IJMIR

INTERNATIONAL JOURNAL OF MANAGEMENT ISSUES AND RESEARCH

A REFEREED JOURNAL PUBLISHED BY SCHOOL OF BUSINESS STUDIES

SHARDA UNIVERSITY

Beyond Boundaries

IJMIR
International Journal of Management Issues and Research

SPECIAL EDITION

Community Work & Student Engagement During COVID-19 Pandemic
An Indigenous & Sustainable Solution.

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AIM and SCOPE

AIM

International Journal of Management Issues and Research (IJMIR) is a refereed journal published by the School of Business Studies, Sharda University. It is an academic and a peer reviewed International Journal.

The Journal aims to:

- Disseminate original, theoretical, or applied research in the field of management and its allied areas.

- Publish original, industry-relevant research to reduce the academia-industry gap.

- Seek original, unpublished research based on theory, empirical analysis as well as experimental works for publication.

- Publish strong research in the field of Commerce & Finance, Sales and Marketing, HR and OB, Business Communication, Operations and SCM , IT & Business Analytics as part of Management as a field of Study and also in Healthcare management, as well as other interdisciplinary fields of management.

SCOPE

The scope of International Journal of Management Issues and Research (IJMIR) includes all domains that are listed above and wishes to include emerging themes and also action oriented research. The journal also welcomes focused discussions , cases , monographs and interview papers, and book reviews.

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From Dean, School of Business Studies

The COVID-19 waves has resulted in extraordinary losses of lives and livelihood across the globe and everone has their own story. India fights this infectious disease in terms of awareness and Public health procedures like screening for disease, contact tracing, isolation and quarantine, and finally social distancing in addition to also circulating the vaccines in different geographical regions.

The burden of post COVID-19 trauma appears to fall disproportionately on specific groups of people. Besides affecting therapeutic results, these inequalities also have far-reaching social, economic, and cultural implications. Accurate and timely information is lacking or insufficient in these areas, making it difficult to make informed decisions. community-based activities are likely to reduce this ill information.

In this regard, Shrada Universty School of Business Students engaged themselves in community based activities and reached out to large masses in order to provide indigenious solutions to the groups post covid.

Considering the COVID-19 outbreak, the current issue of the International Journal of Management Issues and Research (IJIMR) special edition highlights the problems that show community-engaged ways to tackle inequities. The study highlights how health professionals interact with communities to ensure that everyone has equal access to accurate and culturally appropriate information. It is hoped that the papers in this Special Issue will provide readers with the knowledge and tools they need to design and implement effective interventions.

Recent years have seen an increase in IJMIR's readership, and many of the Journal's publications have been quoted and mentioned. As a result, I am optimistic about the future of our Journal's visibility. This peer-reviewed Journal of the School of Business Studies, Sharda University, is a family of scholars and researchers, and I look forward to more contributions from all faculty members.

I sincerely hope that this topic will benefit your academic studies and knowledge.

Happy Learning,

Prof. Jayanthi Ranjan

Dean, School of Business Studies

Sharda University,

Greater Noida (U.P.)

Message from the Chairperson–Editorial Committee

Student engagement has been the primary focus of all education from basic to higher education. When students are engaged , it reshapes society and also benefit the students to know what is needed to be done while they get in their prospective jobs and career.

This inspired the idea of this issue, which was put together during that time. With this epidemic and other all-encompassing concerns, universities make persuasive arguments for university-wide engagement. Sharda University and its School of Business studies actively indulge in a more comprehensive analysis of community engagement issues. The students have been allocated under different faculty supervisors to work under different projects under community connect program where they are supposed to do filed work and produce a report at the end.

These community connect reports has been reworked to meet the standards of the International Journal of Management Issues and Research (IJMIR), including its readability for community partners. We found the original work more readable after a series of changes. This newly rewritten manuscript is the focal point of this issue. All of this issue's articles have benefited substantially from the experience of the peer reviewers. This approach would not have been possible without the help of their time, energy, networks, and creative ideas.

I am pleased to share special Issue in this series of student work as Volume 10, Issue No. 2, July to Dec 2021 , Special Edition of the International Journal of Management Issues and Research. Readers may expect a wide range of topics and styles in the pieces they read.

We'd want to express our gratitude to everyone who has contributed for their dedication and enthusiasm. In addition, I'd like to express my gratitude to the Journal Committee members whose efforts it took to review and choose the articles for publication.

The editors of our Journal once again ask academics, researchers, and practitioners to submit their unpublished articles and papers for consideration.

Regards,

Dr. Manmohan Rahul
School of Business Studies
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SPECIAL EIDITION

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IMPACT OF COVID-19 ON STUDENT LOANS AND FINANCING FOR EDUCATION AMONG UNIVERSITY STUDENTS

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Students Participated in Community-Connect Project
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Abstract: Covid-19 has laid a severe impact on learners throughout the globe. The pandemic has affected the academic progress of billions of learners. Covid-19 has led to an increased number of students postponing graduation and dropping out of college. The crisis situation arising from the Covid-19 pandemic has resulted in many shortcomings and injustices that have been uncovered in this survey. This study aims to enlighten Covid's effect on the learner. This analysis shows that during pandemic students were not given any kind of special support from their institution for the continuation of studies. This survey also clearly shows that there was no support in the continuation of their studies from banks/financial institutions and little support from the Government and educational institutions.

Keywords: Covid-19, Student Loans, Financing for Education, University Students, Survey

Introduction
This article explores the impact of Covid-19 on student loans and financing for education among university students. We live in a generation where information digitalization has resulted in significant changes in all aspects of life. This is especially true for college-aged children, who are thought to be the most frequent internet users of any age group. However, since the Covid period, this has raised concerns, as social media addiction has become a major problem among college students. The point of this paper was to survey the writing via online media compulsion among school-going understudies and mental problems understudies.

We know people were different when they didn't know about social media. They connected people through posting letters or emails or simple text messages, however, as soon our generation was introduced to social media, they had an immense influence on their style of living. This is a brief scenario of a time when people used to go out, meet people daily and were busy with their school, college and jobs. Now that the world has to face an uninvited virus Covid-19, we all have to go through necessary precautions that were lockdown all over the world. But it seemed less stressful when people got closer to different platforms of social media.

The questionnaire was developed to compare the addiction of social media among students and through their responses we can conclude that students use different social media platforms but are most active on WhatsApp and Instagram. Before the pandemic they tend to use less of social media in comparison to now they use more of it or mostly are engaged in learning on social media or influencing through their ideas. Playing games or interacting with their friends and family via video calls or voice calls.

This virus had a wide-ranging influence touching all compartments of our society. Higher education is no different.

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According to the American Council on Education, matriculation is forecasted to drop by 15% in the 2020's mid-time of summer, despite the fact that various establishments may encounter pressures about major deduction in tuition fees if courses are in digital mode. This study aims to enlighten Covid's effect on learners. To begin, we portray and accurately measure the unintended consequences of saying "Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2)" epidemic on a major number of aspects in students' group.

Our conclusion based on the evidence and reasoning on scholastic end result indicates that Covid-19 has led an increment to a large number of people who are postponing graduation (13%), dropping out of school (11%) and intending to change major (12%). The Covid-19 epidemic has crossed national borders and still spreading. Many shortcomings and injustices have been uncovered as a result of the crisis.

Literature Review

Despite the fact that "education pays the best interest, "rising expenses have made it harder for parents to invest in their children's education. It gets even worse with the Covid crisis. (Qian and Fan, 2021). Since the pandemic has started, many recent studies have shown that banks are now focused on the problem of funding education for university students (Evans and Paulina, 2021). While there have been many types of research on funding education, few researchers have taken into consideration student loans (Chen et al., 2020).

During the pandemic, many hurried to enrol in a short-term up-skilling course or upgrade to an executive course, thus, increasing the demand for education loans to new heights. Apart from domestic up-skilling, there has been a 35% increase in the number of people applying to institutions abroad (Nishimura et al., 2021). Although demand has surged as a result of the Covid-19 epidemic, funded payment has remained low, with only Rs 11,000 crore funding in the 12 months leading up to September 2020 (Sahu, 2020).

The Indian government implemented numerous interest subsidy programs, such as the Central Sector Interest Subsidy Scheme, to help lower the financial burden on low-income people while also encouraging lenders to grant school loans. While several aspects of this program might be improved, such as the loan amount restriction, it is still a step in the right direction (Thatcher et al., 2020). Banks will also have to make changes and adopt a model in which education loans are granted based on parameters such as students' future earning potential, the ranking of the college and course, and the parents' financial status (Drane et al., 2020)

Methodology

The authors have used quantitative methods to gather data of the students who may have been affected by Covid-19 regarding student loans and finance issues. These methods include surveys with various questions that assessed whether students were affected, helped or unaffected by various factors like Government, Covid-19, colleges/schools etc. The survey was distributed among various students of Sharda University (age group of 18-20 years old). The survey was made with the specific set of questions made available on google forms. Table 1 provides the Questionnaire for the survey.

Table 1 List of questions for the survey

S. No	Questionnaire
1	How are your studies funded?
2	Is the loan payer employed during a pandemic?
3	Is it difficult to repay the loan during a pandemic?
4	What is the difficulty level in paying the loan?
5	Do you think student loan is difficult for students to manage during a pandemic?
6	Do you think students should be given some relief in paying student loans?
7	How do you think this difficulty should be reduced?
8	Is there any helpline support for students for discussing this issue?
9	Was your education discontinued/disturbed due to financial constraints?
10	Have you got any special support from your institution for continuing your studies?
11	Whom do you think was more supportive in continuing your education?

Result and Discussion

Figure 1 shows the distribution of participants of the survey based on the course in which they are enrolled. Figure 2 shows the distribution of participants of the survey based on the university in which they are enrolled.

Figure 1 Classification of participants based on the course studying
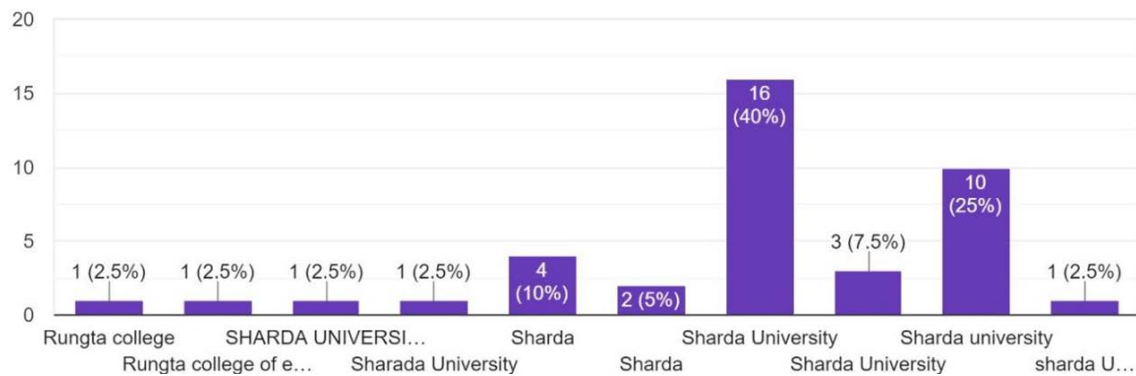
Figure 2 Classification of participants based on the university studying

Figure 3 (a)-(k) shows the response of the survey based on the eleven questions of the survey in which around 40 students participated. The results have been represented in form of a pie-chart for better understanding.
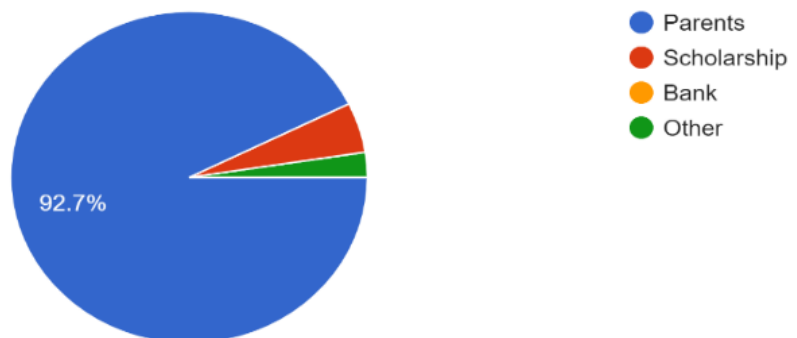
(a)

2. Is the loan payer employed during pandemic?
40 responses

Legend:
- Yes
- No

60%

40%
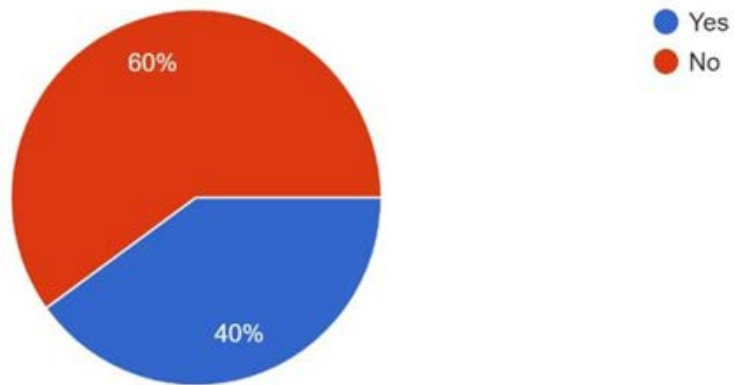
(b)

3. Is it difficulty to repay loan during pandemic?
40 responses

Legend:
- Yes
- No

47.5%

52.5%

(c)
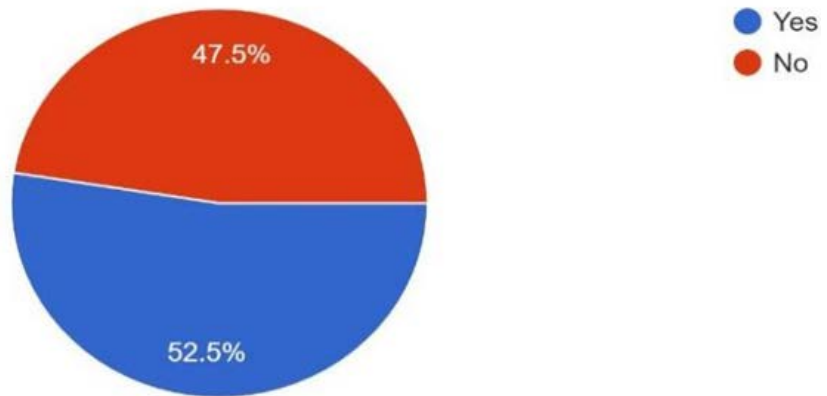
4. What is the difficulty level in paying loan.
40 responses

Legend:
- Very Much
- Not much
- Same as before pandemic

40%

7.5%

52.5%
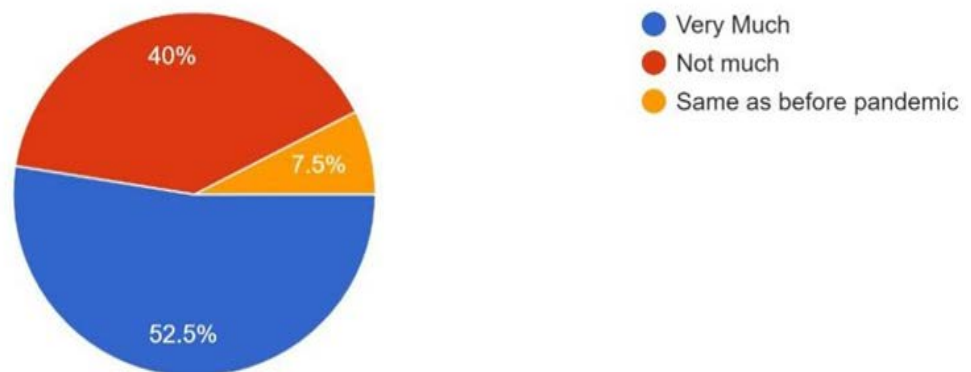
(d)

5. Do you think student loan is difficult for the students to manage during pandemic?
40 responses
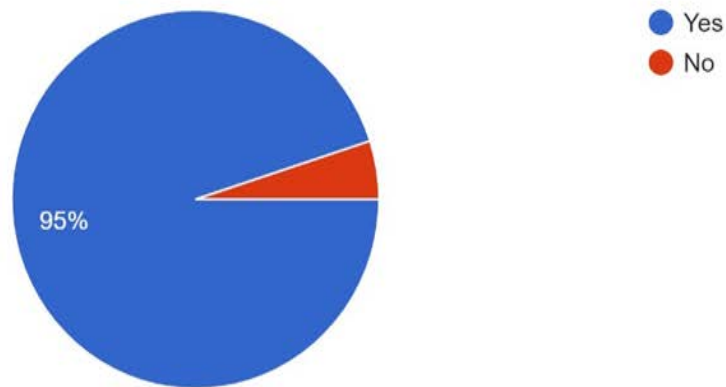
(e)

6. Do you think students should be given some relief in paying student loans?
40 responses
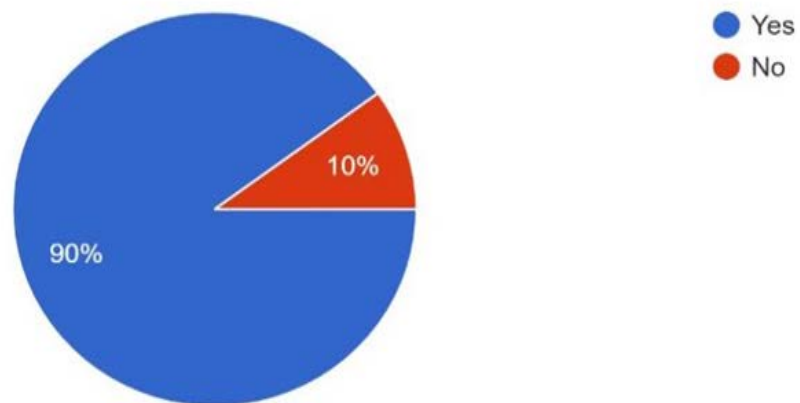
(f)

7. How do you think this difficulty should be reduced?
40 responses
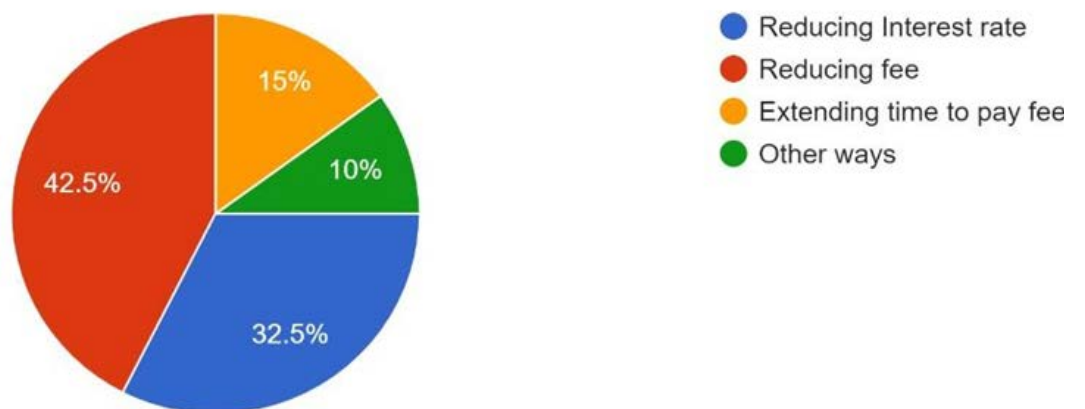
(g)

8. Is there any helpline support for student for discussing this issue?

40 responses

Yes
No

65%

35%
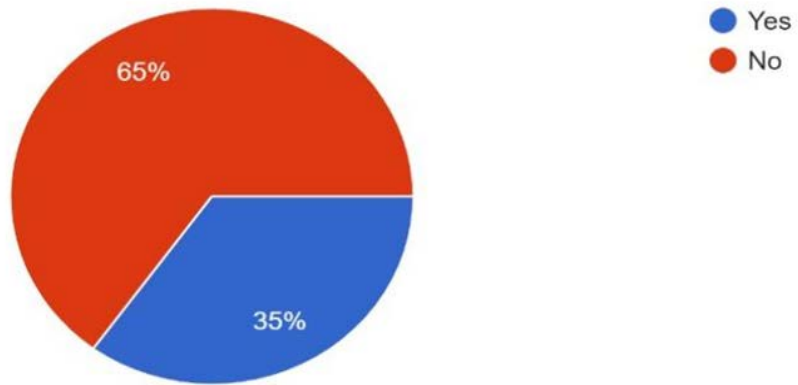
(h)

9. Was your education discontinued/disturbed due to financial constraints.?

40 responses

Yes
No

82.5%

17.5%
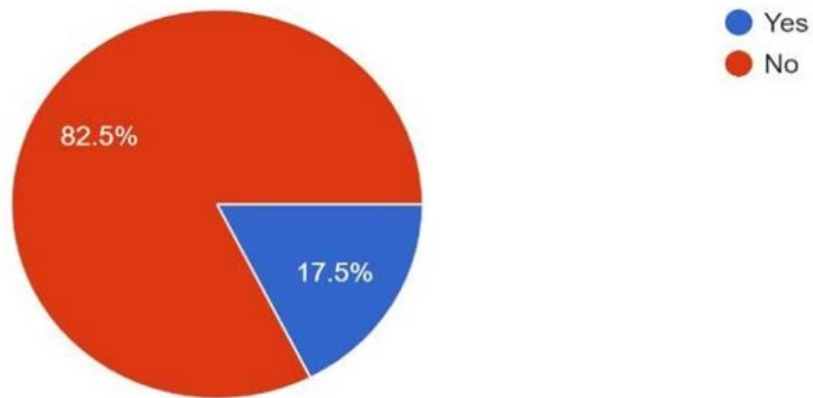
(i)

10. Have you got any special support from your institution for continuing your studies?

40 responses

Yes
No

80%

20%
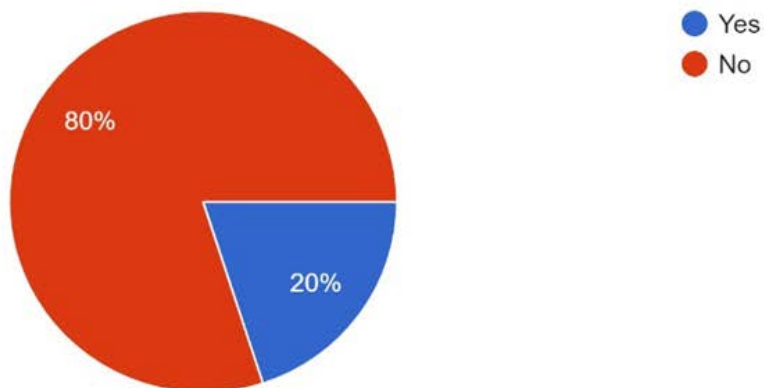
(j)

11. Whom do you think was more supportive in continuing your education?
40 responses

- ● Education Institution
- ● Banks/ Financial Institution
- ● Government
- ● Other.

72.5%

12.5%

15%
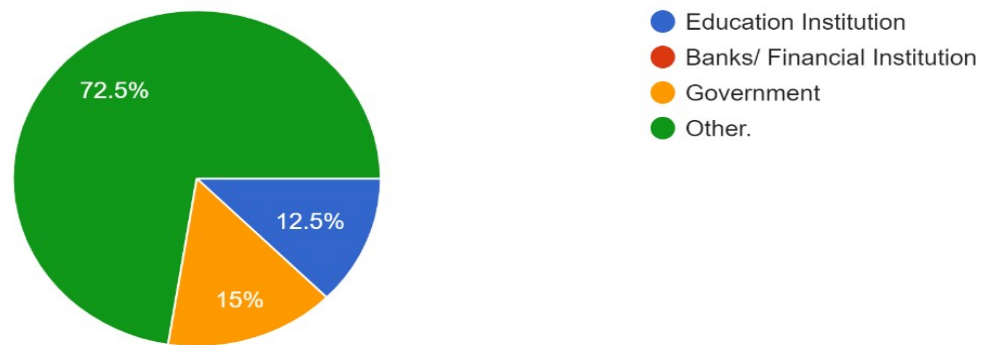
(k)

The results obtained from the survey has been properly analyzed. Most of the students are funded for studies by their parents and then very few from banks and others. According to the survey, approximately 60% of loan payers are employed during a pandemic. Here we can see that most of the students have faced difficulty repaying loans. Through the survey, we can note that there was a very high difficulty level for 52.5 % of people and not much for 40% of people. Here, with a very high percentage of 95% students, a survey has analyzed that yes, student loan was difficult for students to manage during Covid. Agreeing to this analysis, 90% of students have claimed that students should be given some relief in paying student loans. Mostly, students have said that difficulty should be reduced either by reducing fees or reducing interest rates. Here, 65% of students think there is no helpline support and 35% think there is, so we can assume that maybe there is helpline support that most of them do not know. The majority of students think there was no discontinuation/disturbance due to constraints. This analysis shows 80% of students were not given any kind of special support from their institution for the continuation of studies. This survey clearly shows that all of the students think there was no support in the continuation of their studies from banks/financial institutions and little support from the Government, educational institutions and mostly from another source.

Conclusion

The impacts of Covid-19 on student loans are examined for the first time in this research. The authors polled around 40 students at different Universities to investigate these consequences, and hence present quantitative evidence demonstrating the pandemic's detrimental impact on students' outcomes and expectations. Covid-19 has caused trouble to a number of students. Expanding on these findings, we show that the pandemic's consequences are very diverse, with lower-income students 55 per cent more likely than their higher-income peers to pursue education with loans. Studies show that the negative economic and health effects of Covid-19 have been much greater for less advantaged populations and that these disparities can help to explain some of the underlying variability we observe. Our findings imply that policymakers may be able to reduce the economic and health burden caused by Covid-19 by focusing on a small number of mitigating factors.

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PERCEPTIONS TOWARDS COVID-19 AND AWARENESS ABOUT PREVENTIVE MEASURES

Dr. Ajay Kumar[1]

Students Participated in Community-Connect Project

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2020481384 Suraj Topwal
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Abstract

This study investigates the safety measures people take in multiple situations and their importance during the covid-19 Pandemic. The primary aim of this study is to analyze people's perceptional behaviour towards the virus. A sample of 185 people is taken from different from India. Descriptive analysis was used to examine the data. The investigation resulted in the perception that not wearing the masks, not practising social distancing, and mass gatherings and events are three key reasons behind the rapid spread of the covid-19 virus. Also, people are aware of the preventive measures to stop the spread of the Covid-19 virus. Over 50% of people agree that vaccine helps limit the spread of covid. Almost all people wear the mask correctly, covering the nose and mouth in all public places. They frequently wash hands with soap and water before entering home and office, go to the washroom, and before my meals. They avoid going to crowd places such as marketplaces, religious sites, gatherings.

Keywords: Covid-19, preventive measures, social distancing, perception,

Introduction

The coronavirus is a virus that has started in Wuhan, China. This virus was/is contagious fast, causing the World Health Organization (WHO) to declare it a global pandemic on 11th March 2020. many affected cases are recorded in India. The spread was found because of restrictions and efficiency in controlling the Covid virus. The Indian government has also implemented a lockdown and enforced social distancing measures to stop the spread of the Covid-19 virus and the number of affected patients. That lasted for some months and is now loosening up (unlocked). The restricted lockdown causes schools to close, executes work from home, no public gatherings, etc. Also, transportation is restricted. So here, we will mainly focus on the pre and post effects of the vehicle before and after the lockdown. Several areas will be touched on, but to mention a few, will look at the frequency of travel, spending (if it increased or decreased), mode of transportation used (public or private), etc.

The COVID-19 Pandemic has caused panic worldwide, isolating people from the physical world around them. Governments have adopted various lockdown, quarantine, and quarantine measures, closing facilities, restricting travel,

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and cancelling social gatherings. Cities worldwide are abandoned, citizens are trapped in their homes, whether by choice or government. They have left a profound social, economic, and political trauma. In one of the most radical virus outbreaks in recent history, social cohesion, community awareness, collaboration, and mutual support have become powerful catalysts for building resilience and adapting to unprecedented pressures, risks, and changes. These unprecedented times have revealed the importance of living in a comprehensive community with all necessary facilities and facilities and having a dedicated team to ensure that the community develops harmoniously despite adversity. In response to the current emergency, the scientific and innovative communities are making essential contributions to the crisis. In the past few months, we have witnessed many initiatives promoting exchange opportunities, promoting interaction between different participants (health, industry, government, academia, ordinary people), and developing innovative solutions and collaborative infrastructure. Bring COVID-19.

When responding to the COVID-19 crisis, it is essential to take an open and collaborative approach and join forces. Allowing the masses to become innovation partners can also play a supportive role. Therefore, our work aims to review and categorize initiatives started in response to emergencies caused by the new coronavirus pandemic based on a crowdsourcing model.

