

Table 2: Testing of Hypothesis

Parameter	Value
Sample Mean ($\bar{x}$)	78%
Hypothesized population mean (μ)	50%
SD of sample	0.96541
n (sample size)	105
t-value=abs(($\bar{x}$ - μ) / (s/√n))	2.95072
p-value =tdist(t,(n-1),1)	0.00196
Decision	Reject Null

Thus, the null hypothesis Data Analytics, Artificial Intelligence and Internet of Things do not have major applications for retailers was rejected in favor of the alternate Data Analytics, Artificial Intelligence and Internet of Things have major applications for retailers.

Conclusion

Data Analytics, Artificial Intelligence and Internet of Things have major applications for retailers. This has been concluded from overwhelming agreement to statements such as predicting future performance, developing models of price optimization, developing prediction models of demand, generating trends for forecasting, identifying profitable customers, providing speedy attention to the customers, providing customized attention to the customers, answering queries of the customers, better inventory management and providing personalized experience to the customers. Thus, digitalization has opened up number of sophisticated application areas for retailers to improve business efficiency and effectiveness. It is in the interest of retailers to ramp up their digitalization infrastructure to reap the immense benefits technologies like data analytics, artificial intelligence and internet of things offer.

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Chapter 17

COVID-19 and its impact on Indian e-commerce

Dr. Shraddha Purandare
Associate Professor,
Dr. D. Y. Patil B-School, Pune
Email: Shraddha.purandare@dpu.edu.in

Dr. Arpit Trivedi
Assistant Professor,
Dr. D. Y. Patil B-School, Pune

Mr. Pradeep Kumar
Student (PGDM-BA),
Dr. D. Y. Patil B-School, Pune

Ms. Chaitrali Pawar
Student (PGDM-BA),
Dr. D. Y. Patil B-School, Pune

Abstract

COVID-19 has significantly affected Indian e-commerce business. The COVID-19 crisis is likely to have long-term effects on e-commerce. E-commerce is a business model that allows companies and individuals to buy and sell products and services over the Internet. Today, 40% of internet usage is for online shopping. According to IBM's report on the COVID-19 pandemic moved the industry forward by about five years. Additionally, post-COVID-19, social distancing and staying at home are expected to further push consumers to shop online. This study examines the growth of e-commerce due to the COVID-19 pandemic and also finds out whether or not e-commerce has become a replacement source for traditional marketing with the help of secondary data taken from authorized websites. The popularity of e-commerce has increased since the rise of COVID-19 and is expected to continue to grow. Industries like electronics, fashion and Supplements, health and pharmaceuticals and FMCG performed particularly well with average sales growth of 100%.

Keywords: COVID-19, E-commerce, Internet, Online

Introduction

The first wave of e-commerce came shortly after the introduction of the Internet in India in 1995 (Nougarahiya et al., 2021). In the early 1990s, e-commerce was mostly B2B client services and business management portals. However, in the late 1990s, it expanded its scope to B2C, matrimonial and online recruitment portals. B2B e-commerce is typically an electronic business relationship between two companies or a manufacturer and a wholesaler; whereas an electronic business relationship where businesses sell directly to their end users is B2C electronic commerce. When IRCTC launched its e-ticketing portal in 2002, a new era of e-commerce in India began. After this event, online travel-related business dominated the Indian e-commerce market. In 2011, it accounted for about 87% and 79% of the total revenue of the e-commerce industry (PwC, 2014). This trend has started to reverse since 2013, when online retail marketplaces started gaining ground in the e-commerce industry. By the end of 2015, online electronic retail or e-tailing had increased to the same contributions as online travel in the e-commerce market (PwC, 2014). In the following years, various segments such as mobile recharge/DTH, online luxury products, fashion e-commerce have been added in the Indian e-commerce market, with most retail brands entering e-commerce and expecting a significant share of their business from online channels. With improving data availability, growth in consumption and newer financial products, the e-commerce market is set to grow, be it e-tail, travel, consumer services or online financial services. PwC cites that "another group of online shoppers, three out of four customers are expected to come from Tier II cities or beyond, and the vast majority would be less tech-savvy, seek more transparency from brands, and prefer to consume content in local languages" (PwC, 2018).

In 2017, the e-commerce industry was reported at USD 38.5 billion and became the fastest growing industry in India. Growth trends indicate that by 2034, India will overtake the US to become the second largest e-commerce market in the world. As seen in Figure 1, the e-commerce market is expected to reach $200 billion by 2026 from $38.5 billion in 2017 (IBEF, 2020).

Size of market of Indian e-commerce market (in USD bn.)
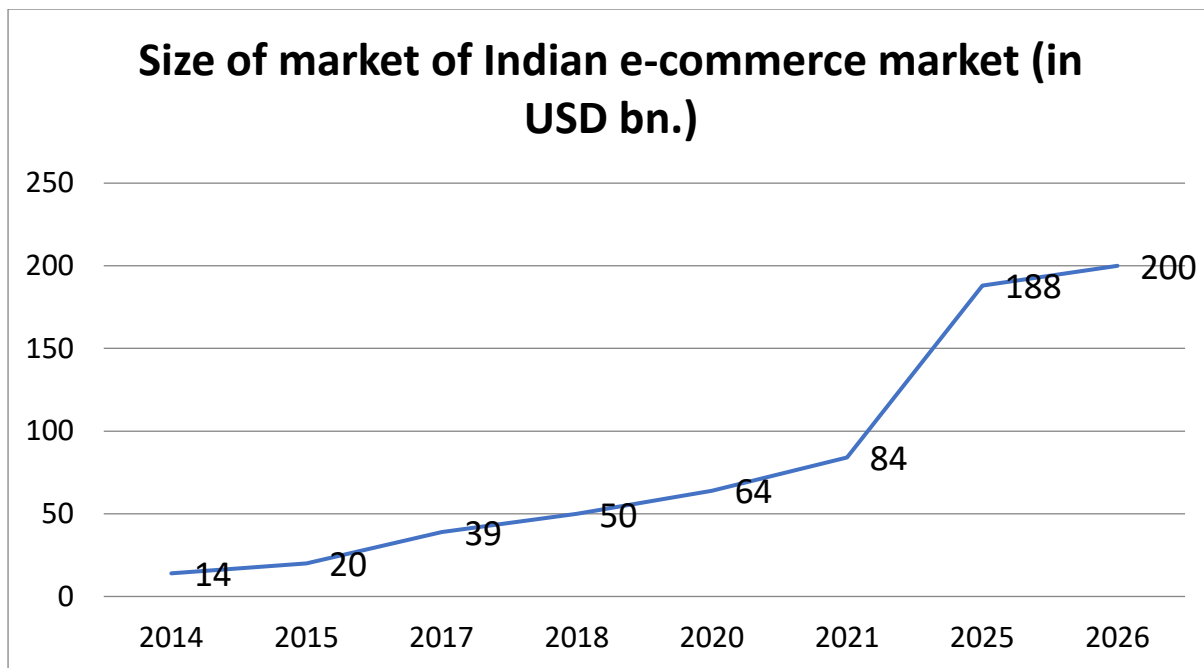
Figure 1: Size of market of Indian e-commerce market (in USD bn.)

(Source: Statista, 2022)

India has huge potential for e-commerce market. India's e-commerce revenue is estimated to jump from US$39 billion in 2017 to US$200 billion in 2026, growing at an annual rate of 51 percent, the highest in the world (IBEF, 2020). With the rise in internet access and exponential growth in digital payments, e-commerce can be a decisive factor in the country's journey towards a trillion-dollar digital economy by 2025. Government initiatives such as Digital India, E-market, Skill-India and the promotion of Unified Payments Interface (UPI) on almost all national platforms, there are moves to shape India as a digitally empowered society.

E-Commerce, B2B, B2C, Retail and brick-and-mortar stores will all be affected by changes in consumer behavior after COVID-19. Research by Technomic suggests that 52% of consumers are avoiding crowds, while 32% are leaving their homes less often due to the Corona virus. Food delivery services have reported record sales growth as a result of social distancing efforts. The large basket saw double the traffic and sales in March after the lockdown, while the average basket size was 20% higher than on normal days. Grofers reported an 80% increase in the number of orders and a 48% increase in the amount spent by shoppers (Bhattacharya, n.d.). Most e-commerce sectors are affected by the economic slowdown, and some sectors are expected to grow stronger than before.

This is a review paper that assesses the impact of COVID-19 on Indian e-commerce. The paper uses various sources of secondary data.

Literature Review

Bhatti et al. (2020) examines that e-commerce has grown due to the coronavirus. E-commerce has become a substitute source and is considered the top in this state, and consumers have traditionally shopped in supermarkets. Meanwhile, we want to understand their effectiveness for both cost and stability benefits and related events in the upcoming period.