Covid-19 has changed our world. The general risk of infectious diseases has challenged our existing service methods. This approach has undergone profound changes and shows that health and safety are of far-reaching importance in all aspects of our lives. The Pandemic also highlights the urgency of human-centred innovation in global health and the need for these solutions to be driven by the communities they serve. The virus exposes and exploits existing social and ethnic inequalities, leaving many communities with insufficient medical services and susceptible to disease. These problems occurred before Covid-19 but exacerbated the consequences. If left untreated, they will persist and become infected. Health is safety. By investing heavily in people and supporting community-led innovation, we can prepare for crises without being disturbed by concerns. The scale, impact, and complexity of Covid-19 have surpassed many of our existing solutions. There has been too much time spent repairing broken systems and structures, and it is now time to work together across departments to innovate new ones.

AIM OF THE STUDY
The following objectives are determined to study the prevention of the covid-19 outbreak.
1.   The importance of safety measures during the Pandemic is being studied.
2.   The people's perceptional behaviour towards the virus is being investigated.
3.   To find the safety measures taken by the people in various situations.

LITERATURE REVIEW
Social distancing has been a popular measure used during the current Pandemic to check its spread since it lowers the risk of infection while coughing, sneezing, and speaking at gatherings (De Vos, 2020). Research showed that social distancing measures affect participation (De Vos, 2020). It was assumed that people would travel less and prefer personal vehicles in times of social distancing to avoid the risk of using public transportation (De Vos, 2020). Similarly, other studies suggest that observance of social distancing and limited travel activity may significantly check the spread of the Pandemic (Beck & Hensher, 2020; Fenichel, 2013).

Social distancing is more effective than travel limitations in preventing the spread of the COVID-19. The study of Olagnier and Mogensen (2020) suggested a positive role of social distancing in delaying the pandemic peak. When people started travelling for various purposes during the initial unlocking phase, the fear of getting infected remained constant. Pawar et al. (2020) reported that travel restrictions and social distancing commuters stopped travelling, significantly reducing travel demand.

Alkhaldi et al. (2021) examine the public perception of COVID-19, adoption of preventive measures, and ability and willingness to self-isolate during and post-lockdown periods of the COVID-19 Pandemic. The study was conducted in Saudi Arabia. According to the findings, 74% of those polled were concerned about the COVID-19 outbreak, and 27% believed they would become infected with the virus if it spreads.. 16% thought it would be life-threatening or severe. High percentages of respondents reported being able and willing to self-isolate. A significant increase in anxiety levels perceived effectiveness of social distancing and hygiene practices was reported in the post-lockdown compared to during the

lockdown. A study conducted by Narayan et al. (2020) in the Indian context revealed that most of the respondents showed a correct rate of perception (57.6%) and practices (88.1%) towards COVID-19. Respondents over 40 years, higher education level, living in urban areas, and pursuing healthcare professions were positively associated with increased knowledge, perception, and practices scores towards COVID-19. As per Zhang et al. (2021), social distancing is a significant factor in determining the spread of this disease. Social distancing is strongly affected by the local travel behaviour of people in large cities. Mahmood et al. (2020) assessed Pakistani people's attitude, perception, and knowledge toward COVID-19 disease. 65.2% of the people are practising social distancing, whereas 85.1% think social gatherings cause the spread of the disease. Participants had expert knowledge about the disease and a positive attitude toward protective measures.

RESEARCH Methodology
Research design and sampling
This study aims to investigate the descriptive research design is applied. Convenience sampling is employed to reach and get the responses. The convenient sample is most common, which is cost-effective timesaving. The data were collected in different states of India.

Data collection tool
Primary data through a self-developed questionnaire was collected. A Self-developed questionnaire was used to manage the data from the targeted population. A questionnaire was developed on Google Form. The variable to create the questionnaire were extracted from the literature review. Closed-ended and open-ended questions were asked. However, most questions were closed-ended, having multiple options. Twenty questions were asked.

DATA ANALYSIS AND INTERPRETATION
The data related to respondents' demographic profiles are reported in Table 1. Most of the respondents are from Uttar Pradesh, Uttarakhand respectively, 37.3%, 17.8%, 16.2 and 5.4%. Data related to gender shows 68.60% males and 30.8% females. Most people ranged between 18-25, i.e., 60% of respondents are young. Respondents' outlook towards vaccination is also explored. Over 50 respondents were vaccinated.

Table 1: Demographic profile of the respondents

		Frequency	Percentage
Age brackets	18-25	116	62.7
	26-34	41	22.2
	35-44	11	5.9
	45-54	5	2.7
	55-64	2	1.1
	Below 18	10	5.4
Gender	Female	57	30.8
	Male	127	68.6
	Third gender	1	0.5
	Total	185	100.0
Resident of the respondents	Bihar	10	5.4
	Delhi	33	17.8
	Haryana	9	4.9

	Madhya Pradesh	4	2.2
	Maharashtra	7	3.8
	Rajasthan	11	5.9
	Uttar Pradesh	69	37.3
	Uttarakhand	30	16.2
	Other States	12	
	Total	185	100.0
Outlook towards vaccinating	I am planning to vaccinate myself	63	34.1
	I do not intend to vaccinate myself	1	0.5
	I have already vaccinated myself (both doses)	15	8.1
	I have already vaccinated myself (first dose)	106	57.3

In this study, people's perception of the spread of the covid virus rapidly in India is investigated. For this purpose, covid-19 pandemic protocols are used. Data from Table 2 shows that not wearing the masks, not practising social distancing and mass gatherings and events are three key reasons behind the rapid spread of the covid-19 virus.

Table 2: People's perception about the covid spread of rapidly

	Frequency	Percentage
People do not practice social distancing	15	8.1
People do not practice social distancing. People do not wash their hands regularly.	1	0.5
People do not practice social distancing. People go to mass gatherings and events.	6	3.2
People do not practice social distancing. People go to mass gatherings and events. People do not wash their hands regularly.	1	0.5
People do not practice social distancing. People go to mass gatherings and events. The people don't wash their hands often. The people don't use hand sanitizers.	2	1.1
People do not wash their hands regularly. People do not use hand sanitizers.	1	0.5
People do not wear masks	11	5.9
People do not wear masks. People do not practice social distancing.	1 7	9.2
People do not wear masks. The people don't practice social distancing. People do not use hand sanitizers.	3	1.6
People do not wear masks. The people don't practice social distancing. People do not wash their hands regularly.	3	1.6
People do not wear masks. The people don't practice social distancing. People do not wash their hands regularly. People do not use hand sanitizers.	1	0.5
People do not wear masks. The people don't practice social distancing. People go to mass gatherings and events.	42	22.7

People do not wear masks. The people don't practice social distancing. People go to mass gatherings and events. People do not use hand sanitizers.	3	1.6
People do not wear masks. The people don't practice social distancing. People go to mass gatherings and events. The people don't wash their hands often.	19	10.3
People do not wear masks. The people don't practice social distancing. People go to mass gatherings and events. People do not wash their hands regularly. The people don't use hand sanitizers.	20	10.8
People do not wear masks. People do not practice social distancing. People go to mass gatherings and events. People do not wash their hands regularly. People do not use hand sanitizers, poor response of governments to COVID across the globe.	1	0.5
People do not wear masks. people do not use hand sanitizers	4	2.2
People do not wear masks. People do not wash their hands regularly.	6	3.2
People do not wear masks. The people don't wash their hands often. People do not use hand sanitizers.	4	2.2
People do not wear masks. People go to mass gatherings and events.	5	2.7
The people don't wear masks. People go to mass gatherings and events. People do not use hand sanitizers.	2	1.1
The people don't wear masks. People go to mass gatherings and events. People do not wash their hands regularly.	7	3.8
People go to mass gatherings and events	9	4.9
People go to mass gatherings and events. People do not wash their hands regularly. People do not use hand sanitizers.	1	0.5
The people's performance is good, but the government isn't taking care of their citizens. Lockdown is not the solution.	1	0.5
Total	185	100.0

As per the survey data, 58.40% of people think the vaccine helps limit the spread of covid whereas 37.80% think it is partially effective, 2.70% don't want to say anything, and only 1.1% think that vaccination is not effective in limiting this (see Table 3).

Table 3: vaccinations can be effective in limiting the spread of covid

	Frequency	**Percentage**
Can't say	5	2.7
Not at all	2	1.1
Only partly	70	37.8
Yes, absolutely	108	58.4
Total	185	100

Five questions were asked to know the people's perceptional behaviour or preventive measures. Data related to people's behaviour toward preventative measures are reported in Table 4. Almost all people wear the mask correctly, covering my nose and mouth in all public places. They frequently wash hands with soap and water before entering home and office, going to the washroom, and before my meals. The variation in data shows people do not frequently use sanitizer whenever they touch any public surface or need to shake hands. They avoid going to crowd places such as marketplaces, religious sites, gatherings, etc.

Table 4: Which of the following statements would best classify your behaviour?

		Frequency	Percentage
Wear a mask properly covering my nose and mouth in all public places	Always do so	143	77.3
	Mostly do so	34	18.4
	Only Sometimes	4	2.2
	Only when required or told to do this	4	2.2
Frequently wash hands with soap and water	Always do so	110	59.5
	Mostly do so	51	27.6
	Only Sometimes	18	9.7
	Only when required or told to do so	6	3.2
Wash hands with soap and water whenever I enter my home and office, go to the washroom, and before my meals.	Always do so	132	71.4
	Mostly do so	46	24.9
	Only Sometimes	6	3.2
	Only when required or told to do so	1	0.5
Use a sanitizer to clean hands whenever I tough any public surface or need to shake hands	Always do so	103	55.7
	Mostly do so	54	29.2
	Only Sometimes	27	14.6
	Only when required or told to do so	1	0.5
Avoid going to crowd places such as marketplaces, religious sites, gatherings, etc	Always do so	94	50.8
	Mostly do so	57	30.8
	Not possible for me to follow this	2	1.1
	Only Sometimes	19	10.3
	Only when required or told to do so	13	7

Conclusion

This study is based on "preventing covid: harnessing the power of communities". This Pandemic turned the entire world upside down. No one thought that the world could be arranged like this. The Covid-19 Pandemic has changed people's lives, societies, and organizations. Sudden security, work stoppages, and greater attention to previous life knowledge and experience without the impact of the virus have had a significant impact on people's health and organization. With no approved treatment for COVID-19, it is vital to prevent its spread in society. The main point is finger hygiene, social

distance, quarantine, vaccination, etc. Improved testing capabilities could help detect more positive patients in the community, reducing disease to stricter quarantine rules.

The study concluded that not wearing the masks, not practising social distancing and mass gatherings and events are three key reasons behind the rapid spread of the covid-19 virus. Over 50% of people agree that vaccine helps limit the spread of covid. Almost all people wear masks correctly, covering their nose and mouth in public places. They frequently wash hands with soap and water before entering home and office, going to the washroom, and before my meals. They avoid going to crowd places such as marketplaces, religious sites, gatherings, etc.

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IMPACT OF COVID-19 ON PREFERENCES OF WORKING FROM HOME IN DIFFERENT INDUSTRIES: COMPARISON BETWEEN GENDERS

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Abstract

Covid 19 transformed the workplace, altering the physical workspaces to a virtual model, i.e., Work from Home ('WFH') mode. This shift created new issues for companies never dealt with before, like increased spending on the safety of their employees and a decline in the interest of the human resource at work. In this context, the study compares the preferences to work from home among different genders among 174 respondents belonging to different sectors using descriptive research. The comparison between different sectors indicates that preferences depend on the sectors. The study's limitations are that the respondents are from persons who are known acquaintances, as going out and interviewing the was difficult due to the prevailing situation of COVID-19. To adapt to the changing workplace, organizations need to adopt flexible policies to improve employee work experience to accommodate both works from home and physically working employees.

Key words: Covid-19, Workplace, Work from Home, Preference to work, Gender

Introduction

The pandemic accelerated transformations in the workplace have challenged the traditional roles and structures. Covid 19 changed how a company operates, and the managers now are grappling with people management strategies. The lockdown imposed witnessed the workplace shift from a physical mode to a Work from Home (referred to as 'WFH'). With work from home (WFH), people spent more time on laptops and phones. This pandemic affected the employees' physical health and the employees' mental health. The pandemic exposed various issues in terms of employees not having health insurance, digital access, lack of space to work from home, increasing caregiving responsibilities, exposure to domestic violence, loss of jobs and putting oneself at greater risk due to the nature of the job. In addition, working women had to handle their housework and family too, due to which they felt overburdened. The "Women in Workplace 2020" study found more women feeling exhausted than men. Men and women both have their responsibilities, and not giving proper time for family and work increases their work stress and anxiety in their lives. Generally, the accepted norm seems to be that women prefer to work from home more than men to spend time with their families.

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The international labour organization (ILO) (2020) estimates that 195 million full-time workers will lose their jobs worldwide this year (ILO 2020). Employees have to learn new skills that increase their employability in the digital area. The significant difficulties during the pandemic were organizations continuity, striving to reduce possible harmful effects of working from home help the workers set priorities. On the other hand, less socialization during the pandemic affects the employee's mental health. HR has to respond to this challenge by doing digitally meetings or online to take care of the motivation and productivity of employees. Online working also makes it difficult to control and monitor employees' activities. The potential solution that managers are using is online dashboards and digital data for accessing workload and performance.

The Covid-19 pandemic created new issues for companies never dealt with before, like increased spending on the safety of their employees, a decline in the interest of the human resource at work, and a shift to a hybrid workplace model. The Deloitte Global report 2020 indicates that the pandemic has taken a severe toll on women, with the majority becoming less optimistic about their career opportunities. Around seventy per cent of the respondents felt that their workload had increased, and more than 50 per cent of the respondents complained of harassment or non-inclusive behaviors in their workplaces during work from home situations. In addition, many respondents were also planning to leave the workforce within the next two years. Different genders are said to exhibit Risk aversion and apply incentive efforts in different manners in the workplace (Philosophy of Biology, 2007). present the meta-analysis of 150 psychology studies shows that although women are significantly more averse to risk, women are in some situations (Byrnes et al.,1999). New perspectives of gender also interlude in the experiences and preferences of working from different industries.

In addition, the study argued that situational or contextual factors were important for the experiences and preferences of both genders whilst working (Nierderle & Vusterlund,2007). Work from home is not unquestionably a new thing for the IT sector as there was an option to WFH prior to COVID-19, but after COVID-19, the WFH trend became the norm. The teaching sector was another sector WFH was adopted to teach due to the circumstances to prevent earning loss. This study examines these issues in different sectors and compares the preferences to work from home among different genders.

Literature review

Companies shifted to WFH due to the lockdown and the safety of the employees. WFH is not a new concept, as the companies usually call it flexible work, telecommuting etc. The crux of this kind of work was that it gave flexibility to the employee to execute his work at home at their own pace using technology. It was the Covid-19 that forced many businesses to opt for this mode as they had no other alternative to keep the businesses going. The initial mention of WFH refers to it as 'telecommuting' or 'telework (Messenger & Gschwind,2016; Nilles, 1988), over a period referred to in different terms like flexible workplace, remote work or e-workspace. In all these modes, technology is used to execute one's work, providing flexibility to work from not a designated physical office space but at the employee's convenience (Grant et al., 2019).

Certain jobs like financial, IT, management, and education can be done in a WFH mode . In contrast, it cannot work in healthcare, hospitality, farming, manufacturing and cargo services (Dingel & Neiman, 2020). There is an increase in a WFH mode of working. However, studies indicate that it has both advantages and disadvantages. Some of the advantages are saving time of commute (Grant et al., 2019), reducing work-life conflicts (Grant et al., 2019), higher productivity, job engagement (Delanoeije & Verbruggen, 2020). The disadvantage is that remote workers can experience communication issues with their line managers, even with the use of ICT technologies (Rysavy & Michalak, 2020), engenders an overlap between work and family-related concerns (Bouziri et al., 2020)

As per recent studies, women faced many mental health issues during the pandemic. The main reason behind it was that women had to work from home and work for home, which resulted in a lot of imbalances between the health and mental state of women. Men also did work from home during the pandemic. However, the study indicated that the burden of working women during the pandemic increased as most women had to balance between office and domestic work (Deshpande, 2020). For women, the number of working hours increased during the pandemic as they had to perform domestic and professional work, which led to less time for their sleep, which resulted in a lot of health issues like stress (Chauhan. P, 2021). Therefore, the pandemic has resulted in women shouldering more responsibilities at home and work.

In contrast, some employers have dealt with the issue where the women employees are satisfied with their careers. However, reports indicate that women are not choosing to return to work even after the situation normalizes as they juggle caregiving and career. Research conducted by McKinsey shows that around 1,000,000 people working in different sectors dropped out, of which 80% were women. In addition, most employees, irrespective of gender, experience limitations while working from home because they cannot focus only on the work at home. Hence, the family expects to spend time with the family too.

Objective of the Study
The study's objectives are
(a) To understand the issues faced by different genders during WFH and
(b) To identify the differences in the preferences of Work from Home among different genders in different industries.

Research Methodology
The study conducted from October 2021 to November 2021 adopted a descriptive research design. This method helps to cast light on issues through data collection, enabling a better description of the situation. The sampling technique used in this study is convenient random sampling. The questionnaire administered online consisted of three sections covering

(a) Demographic profile,
(b) Work from Home questionnaire and
(c) Impact on Genders.

Out of Two hundred four responses collected, 174 complete responses were analyzed with the help of pie charts and bar graphs.

Data Analysis
The demographic profile of the respondents is as per Table1. The data revealed that most respondents had at least four members in their family.

Table 1: Demographic Profile

Gender	Male	55.6%
	Female	43.6%
	Other Gender	12.2 %
Industry	Information Technology	18%
	Teaching	13.4%
	Banking	13.4%
	Manufacturing	10.5%
	Healthcare	19.2%
	Retail sector	22.7%
	Telecom sector	2.8%
Age Group	20-30	80.8%

	31-40	11%
	41-50	7%
	51-60	0.6%
	60 and above	0.6%
Area that you belong to	Rural area	8.2%
	Semi Rural Area	18%
	Semi Urban	11%
	Urban	62.8%

The data indicates that 68% of respondents did not work from home before the Covid 19 lockdown, and 32% of respondents had worked from home before the covid 19 lockdown. The maximum percentage of employees that had colleagues working from home or working flexitime before covid was 5% -8%, whereas during covid 19, lockdown or working flexitime was between 63% - 72%.

Employees' average number of work during evenings/night before the lockdown was between 6-12 hours, and an average number of hours worked by employees during evenings/night after the lockdown was between 10-14 hours. Most respondents indicated increased workload hours as the primary negative experience, followed by distractions at home increased work stress (Table 2). When the respondents were asked to indicate their preference for WFH, the majority (44.3%) preferred to Work From Home. The primary reason they indicated for their preference was that they could spend more time with the family, followed by the fear of catching the virus, spending time on other things and saving commuting time.

Most respondents felt that the managers supported the employees during WFH in the Covid-19 lockdown period and will continue to support even if they continue with WFH after the lockdown (Table 4 and Table 5).

Table 2:Negative experiences of WFH during covid

Negative experiences of working from home during COVID-19 lockdown Please click on the relevant check box about your experience
174 responses

Category	Count (%)
can't work due to lack of equip…	56 (32.2%)
can't work due to lack of space	42 (24.1%)
increased workload/hours	74 (42.5%)
negative relationship with colle…	29 (16.7%)
increased work stress	63 (36.2%)
less productive	59 (33.9%)
increased family stress	28 (16.1%)
too much distractions at home	71 (40.8%)
increased housework/childcare	25 (14.4%)
blurred boundaries between wo…	50 (28.7%)

Table 3: reasons to Work from Home

In case in future, if you were given an option to work from Home what would be the reasons for you to choose WFH
174 responses

Category	Value
other physical health reasons	36 (20.7%)
spend more time on other things	55 (31.6%)
mental health reasons	37 (21.3%)
for the environment	39 (22.4%)
fear of catching virus	63 (36.2%)
to be productive	40 (23%)
employer likely to encourage me	17 (9.8%)
spend more time with family	66 (37.9%)
reduce commuting time	46 (26.4%)
others	29 (16.7%)
Work-life conflict	20 (11.5%)

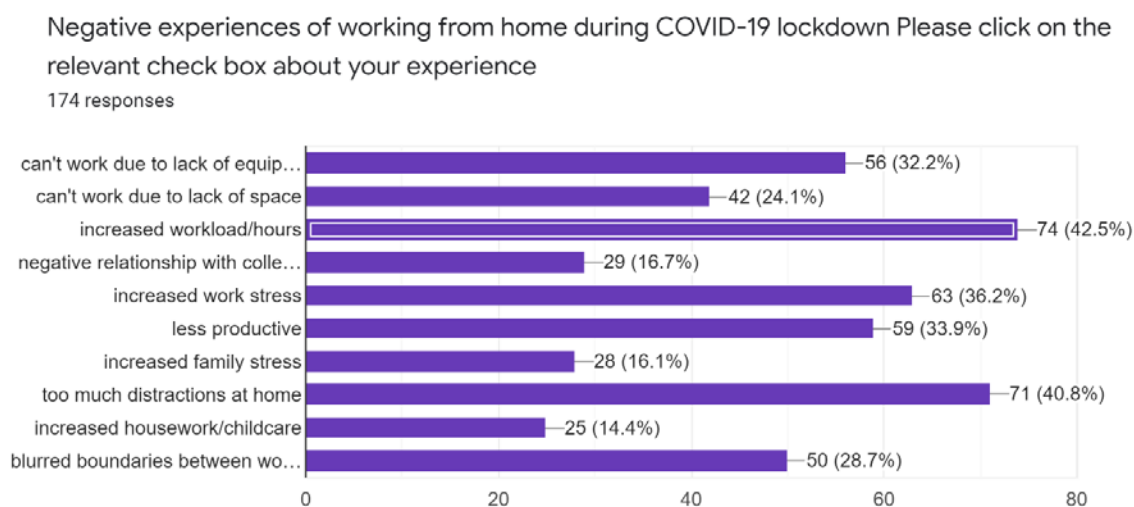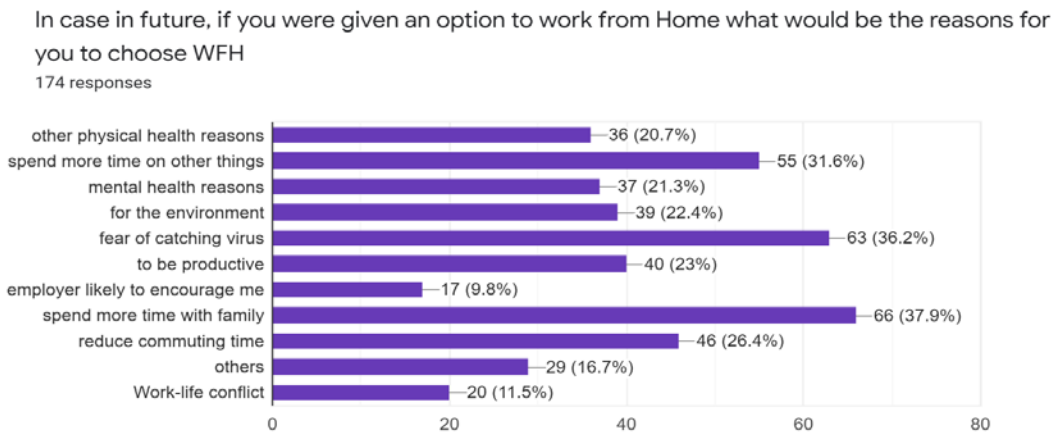*Table 4: Perception of management support during WFH in covid19 lockdown*

WORK CULTURE BEFORE AND DURING LOCKDOWN The perception of management support on those who worked from home during the COVID-19 lockdown. Choose the appropriate options:
174 responses

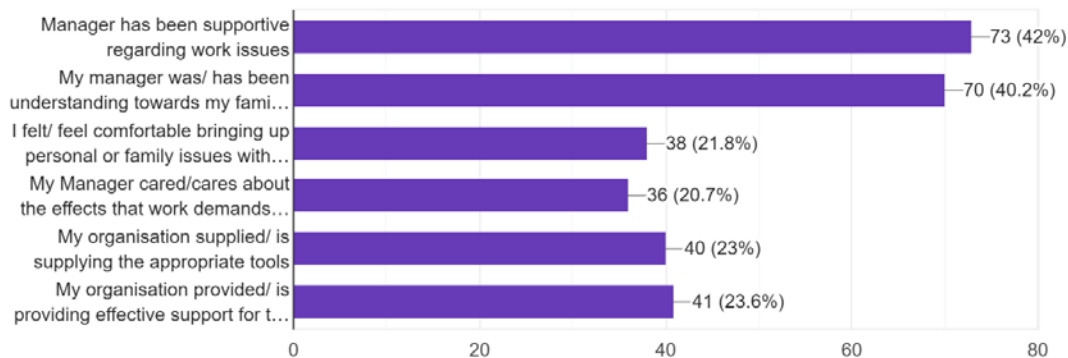| Category	Value
Manager has been supportive regarding work issues	73 (42%)
My manager was/ has been understanding towards my fami…	70 (40.2%)
I felt/ feel comfortable bringing up personal or family issues with…	38 (21.8%)
My Manager cared/cares about the effects that work demands…	36 (20.7%)
My organisation supplied/ is supplying the appropriate tools	40 (23%)
My organisation provided/ is providing effective support for t…	41 (23.6%)

Table 5: Perception of Management Support on WFH after Covid-19 lockdown

The perception of management support on those who worked from home after the COVID-19 lockdown. Choose the appropriate options:
174 responses

Category	Value
Manager has been supportive regarding work issues	82 (47.1%)
My manager was/ has been understanding towards my fami…	65 (37.4%)
I felt/ feel comfortable bringing up personal or family issues with…	48 (27.6%)
My manager cared/cares about the effects that work demands…	35 (20.1%)
My organisation supplied/ is supplying the appropriate tools…	41 (23.6%)
My organisation provided/ is providing effective support for t…	40 (23%)
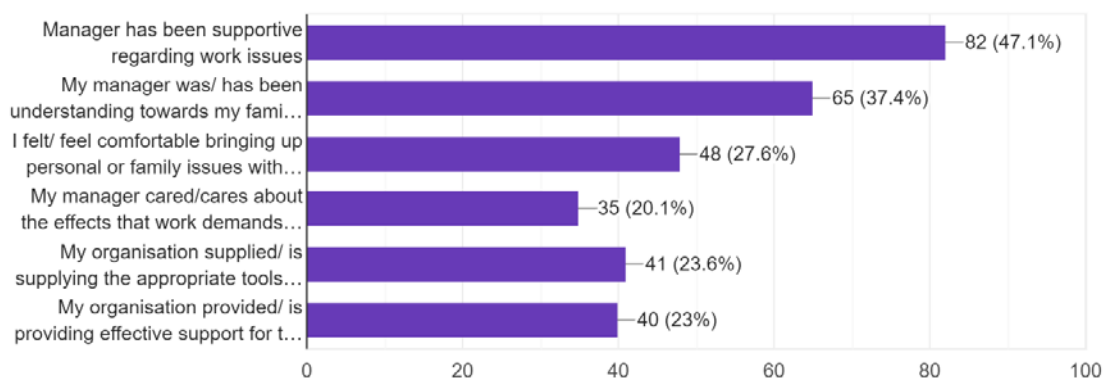
Sector-wise Analysis
Telecom Sector
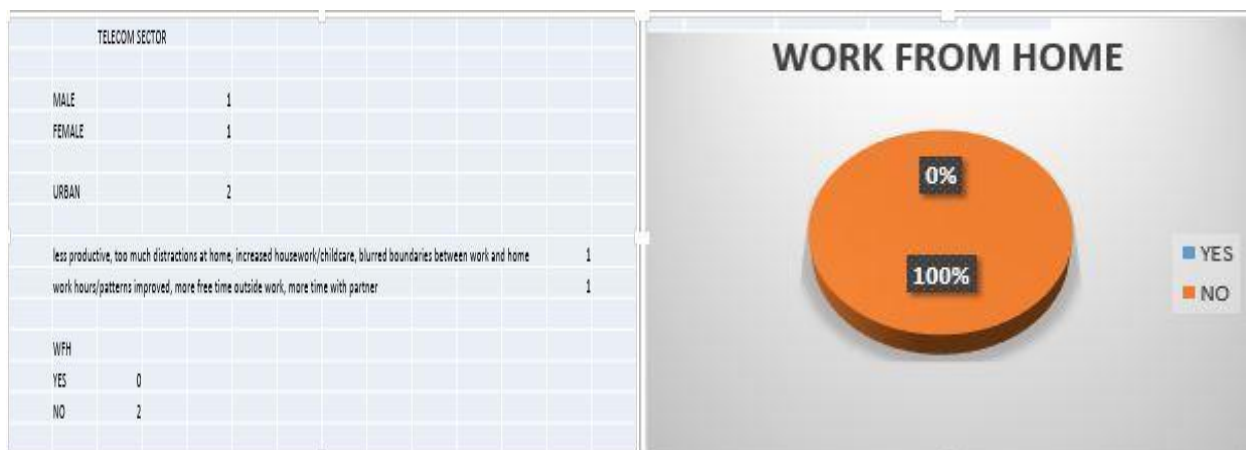
In the telecom sector, there was no difference in the gender in the preference for working from home.

Retail and e-commerce
In this sector there was a difference in the gender preference for working from home with maore males preferring to work from home.
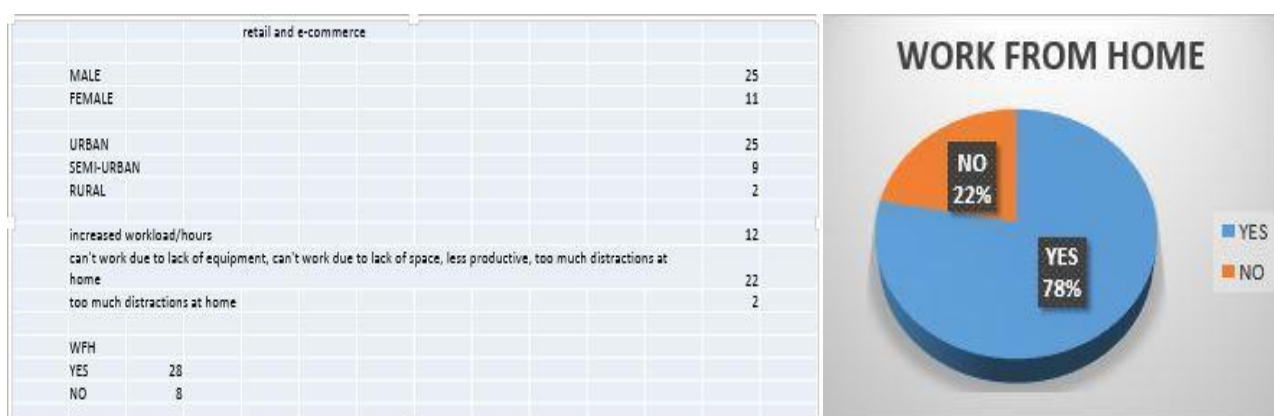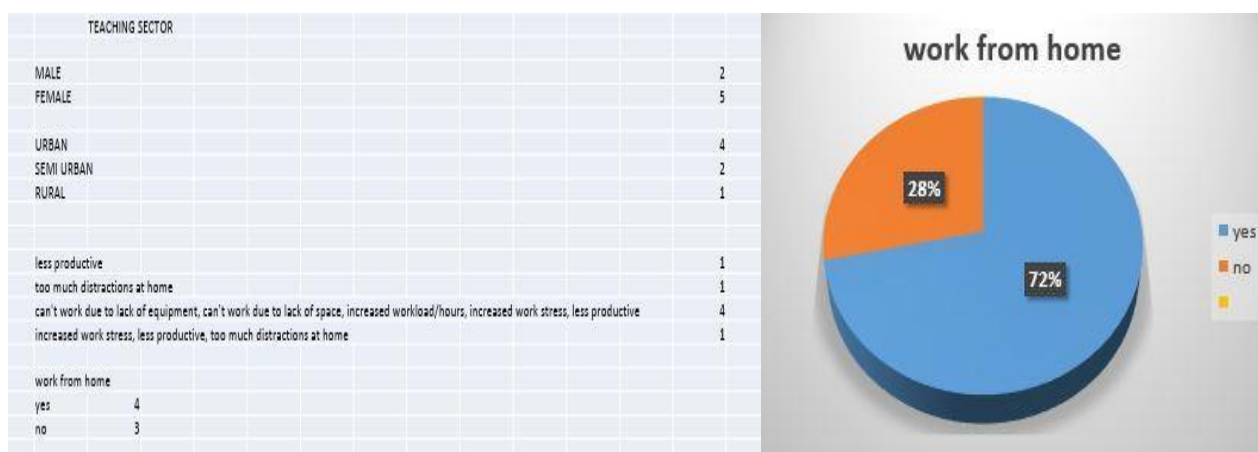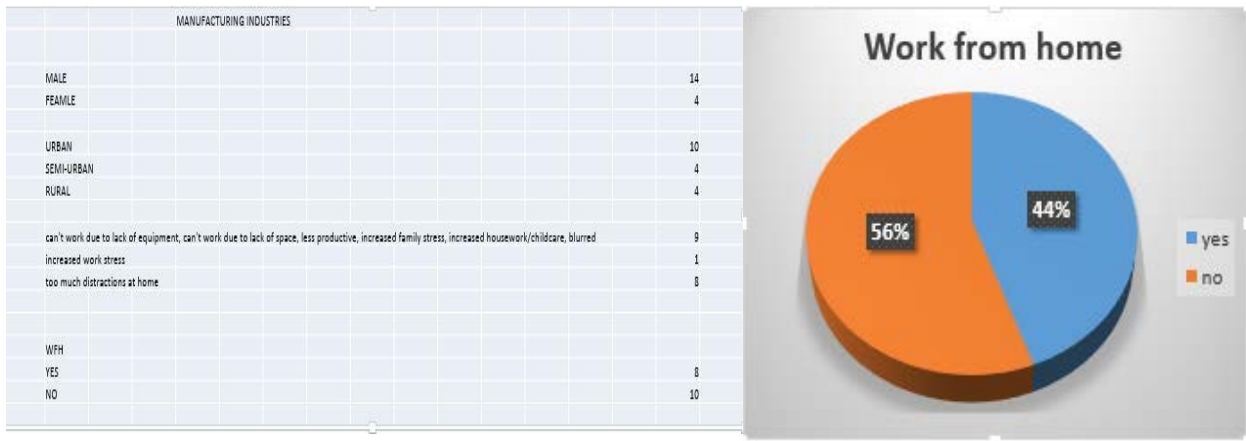

Teaching Sector
In this sector, there was a difference in the preference to work from home with more female preferring to work from home.
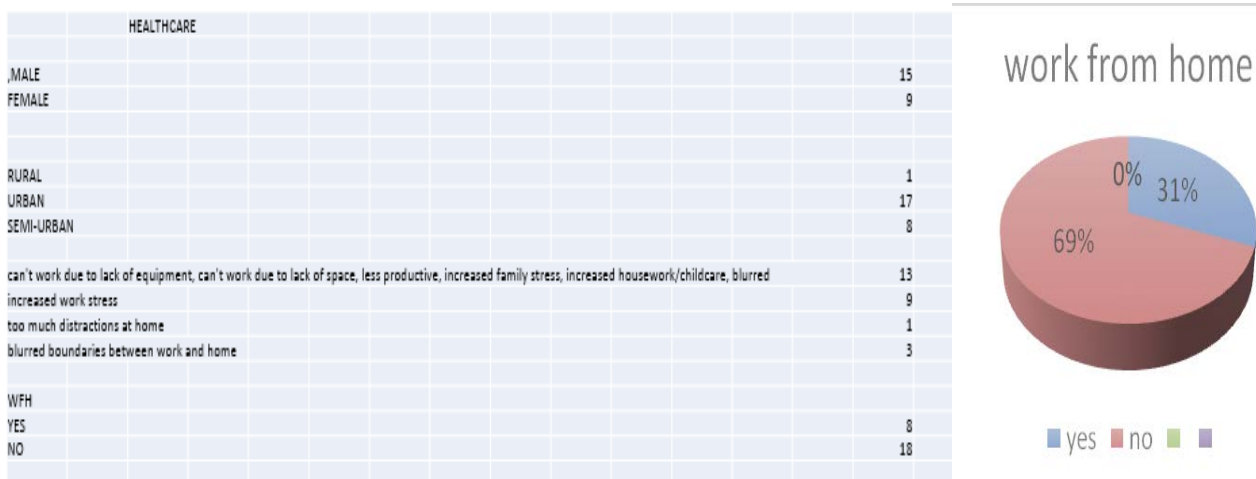
Manufacturing sector

In this sector both the genders did not prefer to work from home did not prefer to work from home

MANUFACTURING INDUSTRIES	
MALE	14
FEAMLE	4
URBAN	10
SEMI-URBAN	4
RURAL	4
can't work due to lack of equipment, can't work due to lack of space, less productive, increased family stress, increased housework/childcare, blurred	9
increased work stress	1
too much distractions at home	8
WFH	
YES	8
NO	10

Healthcare sector

In this sector also there majority respondents did not prefer to work from home, there was no difference in preferences terms of gender.

HEALTHCARE	
,MALE	15
FEMALE	9
RURAL	1
URBAN	17
SEMI-URBAN	8
can't work due to lack of equipment, can't work due to lack of space, less productive, increased family stress, increased housework/childcare, blurred	13
increased work stress	9
too much distractions at home	1
blurred boundaries between work and home	3
WFH	
YES	8
NO	18

Banking sector

In this sector, majority preferred to work from home and more preferred to work from home.

banking	
MALE	14
FEMALE	9
URBAN	9
RURAL	4
SEMI-URBAN	10
increased workload/hours, increased work stress, less productive, too much distractions at home, blurred boundaries between work and home	8
less productive, blurred boundaries between work and home	3
can't work due to lack of space	8
WFH	
YES	6
NO	17

Conclusion

The COVID-19 pandemic has created a massive problem for all people. In the context of dramatic changes worldwide due to pandemics, organizations need to respond and adapt to the alterations and accordingly manage the workforce. The comparison between different sectors indicates that preferences depend on the sectors. The companies can be more flexible and lenient to understand their workforce and lifestyle. Moreover, frequent meetings and follow-up programs can help connect and reduce the gap between the management and the workforce. The study's limitations are that the samples covered have been from people who are known acquaintances, as going out and interviewing the actual workforce was difficult due to the prevailing situation of COVID-19. The International students faced difficulties as they belonged from different regions with no lock-down. Thus, organizations need to adopt flexible policies to improve employee work experience to accommodate both WFH and physically working employees in the future.

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PREVENTING COVID: HARNESSING THE POWER OF COMMUNITIES

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Abstract

India, home to the world's second-largest population, is devastated by the COVID-19 disease. Indian investigators had looked into 100,000 (0.10 million) COVID-19 infection cases by May 18th; by July 11th, that number had risen to 80,000. India's use of social distancing and lockdown rules increased economic, human, and environmental costs. The environment benefited when the economy and people's lives were negatively impacted. With regard to COVID-19, we discussed how India dealt with and might deal with these issues. Media attention has been paid to a large number of COVID-19 cases in India, but no specific studies have examined the COVID-19 causative factors to a large extent. National health care services are needed because COVID-19 has had such a profound effect on many people's physical and mental health.

Keywords: COVID19, Social distancing, Lockdown rules, Economic, human, and environmental costs

Introduction

Coronavirus disease (COVID-19) is a virus-related illness (COVID-19). The first known instance was detected this year in Wuhan, China. The disease has since spread around the world, resulting in a pandemic. Signs and symptoms are the visual signals and symptoms of a sickness, injury, or disease. A person may be experiencing various symptoms, including fever, headaches, and other sorts of pain. A higher or lower than usual temperature elevated or lowered blood pressure, or an anomaly on a medical scan could all be symptoms.

Covid-19 has transformed our world. The overall risk of contagion has put our way of life to the test, radically altered service delivery, and demonstrated how deeply health security is woven into every area of our lives. As the pandemic has demonstrated, human-centered innovations in global health are urgently needed, and such solutions must be created by the people they serve. The virus exploited existing social and racial imbalances, leaving many communities without access to health care and prone to disease. These problems exist before Covid-19, but they amplify its effects. The necessity of creating robust health systems to respond to challenges and deliver essential health services has been highlighted by Covid-19. People require primary care even in the event of a pandemic. They continue to have babies, struggle with high blood pressure and get cancer—addressing these quotidian health issues cannot be put on hold because of a pandemic.

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Novel Coronavirus is a coronavirus strain that has never been detected before. Coronaviruses are spread from person to person and animal to animal. Several coronaviruses have been found in animals but have not yet infected humans. The most typical signs of this virus are breathing difficulty, cough, and fever. On January 30, the first incidence of Covid-19 was confirmed in India. Until August 16, 2020, one million eight hundred sixty-two thousand nine hundred thirty-seven recoveries have been registered. India has the world's second-largest population and is presently the virus's third-most affected country as of August 16, 2020. To combat the spread of the virus, the Indian government implemented severe lockdowns and suspended all tourist permits.

Educate yourself on the facts and take precautions to keep you and others safe. Heed the advice of your local health officials.

To prevent the spread of COVID-19:
- Clean your hands often. Use soap and water or an alcohol-based hand rub.
- Maintain a safe distance from anyone who is coughing or sneezing.
- Wear a mask when physical distancing is not possible.
- Don't touch your eyes, nose, or mouth.
- Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze.
- Stay home if you feel unwell.
- If you have a fever, cough, and difficulty breathing, seek medical attention.

A second wave, which began in March 2021, was far more severe than the first, with shortages of vaccines, hospital beds, oxygen cylinders, and other medications in various parts of the country. India had surpassed the United States in the number of new and active cases by late April. On April 30, 2021, it became the first country to report over 400,000 recent issues in under 24 hours. India began their immunization program on January 16, 2021, and by April, it had provided 3–4 million shots per day. As of May 25, 2021, the country had administered around 200 million vaccine doses. India has licensed the British Oxford–AstraZeneca vaccine (COVISHIELD), the Indian BBV152 vaccine (COVAXIN), and the Russian Sputnik V vaccine for emergency use.

Prevention and treatment
Several vaccines against the human coronavirus SARS-CoV-2 have been created using various approaches. Viral proteases, polymerases, and entrance proteins have all been identified as potential antiviral targets against human coronaviruses. Drugs targeting these proteins and the several phases of viral replication are being developed.

Vaccines for the animal coronaviruses IBV, TGEV, and Canine COV are available, although their efficacy is limited. When highly contagious animal coronaviruses, such as PEDV, emerge, destroying entire herds of pigs may be necessary to avoid transmission to other packs.

Types of Corona Virus
It turned out that the coronaviruses found in humans were not all the same. There were two types, which the researchers called "L" and "S." They are very similar, with slight differences in the two places. It looks like the S type came first. However, the scientists say the L type was more common early in the outbreak.

AIM OF THE STUDY
- The study will look at the power of communities to prevent COVID-19
- The people of the society have an understanding and knowledge of COVID-19
- To analyze the mental and physical health of people during this pandemic
- To understand the impact of covid on the daily routines of people

Review of the Literature
Summary of selected research articles on the COVID-19 pandemic is mentioned below.

● Glenn Laverack, September 2020. Harnessing the potential of communities can be enhanced by building trust, including through the use of reliable sources of evidence-based information and by providing opportunities for people to engage in a dialogue about the risks of infection. Harnessing the potential of communities will depend on government recognition of their importance and more substantial funding streams.

● Lev-On, 2012. Yates and Partridge, 2015. Boyd and Martin, 2020. Explains that the collective effect of a sense of community is a determinant of solidarity, social cohesion, the ability to meet local needs, and collective action among crowds during emergencies and long-term crises.

● Baruch et al. (2016); Dissanayake et al. (2019) report that increasing public participation through social media and mobilizing the crowd's wisdom helps maximize the value of crowdsourcing and online community engagement.

● Heath et al. (2009) suggest that a sense of being part of a community is a critical component of strategic emergency and crisis management, bringing together the collective wisdom that makes the public more fully functioning.

● Gui et al., 2017; Abdulhamid et al., 2020, These platforms have created renewable opportunities to bring individuals and groups together, building crowdsourcing communities that go beyond people's sense of the self. In the COVID-19 crisis, social media has played an unprecedented role.

● Boyd and Martin (2020) confirmed that COVID-19 exposes people to novel thinking about a sense of community responsibility in the crisis. Social media tools are novel and offer the preferred platforms to communicate.

● Howell & Taylor, 2011, what has become apparent during past problems is that although there is a range of reasons people become involved in social media crowdsourcing, the overwhelming driver is a sense of community.

A few observations from the eminent scholars during the pandemic are below mentioned.

"During the pandemic, the government has advocated large-scale behavior modification measures like maintaining physical distancing, hand washing, cough etiquette, and following the lockdown rules to curb infection transmission. But such measures might not be effective unless the community actively accepts these interventions." Ms. Rakhal Gaitonde, Professor of Public Health, Sree Chitra Tirunal Institute for Medical Sciences & Technology, Trivandrum.

"Community engagement could be the missing link in enabling the adoption of and adherence to the government's public health guidelines." Ms. Ritu Priya, Professor of public health at the Centre of Social Medicine and Community Health, Jawaharlal Nehru University.

"Community engagement will finally depend on the government." Ms. Sulakshana Nandi of Public Health Resource Network, New Delhi.

"The local agencies can check with the resident's welfare associations about what they were doing to ensure their workers' wellbeing, whether they were giving them wages and so on." Ms. Ritu Priya.

The protocol should encourage the development of new ideas by the communities themselves, despite administrative leadership. Ms. Ritu Priya added that "the best practices of such community efforts could become part of containment protocols at the state or national level."

Preparation
● Early discussions and negotiation with communities is critical for understanding socio-cultural contexts and developing culturally appropriate prevention and control strategies;

● CE can help the health workforce, as it allows a multi-sectoral approach, drawing on local resources and expertise to carry out critical health system functions and create an innovative solution;

- During emergencies, the resilience and capacity of CE actors can be supported by ensuring clarity regarding roles and compensation, by providing pieces of training and equipment, and by creating a space for dialogue between health workers and CE actors.

Implementation

- There is a need for frequent and open dialogue within CE activities; communities should be treated as active participants in, as opposed to passive recipients of, health response efforts;

- CE process usually involves identifying groups and individuals at the local level (pre-existing or new); building capacity and sustained leadership through training, technical support like planning, developing interventions, inter-sectoral action, monitoring, and evaluation;

- SBCC and risk communication messaging at a household level should use local leaders, influential community persons, or people who have experienced COVID-19, combined with mass media messages tailored to communities' socio-cultural norms, realities, and experiences.

Method

A variety of methodological approaches exist for individuals interested in conducting research. When choosing a research strategy, many factors must be considered, such as the study's objectives, the research questions to be answered, and the funding.

Survey research can use quantitative research strategies. Survey research may be termed "the collection of information from a sample of individuals through their responses to questions." This type of research allows various methods to recruit participants, collect data, and use multiple instrumentation methods.

Primary survey based on following: -
- Questionnaire-based data analysis
- Interview based analysis

Research Design

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied—explanatory analysis answers who, what, where, when, and how.

Descriptive research can be said to have a low requirement for internal validity. Although the data description is factual and systematic, the research cannot describe what caused a situation. Thus, the descriptive study cannot create a causal relationship where one variable affects another.

Sample Size: - 120 people

Survey Medium: - Online Survey Forms Period of Survey: - 2 months

Analysis

Vaccination has been shown to reduce deaths and severe illness from COVID-19 and reduce the transmission of COVID-19. Vaccinating as many people as possible and reducing the spread of disease is essential.

Side effects of COVID-19 vaccines have mostly been mild to moderate and short-lasting. They include fever, fatigue, headache, muscle pain, chills, diarrhea, and pain at the injection site. Following vaccination, the chances of these side effects differ according to the specific COVID-19 vaccine.

Fully vaccinated people have a reduced risk of transmitting SARS-CoV-2 to unvaccinated people.
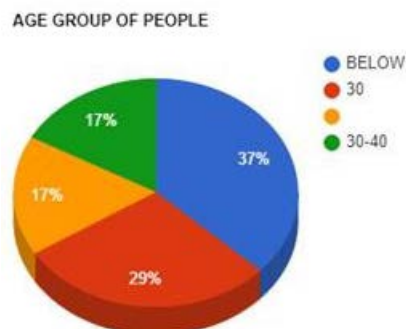It is recommended that both doses of vaccine be taken to realize the full benefit of vaccination.
Both doses must be of the same vaccine type.

Findings

The demographic profile of the sample is mentioned in the table below.

Table:01 Age Group of respondents

| Age Bracket	No. of People	Percentage
BELOW 30	44	37
30-40	35	29
40-50	20	17
55 - ABOVE	20	17
TOTAL	**120**	**100**

As clearly in the above table the age group of the people, 37% of respondents were less than 30 years, 29% of them were between 30-40 years, 17 of them were between the age group of 40-50 & similarly 17% of them belongs to 55 and above age.

Most of the respondents belong to the age group of less than 30 (37%)

Table:02 Gender of the respondents

Gender of people	No. of People	Percentage
Male	72	60
Female	48	40
Total	**120**	**100**
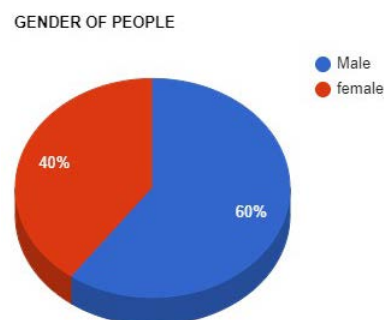
The above table refers to the gender of the respondent, 60% of them are male, and 40% are female. Most of the respondents are male.

Table: 03 Respondents, Who believe vaccination can effectively limit the spread of COVID?

| Opinion	No. of People	Percentages
Yes, Absolutely	116	98
Partially	0	0
Not At All	0	0
Can't Say	4	2
TOTAL	**120**	**100**
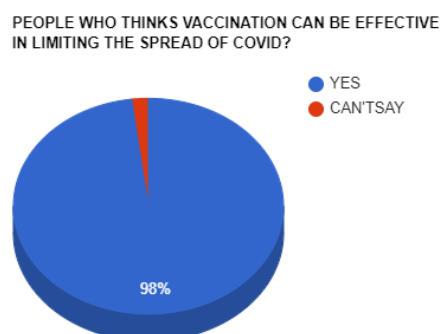
Here, most of the respondents think that vaccination effectively decreases COVID-19.

Table: 04 Have you heard about the latest government campaign for spreading awareness about COVID called "Safai Bhi, Dawai Bhi, Kadai Bhi"?

Opinion	No. of People	Percentages
YES	120	100
NO	0	0
TOTAL	120	100

HAVE YOU HEARD ABOUT THE LATEST GOVERNMENT CAMPAIGN FOR SPREADING AWARENESS ABOUT COVID CALLED "SAFAI BHI, DAWAI BI, KADAI BHI?
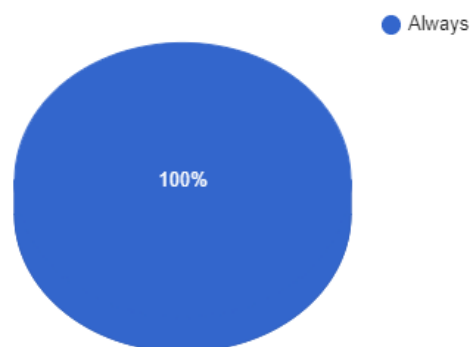
● 'Yes'

100%
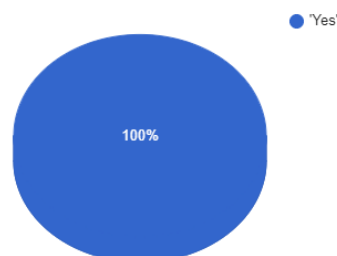
Here, every respondent knows the government campaign to spread awareness about COVID-19.

Table: 05 Respondents who always wear masks at public places

Wear Mask	No. People	Percentages
Always	120	100
Sometimes	0	0
Rarely	0	0
Never	0	0
TOTAL	120	100

People who always wear masks at public places
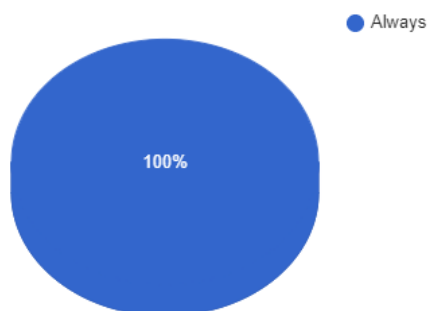
● Always

100%

In this poll, all respondents agreed they wore masks in a public place.

Table: 06 Respondents who wash hands 6-8 times in a day or whenever coming from outside or touching any surface

| 6-8 Times Hand Wash	No. of People	Percentages
Always	120	100
Sometimes	0	0
Rarely	0	0
Never	0	0
TOTAL	120	100

People who washes hands 6-8 times in a day or whenever coming from outside or touching any surface

● Always

100%

Each respondent reported they wash their hands 6-8 times each day.

Table: 07 Respondents who avoid going to crowded places

Go to Crowded Place	No. of People	Percentages
Always	115	96
Sometimes	2	2
Rarely	3	2
Never	0	0
TOTAL	**120**	**100**
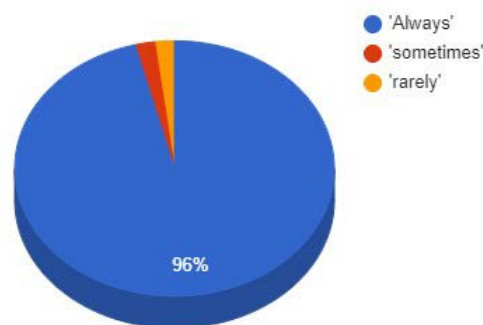
According to the survey, 96% of respondents said they always avoid going to crowded locations, 2% said they occasionally go to crowded areas, and 2% said they rarely or usually go to crowded places.

Table: 08 Respondents who got vaccinated

Vaccination Status	No. of People	Percentages
Both	44	37
Single Dose	35	29
Planning	20	17
Not Interested	20	17
TOTAL	**120**	**100**
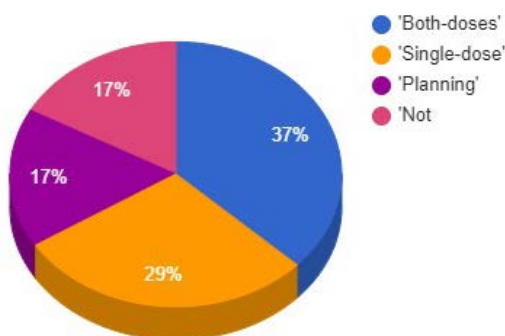
37% of respondents have received both doses of the vaccination, while 29% have just received the single dosage. The remaining 17% and 17% of respondents will take or have not taken.

**Table:09 People who suffered from COVID-19**

Status	No. of People	Percentages
YES	72	60
NO	48	40
TOTAL	**120**	**100**

People who suffered from covid 19
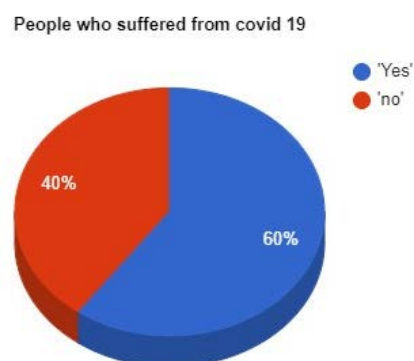
Because the second wave of COVID-19 was extraordinarily severe and widespread, 60 percent of those polled were infected with the virus, while just 40 percent were unaffected.

Table:10 lost their family members/friends/colleagues

Lost someone Known	No. of People	Percentages
YES	114	95
NO	5	5
TOTAL	**120**	**100**

People who lost their family members/friends/colleagues

● 'Yes'
● 'no'
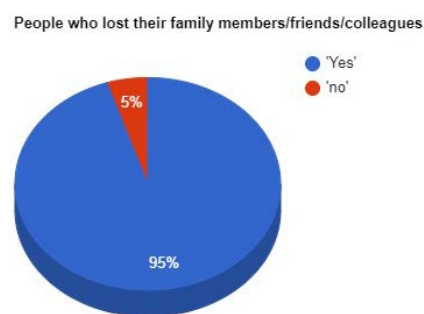
This survey is scary since it shows that 95% of respondents lost relatives, friends, or colleagues because of COVID-19.

Anxieties respondents experienced due to the COVID-19 pandemic have been discussed in the section.

Following a survey of around 120 people, we discovered people's concerns during a pandemic.
- People's businesses and occupations were affected by the pandemic.
- People were worried about the economic catastrophe they were experiencing.
- Students and parents were concerned about the loss of educational opportunities.
- Teachers and students are confronted with difficulties in online teaching and learning.
- Many individuals have lost loved ones, including relatives, friends, and family members.

Discussion

The study was carried out based on a sample of people polled. COVID-19 is thought to be reduced by vaccination by the majority of people. The government's anti-COVID-19 program is well-known to them all. The vast majority of people follow all measures and standards, such as hand washing, using hand sanitizers, avoiding crowded areas, wearing masks, and preventing sickness. Around 37% of persons have received both doses of the vaccine, whereas 29% have only received the first dose. Following immunization against the original strain of COVID-19, the body's ability to harness several immune system components still leads to significant resistance against many variants.

Around 60% of people were infected by the second wave of COVID-19, which was dangerous and pervasive. We discovered that 95% of people had lost relatives and friends after completing a study, which was shocking to learn.