Tran (2020) study adopted uses and gratifications theory as the basis of the conceptual model and added the boundary condition of pandemic fear. The primary research method of this study is quantitative survey and analysis. Using a sample size of 617 online consumers with the PLS analysis technique. This study finds a positive moderating effect of pandemic fear on the relationships between PEEP, economic benefits, and sustainable consumption.

Hasanat et al. (2020) the main purpose of this research is to determine the impact of coronavirus on online business in Malaysia. The results showed that the maximum of the products are from China and the maximum of the industries are locked, which means that there is no import and export of the product. Therefore, this deadly virus is expected to seriously affect Malaysian online business, especially Chinese products.

Pantelimon et al. (2020) study consists of two parts, the first of which analyzes the impact of mobile commerce growth on gross domestic product for both the Western European country Germany and the East European country - Romania from 2014 to 2019. The objective of the analysis is to understand the importance of mobile commerce in the pre-COVID-19 era in the context of stable economies. The second part deals with the general consumer behavior towards brick-and-mortar and e-commerce in the context of the COVID-19 pandemic. In this regard, we analyzed data from January to April 2020 and studied the main changes for countries that were affected by the pandemic earlier, more severely, or both.

Salem and Nor (2020) empirically evaluated the factors that influence "consumers' intention to adopt e-commerce during the Coronavirus Disease 2019 (COVID-19) in Saudi Arabia. The 10 factors investigated in this study are perceived usefulness (PU), perceived ease of use (PEOU), subjective norms (SN), perceived behavioral control (PBC), perceived lack of alternatives, perceived risk, perceived punishable violations, risk propensity, perceived external pressure and government support. Data was collected online among social media users using a snowball sampling technique. A total of 190 valid responses were obtained. Data analysis showed that PU, risk-taking propensity, PBC, perceived lack of alternatives, and government support significantly influenced "consumers' intention to adopt e-commerce during the COVID-19 outbreak in Saudi Arabia. Meanwhile, PEOU, SN, perceived external pressure, perceived risk,

and perceived punitive violations had an insignificant impact on consumers' intention to adopt e-commerce.

Review of impact

With the spread of COVID 19, there is a change in life human beings. The measures to be taken were lockdown, self-isolation, social distancing, which have a wide impact on digital media consumption to sustain occupied, people are having fun, are socially connected and are in contact with friends and family. Digital platforms were the best option for connecting people (Narayanan, 2019). The pandemic has highlighted the basic needs for bridging digital functionality within and across countries, digital platforms have given solving many problems. The technology has proven to be useful and an essential tool for crisis relief. In this context, technology has intense impacts on the lives of citizens and ensure access to e-learning tools online digitally meeting platforms, entertainment platforms, social media, E-commerce, healthcare sectors, access to information available online (Galhotra, 2019). Using digital platforms for various purposes people feel safe and also digital independent of completing their task. Training for children also had a different experience with online learning tools were used to connect with students were different platforms used to respond quickly and safely to various health problems. E-commerce platforms were used deliver the essentials to your doorstep, on e-commerce platforms which were used to buy and sell goods and the services were mainly used to supply essentials which it included food, masks, disinfectants and other essentials commodities. With the adoption of ML and AI technology slots have been fixed for areas where products are to be delivered and route mapping has been done for fast and safe delivery products. (Cioffi, 2020). In addition to safe shopping and access to basic products in the situation of the lockdown of COVID 19, E trade is also known to be suitable for farmers with the introduction of the block chain technology they were used to bypass middlemen and sell their products directly to wholesale buyers. This helped farmers to grow financially as well as reducing wastage (Mehta and Mehta, 2020). With an increase people who are spreading COVID 19 like to explore more online shopping options for essentials/non-essentials good a security services. The only concern is support for the introduction of social distancing standards for reason the minimum amount of physical contact that requires acceptance care of safety and security standards. Most people have switched to digital wallets for online transactions (Kolandaisamy, 2020). Few people are still reluctant to use digital money transfer wallets. Industry experts have identified e-commerce as the best support system provided to people in the cities under lockdown to fight the pandemic. E business is beset by various challenges

which the authors believe that this will unlock the true potential during pandemic and beyond. With positivity in use digital there are certain negatives also associated with digital consumption (Ruggieri, 2018). Apps related to food, shopping and travel have seriously affected our freedom movements as well as ordered food and products.

The shutdown seriously affected production, transport and distribution. It affects speed internet data provided due to high demand consumption as people engage more with video chats, online learning and video conferencing tools that it needs high internet speed (Kumar, 2018). There are some challenges faced by e-commerce organizations as sales of non-essential commodities are most affected, also quantity spent on ads for both traditional and digital have a huge gap in the market (Chaithralaxmi, 2016).

The popularity of online retailing has increased by 17% compared to 2019 following the arrival of the COVID-19 pandemic and is expected to continue to grow. Sectors such as electronics and home appliances, fashion and accessories, health and pharmaceuticals and fast-moving consumer goods (FMCG) fared particularly well, with average sales growth of 133 percent. Titled 'E-commerce Trends Report', it further states that the three states with the highest e-commerce volume were Delhi-NCR, Maharashtra and Karnataka. Together, these states made up 65 per cent of total consumer demand in a country that has otherwise experienced a massive economic slowdown. Online delivery platforms like Jiomart, Swiggy and Zomato have been able to meet the demands of consumers at a faster pace by making hyperlocal deliveries after establishing tie-ups with local grocery stores, the report added. The study was conducted in two parts — the pre-COVID-19 period (February 2019 to February 2020) and the post-COVID-19 period (February to June 2020). The consumer electronics industry, the report said, contributed to the maximum revenue growth in India's e-commerce industry after the lockdown. Smartphones generated maximum sales, followed by televisions and other white goods. Overall, the electronics segment saw a 22 percent growth by June. While some metros account for two-thirds of the total e-commerce business, tier-three cities saw the fastest growth at 53 percent, the report said. It also noted that the top five tier-III cities contributed 22 percent to the total volume, while the top five metro cities generated 90 percent of the total orders. Although traditional metro cities have seen higher growth than the rest of India in terms of volume, this trend has reversed post-COVID-19. Rest of India witnessed growth of over 31%, mainly driven by growth in Tier III," the report said. Currently, tier II and non-urban areas account for approximately 66 percent of the total online consumer demand in India. This is expected to grow in the coming years, the report said. In the pre-COVID-19 period, the sectors

that showed growth (compared to the previous year's sales) were beauty and wellness - with an unprecedented increase in order volume of 130 percent. FMCG and Agriculture and Health and Pharmaceuticals (with growth rates of 55 percent and 38 percent respectively). Limited availability and the fear of infection after the lockdown led to a shift in consumer behavior and a subsequent onslaught of online shoppers.

Conclusion

Due to the COVID-19 pandemic, e-commerce platforms are facing many challenges around the world. COVID-19 has affected customer shopping trends across many digital platforms. The pandemic has drastically affected customer behavior, sales volume and the overall supply chain. People tend to feel cheated when shopping online, which has led to wide variation in the number of orders of different categories of goods such as food, healthcare, luxury, fashion, etc. Especially in India, four phases of lockdown have been observed as of now with different trends in online shopping behavior of customers. This paper has conducted a systematic analysis of various categories of goods and chattels sold on multiple digital platforms during the lockdown phases of the COVID-19 pandemic. The analysis in this paper primarily focuses on the impact of the COVID-19 pandemic on businesses that monitor changes in customer shopping trends, and secondly, a careful analysis of customer feedback based on multiple parameters such as usage, performance, security, etc. , usefulness, satisfaction factors, etc. of digital e-commerce platforms in lock-out stages.

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Chapter 18

Impact of COVID-19 on International Trade and India's response

Dr. Atul Kumar
Professor,
Dr. D. Y. Patil B-School, Pune
Email: atul.kumar@dpu.edu.in

Ms. Manjiri Joshi
Assistant Professor,
Dr. D. Y. Patil B-School, Pune

Mr. Ayush Kumar Gautam
Student (PGDM-BA),
Dr. D. Y. Patil B-School, Pune

Mr. Goldy Malviya
Student (PGDM-BA),
Dr. D. Y. Patil B-School, Pune

Abstract

The onset of COVID-19 has brought disruption to the global import and export market and reduced free trade between countries. According to the World Trade Statistical Review 2019, India is one of the emerging economies in Asia whose role in international trade in the global value chain is growing. But the impact of COVID-19 on India's trade is estimated at $348 million, and India falls in the category of the world's 15 most affected economies, according to a UN report. To overcome the problem of lack of local production, Prime Minister Shri Narendra Modi announced the idea of Atma Nirbhar Bharat in his speech on 11 May 2020. The vision envisages manufacturing goods and increasing India's capacity. It is not just "Make in India" but for the world. There are 5 basic features of Atma Nirbhar policy which include – economy, structure, technology driven system, vibrant demography and demand. This paper discusses the impact of COVID-19 on Indian international trade and its response to the crisis.

Keywords: Covid-19, Economic impact, International Trader, Import, Export

1. Introduction

International trade is the movement of goods, merchandise, services and intellectual property across the national borders of one's own country. Cross-border trade has been going on since there was no formal body to regulate such trade. At the beginning of the 16th and 17th centuries, the first type of structured trade began in Europe, which came to be called "mercantilism". Mercantilism is based on the idea of maximizing a country's exports by imposing restrictions on imports.

Exports of goods and services accounted for 19.74% and imports for 23.64% of India's gross domestic product (GDP) in the pre-COVID-19 period. The onset of COVID-19 has brought disruption to the global import and export market and reduced free trade between countries. According to the World Trade Statistical Review 2019, India is one of the emerging economies in Asia whose role in international trade in the global value chain is growing. But the impact of COVID-19 on India's trade is estimated at $348 million, and India falls in the category of the world's 15 most affected economies, according to a UN report. Since international trade has reduced, it is a great time to encourage domestic products and manufacturers and boost domestic production by introducing the theory of protectionism.

Protectionism

The theory of protectionism aims to increase exports and decrease imports by imposing various kinds of trade barriers so that domestic industries are given a fair chance to compete with international products and services. India was a protectionist country until the 1990s. But in the late 20th century, India opened its market to international trade as part of the Liberalization, Privatization and Globalization (LPG) model.

COVID-19 has spread to all major countries in the world, resulting in reduced trade worldwide. This consciously or unconsciously led countries to use their own products to restrict trade. Here one has to consider whether developing countries like India are ready to face such challenges of Covid-19 and use domestic products.

The theory of protectionism can be enforced in different ways:

1. Impose high taxes on imports from other countries.

2. Restrictions on the import of commodities.

• Provide subsidies to domestic producers.

1. Create rules and regulations that may make it more difficult for foreign manufacturers to obtain a license.

2. To reduce the price of domestic products in foreign markets by exchanging exchange rates.

3. Come up with an anti-dumping policy.

The current decision of the Indian government to boycott Chinese goods and stop trade practices with China encourages it to adopt the theory of protectionism. In addition, the Indian government banned 59 Chinese mobile apps and later banned 118 Chinese apps, including PUB-G, due to an increase in India's national security, sovereignty and integrity. As a result of this government move, various replacement apps have emerged and people have been encouraged to use them along with home products to become self-sufficient i.e. Atma Nirbhar. In the gaming sector, Bollywood actor Akshay Kumar announced the launch of FAU-G, keeping in mind the vision of Atma Nirbhar, in which 20% of the revenue generated will be donated to the BharatKeVeer Trust.

2. Review of literature

Sahoo and Ashwani (2020) aim to assess the impact of COVID-19 on the Indian economy by analyzing its impact on growth, manufacturing, trade and the micro, small and medium enterprise (MSME) sector and highlights key policy measures to control the potential impact in the economy. The impact of the pandemic across sectors and in different scenarios of full, extended and partial lockdowns and at different levels of capacity utilization is massive on the Indian economy. India's economy can barely manage positive growth of 0.5 percent in the optimistic scenario, but also faces the possibility of negative growth of 3-7 percent in the worst case scenarios for calendar year 2020. The impact is severe on trade, manufacturing and MSME sectors. The likely impact (slowdown) of COVID-19 from the best-case scenario to the worst-case scenario is as follows: the manufacturing sector may shrink from 5.5 to 20 percent, exports from 13.7 to 20.8 percent, imports from 17.3 to 25 percent, and MSME net value added (NVA) from 2.1 to 5.7 percent in 2020 over the previous year. The economy is headed for recession and the situation calls for systematic, well-targeted and aggressive fiscal-monetary stimulus measures.

Vidya and Prabheesh (2020) measures the trade connectivity between countries before and after the outbreak of COVID-19 and predicts the future direction of trade. Using trade network

analysis and artificial neural networks, our findings show that: (1) After the outbreak of COVID-19, there was a drastic reduction in trade interconnectedness, connectivity and density between countries. (2) There is a visible change in the structure of the trade network (3) China's "center" position in the trade network is not affected by the pandemic. (4) By December 2020, there will be a drastic decline in trade in most economies.

Veeramani and Anam (2021) have written that the outbreak of COVID-19 has thrown the global economic scenario out of order. The mechanism of lockdown and social distancing has prepared a serious situation for global trade in general and services in particular because they are inseparable and require proximity between the supplier and the consumer. Considering the extraordinary contribution of services in India's foreign trade, this study examines the impact of the pandemic on total, sectoral and modal services exports from India. Ultimately, it seeks to highlight key opportunities, challenges and proposals to protect and promote India's interest in services amid this global disruption. We review the quarterly and monthly patterns of services exports from January to July 2020 based on data obtained from the World Trade Organization and the Reserve Bank of India. The outlook for services exports by mode is derived from the WTO's Trade-in Services by Modes of Supply (TISMOS) dataset for 2017. The analysis highlights a significant decline in overall services exports, by more than 10% during the second quarter of 2020. Travel, transport and financial services were the most affected. However, the decline in India's services exports was relatively much lower compared to other major service exporting economies. A comparative advantage in digital or other services offers a country greater opportunities in the longer term if urgent policy initiatives and support are extended to potential online services sectors.

Dhinakaran and Kesavan (2020) presents the stagnation of exports and imports in India during the period COVID 19. Authors explore India's Exports and Imports - At a Glance, Industry Sector Trends, India's Industry and Infrastructure at a Glance, Economic Inflation, Current Foreign Trade and National Income Scenario, Inflation Forecast, Union Budget 2020-21 and Circumstance Controversies COVID-19, logistics performance of India during COVID19, stagnation of exports and imports. The authors suggested to the Government of India that the cost of selling inventory will increase, so all companies will have to look for newer methodologies to dispose of their inventory. In India, we should build the capabilities of regional logistics companies that will change with the change in demand in a short span of time. India should stockpile crude oil when prices are favorable in international markets.

Government should consider industrial production and growth to encourage exports from India. Everybody is foreordained as the CPI will range between 3.5% to 4.2%. However, COVID-19 will change the determination to increase the CPI due to the natural disaster of COVID-19. These will help policymakers to cope with economic conditions so that exports can lift from stagnation.

Ahmed and Chakraborty (2020) state that the world today faces a major challenge in adapting to the adverse effects of the spread of the coronavirus (COVID-19). Meeting the demand for several key medicines and preventive health aids has emerged as a major challenge in many countries. Over the years, India has consolidated its position as a major producer and exporter of not only bulk drugs and preparations, but also other medical devices and equipment. This commentary attempts to understand the potential business opportunities for the Indian pharmaceutical sector in the light of recent export policy interventions. An analysis of recent export policy adjustments reflects the country's evolving attitude toward domestic risk perception and determination to support other countries. Trade opportunities for India are further analyzed using selected trade indices and there appears to be considerable scope for strengthening India's global competitiveness in several product groups. Emerging trends were then assessed by examining their plausible implications from a theoretical perspective. It is concluded that if India is to meet the growing global demand for these products, it needs to increase the productivity of the upstream segments through a rigorous policy framework.

3. Government's response
Atmanirbhar Bharat

To overcome the problem of lack of local production, Prime Minister Shri Narendra Modi announced the idea of Atma Nirbhar Bharat in his speech on 11 May 2020. The vision envisages manufacturing goods and increasing India's capacity. It is not just "Make in India" but for the world. There are 5 basic features of Atma Nirbhar policy which include – economy, structure, technology driven system, vibrant demography and demand.

The Prime Minister's vision of Atmanirbhar Bharat is to make India a self-sufficient country. This does not mandate India to be isolated or anti-global. India has a great opportunity to become a manufacturing hub and has the capacity to produce finished goods and consumer goods on a large scale. India provides a big market for the whole world. This vision aims to make India competitive with the rest of the world. Even during the peak of COVID – 19, India attracted $38 billion in foreign direct investment. The vision is expanding to not only produce

goods for the domestic market, but also for the world market. The New Education Policy (NEP), launched this year, will expand the scope of the education sector by facilitating greater exposure to Indian students and establishing India as a global education hub. It will empower the youth to make India a global leader in science, technology and other sectors; shaping the vision of Atmanirbhar Bharat. The theory, vision and steps taken to achieve Atmanirbhar Bharat promote the theory of protectionism.

CHANGES AND RELAXATIONS MADE BY THE GOVERNMENT OF INDIA AFTER THE ADVENT OF COVID-19:

A recent report released by the World Trade Organization (WTO) states that international trade will plummet by 32% in 2020. In order to mitigate the loss that the economy is having on trade, the Indian government has come up with new programs to facilitate international trade.

First, the government has launched a Rs 10,000 crore incentive program to stimulate local production of active pharmaceutical ingredients (APIs). API import and export could also be considered in the near future to speed up production for domestic use and export.