Conclusion

This study analyses the role of the sense of community in harnessing the power of community, collaborative knowledge generation, and the perceived value of social media and society by leveraging the power of community in reacting to the COVID-19 issue. Furthermore, the research looks into the impact of societal wisdom and collective knowledge development on the perceived value of social media in averting Covid-19 by harnessing community strength during a crisis.

The findings of this study reveal that a sense of community plays a significant role in harnessing the wisdom of the society during pandemics, facilitating the combination of individual perceptions into a collective perception that provides a community that, together, is wiser than its taking part individuals. A sense of community inspires and enriches the ability to reach a better solution than any solution achieved by its members individually.

Results show that a sense of community during pandemics plays a vital role in evoking the dimensions of collaborative knowledge creation, namely socializing and externalizing, combining and internalizing. The purpose of being part of a community is a central intrinsic motivator for acquiring new knowledge from diverse sources or creating, discussing, and evaluating novel ideas and opinions collectively to gain a new understanding. It is a powerful catalyst for transmitting newly created knowledge, experience, solutions, and best practices and sharing new values, impressions, and thoughts with other members of society.

This study confirms that the perceived value of social media during pandemics can be gained from the collaborative efforts and understanding of how to employ prevention of covid-19 by harnessing the power of communities to harness the wisdom of the society and collaboratively create new knowledge that benefits society. The research model presents a paradigm for understanding the relationships between the sense of community and the perceived value of social media prevention of covid-19 by harnessing the power of communities in pandemics. This study also explores the role of perceived value as a performance evaluation measure of sense of community, the wisdom of the society, and collaborative knowledge creation in responding to the coronavirus pandemic. It shows how the power of a sense of community contributes to building and harnessing the wisdom of the society and collaborative knowledge creation as predictors of the perceived value of social media prevention of covid-19 by harnessing the power of communities in such crises.

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IMPACT OF COVID-19 ON EMPLOYMENT AND EMPLOYABILITY SKILLS

Dr. Rachna Bansal Jora[1]

Students Participated in Community-Connect Project
2020578187 Bhumi Kaur
2020459261 Karan Kumar
2020432762 Khushi Verma
2020001582 Dhananjay Tyagi
2020824726 Pudensiana Patrick Nsangizyo
2020804587 Mohamed Rabiaka Diallo
2020555056 Piyush Lokhande
2020546246 Mohak Soni
2020538117 Manya Maheshwari
2020515085 Mark Mahlan
2020513293 Mitranshu Bhunwal
2020476374 Priyanshu Bhonsle
2020804575 Raihanatou Diallo
2020801869 Seoyoung Kim
2020544420 Shreya Lakhera
2020543534 Shreni Singh Tomar
2020529321 Sahil Kumar
2020443468 Sachin Gola
2020505699 Aadarsh Hijam
2020493302 Mannu Kumar Singh

Abstract

Covid 19 outbreak worldwide has forced the countries to impose numerous restrictive measures, including social distancing complete and partial lockdowns. The economy of many countries came to a halt, including India. Schools and colleges were closed, and online teaching and learning gave limited practical exposure to students. Companies stopped hiring; instead, the offer letters which were rolled out were taken back. Salaries were deducted, and layoffs were announced. Several people lost their jobs. Students got anxious about their future during this environment of chaos and anxiety. Covid 19 significantly impacted the employability skills and employment opportunities. Thus, this study aims to measure the impact of COVID-19 on the employment and employability skills of university students. Data is collected from 163 university students across different disciplines and courses.

Keywords: Covid 19, Employment, Employability Skills

Introduction

The pandemic has turned the entire globe upside down. No one ever believed the world could be turned upside down in this way. COVID19 is a severe acute respiratory illness that has wreaked havoc on the economy and society. In January 2020, the World Health Organization labeled the coronavirus outbreak an international public health emergency, followed by a pandemic in March. The first documented case in India occurred in Kerala in January 2020, prompting the Indian government to declare a state of emergency on March 20. Schools and colleges were ordered to close by the government. Admissions and exams in schools and universities have been rescheduled or cancelled.

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During the COVID-19 crisis, India and other countries enacted social distancing measures and stay–at–home orders, resulting in a substantial increase in unemployment and other workers being granted reduced hours or temporarily suspended. School closures and the elimination of entry-level jobs, internships, and apprenticeships have had a significant impact on youth. High and ongoing youth unemployment and underemployment in the effects of the global financial crisis demonstrated that reconnecting youth people with excellent jobs may be difficult, with potentially long-term consequences.

The lockdown has caused the regular academic session to be disrupted. Because most primary and secondary school children are cut off from academic exchanges with their teachers, they are the most affected. Through the efforts made by teachers, school administrations, local and national governments to cope with the unusual circumstances of e-learning, the disruption in education and learning could have medium and long-term implications on the quality of education. In reaction to school closures, UNESCO advised that schools and teachers employ distance learning programs and available educational tools and platforms to reach learners remotely and minimize disruptions in education.

Concept of employment and employability:

Employment is a formal connection between two parties in which one party is the employer, and the other is the employee. The employer might be a company, a for-profit organization, a not-for-profit organization, a co-operative, or another entity. Employability skills are, however, different from employment. *Employability skills* are the essential skills and characteristics required for practically any employment. These are the skills that a business looks for in a candidate. Employees with these skills are virtually always sought-after hiring managers. Figure 1 shows the various essential employability skills measured in this study.

Figure 1: Employability Skills

During the COVID-19 crisis, India and other countries imposed social distancing measures and stay-at-home orders, resulting in a significant increase in unemployment and the reduction or suspension of other workers.

The economic costs of the COVID-19 epidemic have not been evenly distributed. Employees in informal employment or in a variety of work arrangements, for example, have been susceptible to the crisis's impacts because they have fewer resources and protection. Women have lost a disproportionate amount of jobs and money. Many working women have been on the front lines of providing essential services while also being in danger of contracting the coronavirus. Furthermore, women have been disproportionately affected by the crisis's increased burden of unpaid care.

The removal of entry-level jobs, internships, and apprenticeships, as well as school closures, has had a tremendous impact on youth. In the aftermath of the global financial crisis, high and persistent youth unemployment and underemployment proved that linking young people with outstanding jobs could be challenging, with long-term ramifications. Because the epidemic is causing havoc on the informal economy, young and female employees in this vulnerable sector are particularly worrying.

Literature Review:
BUHEJI & Buheji (2020)
Throughout history, widespread diseases or pandemics have presented us with numerous obstacles and numerous chances for development, one of which is Covid-19. In this paper, we look ahead to chances to improve and develop our planet. We examine the various opportunities these pandemics and other everyday occurrences bring to our lives. This report proposes a methodology for examining the potential hazards of such a terrible crisis. More research is needed to identify answers that will protect us from future crises. This analysis was carried out in order to uncover both hidden and evident opportunities that the crisis has brought into our lives.

Hite and Mcdonald (2021)
It is reasonable to conclude that Covid 19 has had various effects; however, Linda M Hite and Kimberly S Mc Donald in 2020 attempted to examine the fundamental aspect of careers after Covid 19 and its problems and modifications. Human resource development, career resilience, and career shocks were also discussed. They focused on work-life balance and double-checked with the Mckinsey Institute, which studies worldwide economic trends and combines the concepts of employability and employment.

Ivanov and Terziev (2021)
The employment guidance study is part of a detailed study that analyzes and examines the process on the global market that ensures emergency scenarios from COVID-19 pandemics. The main effect is on the labor before the pandemic crisis and the changes in current global employment. It proposes measures and actions to reconstruct the monetary resources to prepare for the new challenges faced by the global market. This methodology initiates long-term goals.

YUCEL AND WHO (2021)
Hospital employees were not allowed to take vacations, resign, or retire during the pandemic.
Consciousness is required for discipline. Work should be done in conformity with the stated goals. Because this illness is claiming lives on a regular basis, the government has advised voters to maintain physical and social isolation and has even enacted regional quarantining to prevent the sickness from spreading further. During the pandemic, authorities advised that anyone who was infected or had contact with infected people go into quarantine; also, states with high infection rates were confined to prevent further infection.

AHMAD AL-FADLY (2020)
The purpose of this review is to show how covid 19 created massive failures in society, particularly in the hospitality and tourism sectors, which employ a large number of people. The personnel, supply chain, and cash flow of SMEs were noted as areas of particular importance in the evaluation. The findings established a general perception of SME business owners and identified themes relating to the business individual, the business, and the firm's survival. The study found that government intervention is essential to help surviving enterprises, particularly in stimulus funding, moratoriums, extended loans, and interest exemptions.

Adecco Group (2020)
COVID 19 has a strong impact globally, as every country's government tried to make a strong plan that will support the health and economy of the country out of this pandemic. Similarly, employers must also find solutions to ensure the organization stays active, with required productivity and a healthy and skilled workforce. This paper concludes that the CEO of Adecco Group (Alain Dehaze) recently said now is the time to 'invest in people, not only jobs. It means the focus should be on investing in people and their skills as it is of utmost importance. Also, Vocational education training (VET) and apprenticeship have proven the perfect medium for investing in people and their skills. They benefit both students and employers, but most importantly, they can bridge the skills gap due to COVID-19.

Kay and Russell (2020)
The world reacts to the impact of COVID-19, work-integrated learning programs worldwide. Across countries like Australia and Canada, several students shifted to working remotely or were dismissed from their WIL experience. This COVID-19 pandemic affected students learning, risk management, staff capability, program delivery, and industry engagement. This research paper shows the responses of COVID-19 by the University of Waterloo, Canada, and RMIT University. These are guided by the quality of WIL principles and different types of WIL organized structure. This paper infers with discussion on challenges and opportunities that events such as COVID-19 had upon the WIL program, the implication for other institutions, and student outcomes.

ODEY and ABUTU
"This paper concluded extensive literature review exposes the post-COVID-19 skills for the Nigerian economy and employment for youths in nations development. This type of crisis outbreak has brought severe social consequences like loss in income, lockdown, closure of educational institutions, loss of jobs, decrease in wealth, and increase in poverty. This COVID-19 pandemic affects the youth of Nigeria faster and harder than other age groups youth of Nigeria face multiple shocks like training and on-job-learning, employment, and income losses due to lay-off and reduced working hours. Have difficulties in finding new jobs or increase in unemployment. This makes a skill gap which makes several youths remain unemployed. Youth of Nigeria must strive to obtain the needed for post-COVID-19 skills was also established recommendation are made to enhance recovery for the post-COVID-19 skills by youths to boost their employment and relevant contribution for nations development".

Maree J G (2021)
Specially in South countries, employees' situations and work-seekers has deteriorated markedly. In Global North contexts, structures of hierarchical activities were disappearing apace... Erstwhile "safe work" contexts were not there to supply safety and secure a "holding environment" for employees.

Syabova and Tesarova (2021)
The covid-19 pandemic has occupied virtually every space of people's lives. Many countries have introduced several degrees to measures to forestall it unfold. Most of those measures were, or still area units endowed toward reducing or stopping the operation of retailers and services, in some cases adding to the massive producing corporations. However, as several corporations did not address these restrictions, cases have increased in most EU countries. An analogous state of affairs was additionally ascertained in Shovakia.

Objectives: Objectives are specific or measurable steps taken to achieve a goal. It describes what the research or report is trying to achieve. It shows the focus of the study. The purpose of this research is to find out what life is like before and after Covid-19, especially in terms of employment and employability. Reports show how employment has taken a turn after covid 19. So, the objectives of this research are-

- To know the impact of Covid-19 on employment
- To know the impact of Covid-19 on employability

Research Methodology

- The research design used is Descriptive Research Design. This design's goal is to depict a general population, situation or phenomenon unequivocally and productively. This design can answer *what, where, when* and *how* questions, and not *why* questions. There are three methods to conduct Descriptive Research: Surveys, Observations and Case Study. Out of these we used the survey method.

- Primary and Secondary Data have been used in this. Primary data refers to the data collected first hand by the researcher. Secondary data is the data that has already been collected by someone else and is now being used by the researchers. In our research, the questionnaire is the primary data whereas the literature review is the secondary data.

- The primary data (questionnaire) collected in our research was collected through Google Forms. A questionnaire containing some demographic information and 9 statements on employability skills and 5 statements on employment concerns were asked from the respondents on a scale of 1-5.

- Sampling Technique used in this research is Convenience Sampling Technique. In this, the sample is taken from a group of people easy to contact or to reach.

- Sample Size: the number of respondents who filled the questionnaire are 163.

Data Analysis

Table 1: Demographic Details

Age	
Below 20	45.4%
20-25	47.2%
25-30	5.5%
Above 30	1.8%
Gender	
Male	58.3%
Female	41.7%
Education Level	
Undergraduate	80%
Postgraduate	20%

Impact of COVID 19 on Employability Skills

Figure 1: EMPLOYABILITY SKILL Q1

I got enough time and opportunities to develop myself during Covid 19.
163 responses
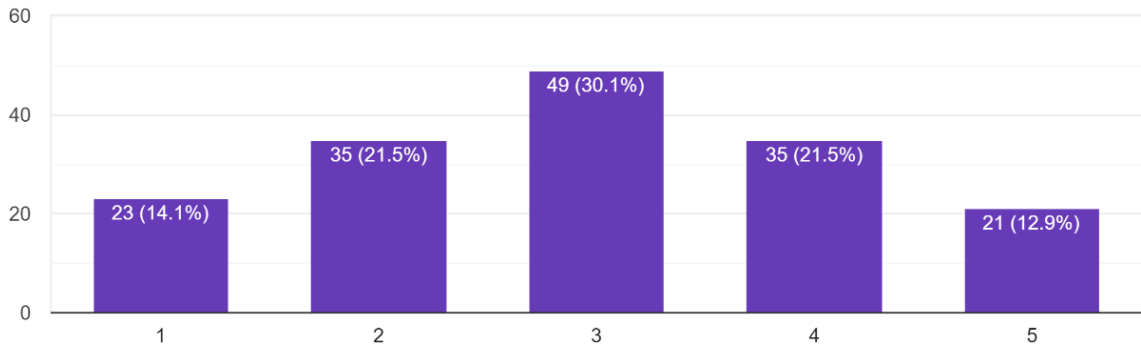
Figure 2: EMPLOYABILITY SKILL Q2

I did not get enough exposure to improve my presentation skills during Covid 19.
163 responses
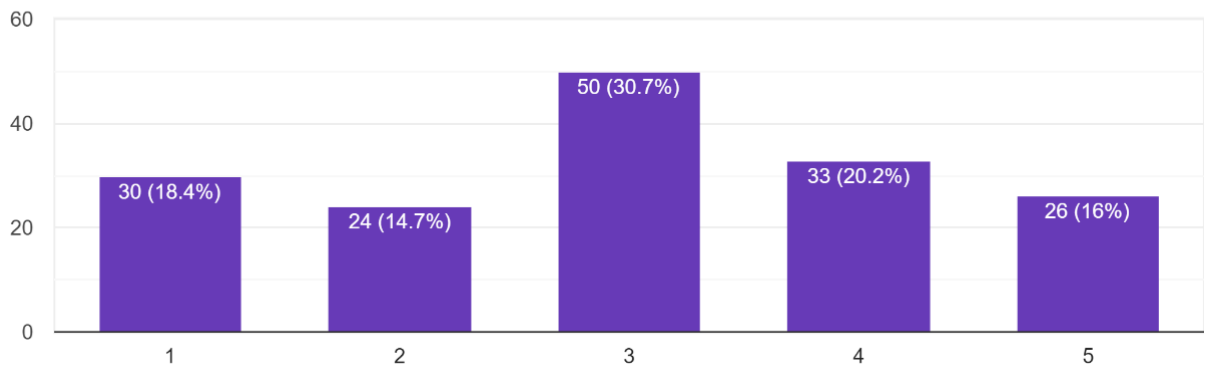
Figure 3: EMPLOYABILITY SKILL Q3

My stress level has increased after Covid 19.
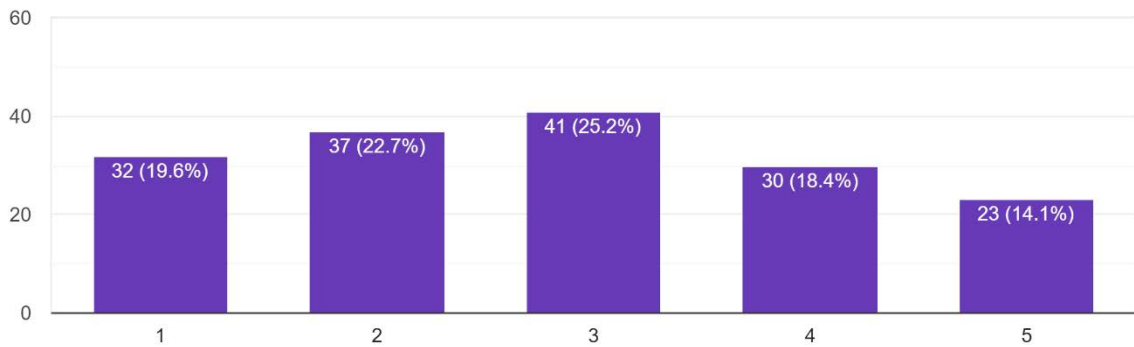163 responses

Figure 4: EMPLOYABILITY SKILL Q4

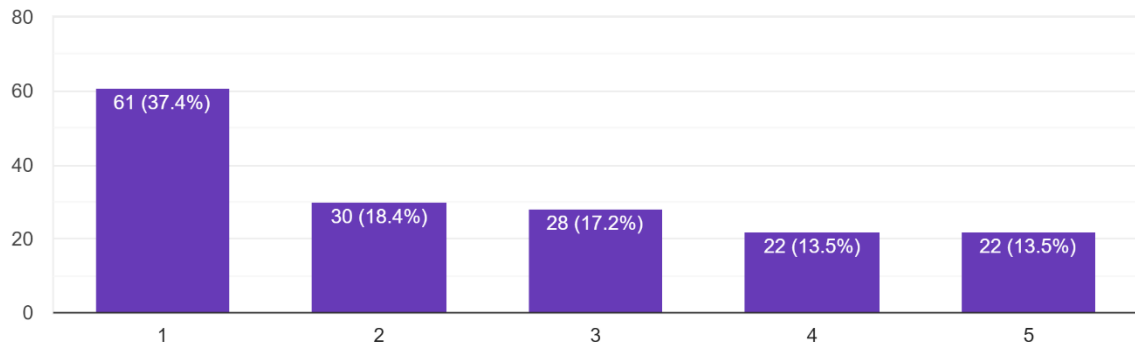I did not get practical exposure due to online classes during Covid 19.
163 responses

Figure 5: EMPLOYABILITY SKILL Q5

My labs, practical assignments, internships etc. were missed due to Covid 19.
163 responses
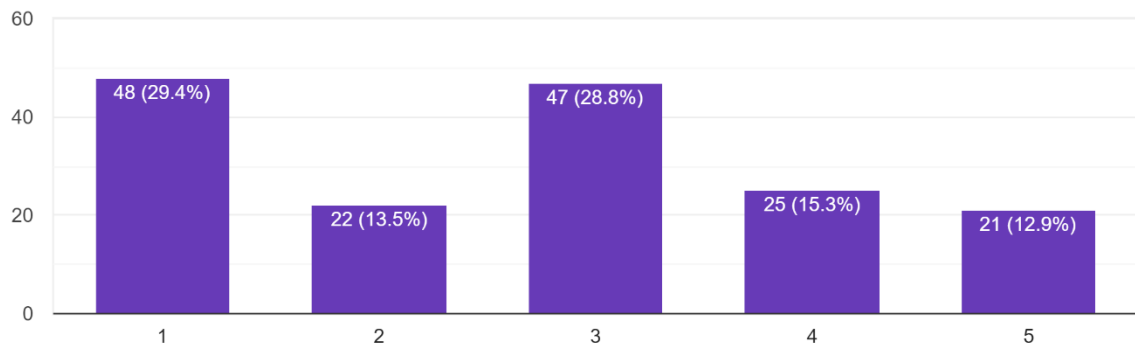
Figure 6: EMPLOYABILITY SKILL Q6

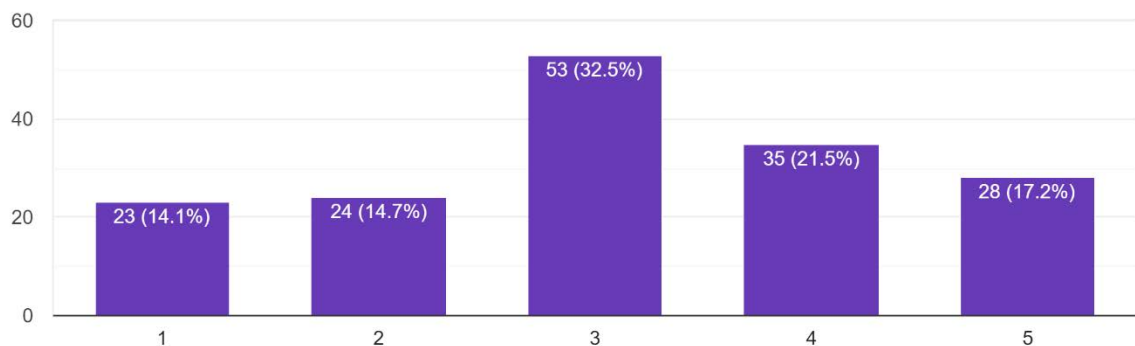I feel comfortable working in team after Covid 19
163 responses

Figure 7: EMPLOYABILITY SKILL Q7

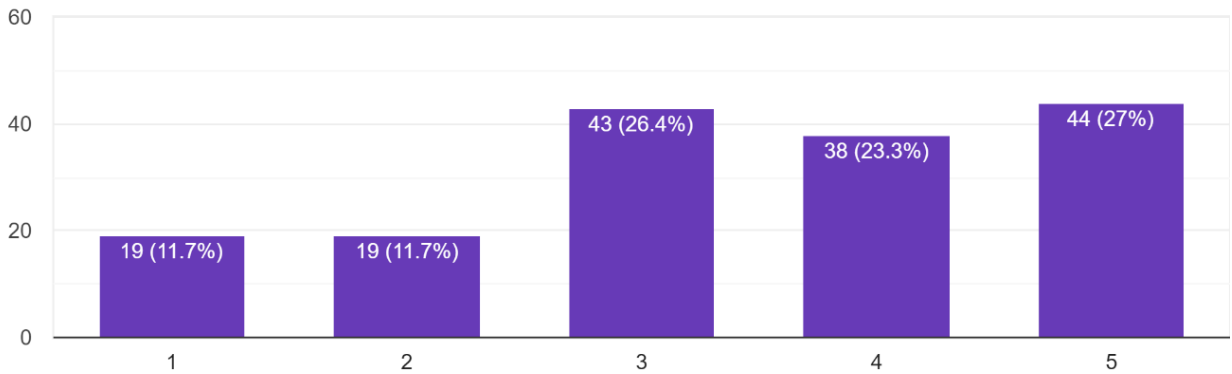My time management skills have improved after Covid 19
163 responses

Figure 8: EMPLOYABILITY SKILL Q8

My attitude has become more negative after Covid 19.
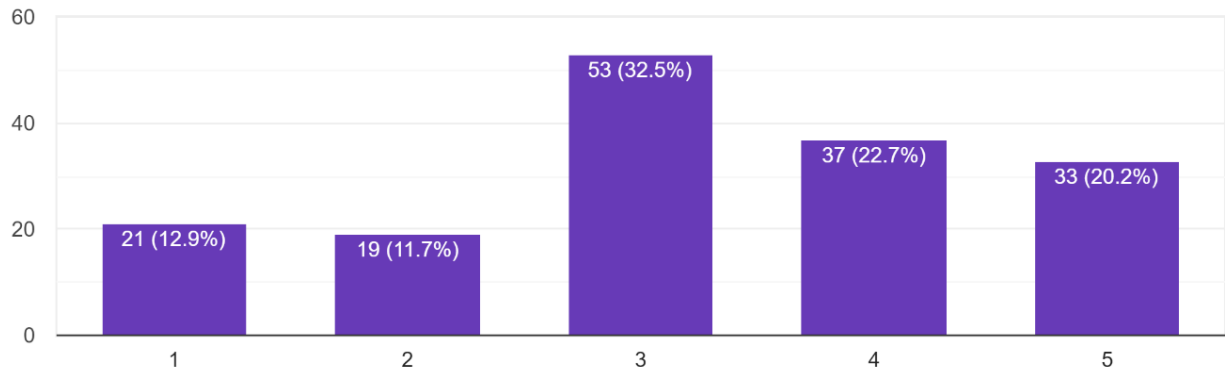163 responses

Figure 9: EMPLOYABILITY SKILL Q9

I think Covid 19 has adversely impacted students' overall Employability Skills?
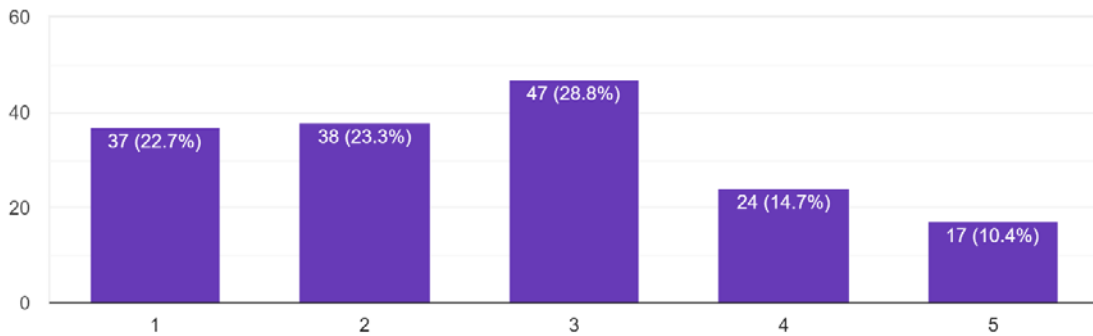163 responses

Figure 10: EMPLOYABILITY SKILL Q10

Impact of Covid 19 on employment

I feel more confident in facing employment related concerns after Covid 19
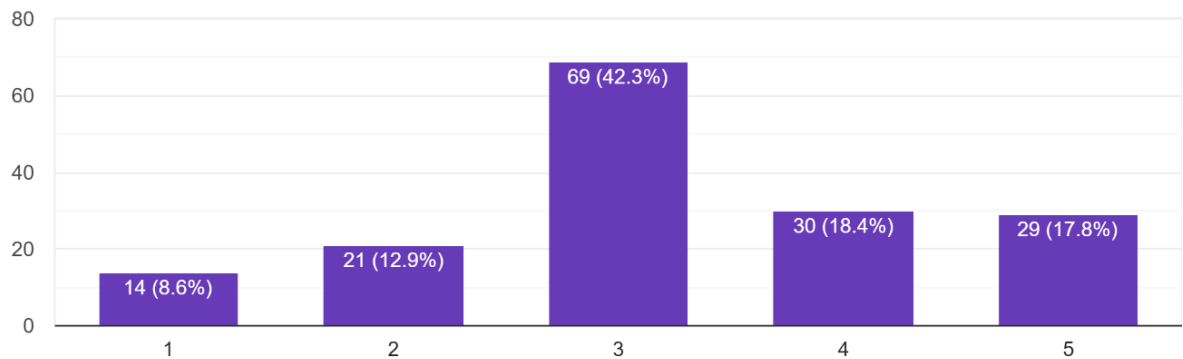163 responses

Figure 11: EMPLOYMENT CONCERN Q1

Same placement opportunities are available in my college as it was before Covid 19.
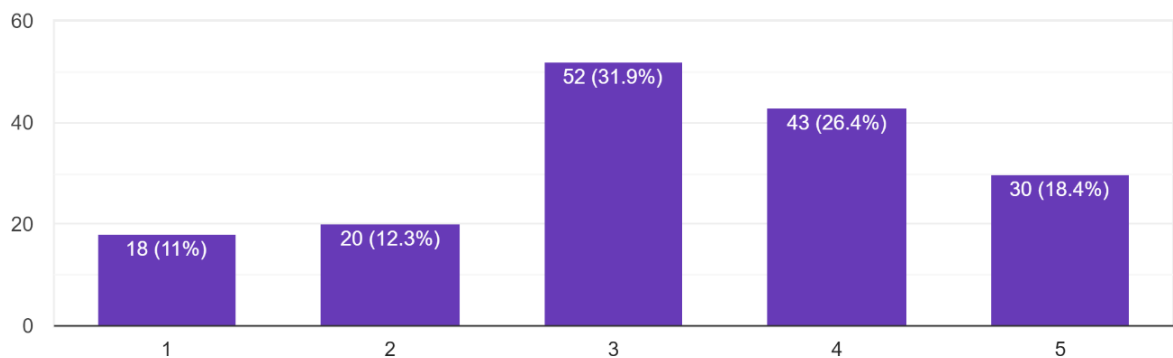163 responses

Figure 12:EMPLOYMENT CONCERN Q2

There is a change in the compensation packages offered by companies after Covid 19.
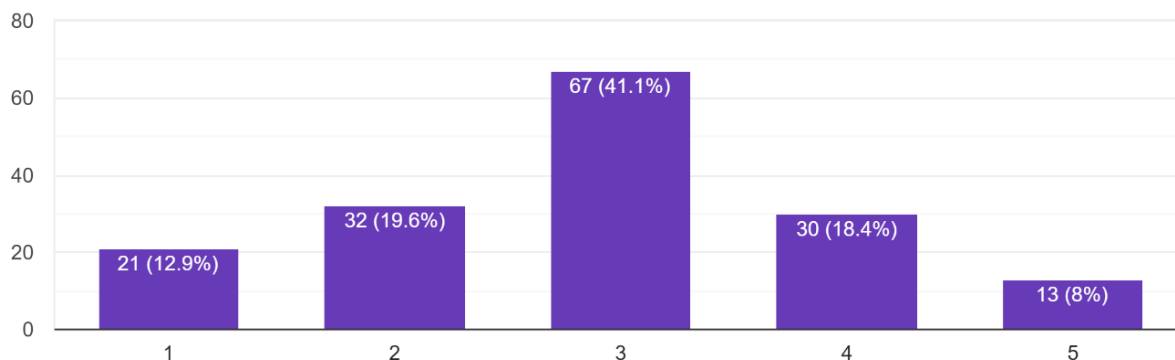163 responses

Figure 13: EMPLOYMENT CONCERN Q3

I think Covid 19 has adversely impacted Employment opportunities for students?
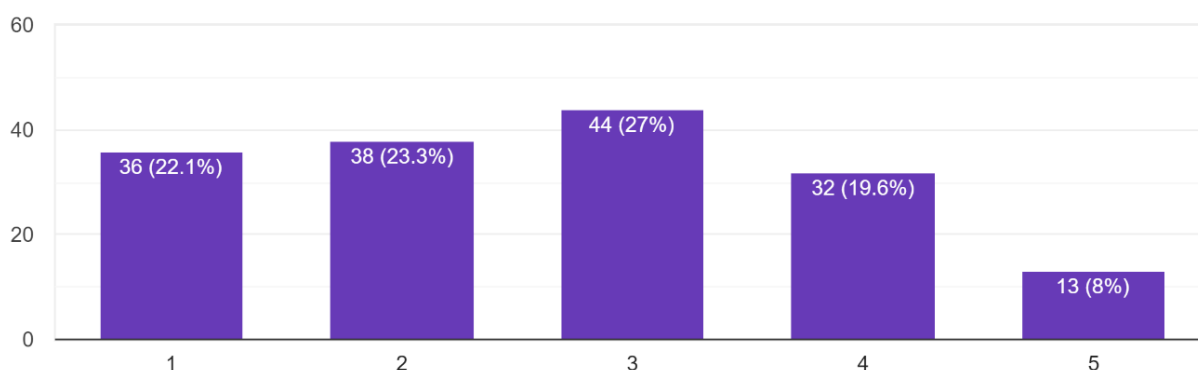163 responses

Figure 14: EMPLOYMENT CONCERN Q4

Findings

- 34.4 % students gave an average rating to that there learning and knowledge is negatively affected because of Covid 19

- 30.1 % students gave an average rating to that they got enough time and opportunities to develop themself during Covid 19.

- 30.7 % students gave an average rating to that they did not get enough exposure to improve my presentation skills during Covid 19.

- 25.2 % students gave an average rating to that their stress level has increased after Covid 19.

- 37.4 % students **strongly agree** that they did not get practical exposure due to online classes during Covid 19.

- 29.4% students **strongly agree** that their labs, practical assignments, internships etc. were missed due to Covid 19.

- 32.5 % students gave an average rating to that they feel comfortable working in team after Covid 19

- 27% students **strongly disagree** that their time management skills have improved after Covid 19

- 32.5% students gave an average rating to that their attitude has become more negative after Covid 19.

- 42.3 % students gave an average rating to that they feel more confident in facing employment related concerns after Covid 19

- 32.9 % students gave an average rating to that they feel Same placement opportunities are available in my college as it was before Covid 19.

- 41.1% students gave an average rating to that There is a change in the compensation packages offered by companies after Covid 19.

- 28.8 % students gave an average rating to that Covid 19 has adversely impacted students' overall Employability Skills?

- 27 % students gave an average rating to that Covid 19 has adversely impacted Employment opportunities for students?

Conclusion And Recommendations

Students' perspectives on how Covid 19 has impacted their employment skills and concerns are highlighted in the study. The majority of students agreed that Covid 19 had harmed their practical exposure in terms of the lab, practical exposure,

internships, and so on. In addition, it was discovered in this study that students have time management challenges following Covid 19. Universities and institutions are encouraged to think of new ways to provide students with greater practical experience. Since schools and universities are now offering physical lessons, more efforts are needed to prepare students for the workforce and to compensate for the losses caused by Covid 19. Students also need to put extra efforts to learn time management and prepare themselves to changing business environments.

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AWARENESS, ATTITUDE & PRACTICES TOWARD PLASTIC AND E-WASTE

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Abstract

The topic of Plastic and e-waste management has more far-reaching consequences than we can't imagine. Our age is witnessing the widespread use of plastics in nearly every aspect of life, whether the packing, case, or product. With an annual growth rate of 3–4 percent, electronic garbage (e-waste) is the fastest increasing waste globally. E-waste output is expected to reach 52.2 million tons per year by 2021. Currently, only 15% of e-waste gets recycled. When we consider the amount of this waste being generated, we know the harsh impact and the need to adopt methods that control the generation of Plastic and e-waste. Because plastics never entirely dissolve, the more plastic garbage produced, the more significant the environmental impact. The 21st century can also be classified as the digital generation with ever-improving technologies, resulting in obsoleting previous-generation technologies and increasing e-waste every day in large quantities. Considering the above factors, a study was conducted to acquire standard data about India's awareness, attitude, and practice toward Plastic and e-waste among individuals. This cross-sectional investigation was carried out using a well-designed questionnaire. Educating people about Plastic and e-waste management has become critical to preventing environmental impact and finding innovative strategies to battle this problem. In addition, we discuss their limitations, benefits, and potential for future improvement.

Keywords: e-waste, Plastic, India, waste, awareness.

Introduction

The climate wherein we live is significant, and it legitimately influences our lives. It is said that man is the result of his current circumstance. The environment is a global problem. It has no bounds. Many attempts are being conducted worldwide to raise public awareness about environmental conservation. Inadequate management of Plastic and e-waste disposal is one of the leading sources of ecological corruption. Plastics are typically high-molecular-mass polymeric polymers with certain additives. As a result of plastic pollution, toxic toxins injure humans, animals, and plants. Plastic

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may take several years to degrade, and the damage to the environment will endure for a long time. E-waste or electronic waste defines electronic items that are recycled. E-waste is often known as used electronics planned for renovation, recycling, reselling, and salvage recycling by material recovery or disposal. The research shows that many people find electronic waste and Plastic's impact a grave and grave issue. However, people are still not aware of the effects, so the recycling rate is lower. Once we set up a plan, e-waste removal is not that hard. Proper recycling of such products helps guarantee that the air, soil and rivers cannot end up polluting it.

A clean environment benefits people's health and improves their quality of life. Plastic and e-waste pollution has been rising day by day for various reasons, including population increase, urbanization, and excessive purchasing of electrical gadgets and goods. Still, people are uninformed of the materials used in electrical items, and industrialization, among others. As a result, there is a need to educate individuals or make them more aware.

The mammoth generation of e-waste has created a new e-waste stream in the country containing obsolete, End of life Electrical and Electronics Equipment discarded after their intended use. The innovation, dynamism in product design and globalization replaced this equipment in duration and made it the fast-growing waste in the world. E-waste is generated by both indigenous and outsourced electrical and electronics equipment besides Basel Convention. In India, the know-how and appropriate infrastructure for e-waste treatment is limited, and informal recycling has thrived thanks to a flexible regulatory framework. The presence of poisonous and hazardous compounds in e-wasted equipment drew the attention of the country's waste management organizations since these substances damage human health and the environment wherever they are present in uncontrolled settings. Because of obvious reasons, the presence and implementation of Environmentally Sound Management are limited and progressing slowly. E-waste also contains a significant quantity of precious recyclable materials, making it a potentially profitable enterprise in the country. The official recyclers have built sophisticated e-waste treatment facilities. Still, they are insufficient compared to the country's e-waste creation, while the informal recyclers handle 95 percent of the e-waste created using hazardous techniques. The collecting of official e-waste from all sources is uncertain.
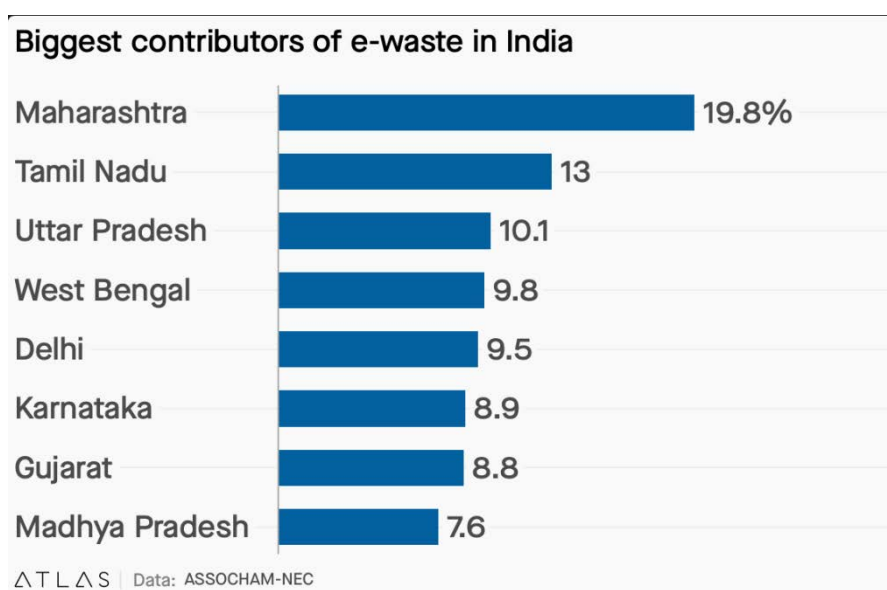
The study significantly made people think more about the topic and their actions. It allowed them to find their knowledge level and perception of Plastic and e-waste management. As a result, now is the moment for individuals to learn about the adverse impacts of Plastic and e-waste, modify their attitudes about their use, and practice correct management.

Literature Review

According to a review of e-waste studies, the trend of study issue has switched to leveraging cyber-physical systems (CPS) to foster symbiosis among stakeholders. Ravindra and Mor (2019) have studied that the electronic sector's rise and the higher speeds of changes in technology resulted in the large amounts of production of electrical waste and electronic materials. The study shows that the different management practices and generation of e-waste are obeyed in Chandigarh, India. The result shows that only 30% of people have an idea about e-waste and its risks to the surrounding. 12% of people were aware of the rules of e-waste. 10% had an idea of where to collect the e-waste trash. And 2% had a vision of using it.

So because of their terrible working situation, the workers may get colossal health risks. Also, the report recommends that the e-waste should be collected and circulated. (Mohan et al.)(2020) they have studied that the objective of the research is to examine the mode of waste generation and disposal in a village in Punjab to get to know the effect on the people's lives. They conducted a survey and conducted interviews with community leaders. The outcome reveals various issues, such as improper garbage disposal and multiple ailments. As a result, the study provides a detailed picture of the village's existing waste and sanitation management status. Ravinder and Shavesta (2015) studied the awareness of the risk of plastic bags among the people in Ludhiana, Punjab. Their study was done on some teachers and students. And the aim was to find the awareness of people about the risk of plastic bags and find the usage of plastic bags. Most people were using plastic bags in their day to day lives, which was also the key or primary reason for the pollution apart from the massive production of plastic bags in their marketplace. (Gupta et al.)(2015) they have studied the awareness of plastic medical or biomedical waste (BMW) among private doctors in the area of Amritsar, India. This research shows that most doctors were unaware of several types of biomedical waste. Plastic Waste Management has become a grave concern globally. He says this issue is the lack of responsibility and proper approach towards waste techniques, adequate management skills and adequate care for diseases. He observed that more than 4000 tons of waste are being generated in Ranchi itself. Researches indicate that waste disposal requires 2700000 square metres of landfill up to 2030. (Aman, 2020) The plastic waste collection is done by sorting the waste during garbage pickup from homes and through the help of separate dustbins for solid and plastic waste. Plastic waste constitutes 28% of the total waste output in Jharkhand. The dumping of plastic waste is dependent on the site condition. The disposal action is then carried forward with sanitary landfill treatment.

A central dumpsite in Jharkhand is The dumpsite in Jhirri Thana, Ranchi. (Srivastava, 2020) Jamshedpur's private municipal corporation, managed by TATA STEEL (JUSCO), took giant steps toward E-waste management. An E-waste management centre has been established where electronic waste can be exchanged at fixed prices. Jamshedpur generates about 1500-2000 metric tonnes of e-waste annually. The expanding population and a lack of information about plastic waste management solutions pose a significant concern shortly. (Mishra et al.) While the local government is usually in charge of executing municipal solid waste management programmes and infrastructure, proactive communities are frequently involved in solid waste management planning. Integrated Solid Waste Management (ISWM) is comprehensive waste prevention, recycling, composting, and disposal program.

It has also been estimated that by 2021 generation of electronic waste will increase up to 52.2 million tonnes per year. The quality of recycled plastics depends on the product input and the recycling process. The authors Tiwari and Dhawan (2014) write that 70 per cent of total e waste generation in India is from government ,public & private, industrial sectors. The individual household adds in a relatively small amount that is fifteen per cent and the remaining is generated from producers & manufacturers. The main difficulties identified in e-waste plastics recycling are (1) the presence of brominated flame retardants; (2) sorting limitations due to black plastics; (3) presence of plastic additives; (4) significant ranges of polymers together with a lack of monitoring of the treatment inputs and limited technologies to sort and recycle them (Buekens and Yang, 2014; Deloitte et al., 2015; Ma et al., 2016; Sahajwalla and Gaikwad, 2018).

Aim of the Study
The present study was undertaken to fulfil the following objectives:
1. To study Awareness of Plastic and E-waste.
2. To study Attitude towards Plastic and E-waste.
3. To study Practices toward Plastic and E-waste management.

Research Methodology
An anonymous cross-sectional survey was conducted online through questionnaires from the 6th of October to the 29th of October,2020. A total of 296 responses were recorded from different occupational individuals.
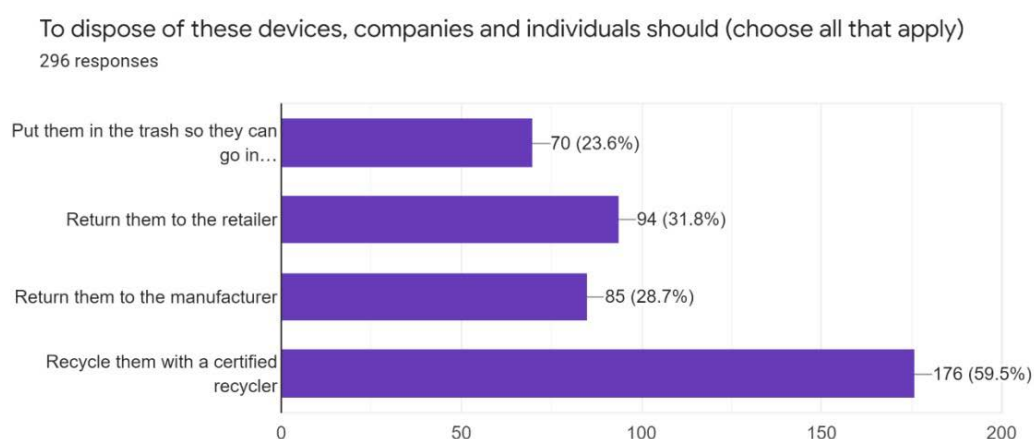
Data Analysis and Interpretation
47.3% of the respondents were female, which accounted for 140 respondents of the total respondents, 51.4% of the respondents were male, which accounted for 152 respondents of the total respondents,0.7 % of the total respondents were lesbian, which accounted for two respondents of the total respondents,0.3 % of the respondents were gay which accounted to 1 respondent of the total respondents, and 0.3% of the respondents chose the invalid option which accounted to 1 respondent of the total respondents.

Respondents between the age of 18-24years old had the highest response rate with 72.6%(215 respondents), respondents under the age of 18 had the second-highest response rate with 13.5%(40 respondents), respondents between the age of 25-39 years old had the response rate 10.1%(30 respondents), respondents between the age of 40-59 years old had the response rate of 3%(9 respondents) and the respondents with 60+ age had a response rate of 0.7%(2 respondents). 57.1 %of the respondents are graduates (169 respondents),19.3% of the respondents have done their high school education(57 respondents),17.9% of the respondents have done post-graduation, and other higher education(53 respondents) and 5.7% of the respondents have done primary education(17 respondents). 31.4% of the respondents have an annual family income of 510 lakhs(93 respondents),30.1% of the respondents have a yearly family income of 10-20 lakhs(89 respondents),25.3% of the respondents have an annual family income of fewer than five lakhs(75 respondents),6.8% of the respondents have a yearly family income of 20-50 lakhs (20 respondents) and 6.4% of the respondents have an annual family income of more than 50 lakhs(19 respondents). 34.5% of the respondents know a bit about the materials used in electronic products(102 respondents),24.3% of the respondents know more than average about the materials used in electronic products(72 respondents),22% of the respondents don't know much about the materials used in the electronic products(65 respondents),9.1% of the respondents don't know anything about the materials used in the electronic products(27 respondents),7.8% of the respondents know quite a lot about the materials used in the electronic products(23 respondents) and 2.4% of the respondents know about all the materials used in the electronic products(7 respondents). 40.5% of the respondents have partial knowledge about the electronic materials that are hazardous to the environment (120 respondents),39.2% of the respondents have proper knowledge about the electronic materials that are hazardous to the environment (116 respondents), and 20.3% of the respondents do not know the electronic materials that are hazardous for the environment(60 respondents).

35.8% of the respondents view e-waste as a severe problem (106 respondents),21.6% of the respondents view e-waste as a severe problem(64 respondents),20.6% of the respondents view e-waste as a neutral problem(61 respondents),14.2% of the respondents view e-waste as a severe problem(42 respondents) and 7.8 % of the respondents view e-waste as not a severe problem(23 respondents). 68.9% of the respondents purchase 1-3 electronic products a year(204 respondents),15.9% of the respondents purchase 4-6 electronic products a year(47 respondents),8.4% of the respondents purchase more than six electronic products a year(25 respondents) and 6.8% of the respondents purchase no electronic products a year(20 respondents). 42.6% of the respondents consider the comparison of the price of repair and cost of replacing(126 respondents),20.6% of the respondents believe the availability of the spare parts before choosing to repair(61 respondents),17.6% of the respondents consider the warranty of the product before deciding to improve (52 respondents),10.5% of the respondents think the knowledge of skills needed to fix before choosing to repair(31 respondents) and 8.8% of the respondents believe the need to disassemble the product before deciding to improve (26 respondents).

To dispose of these devices, companies and individuals should (choose all that apply)
296 responses

59.5% of the respondents suggest recycling the products with a certified recycler (176 respondents),31.8% of the respondents recommend returning the product to the retailer(94 respondents),28.7%of the respondents suggest returning the products to the manufacturer(85 respondents) and 23.6% of the respondents recommend to put them in the trash so that they can go in a landfill or incinerator.

Conclusion and Recommendation

Plastic and E-waste are a massive problem for our society as they have hazardous effects on nature and the human body. The most effective strategy to address this issue is to handle these wastes as scientifically as possible. The government must implement more recycling programmes to transform these wastes into energy and reduce their disposal.

The continuous rise in the population of India has led to a steep increase in the amount of solid waste generated, particularly from urban areas, which ultimately deteriorates soil and water due to unscientific disposal methods. Plastic forms an essential constituent in the composition of the urban MSW because of its increasing use in our everyday lives and therefore requires the selection of a sustainable management option which is currently absent in the existing policy framework of India. Bhagat et al. (2016) have studied the Multi-Criteria decision analysis approach (MCDA) to evaluate different waste disposal options for arriving at the most sustainable option for managing and disposal of plastic waste in Delhi. A panel of nine members, faculty, researchers and students from the Indian Institute of Technology (IIT), Delhi. They evaluated seven disposal options against environmental, health, financial and legislative criteria. The seven options included Landfill, Recycling, Incineration, Paralysis and a combination of two processes from the first three mentioned in the study. The panel weighed the criteria and scored the options on them to arrive at an overall aggregate score for the best option. The study reveals that MCDA is a very effective and transparent measure of involving and encouraging public participation in decision making with highly successful results in waste management. The panel suggested that a blend of recycling and incineration was the best option, followed by recycling and incineration. The worst approach considered by the group was open landfilling, which is a significant source of soil pollution in Delhi. According to the article, the MCDA technique for evaluating waste disposal can significantly reduce soil contamination by offering the optimum waste management option.

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COMMUNITY CONNECT PROJECT - USING THE POWER OF COMMUNITIES TO PREVENT COVID -19

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Introduction

Community Connect Committee School of business studies, Sharda University, (Greater Noida) is pursuing a mission of helping people and creating a better society. The Committee will touch many aspects of social service like volunteering for those who are needy, donating and making it reach to disadvantaged, creating awareness for an environment friendly world, organizing camps for blood donation etc. The committee looks forward to taking up various causes for the benefit of society and building an environment of community and teamwork among teachers, students, faculty and staff.

The COVID-19 pandemic has aroused fear throughout the world, disconnecting individuals from the physical world. Countries have been racing to stem the virus's rapid spread. Governments have implemented various lockdowns, quarantines, and isolation measures, as well as shutting down institutions, restricting travel, and cancelling social gatherings. Cities around the world have been deserted, with inhabitants forced to stay indoors by choice or by decree, leaving significant social, economic, and political wounds. COVID-19 infection symptoms are similar to those of other beta coronaviruses. Fever, cough, dyspnea, weakness and weariness, headache, and diarrhoea are some of the symptoms. These symptoms develop after a period of incubation that can last anywhere from 0 to 24 days, with a median of 3 days. The length of time relies primarily on the patient's age and immune system condition. COVID-19 is most likely to spread from person to person, especially through close contact or through droplets transferred by coughing.

What is Coronavirus phase three and how should we stop it from spreading?

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The Coronavirus outbreak in India is thought to be in its second stage. Experts believe it will soon enter the third phase. According to the Indian Council for Medical Research, India presently has 396 infected patients, 24 of whom have recovered and seven have died However, experts believe that India's low positive case rate is due to the country's poor testing capabilities. The ICMR announced last week that it was examining random samples of flu-like sickness and severe acute respiratory-like illness for indicators of pandemic community spread.

What are the different stages of the pandemic?
The pandemic is separated into four stages based on the disease's source of dissemination.

Stage 1: The pandemic is in this stage when the majority of cases are imported from the most severely affected countries.

Stage 2: At this stage, the pandemic begins to spread from those who have been infected locally. It all started four weeks ago in India, when a Delhi resident with a travel history to Italy infected six members of his family.

Stage 3: This is one of the most significant stages, when the epidemic begins to spread throughout the community.
A disease spreads to people in a specific geographic location who have had no known contact with other afflicted people or who have not recently been to an area where the disease has been documented.

The disease has reached the third stage in the United States. The Coronavirus appears to be spreading fast and sustainably throughout the community ("community spread") in affected geographic areas in the United States, according to the US Centers for Disease Control and Prevention.

Stage 4: The disease has progressed to the point that it has taken on the form of a pandemic with no obvious endpoint. The outbreak has reached this point in Italy and China.

At the moment, Italy is the hub of the global problem. Despite having a much lower population than China, it surpassed China's death toll last week. According to government figures, nearly 5,500 Italians test positive every day.

**Tips to Prevent
Coronavirus Transmission**

Wash your hands frequently

Cough and sneeze into the elbow

Dispose of used tissues immediately

Avoid contact with others

Avoid crowds and public gatherings

Avoid touching your face

Clean all shared surfaces frequently

Avoid all nonessential travel

Call ahead before going to a clinic or hospital

Isolate yourself if sick or at risk of complications

Work from home if possible

Wear a mask if you are sick, have COVID-19, or are caring for someone with it

Literature Review

➢ Pokhrel And Chhetri (2021) in the research paper, "Impact of COVID-19 Pandemic on Covid-19 has caused the largest disruption in education systems in human history, affecting almost 1.6 billion learners in over 200 nations, according to "Teaching and Learning." Closures of educational institutions have impacted more than 94 percent of the world's student population, and reopening schools after restrictions are lifted is another difficulty, requiring numerous new standard operating procedures. Because classes must be continued in online education, the biggest problem was discovered to be the lack of or slow internet connection in many regions of the country. Mesesle (2021) The COVID-19 pandemic continues to wreak havoc on lives and livelihoods around the world, but the COVID-19 vaccine offers a glimmer of hope for the future, according to the research article "Awareness and Attitude towards COVID-19 immunization and associated factors in Ethiopia: Cross-Sectional Study." Because there is a lack of understanding about COVID-19 vaccines in Ethiopia, authorities should conduct an urgent health education programmed and use the media to provide more credible information. Assefa And Melaku (2021) According to their study, "Commercial Hand Sanitizers Use during COVID-19 Pandemic: Antimicrobial Resistance Concerns," the inappropriate use and prevalence of substandard alcohol-based sanitizers has increased significantly. When a small amount of alcohol is administered to human hands due to misuse or poor products, it might create common resident bacteria (sub-disinfecting concentrations). It permits the progressive accumulation of resistance mutations. In the not-too-distant future, the use of alcohol-based hand sanitizers could become a serious issue. Paudel, Palaian, Subedi And Shankar (2021) in their research paper "Risk Perception and Hesitancy Toward COVID-19 Vaccination Among Healthcare Workers and Staff at a

Medical College in Nepal" said that the most common reason for refusal/hesitancy of getting vaccinated was concern about vaccine safety, which suggests the need to strengthen knowledge, addressing doubts related to vaccine safety and supplying more data on the safety of vaccine to improve vaccination.

Methods and Data Sources

In this study, a survey was conducted with a questionnaire which was designed and administered through interviewers. The interviewers were to communicate with respondents and record their responses. Other responses were received through the Google link that was sent out to potential respondents. The idea of this survey was to understand how individuals in the community are taking responsibility and adhering to the covid-19 hygienic norms. The questionnaire was structured to capture the respondents' knowledge of covid spread, vaccinations, government interventions, and their compliance with covid hygienic norms. The survey design was sufficiently robust to include people who were mature enough to know the threat of the pandemic and the challenges faced by the Nation. Hence, individuals aged 16years and above were interviewed. The individuals who met the survey inclusion criteria were contacted through phone calls, WhatsApp chats, emails, and physical oral interaction. After consent had been looked for and obtained by the interviewers, the google form links were sent to some, while others were orally interviewed and recorded. A total number of 195 participants were interviewed in this survey. The responses from the survey participants were then analyzed.

Questionnaire and Data Analysis

Survey is all about prevention and for aware, to know about the community. In our survey, we have different type of question related to prevention. We 8 students of M. Com first year all contribute to take maximum survey, we collect 195 surveys, by using online mode by creating Google form link and all the community around us corporate with us, to collect the data. We all also taken the precaution and prevention.

1. Why is covid spreading so rapidly?

2. Do you think vaccinations can be effective in limiting the spread of covid?

3. According to you, which of the following age groups should definitely go for vaccination?

4. Have you heard of the latest government campaign for spreading awareness?

   about covid called "Safai Bhi, Dawai Bhi, Kadai Bhi"?

5. Do you wear a mask properly covering your nose and mouth in all public places?

6. Do you wash your hands with soap and water frequently (at least 6-8 times in a day)?

7. Do you wash your hands with soap and water whenever you enter your home and office, go to the washroom, and before your meals?

8. Do you use a sanitizer to clean your hands whenever you touch any public surface or need to shake hands?

9. Do you avoid going to crowded places such as market places, religious places, gatherings etc.?

10. What is your outlook towards vaccinating yourself?

11. What are some of your biggest concerns about the current covid crisis? 12.Which of the following age brackets would you be in?

13. Gender?

14. Have you or any of your immediate family contracted covid?

15. Have you lost any of the following members to covid in the last one year? 16.You are a resident of which state/UT of India?

Data Analysis using text supported with captioned graphs and tables.
Over a hundred people were given a well-designed COVID 19 pandemic questionnaire. A valid and reliable questionnaire was used to perform this study, which included sociodemographic and COVID 19 knowledge data. The purpose of this study is to find out how much people know about COVID 19. The goal of this study was to use an effective questionnaire to assess people's current degree of awareness of COVID 19. Google Forms was used to disseminate the questionnaires. The participants aged between 18- to 50-year-old people and had different education level.