Secondly, to restore the economic impact on the country's economy and strengthen the SME sector, the government has come up with some new economic packages that will transfer revenue to the poorer segments of the economy along with complementary measures to increase the liquidity of the monetary sector.

Thirdly, to facilitate hassle-free international business transactions, the government enables 24*7 customs clearance. Also, the foreign trade policy, which was supposed to end by March 2020, has been extended for one more year to boost imports and exports within the country. Furthermore, they are also released with regard to the requirement for documentation and its compliance. The validity of various regimes allowing duty-free import of goods, certificates, permits and licenses etc. has also been extended.

Fourth, as the practice continues, certificates of origin through physical copies have become a barrier to international trade since various countries have imposed lock-ins. To facilitate this process, the Government of India has decided to issue certificates of origin retroactively by authorized Indian agencies, provided that after the re-opening of offices, Indian trading partners will allow eligible imports on a retroactive basis subject to the subsequent submission of certificates of origin by Indian exporters. Further, the Government of India notification said that the online platform available for Preferential Certificate of Origin will cover all

FTAs/FTAs and will serve as a single point of access for all designated agencies issuing certificates of origin and for all export products.

Recently, amid the pandemic, the Bombay High Court in the case of Standard Retail Pvt. Ltd. V/s M/s. G. S. Global Corp & Ors., April 2020 took a strict approach and observed that although India has stopped importing non-essential services, distribution of steel falls under the category of essential services. The force majeure clause in the sales contract between the Indian and South Korean parties would not apply to a single party. The court refused to issue an injunction and the seller should have been properly paid by the buyer as the documents had already been submitted to the bank by the seller as part of the documentary sale transaction.

The "Companies Amendment Act, 2020" introduced a new system which was never adopted by India. Earlier in India direct listing of foreign jurisdiction was not allowed; however, this Act introduces a new regime for the direct listing of securities of domestic public corporations in certain foreign jurisdictions by adding a new subsection to Section 23 of the Act to allow domestic corporations access to a larger pool of capital. It will not only facilitate the fundraising process for previously established companies, but will also be a big boom in startup investments.

Although there are various restrictions on international trade, the government has not stopped trade in essential commodities. The Indian government was mindful of the need to follow trade. Recently, amid the pandemic, the Bombay High Court in the case of Standard Retail Pvt. Ltd. V/s M/s. G. S. Global Corp & Ors., April 2020 took a tough approach and noted that although India has stopped importing non-essential services, the distribution of essential services, in this case steel, continues.

4. Conclusion

The world has never faced such a compelling crisis where international trade has been so threatened. This furthered the objective of protectionism in a way. In India, this has led to the promotion of domestic producers and products to become self-sufficient. To achieve this, the country should have a strong backbone to provide the required goods with competitive price and quality. Such local goods should be competitive by global standards. In order to support the local people and have good products and manufacturers within the countries, the Indian government should create a policy to support the upcoming, established and small start-ups. Start-ups should be provided with the best research resources available worldwide at lower rates. The government should provide some assurance to start-ups so that fresh graduates from

various colleges across the country are not afraid to start something new of their own. These steps will encourage people to do new experiments and make new kinds of products and will promote AtmaNirbhar Bharat. This will lead to an increase in the quality and quantity of domestic products in the international trade market and support the theory of protectionism.

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Chapter 13
The next generation of money: Digital Currency

Dr. Sujay Khadilkar
Director,
Kolhapur Institute of Technology's Institute of Management,
Education and Research
Kolhapur, Maharashtra (India)

Abstract:

The days of getting cash from an ATM, qualifying for a mortgage in person, or doing your shopping in a department store are long gone. Over the last two years, the COVID-19 pandemic has pushed many people to conduct financial transactions online. The future of money increasingly resides in Ether, accessible via smartphones and laptops.

But there is a greater future for money, whose early stages are now occurring. Our understanding of money is changing because of cryptocurrencies and other faster, more sophisticated financial technologies, which are also posing a threat to the financial institutions in charge of managing it. Finance underwent a major transformation in 2021, and more upheaval is anticipated in 2022.

Keywords: digital currency, cryptocurrency, blockchain, bitcoin

Introduction:

There was a credible prediction that Internet usage would decline rapidly in 1995. This was undoubtedly one of the worst predictions ever made. We would not have been able to envisage the futuristic society we live in now without innovation and technology. In terms of making purchases online, supplying protected information on the internet, or providing an entire virtual experience, cryptocurrency, the metaverse, and Web 3.0 are changing the world.
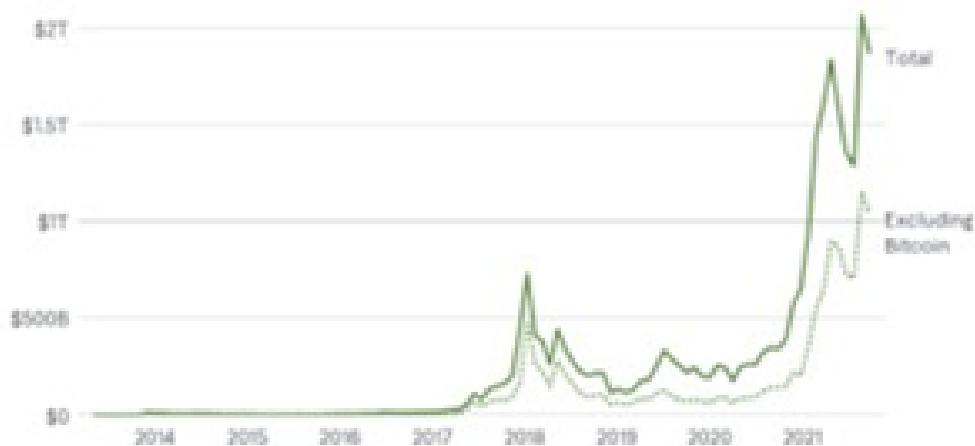
Cryptocurrencies have developed over a short period of time from digital novelties to trillion-dollar technologies that have the ability to upend the world's financial system. Government representatives from all across the world have expressed concern about the stability and risk of digital currencies. We don't think this is an Internet craze after seeing all of them. Dealing in digital currencies is in our immediate future.

The age of single ownership and control over all of our assets has arrived, signalling the beginning of decentralization. Decentralization offers financial freedom that is resistant to the whims of the government and banks. Because no third party is involved, it can provide greater transparency and improve transactional security. Blockchain networks don't require any third-party knowledge or confidence. For obvious reasons, decentralised finance (Defi) as a system can quickly replace traditional financial procedures.

Peer-to-peer transaction: For everyone, "Save extra cost" is the most persuasive argument. In the past, the financial blockchain required middlemen, which increased transaction costs. More middlemen equals more profit!The allure of P2P is the ability to transfer money or ownership of goods without the use of a middleman. Peer-to-peer transactions are less difficult, transparent, and secure. Peer-to-peer transactions, in brief, provide privacy and don't add any further costs to the transfer.

Cryptocurrencies Have Exploded in Value in Recent Years
Market value of all crypto assets

1. Uniqueness of digital currency

Usefulness: In order to transfer and receive money, we have wasted precious time waiting in line and filling out paperwork. Recall the day when bank holidays and server outages prevented us from doing our financial work? a real fright! The introduction of digital currencies has opened up a world of possibilities. The user-friendliness of digital currency is without a doubt a benefit. With a smart device, you can operate as your own bank, simplify transactions, and save time.

Fraud-proof/transparent: We constantly worry that the bank information we have provided will be misused or that a third-party system is monitoring our usage and transactions. Since digital currency is devoted to protecting user privacy, data breaches are unlikely because it only stores minimal personal information. Every transaction between "digital wallets" is encrypted, and the ledger will calculate every transaction's exact parity. With this level of security, blockchain technology is essentially ready to revolutionise every aspect of our existence.

Worldwide acceptance: Formerly, sending or receiving payments across borders required more cash. Digital currency provides flexibility and economic progress by spanning borders. In the grand scheme of things, it would also be cheap, simple, and quick. Digital currencies can increase trade and create several options to improve a nation's financial stability. Unquestionably, digital currency is establishing its position as the preferred currency for upcoming generations.

We are on the cusp of a new financial system that will transform how we use and manage money, one of our most fundamental tools, by utilising a number of technologies.

2. Understanding the currency: Cryptocurrencies

Digital tokens are cryptocurrencies. They are a sort of digital money that enables users to send payments online directly to one another. Cryptocurrencies are only worth what consumers are willing to pay for them on the open market; they have no set legal or intrinsic value. National currencies, in contrast, derive a portion of their value from being recognised by law as legal currencies. The two most well-known cryptocurrencies are Bitcoin and Ether, although there are many others.