1. According to you, why is covid spreading so rapidly? We are reading out the options, please choose the options that you think are most relevant to the question that is being asked. If there is any other comment, please let us know?
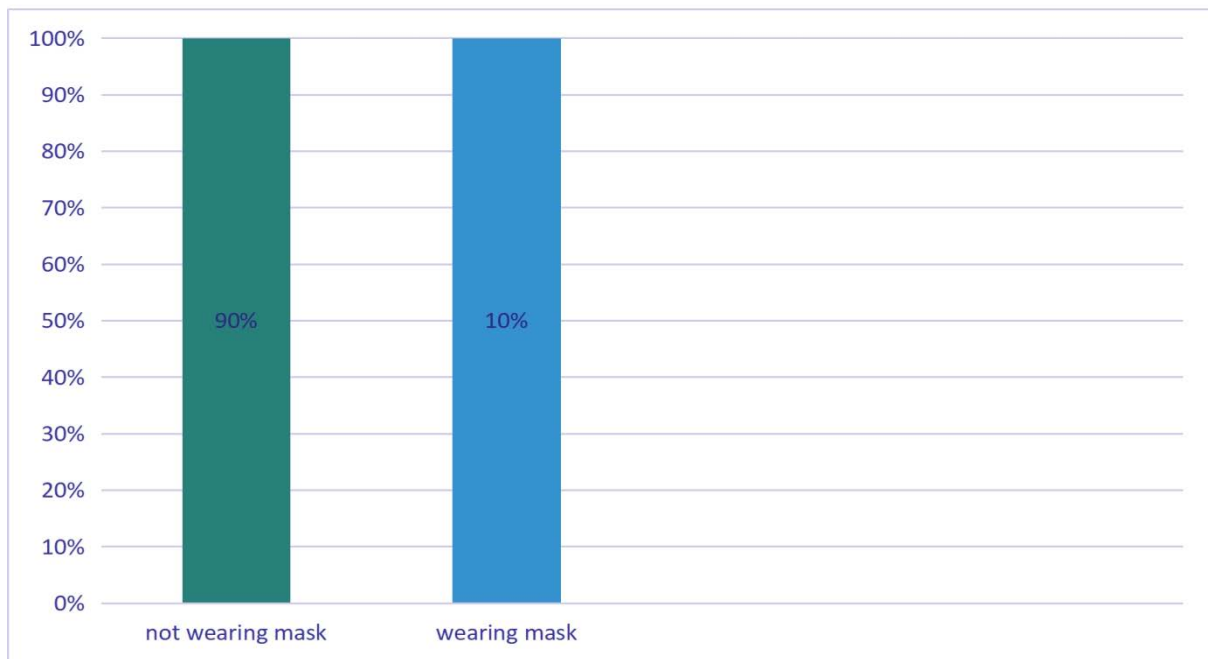

Fig.1 Ques.1 Response

2. As per the survey, in fig.1 the main issue that coronavirus is spreading is that people do not wear mask properly. Because they believe that coronavirus is not serious illness or they are not agreeing Mask help prevent the spread of coronavirus.

3.   **Do you think vaccinations can be effective in limiting the spread of COVID-19?**


Fig.2 Ques-2 Response

As per the survey, 67. 78% people think that vaccines are so effective whereas 30.32% people think that they are not. But as per the doctors strongly recommend that everyone should take vaccines.

Covid 19 vaccinations is important tool to bring you closer to enjoying the activities you have missed.

4.   **According to you, which of the following age groups should definitely go for vaccination?**
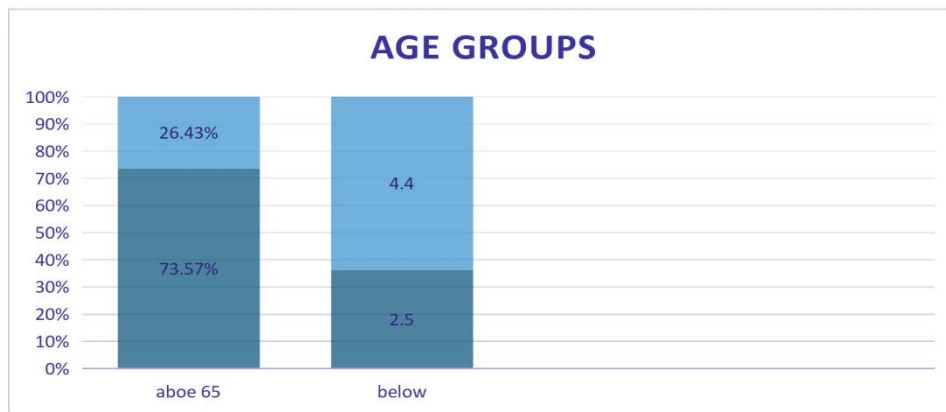
As per the survey 73.45% people think that above 65 should take vaccines and 26.43% people think below 65 should take vaccines. As per the government at the age of 60 people should get vaccinated.

5.   **Which of the following statements would best classify your behavior? I wear a mask properly covering my nose and mouth in all public places**?
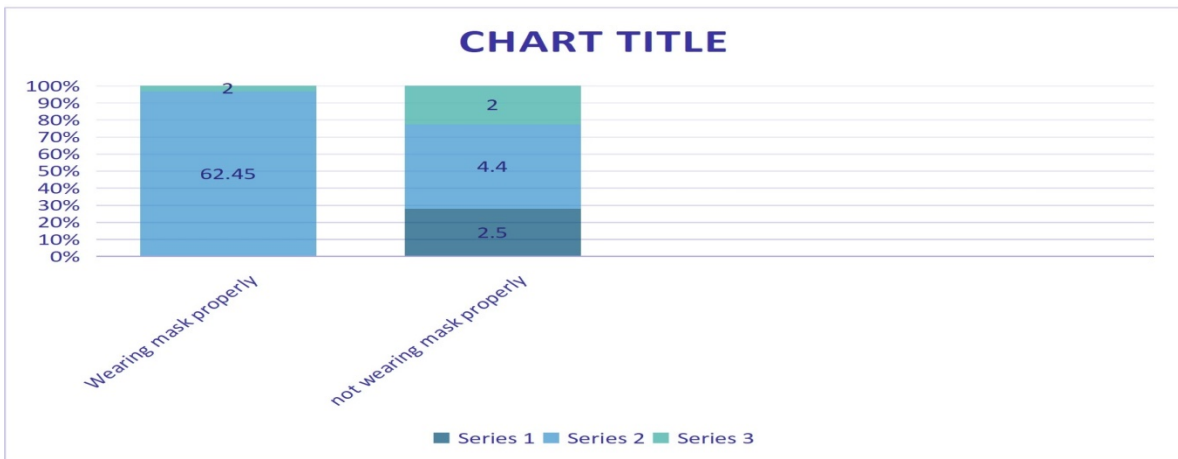
As per the survey, 62.45% people wear mask properly by covering the nose and mouth in all
Public places and rest of the people don't think so. They think this the utmost reason of spreading Coronavirus that people don't wear mask properly.

6. **Which of the following statements would best classify your behavior? I wash my hands with soap and water frequently (at least 6-8 times in a day)?**

As per the survey, 52.99% people think that they wash their hands frequently otherwise 43.01% People say it is very difficult to do them so. But as per the guidelines of WHO everyone should Wash their hands frequently so that virus cannot spread in their body

7**. Which of the following statements would best classify your behavior? I wash my hands with soap and water whenever I enter my home and office, go to the washroom, and before my meals?**

As per the survey, 88.93% people says that they were their hands with soap or they use sanitizer
whenever that enter office, home, washrooms and before meals also whereas, 11.07% people says that this is difficult for them to do so.

8. Which of the following statements would best classify your behavior? I avoid going to crowded places such as market places, religious places, gatherings etc.?

As per the survey, 80% people avoid going to crowded places such as markets, places,
Religious places, gatherings etc. if they don't have any important Function, they avoid these places, whereas, 20% people don't avoid.

What is your outlook towards vaccinating yourself?
As per the survey, 46.55% people planned that they will take the vaccines but 53.55% people say That they will not take vaccines because they don't feel that vaccine is helpful.

Results
The final report of the responds is given under

- Based on the data collected, the participants are mostly friends and family members, and are mostly following the covid hygiene norms. All the respondents are from Mizoram, a North-East Indian state.

- None of the respondents have lost their family members due to covid although 20% of the respondents have their families tested positive of the virus.

- 70% of the respondents were male and 30% were female

- The respondents were in the age group 18-25 years and one respondent was between the age group 26-34 years

- 70% are planning to get the vaccination and 30% have been vaccinated with the 1st dose. None have been vaccinated with the 2nd dose

- None of the respondents have heard of the latest government campaign for spreading awareness about covid called "Safai Bhi, Dawai Bhi, Kadai Bhi".

- Approximately 5% of the respondents wants the age group 18-24 years to go for vaccination. 11% wants age group of 25-34 years, 28% wants 35-44 years group, 28% wants 45-54 years group, 22% wants 55-64 age group and 5% wants 65 years and above age group to go for vaccination.

- 70% of the respondents believed that the vaccination would absolutely be effective in limiting the spread of covid, and 30% believed the vaccination to be only partly effective.

- According to the respondent, the reason for the rapid spread of covid are

- 8% think that it is because people do not wear masks

- 38% thinks that it is because people go to mass gatherings and events

- 54% thinks that it is because people do not practice social distancing

Conclusion

The purpose of this study is to examine people's degree of knowledge awareness and willingness to deal with the deadly virus SARS-COV2 in this pandemic circumstance. The results prove that individuals are aware of the virus and are taking all necessary precautions to ensure that they are not harmed by it. The slogans issued by the government, as well as all activities carried out in critical situations, are only for the protection of the people and the community. The findings also suggest that if adequate immunization services are made available, individuals will respond enthusiastically people are also avoiding congested areas and always washing their hands with soap when they return home from outside the forecast for vaccination proportion of people appears positive, with most individuals vaccinated themselves. People are most concerned about the high mortality rate and the lack of proper hospitalization facilities in the country based on the current statistics given, the considerable proportion respondents are between the ages of 18 and 25 are from several states of India.

Reference

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Covid cases COVID Live Update: 179,261,030 Cases and 3,882,169 Deaths from the Coronavirus - Worldometer (worldometers.info)

Data analysis Methodologies for COVID-19 research and data analysis biomedcentral.com)

COVID-19 to Add as Many as 150 million Extreme Poor by 2021 (world bank.org)

NEED AND KNOWLEDGE OF DIGITAL MARKETING AMONG SOLE ENTREPRENEURS

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Abstract

Digital marketing has evolved into a compelling platform for the transformation of the so-called knowledge society. More up-to-date information is needed to make paradigms and timely decisions. Advanced digital technology is helping developing countries become more involved in digital marketing.

Keywords : Digital Marketing, Online Marketing, Blogging, Social Media, Mobile Apps, E-marketing

Introduction

Digital marketing is also known as online marketing. Marketing is a mature methodology, rules are constantly changing, and companies need to develop new rules. More up-to-date information is needed to make paradigms and timely decisions. Marketing Role In business development, it is intact and intact in the way it is carried out. The revolutionary changes influenced by the contribution of advanced technology and the dissemination of knowledge of digital technology that is no longer physical are happening too virtually. It has evolved into a compelling platform for the transformation of the so-called knowledge society. The result is interactions in social, economic and political life around the world. Advanced digital technology is helping developing countries become more involved in digital marketing. Digital marketing is as follows.

Types of Digital Marketing: -
  • Blogging

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- Social media platforms
- Email
- Online video
- Mobile apps

1. Bogging: A blog is a discussion or information website published on the World Wide Web consisting of discrete, often informal diary-style text entries.

2. Social media platform: social media are interactive technologies that allow the creation or sharing/exchange of information, ideas, interests,

3. Email: Electronic is a way to exchange messages between people who use electronic devices. In the 1960s, email usage was restricted, but users could only send to of the same type of user. computer. Some systems also support some form of instant messaging for senders and recipients. Must be online at the same time.

4. Online Video: Online video is a common field dealing with digital broadcasts. Video on the internet. Internet video3o comes in several formats, the most notable is MPEG4 AVC. AVCHD, FLV, MP4 are various online video hosting services. Not only YouTube, but also Vimeo, Twitch, YouTube.

5. Mobile apps: Mobile apps (also known as mobile apps or simply applications). A computer program or software application designed to run on mobile devices such as computers, smartphones, tablets, and watches. Native applications are specially designed for the mobile operating system (usually iOS or Android).

Operational Definitions
The study uses some terms and ideas which are operationally defined.
Digital Marketing This is rare, despite the increasing use of data technology in marketing. Some definitions of digital marketing. Digital marketing is not a stable concept. It is constantly changing (Wymbs, 2011). The term is rarely used in the literature because it is very difficult to understand the definition of digital marketing. Digital Marketing Concepts Get used to it, understand it theoretically, and stay inclusive. Models of how and why different digital channels are used are still under development.

E-marketing, e-commerce, m-commerce and internet 20 marketing are closely associated with digital marketing. The definitions are somehow colliding, overlapping and misleading. during this study, the main target is especially on the promotion function of digital marketing and its scope is restricted to the utilization of digital technologies to speak and conduct information exchange. The concept of digital marketing comprehends the web which incorporates email, websites, and social media. (Merissa, 2006). Hence during this study Digital marketing is mentioned as "communication or interaction between a corporation or brand and its customers using digital channels like websites, Email Marketing, program optimization, social media marketing tools like face book, WhatsApp, YouTube and content marketing tools like Blogs, Memes and Info graphics. The digital marketing channels are selected after discussions with industry experts and subject experts within the field of digital marketing.

Perception is closely associated with attitudes. Perception is that the process by which organisms interpret and organize sensation to supply a meaningful experience of the planet (Lindsay & Norman, 1977). In other words, an individual is confronted with a situation or stimuli. The person interprets the stimuli into something meaningful to him or her supported prior experiences. However, what a private interprets or perceives could also be substantially different from reality.

Adoption is an individual's decision to become a daily user of a product. (kotler& Lane,2006). When new product or service is obtainable by a corporation, it's necessary to convince the customer to shop for the new product or service. Motivating customers by the manufacturer or service providers may be a complicated process a neighbourhood of which is 21 supported customer characteristics and behaviour.
This process g of a private walk-through from the first hearing about innovation to the completion of recruitment is known as the recruitment process (Kotler1999). In this study, researchers look only at the factors that influence the extent of adoption, not the adoption process. The literature suggests that there are three different phases of innovation cycle

adoption, implementation, and post-implementation. In this study, it is decided whether to start with digital marketing first. If you choose to deploy, you need to implement a digital marketing application or internal practice. When digital marketing is successfully implemented, the post-implementation phase addresses the amount of organizational learning that takes place in-house to facilitate further adoption of digital marketing. Digital Marketing is, in fact, a continuum of this entire study, aimed at covering a wide range of advanced development and applications. This study does not consider the decision-making process, but at the time of Survey, it is assumed that Company made the decision at some point in the process of adopting digital marketing. This is the adoption decision of. However, it is not effectively used in the deployment or installation of hardware or software applications, but has been deployed over a period of years as friendliness, fairness, and knowledge have improved. It can be assumed that the longer a particular skill lasts and the more part of the company, the higher the level of commitment that is an important feature of the decision.

Aim of the Study

In this study, researchers look only at the factors that influence the extent of adoption, not the adoption process. The literature suggests that there are three different phases of innovation cycle adoption, implementation, and post-implementation. In this study, it is decided whether to start with digital marketing first. If you choose to deploy, you need to implement a digital marketing application or internal practice.

Literature Review

This chapter tries to create a structured literature review by bringing together the growing amount of academic literature on digital marketing and micro, small, and medium businesses. This literature review will provide an understanding of previous research points and methodologies related to digital marketing studies in order to investigate, analyse, and develop a clear understanding of the various research topics and methodologies used in the field of digital marketing and MSME.

Shedding light on the elements that influence the adoption and implementation of Business-to-Business E-commerce in small and medium businesses. He highlighted the parallels and contrasts between Danish and Austrian SMEs. After a thorough assessment of the literature, a theoretic model based on technological, environmental, and organisational aspects 31 that influence E-commerce adoption and implementation was created. Denmark and Australia were found to have a lot in common in the study. The literature in the field of mobile data innovation adoption was discussed by Akkeren (2003).

The study's major goal was to identify the mobile data technology (MDT) and mobile internet demands of SMEs in regional locations. Alam (2007) did an empirical study to better understand the adoption and use of ICT among small and medium-sized businesses in Malaysia's southern region's service industries. He also looked into how much ICT is used by small businesses. The study aimed to reach 180 people by judgement sampling. He discovered that ICT investment in Malaysian SMEs is minimal. He also says that government backing should be viewed as a key component in influencing an organization's decision to adopt ICT. Managers should also acquire a more positive attitude about the web and become more sensitive to the concept of implementing it. According to Arendt (2008), the biggest hurdle limiting SME's from properly utilising ICT and eBusiness is a lack of sufficient information, education, and qualified labour within the company. They emphasise that efforts to close the digital divide in SMEs should focus on overcoming "skill access" and "usage access" barriers, rather than material ones. Asanayei (2009) investigated the rise of Iran SMEs and how e-commerce aided in the adoption of I.T. A total of 50 SMEs were chosen from five categories, each having ten organisations.

The factors were discovered using an exploratory research technique. For the analysis, tables, graphs, and graphical representations were used. They discovered that Iranian SMEs first opposed rising e-commerce trends, but that after taking advantage of the opportunities the internet provided, they were able to increase earnings and exposure. Ashish Kumar et al. (2005) looked at the growth and development of the Indian small-scale industry after the economy opened up in 1991. It also examines the current state of MSME and the challenges they face, such as lending, marketing, and licensing concerns 32. The researcher also examined the different marketing issues that SMEs in India confront. Auger (2005) investigated the link between a website's design and its performance. The relationship between two design constructs, the level of interactivity and design sophistication, and two performance measures, an overall measure of performance and the number of visits to the site, is investigated in this study.

They discovered that three tactics, varied content strategy, interactive channel strategy, and multi-channel standardised content strategy, were widely adopted. Chiarvesio et al. (2004) investigated the convergence process by looking at the effects of ICT on district models and SME strategies. They wanted to identify opportunities and challenges for SMEs in terms of the district model's long-term viability and the process of innovation in the context of ICT. The survey focused on three major macro industries in Italy that contributed the most to the country's exports. The study used a sample of 1750 businesses. Many programmes were launched in Italy with the goal of digitalising industry districts, but there was a negative attitude toward the same, according to the study.

Dasgupta and Sengupta (2002) wrote a report on e-commerce in the Indian insurance market that compares the advantages of E-insurance to traditional offline insurance. The research is conceptual in nature, and it provides insights based on market reports and secondary data. According to the experts, E insurance has numerous advantages in terms of specialised market opportunities, product groups, and first delivery, among other things. They also talked about how important E insurance is in India. They claim that rural areas have yet to adopt E Insurance due to a shortage of insurance agents, who are more readily available in urban areas. To have a better understanding of worldwide ICT adoption, David. Weber and Kauffman (2011) conducted a literature review. They looked at the economic and social elements that drive worldwide ICT adoption, as well as the effects on individuals, organisations, industries, and economies.

After analysing the expanding relevance of SME in the globalised world, Gilaninia et al (2012) examined the use of ICT in SME. The literature places a great deal of emphasis on the many elements of SMEs. The researcher mentions SMEs' lack of expertise understanding and familiarity with technology as one of the issues with ICT adoption in SMEs. The cost of ICT is another key barrier to e-commerce adoption. SMEs are hesitant to adopt new business models and technology due to adoption issues. For them, the opportunities and advantages are still unknown.

The adoption of ICT is also influenced by the firm's size. Small businesses may find it difficult to utilise e-commerce solutions due to financial constraints.

If Jianlis (1999) had suggested that the key problems are the lack of critical mass between customers / suppliers / business partners. SMEs do not know which hardware or software to choose, lack of suitability for e-commerce (not suitable for products or services) or the way SMEs / their customers do business. identified the factors influencing the adoption and implementation of IT in terms of characteristics of the environment and context of the CEO.

Kannabiran and Dharmaligam(2011) sought to identify and assess the key factors that enable or inhibit the adoption of advanced information technologies in Indian self-sustaining SMEs. In 2010, 110 SMEs were interviewed and the survey was analysed using confirmatory factor analysis and multivariate regression. They found that the level of advanced computer adoption in auto accessories is low. The study also found that 41 perceived advantages and perceived competitive pressure enable advanced adoption of information technology among auto accessory SMEs in India. In his study on the determinants of adoption of e-commerce technologies identified and analysed the factors that discriminate between firms that use different types of e-commerce technologies in manufacturing in India. Company characteristics, historical company data and other factors specific to the company such as transaction size, export intensity, international orientation, wage rates and profit margins have been included in the analysis. The researcher suggests that companies run by savvy and skilled entrepreneurs have adopted more advanced e-commerce tools. He also found that the international orientation of firms represented by variables such as export intensity and technological collaboration with foreign firms emerged as important factors that distinguish advanced technology of firms using electronic firms from others.

Lindsay, P. H., & Norman, D. A. (2013) presented a theoretically valid model of the effects of characteristics of information systems on end-user perception of computational self-efficacy and outcome expectations. The factor relationships of small and medium-sized enterprises in Taiwan based on the IS success model and cognitive social theory are examined. The structural equation model was used to assess the relationships between related constructs. on the quality of the system or on the quality of the service, although some effects can be observed on the quality of the system.

Data Analysis
Research Methodology
Primarily the objectives of the study are firstly. To understand what is digital marketing. Secondly to study the types of

digital marketing tools. thirdly, to study the awareness level of sole entrepreneurs regarding the usage of digital marketing for their business. And lastly to study the usage level using digital marketing to promote their enterprise by sole entrepreneurs. In accordance with the study's purpose, Descriptive Research was chosen as the research design in this investigation. In the field of research, descriptive research is described as a way of describing the features of the population or phenomenon under investigation. The sampling techniques used in the study is Random convenient sampling, when using random sampling, each sample has an equal chance of being chosen, which is a part of the sampling strategy used to collect data. Unbiased representation of the complete population is intended to be achieved by selecting samples at random. The sample area was Greater Noida with a sample size of 50 small businesses.

Analysis

Mainly the enterprises selected for responses were SME in the area of Table 1

Milk and dairy products	Clothing
Burger	Vintage clothes
Home use product	Shampoo
Grocery	Computer
Shoes	FMCG
Sweets	Construction related materials
Chicken	Windows and doors
Sweets	Restaurants and food joints
Gym	Electronics

Table 1: types of SME interviewed.

Graph 1: - showing digital marketing resources used by companies

Majority of resources used by companies are FACEBOOK PAGE AND WHATSAPP. And least resource used by companies are CONTENT MARKETING TOOLS.

Importance of registering for Digital Marketing Vendor
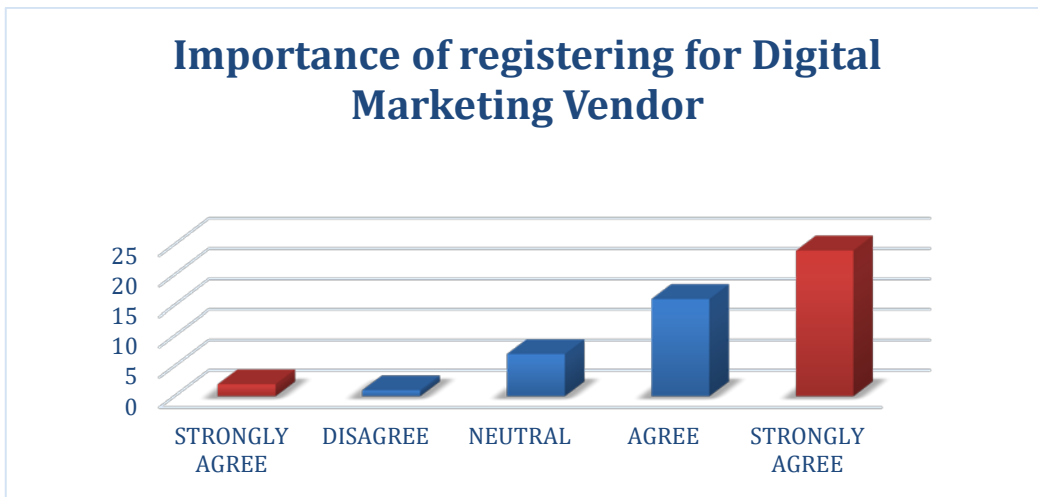
Graph 2: - importance of registration to digital marketing vendor

Majority of respondent (We are registered with a technology vendor of digital marketing but carry virtually no business via the digital channels.) strongly agree and least of respondent usage of digital platform strongly disagree.


Pro and Cons of doing business digitally
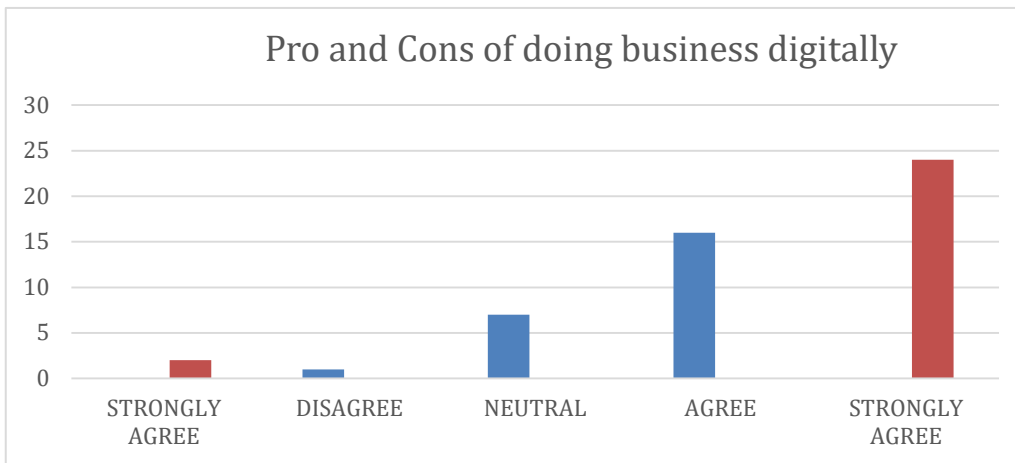
Graph 3: Pros and Cons of doing business via digital channel.

Majority of respondent agreed to doing business via digital channel and Least of respondent strongly disagree to doing business via digital channel

Transaction using digital media
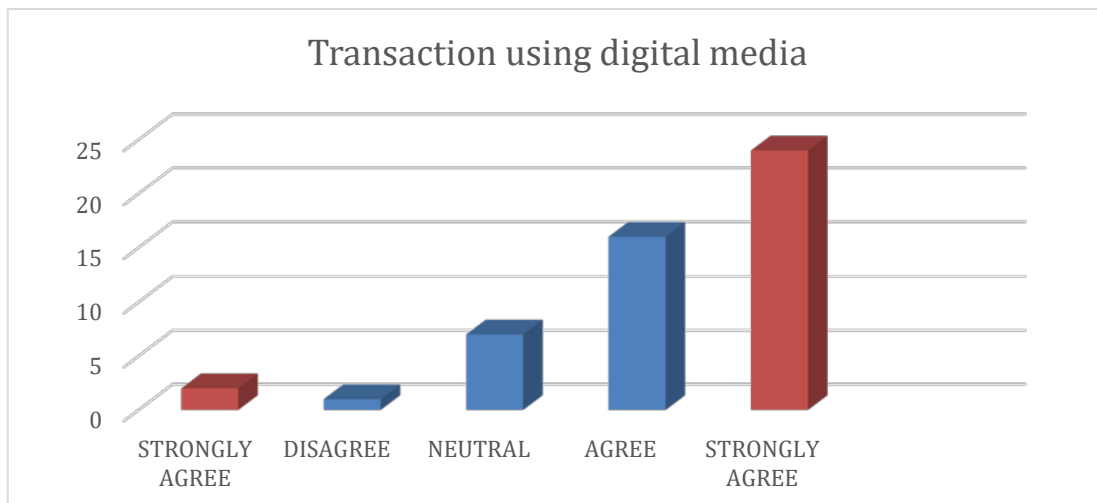
Graph 4: showing the transaction using digital media.

Majority of respondent agreed to statement and Least of respondent disagreed to statement.
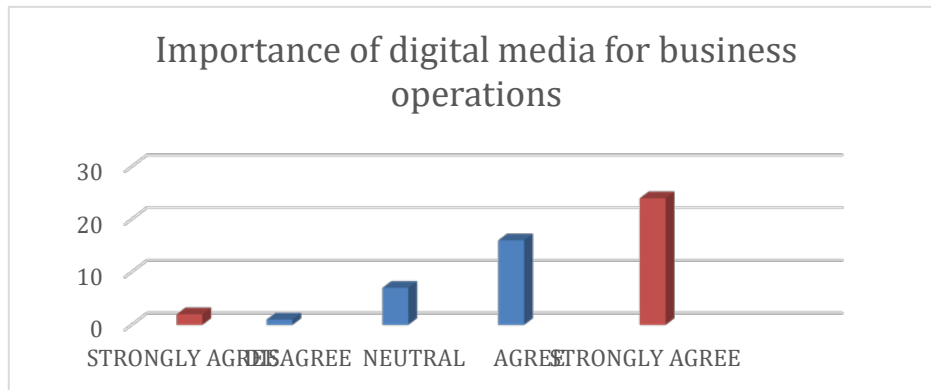
Graph 5: Importance of digital media for the business operations

Majority of respondent agreed to the importance of digital media for business.
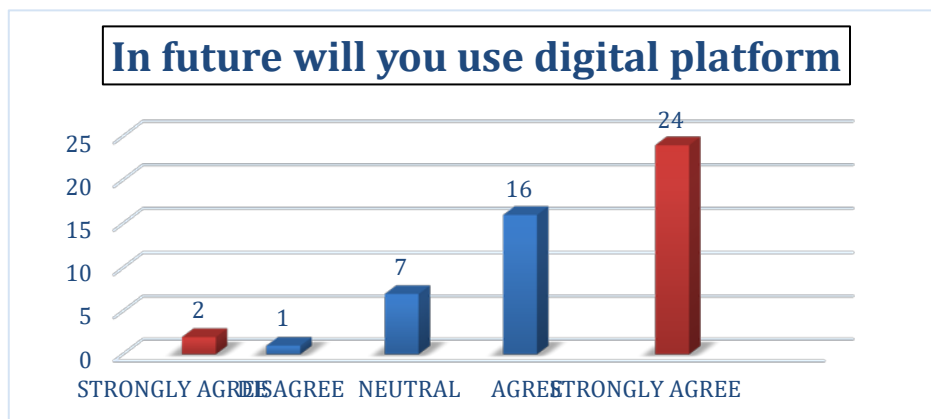
Graph 6: - future use of digital platform for business operations.

The SMEs believe in using digital platform in future.
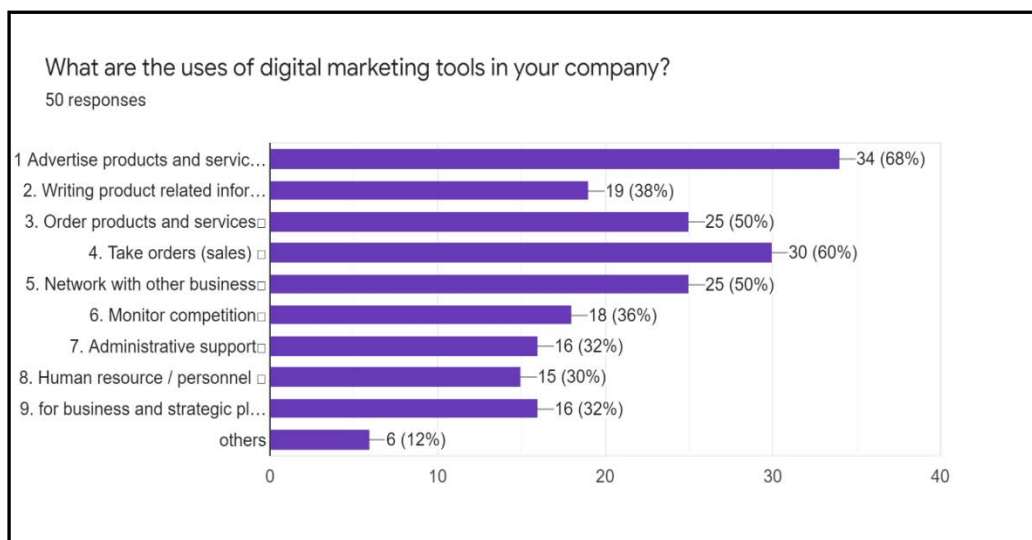
Graph 8: uses of digital platform to promote

Majority of company advertise products and service as digital marketing tools. Other purpose of digital marketing is like taking orders, monitoring competitors and networking with other competitors.

Further the question asked where related to the competitive edge the SME might get when they use digital platform the responses were mixed as not many entrepreneurs where aware of the terminology.

Conclusion

In today's era of social media being the king maker Digital marketing is the new way of reaching out customers. The large base of our population consists of youngsters who get information through social media than by print media. Though easy to reach out it is difficult to understand how much advantage it gives a business. Nowadays many big companies are providing this service but still local vendors resist on using digital media as the only means of marketing. The older generation is still not very vigilant towards making digital marketing as a means of doing business as this change makes them feel uncomfortable as this fast-moving change is not under their control. Like any other thing it has its own pros and cons with a product reaching numerous consumers around the globe it also supports defamation of a product which reaches instantly. Consumers as and when getting to know a product online can also provide feedback which may or may not harm the sales of the product online and can reach people around the world creating a problem for a business to compensate for the loss. Such cons make local vendors and sellers digital marketing averse.

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WFH: GENDER CHALLENGES AND COPING UP IN EMPLOYMENT ISSUES

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Abstract
In India, many people started work from home or working from home due to pandemic COVID-19. It is very difficult to work from office in this pandemic so, everyone is working via online mode. Experiences and preferences had changed the people perception and attitudes to home working and flexible working in general and also has changed flexible working of managers. WFH means staff can setup their desk in their homes and succeed their complete work rights from private their houses, without the need to essentially go to the office. We have gathered data and graph to a survey which aim to gain insights on Experiences and preferences of working from home. We have talked about the introduction of (WFH) and in LF the aspects of WFH how the decision of a workplace influences an office and employee. We may see an increase in gender gap in labour markets etc. So, with the help of this report we are showing the comparison between genders on WFH. We have prepared a questionnaire showing the experiences and preferences from working home.
Key Words: Gender Challenges , WFH, Covid, Employment

Introduction
WFH attitudes for work from home or working from home. Workers work from home by using a enthusiastic laptop/PC connected to the internet and business privileges to work together and communicate with their team members. Although some workers work mainly from their homes, others work irregularly from home and travel to their office half of the time or we say in other words that WFH means staffs can set up their desk in their homes and succeed their complete work right from private their houses, without the need to essentially go to the office.

COVID-19
A possibly simple, mainly breathing infection produced by a coronavirus and considered by fever, cough, and smallness of breath. In about people, the sickness also costs main body part, as the heart or kidneys.

Experiences Gain by Both Genders
Challenge faced by women
The COVID-19 has deepened the tests that women face in the office. Though working mothers have always had to balance the work and looking after their families. the pandemic has shaped different contests. With 2020 totally shifting the way we work and live, many people who often work in an office-founded job are now at all working, hiding the line among

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work and home. As mothers are extra possible to be answerable for scrubbing and care-giving, they have to adjust to work-related fluctuations triggered by the pandemic. They also have to look after their families, possibly home-schooling, and keep on top of scrubbing. It is not an easy stability, yet mothers crosswise the ball are facing this daily. Ended the past year or so, occupied mothers have had to direct a essential changeover because of the pandemic. As they last to work from home, manipulating between work and taking care of their kids has taken a full new sense.

Challenge faced by men

When people think about isolated workforces, single of the most mutual metaphors that comes to mind is a mom at home trying to disguise day-care and family duties with work tasks. But as we all know, men work at all, too, which means work-at-home dads are possible facing contests of their personal. Here are some of the most common challenges dads face when working from home.

1. Distractions
2. Expectations
3. Personal Space
4. Loneliness

The major challenges of working from home for employers

1. Isolated partnerships

Collaboration is one of the biggest working from home challenges for companies as employees no longer work from the same physical office space.

Whether you have a small doubt or need to organize a team-wide meeting, everything has to be scheduled in advance to ensure availability – all of which can end up taking a big chunk of the employees' time and take them away from their core responsibilities.

2. Employees working from different places and time zones

Letting workers to work from home means administrations can beginner able professionals from anywhere in the world, with no location limits. But the big problem of this bonus is that corporations end up with a wholly spread staff with personnel working from unlike locations and time zones.

Obliging all of the workers to be accessible at the same time is not a model or an extensive term solution moreover later many would end up occupied done the night. But permitting isolated workers to usual their own timetable conferring to what works best for them, means you end up with staffs that all work at unlike times of the day.

3. Structure and keeping belief

When workers don't have direct connections, nearby are about clear trust matters that can stand up because of it. 52 percent of isolated workers feel they are frequently left out of big choices and their team is less trustful of them when they are at work from home.

Level managers find it hard to trust staffs working from home later they can't see isolated workers working right in front of them, different corporal workplaces. But it's vital to recollect that belief is a two-way street. Unceasing distrust from team members can repeatedly end up discouraging workers and making them feel port out.

The major challenges of working from home for employees

1. Working too much

Though directors most of the times undertake that employee who don't work as competently from home as they do from an office, the definite crushed realism is totally different.

With no unnecessary breaks or long travels to the office, isolated workers are 20-25 percent more creative than their office complements. But the lack of breakdowns with exertion is what makes isolated workers extra vulnerable to exhaustion.

After all, when you have to manage both your work life and personal life inside the same house, it can be difficult to build wall which can frequently lead to burn out, overburden, and a reduction in output.

2. Loneliness

With no informal social interactions with colleagues, employees can feel isolated and even develop communication issues with the rest of the team. After all, if you don't feel close to your team members, you will hesitate to even reach out to them to ask a simple question.

For employees that have been forced to work from home for a long period of time or are permanently remote, the social isolation problem, when not addressed properly, can get further aggravated and lead to burnouts, decreased efficiency, and increased intention to leave.

3. A lack of community

When you only have face-to-face connections with your team members on weekly or monthly video conferencing only, it can be rather interesting to build a sense of friendship and bonding within the team.

Video call is a good way to stay connected with your co-workers, but the problems happens when there no room left for social meeting. To stunned the work from home-based challenges specified above, here are work from home tips to have a confident working from home in the long time.

Objectives

Working from home during the pandemic is helping in the control of the spread of covid 19, since all the worker or employees are working from home making themselves safe from contracting covid 19. If the stuff members did the work by physically going to work as usual it could have contributed in the spread of covid 19. The technology has helped and it's more effective in working from home since all stuff members can interact online by doing online meetings as way of sharing ideas and gain other ideas elsewhere on their various projects in which the stuff members are doing on their work.

Working from home is acts as a solution, the pandemic cannot affect various projects done by the workers or employees as long as they have the equipment, required for them to do their job at home and this is where technology comes in as contributing the effectiveness on their particular jobs done at home. Working from home can also be seen as an isolation of employees thus at the same time that's the only way the covid 19 pandemic can be controlled and prevented because isolation is one of the ways to keeping oneself safe from getting affected by covid 19 and oneself
from spreading covid 19 in case you have the corona virus.

Increased productivity

When an employee goes to their offices there is a chance of facing distractions and disturbances depending on the working conditions thus if an employee faces these distractions working from home is the absence of the usual office distractions. A quieter environment helps the work to get done quicker and more peacefully due to fewer interruptions, which would normally occur in an office environment. By contrast, working from home allows for a quieter environment that can facilitate more focused work. Employees can also work longer hours as they can also use their time
saved from commuting to start work earlier or later.

More Flexibility

Home working helps one to be comfortable therefore causing oneself to have more agility and flexibility in working arrangements in your own environment without having to travel for work. Employees can save up a lot of time and make it a little bit easier for themselves and can also work as per their most productive hours.

Increased motivation

Working from home can also make employees feel more trusted as their work is not closely monitored thus employees might work on their suitable and best hours leading to effective work performance and contributing towards more feeling of motivation since they stuff work on their suitable hours in which they might be happy doing their work on their free time.

Money Savings

People who work from home have high chance of saving a lot of money which could have been used for car fuelling, car maintenance, transportation, parking fees, lunches bought out, and more can all be reduced or eliminated from your spending budget. These savings add up and put more money back into your savings and other investments you are working on.

Working from home increases creativity and innovation, a person doing work from home can easily collaborate with other people in which the gain more ideas and experiences therefore increasing your productivity and performance on the work you're doing. Working from home in your own schedule can boost creativity because a person can be more focused and create their own brakes so that they can tap in back on their work refreshed with chances of coming up with new ideas therefore more creativity and innovation comes in.

Literature Review

In the literature the aspects of working from home and from an office and how the decision of a workplace influences an office and how the decision of a workplace influences an employee. It also focuses on the aspect of how an individual's well-being positively influences his satisfaction and stress in work life. The authors don't make their own analysis but instead takes up different examples to show the current and future aspects of telecommuting and its impact on one's quality of life. One of the first characteristics focused on was autonomy. On one hand, since the employees are not closely supervised, their level of autonomy might increase but at the same time in case of females, the level of freedom might decrease due to household demands.

Certain organizations gave their employees an option to choose between online and regular office environment, while others imposed the idea of work-from-home. People working from home mainly rely on technology; therefore, the face-to-face feedback aspect is limited and henceforth receives lower quality of feed-back from their superiors and supervisors. Lack of contact with colleagues would also reduce the quality of work as an employee would not be able to retain his productivity.
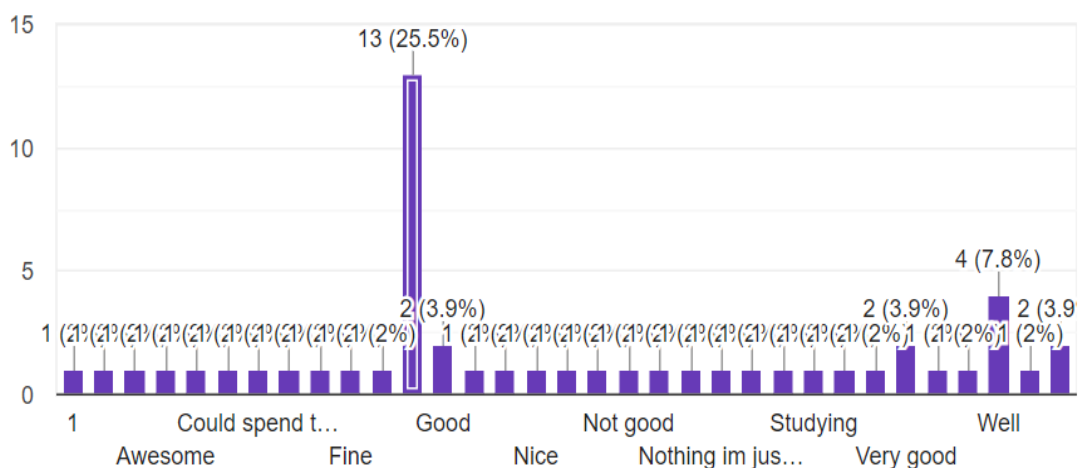
Research Methodology

Exploratory Research: This research is meant to provide details about a small group of men and women and uses a variety of methods like interviews, group discussions, experiments, or other tactics for the purpose of gaining information.

Data Analysis
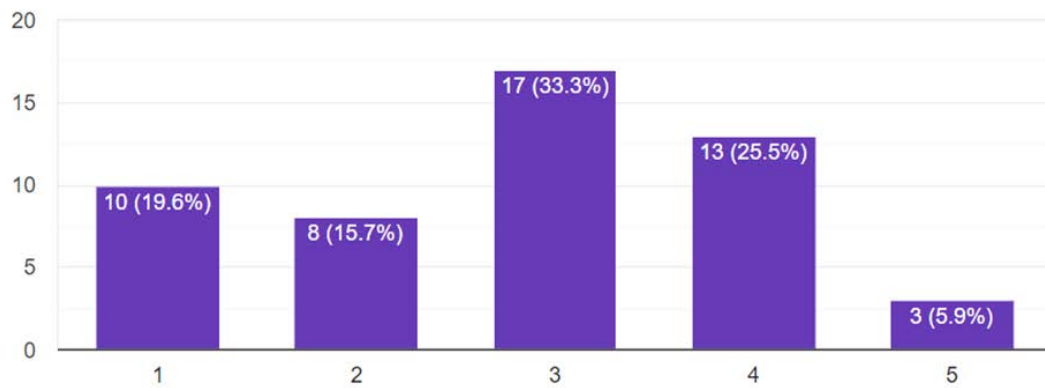

How is your work from home (WFH) going?

51 responses

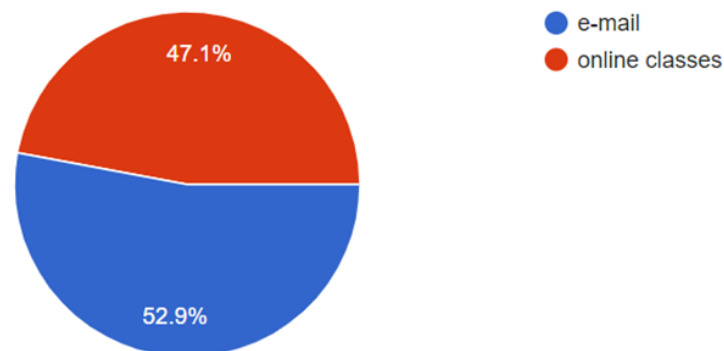How comfortable are you in your WFH setup?
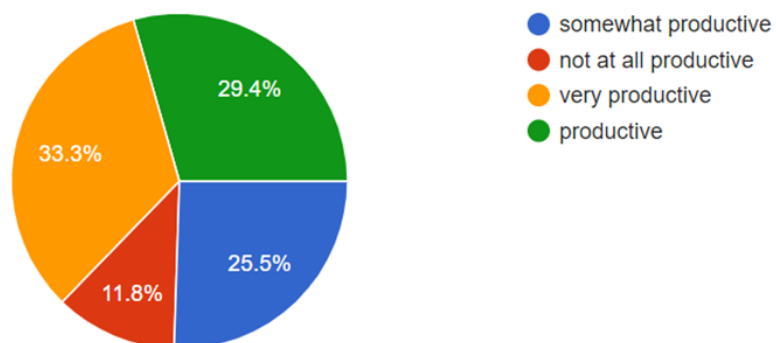
51 responses

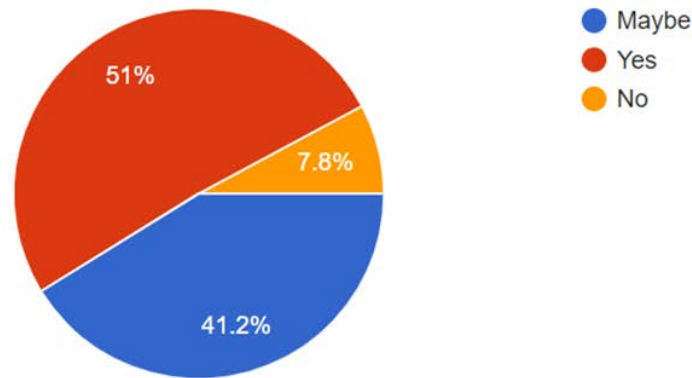What communication channels were the most effective for you?

51 responses

How productive are you in your WFH setup compared to being in the office?

51 responses

Do you feel connected enough to your teammates?

51 responses

- Maybe
- Yes
- No

51%
7.8%
41.2%

Conclusion

Therefore, working from home might have some benefits and might be a slightly different experience for both genders. Noticed that working from home might usually occur depending on what type of situation a person is involved in, for example, in this particular time of covid 19 pandemic a lot of industries and companies, their employees are forced to work from home due to the pandemic which encourages isolation thus influencing people to work from home due to lockdowns happening because of covid 19. They are several challenges of working from home that employees of different genders experience depending on the environment they stay in. Therefore, the environment furthermore plays a big role and contributes a huge impact on the employees lives whether the environment is good for working from home or not. Out of all the challenges working from home in this particular time of covid 19 pandemic is one of the best things to do as it prevents the spread of covid 19 and acts as a solution as a way of progressing their work even in the lockdown period.

EXPERIENCES AND PREFERENCES OF WORKING FROM HOME IN DIFFERENT INDUSTRIES: COMPARISON BETWEEN GENDERS

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Abstract

Working from home has emerged as the only available option to sail through the storm called COVID-19 pandemic that has recently overwhelmed the various worldly aspects such as the economies, Societies as well as the Political aspect of life across the globe. Due to unforeseen panic and fear of the loss of lives of many, a number of organisations, both public and private, resolved to suspend working from the office as a resort, leading to the emergence of various connected issues which are capable of very likely impacting the economy and society in a reverse motion. The employees have showcased different perspectives and preferences regarding the declaration which mandated maintaining physical distance.

This report aims to study and analyse the different perspectives of employees belonging to different industries regarding the "work-from-home" concept and the subsequent gender-specific challenges faced by them. The study will help the managers in strategizing the work related policies for similar situations

COVID 19

The outbreak of Novel Covid-19 pandemic was actually a novel phenomenon faced across the globe. Since its very onset in December, 2019, the pandemic has been evolving in all aspects. The Indian subcontinent witnessed the first case in February, 2020, followed by its rapid and massive spread across the nation, amidst a brittle healthcare system. Worldwide imposition of lockdown came as a real surprise, which shook the economy immensely. Organizations were shut, employees and workers from all categories were unclear regarding the future prospects. In the absence of knowledge about the nature of the disease, the pattern of spread and the associated threats, life saving strategies gained the status of the top priority, rhyming with the saying "Jaan Hai to Jahaan Hai". With a haphazard situation prevailing all around, new volumes of mandates kept on coming up which were capable enough to effect all the walks of a normal life. One such mandate was to maintain social distancing for the sake of containment of the viral spread. This emerged as a blow to the entire economy which came to a standstill. In order to cater to the situation, the seldom acclaimed concept of "Work from Home" emerged as a saviour. Organizations which were capable to go with the concept, like IT sector, Educational institutions, banking sector, etc., immediately switched over to the new working format in no time, leaving little or no space for the organizational workers to adjust to the new norms.

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Occupations suitable for WFH
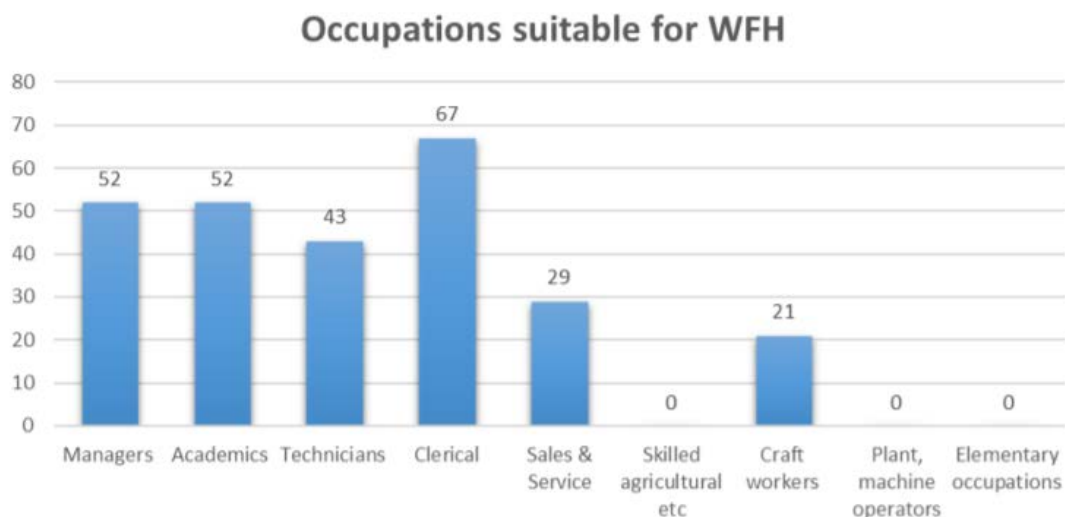
(Source:https://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---act_emp/documents/newsitem/wcms_755686.pdf)

The underlying motive was to extend support to the dwindling national economy as well as to safeguard the employees against the unknown hazard.

The work from home concept

Although the concept of Work from home is not a new one and has been in existence since past many years, the heroic status can be accorded to the same owing to the role it played in the pandemic era. While the work from home concept was once introduced to cater to the highly hyped "work-life-balance" phenomenon, it was never accepted as a substitute to the ususal work routines. It emerged as the only resort while physical distancing was identified as the only way nout to curb the spread of the disease. The work from home concept or culture can be understood as the phenomenon where the jobs would be taken up and attended to by the employees, virtually, without going about being physically present at the work station. The advances in the field of information technology have been a great support for the new culture, without compromising over the productivity benchmarks (Shareena & Mahammad Shahid, 2020).

The concept led to the preservation of the economy, which otherwise could have faced drastic consequences in the wake of the pandemic. Not only organizations and institutions, but individual employees and resultant households were financially safeguarded against the crisis. Work could be continued from a place away from the work station and the ends could be met, although major starting troubles were faced.

The Associated Challenges

The novel concept allowed for handling the panic-led situation, which was also the need of the hour. But amidst all the hussle, a number of unforeseen challenges surfaced making way for a tougher situation for the employees. On one hand they were finding it difficult to work in the absence of requisite facilities, whereas on the other hand family oriented or self-oriented responsibilities were building an extra pressure in the prevailing situation.

The primitive WFH concept was conceived with respect to a normal situation, where in the unforeseen elements were typically minimal, as compared to the WFH concept developed to fight over the pandemic led situation, which could be characterized by fear of unknown, unforeseen future, physical and emotional breakdown.

A vast array of challenges were being faced in connection to the WFH concept. Time management emerged as an immensely obvious challenge faced by employees working from home (Davis, 2020). This is so as in addition to organizational work; one needs to multitask with respect to house hold activities as well. Having access to a work-supportive environment is yet another challenge faced by the employees during the WFH era. Having proper availability of IT infrastructure is a significant requisite for WFH culture and interestingly yet another challenge. Distraction caused by the additional household responsibilities took a toll upon the regular efficiency and productivity meter of the employees.

The gender specific story

The argument regarding difference between male and female conterparts of the workforce has been a critically acclaimed matter. The suiability and the subsequent inclusion of females in the workforce has long been a matter of discussion. On the other hand, it has been but a proven fact that work knows no discriminations. But ever since the work was forced to be taken back to the dwelling premises, gender based disparities have become glaringly visible. The extended online meetings, topped with responsibilities on the home front have been clearly developing pressure over the employees which was somewhere leading to a compromise regarding the overall productivity and efficieny which the employees were able to portray if they were working from their official work places.

Although it is not being claimed that females work more than the male counterparts, but in a country like India, where the onus to address the household chores primarily lies upon the females, the pressure built up was extremely high. Consequent to the social distancing mandate, household helpers and maids were not available, which enhanced the work pressure altogether.

With schools and day cares being shut, toddlers and school-going kids were confined to the home boundaries, alongside the online classes which were again rendered as an additional responsibilities regarding of the parents or the care-takers at home. This again was an element capable of interfering with the productivity of the employees, especially, working mothers, who already juggle a lot with their everyday responsibilities. With COVID induced exegencies, life was not the same anymore. Sailing through the burden of daily chores, never-ending caregiving, and the professional life requisites became a daunting task for working mothers. As stated by Bloom, a senior fellow at the Stanford Institute for Economic Policy Research (SIEPR), working through unsuitable places, with kids around, it leads to a disastrous productivity for firms**, (Source: https://news.stanford.edu/2020/03/30/productivity-pitfalls-working-home-age-covid-19/). The** office-based work culture usually separates the work and life components for the employees. But Covid induced scenario led to clubbing of official and home tasks. The **e**xtended work hours led to the drenching out of the physical, emotional and mental strength of both males and females equally, but the additional home-based responsibilities stretched apart the disparity which was more skewed towards females. Additionally, work pace slowed down leading to a not so favourable prospects for growth in the form of missed opportunities to excel. This was not the case of male counterparts, who found it relatively easy to concentrate upon their career progression even in the wake of Covid.

With a majority of employees dwelling in confined apartments, space has always been a matter of concern. With limited resources and amidst all the struggle, it becomes difficult to figure out a private space for work, limiting ones productivity. The socio-psycho status of women was also at stake since there was a lack of "Me-Time" for the working women.