Market activity for cryptocurrencies has considerably grown. The interest in these currencies seems to have been more speculative—buying cryptocurrencies in an effort to earn a profit—than connected to their potential application as an innovative and distinctive payment mechanism. In connection with this, the values of various cryptocurrencies have experienced considerable volatility. For instance, Bitcoin's price rose from around US$30,000 in the middle of 2021 to almost US$70,000 in the end of 2021 before dropping to about US$35,000 in the beginning of 2022. Ether and other competing cryptocurrencies have seen comparable volatility. A significant amount of processing power is being employed to crack the intricate algorithms that many of these systems use to prevent corruption as a result of the tremendous interest in cryptocurrencies.

There is doubt over whether cryptocurrencies will ever completely replace more established payment methods or national currencies, despite the rise in interest in them.

3. Bitcoin and the blockchain

Blockchain technology is used to safeguard and transport digital tokens known as cryptocurrency. The biggest and most well-known cryptocurrency is Bitcoin, the first decentralised cryptocurrency ever created, which was released in 2009 and has a market worth of $786 billion as of early January 2022. Although many people have heard of Bitcoin, very few are actually familiar with how it works.

The first thing to keep in mind is that blockchain and bitcoin are not the same thing. The technology used to record and store Bitcoin transactions is called "blockchain," which is sometimes described as a shared, immutable ledger that securely links blocks of encrypted data transactions in a network. On its own blockchain network, Bitcoin runs.

Features of the Bitcoin Currency:

Bitcoin is the cryptocurrency that is most well-known. A year after Satoshi Nakamoto published a study outlining the Bitcoin system, it was introduced in 2009. The technology was created to digitally replicate the elements of a monetary transaction. It was created to enable peer-to-peer (or person-to-person) transactions that could take place without the involvement of a third party and without the need for either party to know or trust the other party (such as a bank). Bitcoin and other cryptocurrencies lack any intrinsic or legal value, in contrast to traditional national currencies like the Australian dollar, which derive some of their value from being formally recognised as legal tender. Instead, the market's willingness to pay for it determines how much Bitcoin is worth (and, in theory, its value could fall to zero at any time).

The supply of bitcoins grows at a predetermined rate and is capped at approximately 21 million, which is one feature of the Bitcoin system (with each bitcoin able to be subdivided into 100 million satoshis or 0.00000001 bitcoins). As a result, the supply of bitcoins has frequently been compared to the supply of a precious metal like gold.

The Bitcoin system enables direct exchanges between users without the need for a third party (like a bank) to record or verify the transactions. This contrasts with the majority of traditional payment methods, like electronic bank transfers, which depend on a single party to maintain and update transaction records. Commercial banks, for instance, keep track of the account balances, deposits, and withdrawals of their clients.

Instead, the Bitcoin system keeps track of transactions and bitcoin ownership using "blockchain" technology. This is essentially a technology that links together collections of transactions over time (in a "chain"), or "blocks." Every time a transaction takes place, a fresh block is added to the chain. Since everyone can access and update the blockchain on a public network, it serves as a record (or database) of every bitcoin transaction that has ever taken place.

This is why it is sometimes referred to as a "distributed ledger." Cryptography, a technique for validating and securing data using intricate mathematical algorithms, serves to maintain the integrity of the Bitcoin system (or codes). This makes it very challenging to hack the system.

The process of compiling, verifying, and confirming transactions is frequently referred to as "mining," and bitcoin transactions are confirmed by other network users. To confirm transactions and ensure the system is uncorrupted, it is necessary, in particular, to solve complex codes. As more computing power is used to solve these codes, their complexity rises in the Bitcoin system. It takes about ten minutes to compile a new block of transactions. In order to process transactions and earn new bitcoins, "miners" must crack the codes (currently 6.25 new bitcoins per block).

The demand for computing power and electricity has significantly increased as a result of the increased competition among bitcoin miners (which is often used for air conditioning to cool computer systems). Although exact calculations are challenging, some estimates indicate that the annual energy consumption of the Bitcoin system is comparable to that of any other country.

To make it easier to comprehend cryptocurrencies conceptually, this explainer is offered. Purchasing, trading, or investing in Bitcoin or any other cryptocurrency is not advised or recommended. There may be no way to recover losses if you choose to trade or use cryptocurrencies.

4. Benefits of Digital Currency:

1) Centralization

The new digital form of money issued by central banks, known as "central bank digital currency" (CBDC), may be the new infrastructure we require to usher in a higher level of trust, resilience, and efficiency. The Indian government will accept the digital rupee as completely legal tender.

2) Usability

Every CBDC unit can be uniquely identified and traceable, and it could be made programmable, which would allow for the addition of multiple parameters like predetermined end uses, time constraints, and transferability. The final step is the recording of CBDC on distributed ledgers powered by blockchain, which enables all participants and banks to record transactions and balances.

3) Universal recognition

The internationalisation of current and financial account transactions will remove all geographical restrictions. "A digital rupee that non-residents can hold and use for international financial transactions seems like a logical extension to enable new retail payment options and business ventures."

4) Openness

"More efficiency, transparency, systemic resilience, and governance are anticipated to come with the launch of the digital rupee in India." According to data from the RBI, fraud cost Indian banks $50 billion between 2018 and 2020. The improper end-use of lent funds is one of the primary causes of the top 100 fraud cases, according to a CVC report. "While the current system relies on after-the-fact checks like stock statements and CA audit reports, a digital currency could proactively address these issues with built-in programmability and regulated traceability."

5) UPI doesn't require a bank account like that.

One of the main benefits of the change is that one doesn't even need to open a bank account in order to transact.

6) Real-time payments will be made using rupees or digital currency.

Once the digital rupee is introduced, the government will have simple access to all transactions occurring within authorised networks, enabling real-time account settlements and ledger upkeep.

7) Potential for reduced printing, distribution, and storage expenses for banknotes

Digitized money will cut down on the cost of printing, shipping, and logistics management for cash. "Not only will the implementation reduce reliance on cash, but unlike currency notes, it will always remain mobile." "India has a cash propensity of 17%, which is higher than that of the Nordic nations and countries like the UK and Australia." "Using digital payments and currency could help people become less reliant on cash."

8) The government has access to every transaction taking place on authorised networks.

The adoption of the digital rupee is also likely to play a crucial role in making Direct Benefit Transfers (DBT) easier to monitor, making them relatively faster, and lowering payment system fraud. Increasing the effectiveness of digital transactions will undoubtedly give digital governance a new facet.

9) It cannot be physically damaged or misplaced.

The advantage of digital currency, according to Clear's founder, is that it is not physically harmed by being torn, burned, or burned. They cannot be physically misplaced either. "Compared to physical notes, a digital currency's lifeline will be infinite," he added.

10) Fraud

Fraud can be reduced thanks to the digital rupee. CBDC could prevent fraud proactively with embedded programmability and regulated traceability, as opposed to the current system's reliance on post-facto checks.

5. Conclusion:

Digital currencies like Bitcoin frequently make headlines because of the massive swings in their value. However, beyond the intrigue of skyrocketing and plummeting prices, the increasing popularity of cryptocurrencies poses serious questions for financial institutions and for monetary policy. Since the introduction of Bitcoin in 2009, virtual currencies have witnessed a meteoric rise in popularity, and their total market value now exceeds several trillion dollars.

Even though they have the potential to provide consumers and investors with benefits, they also have the potential to be exploited by dishonest actors, which results in economic risks. As a direct response to this, numerous governments are contemplating the launch of their very own digital currencies.

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Chapter 20
Examining Pre-service Teachers' Attitude towards Mobile Learning

Dr.P.Pachaiyappan

Professor, GRT College of Education,

Tiruttani-631209, Tiruvallur District, India.

Prof. Dr. K.S. Meenakshisundaram

Dean, GRT Group of Educational Institutions,

Tiruttani-631209, Tiruvallur District, India.

Abstract

The purpose of this study was to examine pre-service teachers' attitude towards mobile learning with respect to gender, locality, academic streams and internet enabled mobile device use. Survey method was adopted to collect the data for the present study. Teacher's mobile learning attitude scale (TMLAS) 2016, developed and standardized by P.Pachaiyappan and S.Raja Kumar, it was used to collect data for the present investigation. A sample was comprised of 337 pre-service teachers (B.Ed. student-teachers) randomly chosen from selected Colleges of Education in and around Chennai and Tiruvallur District of Tamilnadu. For analyzing the data percentage, mean, standard deviation,'t'- test are used. The major findings of the study are: The study found that most of the pre-service teachers (B.Ed.) have moderate level of attitude towards mobile learning. With regard to gender, the male pre-service teachers have higher attitude towards mobile learning compared to female student-teachers. The urban college pre-service teachers have higher attitude towards mobile learning compared to rural college pre-service teachers and also the study reveals that science stream pre-service teachers have higher attitude towards mobile learning compared to arts stream pre-service teachers.

Key Words: Mobile learning, Pre-service teachers, Attitude towards mobile learning, B.Ed. student-teachers, mobile technology, e-learning, mobile learning, mobile devices.

Introduction

Mobile learning refers to any learning that takes place when the location of the learner is not fixed, or the process of learning is enhanced by using mobile devices and technologies. The mobile devices promote the use of "anytime, anywhere learning" allowing users to transcend the limitations of the traditional presence-based classroom, and to fit learning into their daily lives, whenever they have the time or the inclination. According to Park (2011) while popularity of mobile devices is increasing day by day, many practitioners use mobile technology in their teaching and learning environments. The typical examples of the devices used for mobile learning include cell phones, smartphones, personal digital assistants (PDAs), palmtops, and handheld computers; tablet PCs, laptops, and personal media players can also fall within this scope. Mobile learning has become the hottest new technology based learning method. This research examines and provides findings of the overall outlook among the B.Ed. pre-service teachers towards the adoption of mobile learning and effects of use of mobile learning either in conjunction with e-learning or the traditional way of face to face learning. Hence the present study was conducted to examine attitude towards mobile learning among pre-service teachers.

Need and Significance of the Study

In the 21st century digital era, mobile phone has occupied the place like our daily necessities. In the present educational context mobile learning could be used for providing ubiquitous and pervasive educational activities and services. Nowadays, nearly every school now has some form of mobile presence through applications, mobilized web pages, and text messaging. The higher education community is moving closer towards providing every student, faculty, and staff member with a pocket-sized version of the entire campus. The pre-service teachers are the future teachers well aware the mobile learning technologies then only the students' community will be immensely benefited in the future. Developing positive attitude towards mobile learning among pre-service teachers is need of the hour.

Objectives of the Study

1.   To examine internet-enabled mobile device used for various purposes by pre-service teachers.

2.   To find out the level of attitude towards mobile learning among pre-service teachers.

3.   To find out the attitude towards mobile learning among pre-service teachers with respect to

        (a) Gender
        (b) Locality
        (c) Academic Streams

Hypotheses of the Study

Ho1: There is no significant difference in the attitude towards mobile learning among pre-service teachers with respect to gender.

Ho2: There is no significant difference in the attitude towards mobile learning among pre-service teachers with respect to locality.

Ho3: There is no significant difference in the attitude towards mobile learning among pre-service teachers based on academic streams.

Methodology of the Study

The researchers have adopted the descriptive survey method for investigation of the problem. This helps to find out the real conditions, which are prevailing in the Colleges of Education.

Research Tools Used

·Personal data sheet constructed and developed by the researchers.

·Teacher's Mobile Learning Attitude Scale (2016) constructed and standardized by P.Pachaiyappan and S.Raja kumar, it was used to collect the data for the present research.

Sample

Random sampling method was adopted for selecting the suitable sample. The sample consists of 158 male and 179 female pre-service teachers (B.Ed.) from Government, Government aided and Private Colleges of Education in and around Chennai and Tiruvallur District of Tamilnadu. The size of the sample is 337.

Statistical Techniques Used

For analyzing the data percentage, mean, standard deviation and 't'- test are used.

Data Analysis and Interpretation

Table 1: Percentage of Internet-enabled mobile device used for various purposes by pre-service teachers

Items		Frequency	Percent (%)
Reading content (e-books, e-magazines, e-papers, e-journals etc.)	Yes	314	93.1
	No	23	6.9
	Total	337	100
Social networking (Whats app, Twitter, Face book, etc.)	Yes	320	95.0
	No	17	5.0
	Total	337	100
Accessing e-mail	Yes	304	90.20
	No	33	9.8
	Total	337	100
Searching for information	Yes	312	92.59
	No	25	7.41
	Total	337	100
Text messaging (SMS/MMS)	Yes	270	80.1
	No	67	19.9
	Total	337	100
Create and edit documents	Yes	186	55.1
	No	151	44.9
	Total	337	100
Uploading content	Yes	220	65.2
	No	117	34.8
	Total	337	100
Listening to music/watching videos	Yes	309	91.7
	No	28	8.30
	Total	337	100
Use Spread sheets/Google forms/Google slides	Yes	267	79.2
	No	70	20.8
	Total	337	100
PowerPoint preparation	Yes	284	84.2
	No	53	15.8
	Total	337	100
Down loading educational contents	Yes	316	93.8
	No	21	6.2
	Total	337	100
Online exam fee transactions	Yes	194	57.6
	No	143	42.4
	Total	337	100
Accessing Educational Media (ETV, Educational FM, Community Radio, i-Radio)	Yes	122	36.20
	No	215	63.8
	Total	337	100

Table 1, indicates that, 337 pre-service teachers used Internet-enabled mobile devices for various purposes. The results of the study reveals that 320 (95%) pre-service teachers mostly use internet enabled mobile devices to access Social networking (Whats app, Twitter, Face book, etc.) and 122 (36.20%) pre-service teachers least use mobile devices to Accessing Educational Media (ETV, Educational FM, Community Radio,i-Radio).

Table 2: The level of Attitude towards mobile learning among pre-service teachers

Level of Attitude towards Mobile learning	N	Percent
Low	94	27.89
Moderate	157	46.60
High	86	25.51
Total	337	100.0

From the above table 2, it is clear that most of the pre-service teachers have (46.60%) moderate level of attitude towards mobile learning. The study also reveals 25.51% of pre-service teachers have high and the 27.89% of pre-service teachers (B.Ed.) have low level of attitude towards mobile learning.

Table 3: Pre-service teachers attitude towards mobile learning with respect to Gender, Locality and Academic streams

Categories	N	Mean	SD	t - value	Level of Significance
Male	158	51.97	8.72	2.768	0.01
Female	179	48.42	10.27		
Rural	213	209.15	54.457	3.311	0.01
Urban	124	229.77	56.322		
Arts	213	209.15	54.457	2.651	0.01
Science	124	229.77	56.322		

Major Findings of the Study

vThe study result reveals that most of the pre-service teachers have moderate level of attitude towards mobile learning.

v With regard to gender, the male pre-service teachers have higher attitude towards mobile learning when compared to female pre-service teachers.

v The urban college pre-service teachers have higher attitude towards mobile learning when compared to rural college pre-service teachers.

v The Science Stream pre-service teachers have higher attitude towards mobile learning when compared to Arts Stream pre-service teachers.

Educational Implications

·New technologies will provide unprecedented access to formal online courses, open-access journals, rich peer reviewed content, various e-resources and OERs.

·In the digital era increasing functionalities of mobile devices and global connectivity, learners in the future are likely to have more opportunities to construct their own knowledge and shape their own learning experiences.

·The pre-service teachers encouraged to use various ICT tools and mobile technologies to access the tons of educational e-resources available on the internet to enhance their teaching and learning as pre-service and when they become in-service teachers.

·This present study will be of immense use for the educational policy makers and administrators, which will throw light upon the attitude of pre-service teachers of all level of education.

Conclusion

The 21st century digital era, Mobile learning is going to gain a paradigm shift, because of the changes in the approach and the integration of technology into teaching and learning. The Indian educational system is in the evolving stage. India might well be one of the leading countries to adopt mobile learning in coming years owing to the number of young users. Mobile Learning helps to learn anytime, anyplace and anywhere it is the most significant option of learning, it provides the quick reaction to the learner, it helps to study beyond a classroom, it helps the learner independent and self-paced learning. Naturally, they shift from 'd-Learning'(distance learning) to 'e-Learning'(electronic learning) and now from 'e-Learning' to 'm- Learning'(mobile learning) will be the next huge wave, which will modernize the education in India and can play the role as an educator in future. Therefore, all the teachers well aware the usage of modern mobile technologies and enhance their positive attitude towards m-learning then only future generation enormously benefited and moreover this m-learning paves ways for future learning.

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Chapter 21

Exploring the impact of Artificial Intelligence in Teaching, Learning and research

Dr. D.N.P. Prema Ponmani
Assistant Professor
Department of English
Kristu Jayanti College
Bangalore.

Abstract

The study aims to developa set of tools and guidelines aimed at highereducation educators and researchers in the field of humanities. It focuses mainly on the role and impact of Artificial Intelligence in English teaching and learning with the aim of improving theirICT skills, theirteaching performance, their research work and, consequently, the attainment of their students and their motivation. It is education which takes us from ignorance to the light of life with knowledge. It is education, which develops human resources of the country, which leads to the growth and development of not only individual but as a whole country. Thus the role of education is very important for developing the human resource of the society. It prepares a society and nation to achieve its economic, political and social goals and face dynamic environment. The study on the role and impact of artificial intelligence on students of higher education particularly in India is still lacking. The way higher education in our society is imparted through the old method and manner are impacted directly or indirectly by the emergence of new Artificial Intelligence tools and methods. Here it is an important study to analyse it on the students especially in this era of technology-driven, where there are various ICT tools used by the students like mobile phone, Tablet, Laptop, computer and social media like Facebook, Twitter etc. Ultimately, this study aims at renewing the traditional forms of teaching in humanities disciplines that are least affectedby the digital transformation. Although more and more academiccontent and tools are becomingopen and freelyavailable, students need localsupport for learning, which underlines the importance of teachers' pedagogical skills together with field-specific competences. Teaching staff also need a stronger framework for assessing students' learning outcomes, the value of different technologies and their use.

Key Words: AI tools, ICT skills, English Teaching, Learning, Research.

Artificial Intelligence is the process of simulating human intelligence into a programmed machine to think like a human being for solving problems. It is a branch of computer science used to develop an intelligent machine that can think and act to solve complex problems rationally like a human being. It is powered by the technique of machine learning, deep learning, rule-based system, Artificial Neural network, etc. These machines are intelligent systems, that are operating under many constraints, even better than basic human intelligence. It is a machine with general intelligence that can think and work like a human being. Artificial intelligence can be used in various fields such as Smart assistant system like Alexa, siri, and Cortana.

How far away is an artificial intelligence, a machine or computer program that can mimic some or all of the characteristics of human intelligence? If you are talking about a robot that can converse in many languages and ponder its own fate, Still efforts continue in giving computers at least some of the attributes of human intelligence Among all efforts have been partially successful. In 1950, the British computer scientist Alan Turing proposed a test to determine whether a computer could be called intelligent. Many people will never be satisfied by the Turning test. Mimicking intelligence is one thing, they say but being intelligent is another.Our intelligence, we like to think, is characterized by self-awareness. We are conscious. We know we exist, and we can reflect on that fact. A computer program might be capable of mimicking a person's words, but is far from self-aware.

Education stands at a cross road, in many ways like the cross road that confronted western Europe and America at the beginning of the Industrial Revolution. A revolution is taking place in our teaching and learning process which fascinates some teachers with potential. The use of computers as a tool of teaching and learning system plays major role in the field of education. The use of computers as a tool of instruction in the classroom and as a tool for managing instruction is made possible by the advent of micro-computers. If the educational institutions are to fulfill the goal of providing every child with at least an adequate education, then we must provide every child with at least an adequate education, then we must see a breakthrough in methodology. Computer-assisted instruction is the arrival of education's Industrial Revolution. The present era has been referred as a Computer Age. So it of course has been inevitable that computers would play an important role in education, just as they have in virtually all other aspect of our lives.

The advent of microprocessors led to the development of the microcomputer in 1975. These small and relatively inexpensive desk-top popularly known as personal computers, provide the technology for doing lot of tasks for which it had not been economically feasible to use a computer before. One of these tasks is assisting teachers. The scope of this task is to establish computer- assisted language instruction in a class room.

Computers cannot teach or do anything for that matter, without programs, the set of instructions that tell them exactly how to do their work. Computer programs are called software in order to contrast the program with the hardware, which is the machine itself. Additionally, computer software used for instructional purpose is often called courseware. Thus, a program that keeps attendance records for the class room is software but not courseware, while a program that instructs a student is not only software, but also courseware.

There are four types of courseware that are very helpful for the student's teaching learning progress.

Tutorials: courseware that presents, a lesson to the students, either initially or as a supplement to regular classroom instruction.

Drill and practice: courseware that tests the student on the material learned from a tutorial or in regular classroom instruction.

Simulations: courseware that allows the student to experience a situation and influence that situation by his or her responses.

Games: courseware that incorporates a learning activity into a format that entertains while it teaches.

The tutorials is the type of courseware whose operation was outlined in the description of a visit to a typical Classroom assisted instruction lab. As its name implies, tutorial courseware instructs a student on a one-to-one basis lie a tutor, interacting with him or her by presenting facts, skills, or concepts, and then testing the student's grasp of the material. Like a human tutor, such courseware relies heavily on remedial presentations util the student masters the material. Some people distinguish between tutorials and drill-and-practice courseware. Thus tutorial is a courseware that teaches the material initially.

Drill-and practice courseware, gives the student a chance to reinforce material that he or she has learned either in a tutorial or in a conventional classroom presentation. In one sense, drill and practice courseware is no all that different from courseware used for computer-assisted testing. The main difference is that courseware for computer-assisted testing has provisions for keeping track of the student's score and may or may not have remedial capabilities, while drill-and practice courseware has functions more like those conventionally handled by a workbook. Tutorials and drill-and practice courseware, if one insists on maintaining that distinction, are among the types of courseware that lend themselves well to language-teaching applications.

Another type of courseware, the simulation, allows a student to learn by doing. In an imitation, a situation is described to the student, he is assigned a role, and then he is presented with a decision that he would have to make in that role. Once he makes his choice, he is told the results of his decision and given the next choice that he faces. The factors that lead the student can see whether his decisions yielded desirable consequences or not, and why.

Simulations, widely used in business and the military to forecast the results of making certain choice. This can be used in class room situation to teach the process of decision making. Simulations allow the student to understand. If the results of the simulation session indicate that the student's decisions led to disaster in the role that he assumed, he may, of course, [';think about his decisions and in another session, play that role again, making wiser decisions that will hopefully lead to better results. Simulations can be used in foreign language instruction to teach appropriate response in the foreign language for model social and linguistic situations.

The game is another type of courseware that may be quite valuable for stimulating students, but games must be selected with great care since they are the most seductive of the four types of courseware that are being considered here. While the objective of game courseware is to make the learning experience enjoyable. A well-thought -out educational game is designed around the course content that is to be taught.

A very recent application is the use of word- processing software as an aid in teaching composition. Compositions entered into a word processor can be revised with ease, thus overcoming one the main obstacles that composition teachers face when they try to get their students to revise their compositions. Because word-processing software allows the student to change a word or phrase or to move an entire sentence or paragraph, all without the necessity of recopying or retyping the entire paper, revision is much less painful for the student. While some institutions have had interesting results with regular word-processing software, there are now several word processing software packages available that were specifically designed for student use in terms of ease of learning the system and ease of using it.

There are educational software packages that are designed as aids to the teacher rather than as teaching tools. Hence they must be considered educational software but not courseware. Among them is record-keeping software that acts as an electronic grade book can average students 'grades automatically, as well as maintain updated profiles on each student. Artificial intelligence applications in education helps students for better learning experience through one-to-one interaction with the students. It helps to store a large amount of data about learners and provide personalized education as per individual needs.

Let's take a detailed look at the ten most popular AI in education examples where the technology is transforming teaching and learning in the field of education.
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Personalized learning

Not every student adapts to knowledge the same way. Some grasp quickly, whereas some need time. The conventional learning system lacked the concept of customized learning for every unique student. This is where Artificial Intelligence comes to the rescue.

AI in education ensures that the educational software is personalized for every individual. Moreover, with supporting technologies like Machine learning in education, the system backs up how the student perceives various lessons and adapts to that process to minimize the burden.

This blend of AI and education focuses on every individual's requirement through features like AI-embedded games, customized programs, and more to learn effectively.

Task automation

With AI in colleges and virtual classrooms, the technology takes up most of the value-added tasks. Along with creating a tailored teaching process, AI software systems can take care of checking the homework, grading the tests, organizing research pacers, maintaining reports, and making presentations and notes along with other administrative tasks.

This is probably why businesses rely on integrated AI technology to achieve their day-to-day goals. By automating everyday activities, AI makes the learning environment more knowledgeable and productive.

Smart content creation

Artificial Intelligence and Machine learning can also help teachers and research experts create innovative content for convenient preaching and learning. Here are a few examples of AI smart content creation.

Information visualization

Where traditional teaching methods cannot offer visual elements except the lab tryouts, AI smart content creation stimulates the real-life experience of visualized web-based study environments. The technology helps with 2D-3D visualization, where students can perceive information in more than one way.

Digital lesson generation

Artificial Intelligence in education can help generate bit-size learning through low-storage study materials and other lessons in digital format. This way, students and experts can leverage the entire study material without taking much space in the system. Moreover, these materials will be accessible from any device, so you don't have to worry about remote learning.

For instance, Appinventiv developed an online learning platform, "Gurushala," that educates millions of students by providing free study material and other interactive forms of learning. Gurushala is one true example of bringing positive change in the digital education generation in today's era.

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Frequent content updates

AI also allows users to create and update the information frequently to keep the lessons up-to-date with time. The users also get notified every time new information is added, which helps prepare for upcoming tasks.

Adaptable access

With AI in the education market, the information can now be made available to the global audience. A recent survey projects that more than 60% of education businesses rely on AI/ML-based education app development supported by modern tools and features. Features like multilingual support help translate information into various languages, making it convenient for every native to teach and learn.

AI also plays a vital role in preaching to an audience with visual or hearing impairment. There are AI-powered converter tools such as Presentation Translator that provide real-time subtitles for virtual lectures.

Determining classroom vulnerabilities

One of the significant AI technology benefits in education is maintaining a positive impact with remote learning on our environmental footprint. However, many experts believe that AI will soon replace the human touch in learning. Now, this might be the case for other industries but not for the education sector. AI and education go hand-in-hand, complementing manual and virtual teaching. AI merely supports the experts by automating several tasks and improvising the teaching and learning process for individuals.

Closing skill gap

Upskilling students is a valuable solution for businesses that are still struggling with the technology gap. AI and ML-powered software and application development solutions deliver widely available and affordable opportunities for students to upskill. This is not just limited to students; upskilling and training the existing business workforce can boost morale and spark a company-wide commitment to improvement and innovation. On top of that, Deep learning and Machine learning for education impact the L&D (Learning and Development) arena by analyzing how people acquire skills. As soon as the system adapts to human ways of studying and learning, it automates the learning process accordingly.

Customized data-based feedback

Feedback is a crucial ingredient when it comes to designing learning experiences, whether in a workplace or classroom. The fundamental difference between effective teaching and merely giving out content is that effective teaching includes giving continuous feedback. It's essential that feedback comes from a trusted source; therefore, AI in education analyzes and determines work reports based on everyday data. A data-based feedback system helps with student satisfaction, removes the bias factor from learning, and helps understand where the skills are lacking. This feedback is tailored according to every student and employee's performance recorded in the system.

Assistance with conversational AI

Chatbots are an increasingly familiar example of how AI in education consumes data to inform itself and provide assistance accordingly. This benefits both business professionals and teachers for user engagement in customized learning.

Conversational AI systems also deliver intelligent tutoring by closely observing the pattern of content consumption and catering to their needs accordingly. As per industry research, global eLearning is expected to grow at a compound annual growth rate of 9.1% by 2026. People worldwide are opting for distance learning and corporate training courses where they don't have to take a break from their classes, family, or job. Here AI chatbots can solve enrollment queries, deliver instant solutions, provide access to required study material and be at assistance 24*7.

Secure and decentralized learning systems

The education industry is delivering rapid innovations with AI but is often held back by issues like data protection, alterable data accessibility, outdated certification processes, etc. Amidst all these challenges, AI-based decentralized solutions can bring a positive technical revolution to the education sector. For instance, Nova is a blockchain-based learning management system crafted by Appinventiv, which is an answer to the genuinity and authentication issues prevalent in the education market. This LMS is powered and backed up by AI and blockchain technology helping millions of teachers and students with data and information protection solutions.

AI in examinations

AI software systems can be actively used in examinations and interviews to help detect suspicious behavior and alert the supervisor. The AI programs keep track of each individual through web cameras, microphones, and web browsers and perform a keystroke analysis where any movement alerts the system. This AI technology benefit in education has proven to be one of the most effective online examination solutions. An AI-based software and application solution can be beneficial in more ways than one can imagine. This is why EdTech startups and enterprises are attracted to AI technology solutions that successfully address the wide range of users' pain points. Therefore, If you are a part of the professional education sector, it's officially time to integrate AI solutions into your education business. E Learning software and mobile applications are the need of the hour. Therefore, whether you are a business looking to train your workforce or an educator wishing to deliver courses, there are a range of education app development services for every business need. Education software and app development solutions include:

Corporate training apps

User engagement apps

Tuition apps

Skill boosting apps

Induction and orientation apps etc.

Moreover, our education development solutions are cost-effective, highly flexible, and adaptive to the latest teaching methodologies. So what are you waiting for? Reach out to our education development experts to get started now.

AI in education sector transforms the learning experience by performing following roles:

Producing smart content

Contributing to task automation

Ensuring universal access to education

Providing 24*7 assistance

Customizing information for every individual

AI solves several modern education challenges such as closing the technology gap between students and teachers, keeping the learning system ethical and transparent, allowing remote learning, and developing quality data and information solutions for the modern education process. Implying the future of AI in education, the technology addresses every little challenge in the online education system. With 70% of the education centers migrating to complete online learning platforms, the future holds better opportunities, assessments and differentiation in learning.

Throughout history, scholars have spent countless hours on research and writing. While technology and the internet have provided researchers with more information and tools than ever, it is often difficult to find exactly the right tools to meet your needs. The vast amount of information available today means that scholars and researchers need help sorting through and organizing sources. Moreover the continued pressure to publish means that scholars and researchers need to be writing informative, interesting and well-written articles and reports. Let us discuss about five helpful AI tools that every scholar should be using to make the research and writing processes easier and increase efficiently.

Trinka is an AI-powered writing assistant that offers assistance with grammar and spelling. However, Trinka is not just another version of spellcheck. Trinka was specifically designed with academic writing in mind, meaning it is designed to understand and catch tricky mistakes in technical and scientific writing that ordinary spellcheckers and grammar checkers cannot. Trinka also offers the benefit of making suggestions regarding tone and phrasing. If you are writing an academic article, Trinka can check your paper to ensure that it is compliant with your chosen style guide and highlight areas for improvement. Trinka works with a variety academic field, so it is not just good for those who study medicine or engineering – it is also great for economists, business students, social science researchers, and so on.

Scholarcy is an AI tool that summarizes academic articles and highlights the most important parts for the reader. Scholarcy aims to make it fast and easy for scholarcy aims to make it fast and easy for scholars and researchers to determine whether or not an article is relevant to their research. You can use Scholarcy as a browser extension with open access libraries. Scholarcy will highlight key terms in each paper and link you to a bulleted list of definitions if you aren't familiar with the topic or field that you are learning about. It will also provide suggested backgound reading. One of the most popular features of scholarcy is that it will offer you direct links to sources that are cited in an article, making it very easy to find sources cited. You can even use Scholarcy with a group, as it has a feature that lets you share summaries and relevant articles easily. Scholarcy also integrates with other AI tools, including Scite which is discussed below.

Semantic Scholar aims to provide a smarter way to search through scientific literature by incorporating AI into its search tools. Semantic Scholar uses AI to classify citations and organize them into a unique citation graph. There are multiple ways to search the citation graph, including by type of citations that simply briefly mention the paper as a source and "highly influential" citations. In other words, the AI-powered tool filters which papers have been substantively and frequently cited so that you can easily determine what is relevant and important to read while you undertake your research.

Semantic Scholar has a large database of articles that continues to grow as it increases its partnerships with journals and scholarly databases. In addition to the citation graph feature, semantic scholar offers what it calls "Paper Pages." The system goes through a paper and extracts relevant tables, figures, and graphs. You can also view clinical trials, presentations, news articles and blogs discussing the paper, and other such information. The tool also offers a research feed which recommends papers to you based on how you have rated previous articles.

Paper Digest aims to help researchers with this by offering three-minute summaries of articles, much like Scholarcy. Many of us become scholars because we love to read; unfortunately, time in life is limited. We can't read everything we would like to. The tool also aims to help scientific communicators summarize research. It is currently in the beta stage and works only with open access papers, but already offers promising results. Student and researchers can simply paste the DOI or link to a PDF copy of an article into Paper Digest and the AI tool will produce a bulleted summary of the key ideas that is easy to read.

You might wonder why anyone would bother to use this tool instead of just reading the paper abstract. Paper Dighest actualy aims to make paper summaries that an be understood by both experts and laypersons. The AI tool identifies and extracts key ideas and sentences from a text to create a brief summary easily understood by anyone. Paper Digest notes that it helps non-native English speakers read more quickly by providing the summary in a convenient bullet point format.

The internet has made it easier than ever to find information about scientific research that is happening globally. However, at the same time, the deluge of information has made it difficult for researchers to keep up with new developments and find the most relevant and timely scientific paper. Margaret A. Boden writes, "Creativity is a fundamental feature o human intelligence, and a challenge for AI. AI techniques can be used to create new ideas in three ways: and by making transformations that enable the generation of previously impossible ideas. AI will have less difficulty in modelling the generation of new ideas than in automating their evaluation." (P. 347).

Scite is an AI-powered tool that helps researchers and scholars evaluate the quality of articles. It uses a system called Smart Citations that provides users with valuable information about how an article has been cited and in what context. For example, using Smart Citations allows you to quickly see whether an article was cited to suppor or refute a point in another article. Scite also provides information about how many times an article has been mentioned by another work. In a fast-moving world of scientific research, this is a valuable service that lets you see whether an article was supported or contradicted by later studies.

Scite also provides snippets where a paper was cited by other papers to help you quickly grasp the key bits of information in the study. It offers an alert service that sends emails about new articles that the tool determines are likely to be cited. Finally Scite lets researchers and scholars explore and compare journal metrics to understand which journals are publishing what articles. No matter what kind of research or writing you are doing, these AI tools can help make your job easier. The more you can automate tasks like locating relevant information and articles, recording and organizing citations, and writing and editing, the more time you have to learn and refine your own academic contributions.

Conclusion

Thus, the future of higher education is intrinsically linked with developments on new technologies and computing capacities of the new intelligent machines. In this field, advances in artificial intelligence open to new possibilities and challenges for English teaching and learning in higher education.

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IMPACT OF COVID 19 ON
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DR. KUMARDATT A GANJRE
DR. ATUL KUMAR