Analysis

A survey was conducted among the employees from different sectors to ascertain the issues faced by both the male and female employees during the WFH rein. A comparative analysis has been mentioned below:

Working Females approached:120
Working Males approached: 185

Variables	Percentage	*N*	Variables	Percentage	*N*
Working Women with children			Working Men with children		
Yes	65	78	Yes	61	112
No	35	42	No	39	73
Total	100	120	Total	100	185
Online classes of children			Online classes of children		
Yes	69	54	Yes	42	47
No	31	24	No	58	65

Total	100	78		Total	100	112
Do you help Children in online classes?				Do you help Children in online classes?		
Yes	85	46		Yes	38	18
Sometimes	11	6		Sometimes	28	13
No	4	2		No	34	16
Total	100	54		Total	100	47
How do you spend time with children?				How do you spend time with children?		
Helping With homework	42			Helping With homework	18	
Playing	54			Playing	41	
Both	61			Both	32	

Graphic Representation

Chart Title

Chart Title
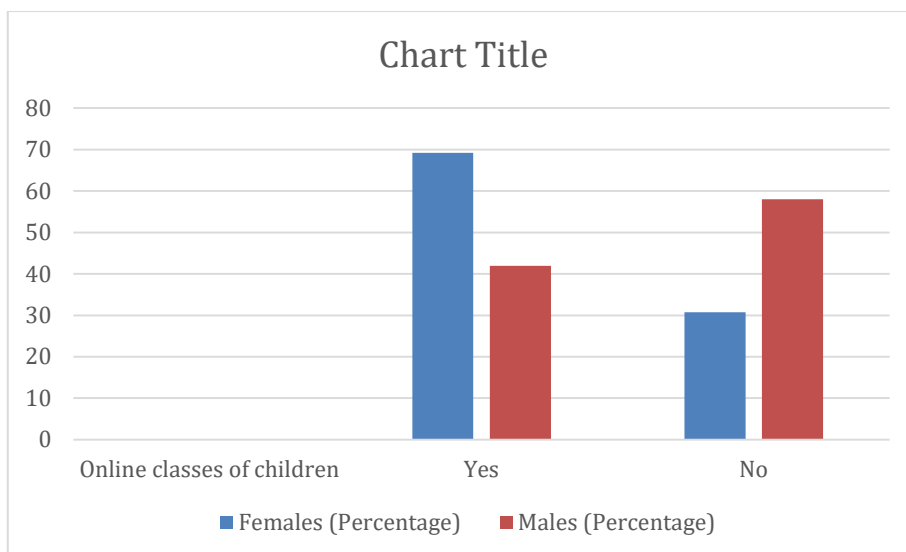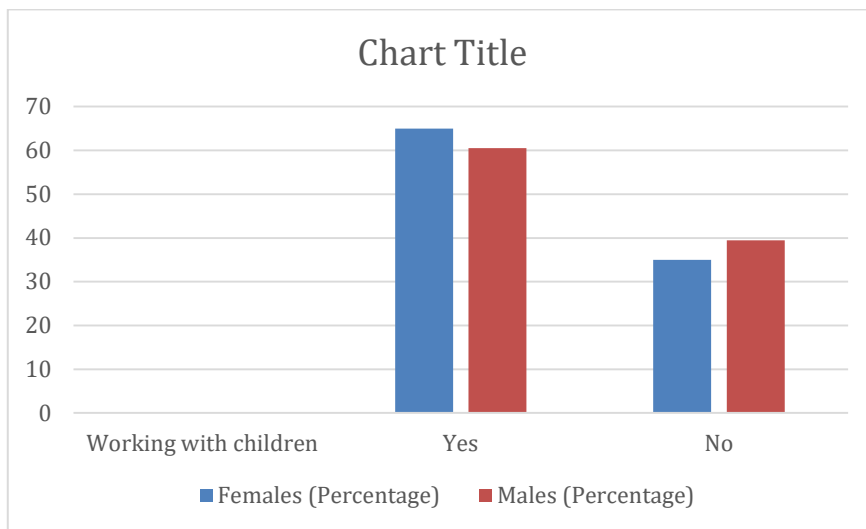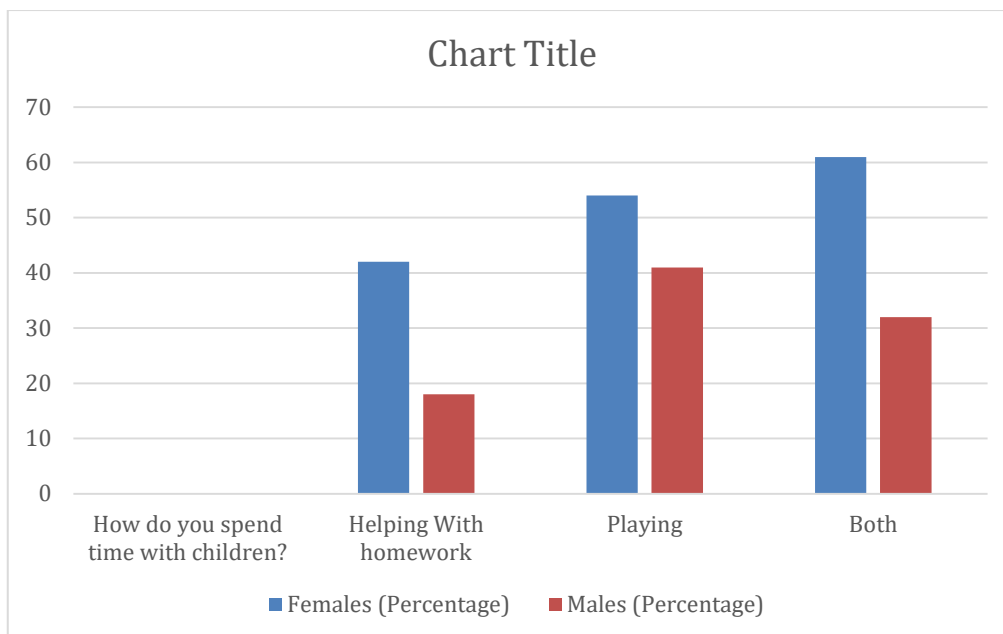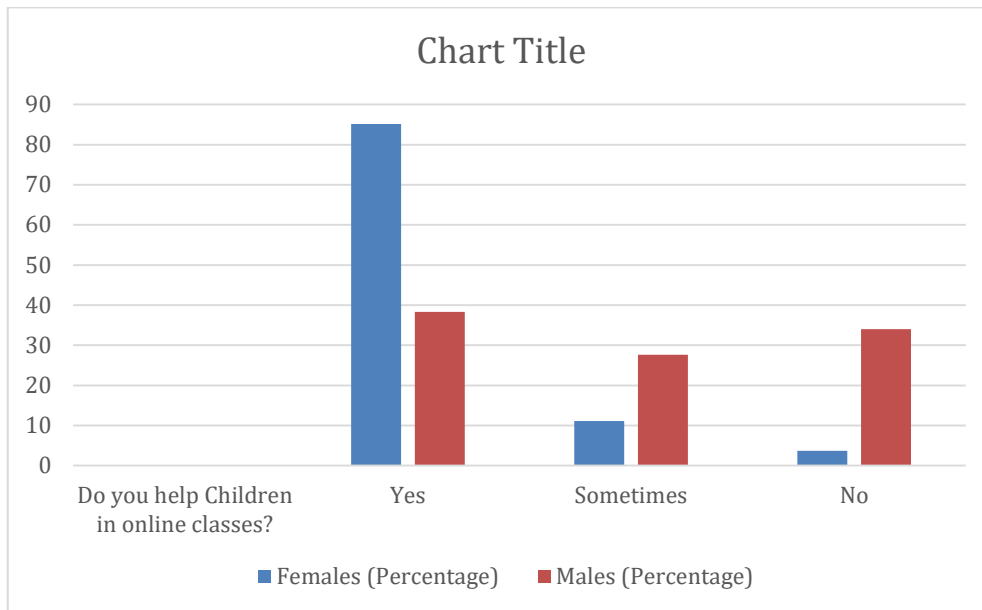
Challenges faced in WFH	Females (Percentage)	Males (Percentage)
Household chores	72	29
Exposure to distractions	69	32
Exposure to Social isolation	67	24
Difficulty in keeping regular schedule	82	34
Lack of resources for functioning online	62	18
Care responsibilities at home	80	41
Anxiety and stress due to corona outside	76	52
Problem with nutrition	79	30
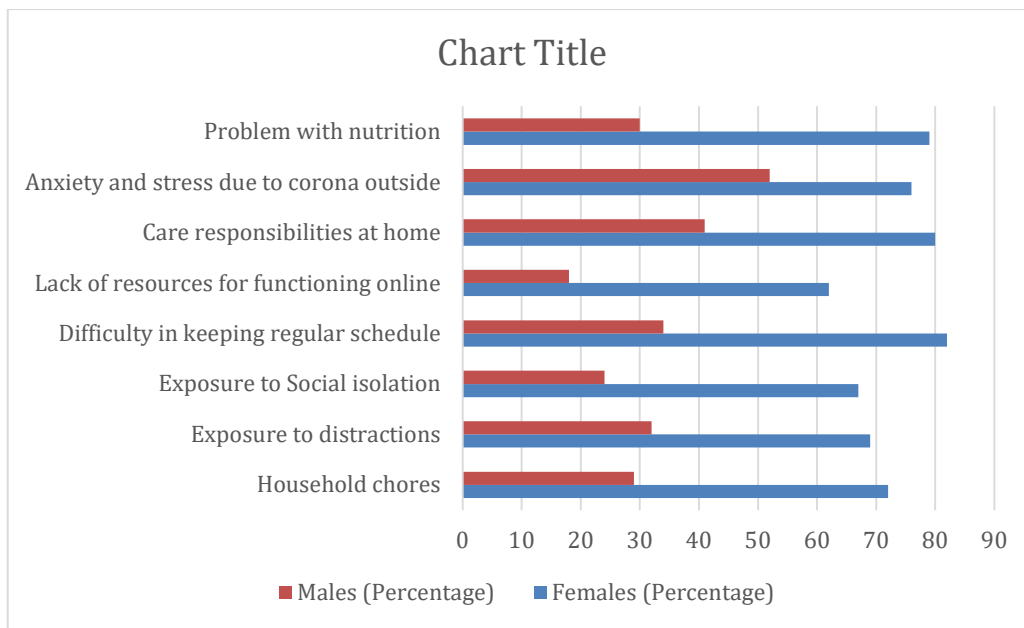
Conclusion

COVID is here to stay in one form or the other. Thois means that the switching between online and offline work formats will prevail for the near long future. Looking at the consequences of WFH mode, it has been evident that working females faced much more issues as compared to the working males. It must be the responsibility of the HR people to strategize the practices to pave way for enhancing the productivity of women and to lower down the stress levels of employees, especially for women counterparts.

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PREVENTING COVID: HARNESSING THE POWER OF COMMUNITIES
(COMMUNITY BEST PRACTICES)

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Abstract

This study investigated the role of community awareness in leveraging crowd wisdom and creating collective wisdom during the COVID-19 pandemic. It also explored the effect of this wisdom and the value of social media during such crises. Community involvement is considered an essential part of past epidemics (such as Ebola). However, there are concerns about a lack of community engagement and a bottom-up approach to the COVID-19 response so far. Determining how community engagement methods have been used in past epidemics can help implement stronger implementations in the COVID-19 response. The results show that community awareness plays an important role in the use of group wisdom and the creation of collaborative knowledge. The results confirmed the substantial effect of community awareness, and group wisdom in tackling the COVID-19 crisis.

Key Words: Community Awareness, COVID-19 pandemic, Community Best Practices

Introduction

The first case of COVID-19 infection, in India, was detected from Kerala on 27th January 2020 after a 20 years old female was admitted to the General Hospital, Trissur, Kerala. She was accompanied by symptoms of dry cough and sore throat for a day. Later she confessed that she had returned from Wuhan City, China on 23rd January 2020 due to COVID -19 outbreak in China

As of 23rd May 2021, the infected people around the world have crossed 26.8 million with an average of thousand new cases every day. It has caused more than three hundred thousand deaths. While In India the maximum number of cases was reported from Maharashtra. Coronaviruses were detected in 2019 and caused a respiratory infection disease which become popular as Covid-19. The pandemic shook the boundaries of people around the world and isolated them from the actual world around them. Indian Government was trying hard to stop the mass spreading of the virus. The government implemented different forms of measures to fight against the spreading of virus-like confinements, quarantine and measures to close gyms, schools, colleges, offices, ban on travel etc. Cities around the world had become haunted and empty, People were made to stay inside their homes according to the strict government instructions with less or no relevance for social, economic and political work. It had become a global crisis of unprecedented effects and myriads of

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unforeseen circumstances. Collaboration and mutual support had become a very strong weapon for building resilience and adapting to challenges, risks and unforeseen changes that were impacting the countries.

Being one of the second largest populated countries in the world, even our country India was also not left behind from the pandemic attack and the virus spread at a steep rate at the community level. Thus, it became imperative to analyze the possible repercussion of pandemics in our country and projections were made as to how it would behave thereafter. Various prediction methods were established and genetic layouts have been performed to substantiate cases and death cases beyond the three majorly affected states of North India. The prediction was shown with the help of various models.

The pandemic (Covid-19) had altered our world. The general risk of communicable diseases had confronted our existing service methods. This approach had experienced intensive alteration and portrayed that health and safety are of paramount importance in all facets of our lives. The pandemic also underlined the exigent human-centred innovation in global health and the need for the quick fix to be driven by the communities they serve. The virus uncovered and disrupted the existing social and genetic disparity, leaving many communities with a short supply of medical services and vulnerable to disease. These problems crop up before Covid-19 but aggravated the repercussion. If this is left without serious action, it will continue and become infected. By financing laboriously in people and upholding the community-led innovation, the community could prepare for catastrophe without being impacted by it. The amount of aftermath and complexity of Covid-19 have exceeded many of our current solutions. Now is the time to work collaboratively all across departments/sections, community to judiciously innovate and overhaul systems and formations that have been mutilated by the covid-19.

Literature Review:
The onset of the COVID-19 epidemic created a worldwide emergency. To stop the spread of the virus, the governments countrywide forced closures, and methods of segregation were established worldwide (Omoush et al., 2020).

COVID-19 is one of the most common viral infections in recent history that has affected every country, state, community and individual. (Huang et al., 2020) in their research stated that accurate and dissemination of timely information to avoid socializing and build resilience between communities to prevent the spread of the pandemic was the need of the hour and people to deal with the COVID-19 catastrophic shock. (Boyd and Martin 2020), reported a public sentiment that represents personal feelings about public buildings in times of disaster.

Social media tools provided popular forums for communication and facilitated sharing, as well as conveyed a sense of unity to many, during difficult times. These forums have created sustainable opportunities to unite individuals and groups (Gui et al., 2017; Abdulhamid et al., 2020).

The various models of social media and use of the power of societies and communities reported in the literature suggest that public sentiment affects the intelligence of the crowd.

Public sense and crowd intelligence - the crowd showed great influence on everything whenever needed. As per the findings of (Gorzen 2019), the wisdom of the crowd resulted in the consolidation of a large number of judgments in order to improve diversity, volume, and knowledge based on a large number of donors from different domains. Participated in social media forums. As per the studies conducted by (Gorzen 2019), social media provided an unprecedented level of citizen engagement in communities, which exerted the power of mob intelligence. Social media tools served as platforms for the collective intelligence of online volunteers with a high sense of community commitment in emergencies. The use of knowledge and information provided by social media changed public perception and lead to a reduction in reliance on official information, a greater sense of participation, and greater reliance on problem-solving in crisis and emergency situations. Harnessing the services, knowledge and wisdom of the communities, therefore, played a major role in this pandemic situation, especially throughout the second wave. Various organizations have developed different methods to assist employees in managing information and dealing with uncertainty. The community and countries at a large face a number of challenges in managing COVID but social media has played a prominent role in linking groups with colleagues to promote informal relationships in organizations. As a result of these processes and the growth of public opinion, companies and societies were benefited from new partnerships between individuals.

Public sense and the creation of shared information - Information created through individuals, groups and societies helped a lot to adapt to the situation. When the situation got tough, people came up with new and countless ideas and information and shared it all with the help of social media to deal as well as contain the spread of the disease. When the government failed in its efforts to deal with the intense situation, people felt an urge to unite at the societal level and felt they came together as a community or as a group. They contributed and combined their resources as a community and created knowledge and pooled their resources to fight this deadly virus. Fluid communication and technology were combined with social media fostered a sense of community among participants, who may be employees of an organization or citizens in one city or country, among others. Social media can support shared and collaborative insights between members, creating novel and renewable information. Recent research done by (Hern ′ andez-Sell'es et al., 2019) and (Boyd & Martin, 2020) has confirmed that the promotion of co-learning in communities required the strengthening of social consciousness. This study further explored whether public sentiment played an important role in increasing the formation of collaborative wisdom in response to the COVID-19 challenge.

Objectives

➢ This study has been undertaken to understand the measures and initiatives taken at the community level to contain the spread of COVID-19

➢ This study also attempts to highlight some of the best practices undertaken at the community level and give suggestions accordingly to deal with COVID-19

Research Methodology

Research Design

This report is based on a research design which is descriptive in nature as information was collected for statistical analysis from the targeted population sample. The aim of the study was to identify characteristics, frequencies, trends, and categories of information related to COVID-19 prevention measures and best practices in the society

Sample Size

Total of 195 respondents of which 105 male and 90 females were interviewed. Male and female size of representation was almost equal. Since Tanya is from Nepal and myself from Bhutan, we have also included some respondents to have diverse views. For these 162 respondents from India (83%) 19 respondents from Nepal (10%) and 14 respondents from Bhutan (7%) were from India is from the respondents were from different section of the society like, Students, health workers, civil servants, public employee, private employee, shopkeepers, police and cooks. Our targeted age group for the sample size was from 18-65 years old respondents.

Data

Primary data: The main source of our primary data was collected using electronic questionnaires which was the main instrument for data collection. All the questionnaire was based on multiple-choice with 5 possible options for each of the questions. In other words, it was a structured interview because the same question was asked to all the respondents in the same sequence. Our data collection started from 25th April to 20th June 2021which was almost two months duration. Due to movement restriction in all over the world due to pandemic, the respondent is interviewed via telephone however, some of the nearby people like a closed circled friend, family members were interviewed physically

Secondary data: Secondary data like articles published by different authors, video clips of awareness programmes, websites of related organizations were used to support the research findings.

Data Analysis
Demographic Data of the Respondents

Table 1: Age-wise distribution of the Respondents

Age	Number of people
65 and above	58
55-64	30
45-54	13
35-44	12
18-24	9

Table 2: Male and Female Respondents Ratio

Total Male Respondents	Total Female Respondents	Percentage of male	Percentage of female
105	90	53.8%	46.2%

Table 3: The Below Table Shows Vaccinated Age Group of the Respondents

	Age (in years)	Percentage
1	18-24 years	4.6%
2	25-34 years	4.1%
3	35-44 years	2.1%
4	45-54 years	6.7%%
5	55-64 years	45.1%
6	65 years and above	45.1%

Figure 1

It is shown how many respondents think vaccinations can be effective in limiting the spread of covid. There are 51.3% of respondents who think vaccination can be effective.20.0% of respondents are not very clear about it.27.7% of respondents partly agree with it.

Do you think vaccinations can be effective in limiting the spread of covid?

- Only partly
- Yes, absolutely
- Can't say
- Not at all

27.7%
20.0%
51.3%
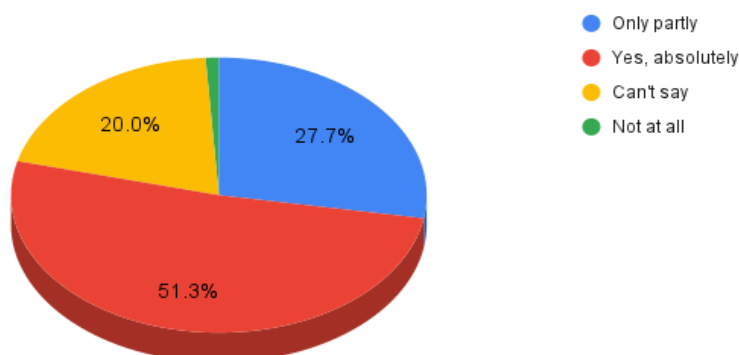
Figure 2

Figure 2 shows the percentage of people who heard the latest government campaign for spreading awareness about Covid 19 called *Safai bhi, Dawai bhi, Kadhai bhi*. So, there are 70.8% of people who are aware of the latest government campaign whereas 29.2% of people who still are not aware about this campaign
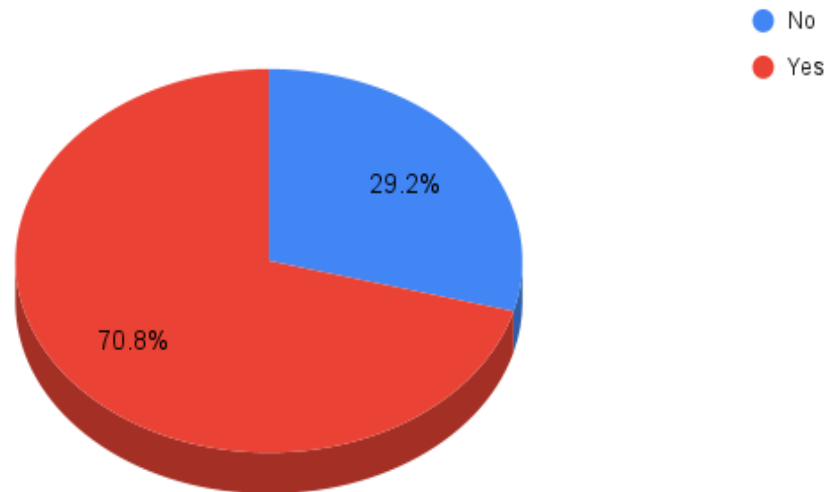
Figure 3

This figure shows the behavior of people whether they wash their hands with soap and water frequently. So according to the figure there is the highest percentage of people i.e., 54.4% who always wash their hands with soap and water and the people who wash their hands with soap and water only sometimes are 9.2%.
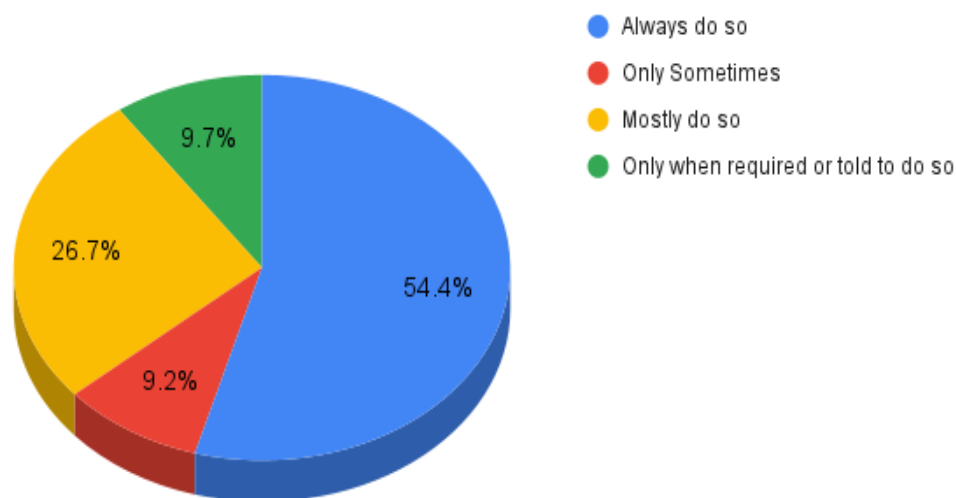
Figure 4

This figure shows the behaviour of people in relation to wearing a mask properly or not.**70.3% always wear** masks whereas 25.1% of the most of the time wear a mask and others not always or not possible for them to follow.
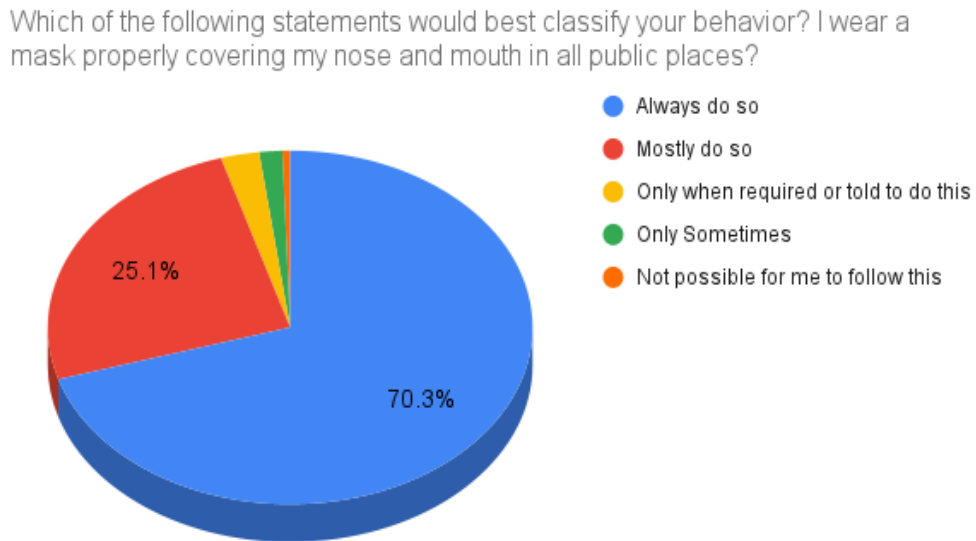
Figure 5

Figure 5 shows the behaviour of people whether they use a sanitizer to clean their hands whenever they touch any public surface or need to shake hands**.** So, according to this figure, there are 58.5% of people who always use sanitizers to clean their hands properly whenever they touch the surface or whenever they shake hands and 28.7% mostly do so.
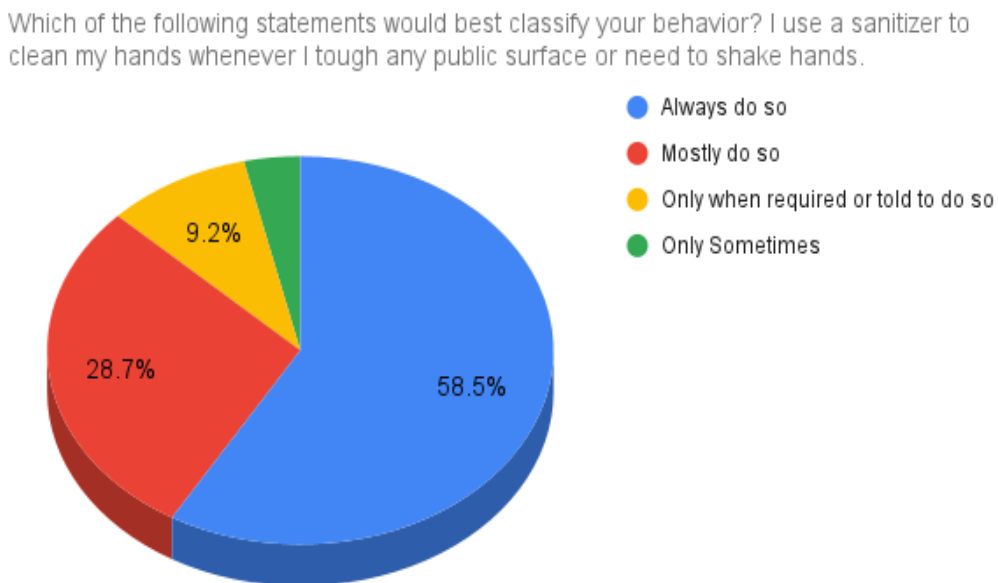
Figure 6

This Figure shows how many people avoid going to crowded places such as market places, religious places and gatherings. So, this figure illustrates that 48.7% of people always avoid going to crowded places. 8.7% of people do so only when required or told to do so.

Which of the following statements would best classify your behavior? I avoid going to crowded places such as market places, religious places, gatherings etc

- Always do so
- Mostly do so
- Only when required or told to do so
- Only Sometimes
- Not possible for me to follow this
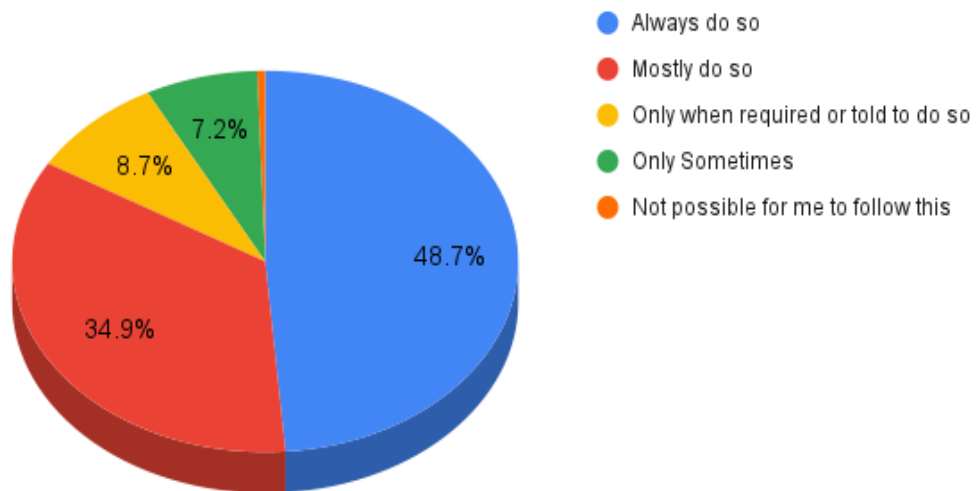
Figure 7

This Figure shows people's attitude towards the vaccination.43.1% is planning to vaccinate themselves.

What is your outlook towards vaccinating yourself?

- I am planning to vaccinate myself
- I do not intend to vaccinate myself
- I have already vaccinated myself (first dose)
- I have already vaccinated myself (both doses)
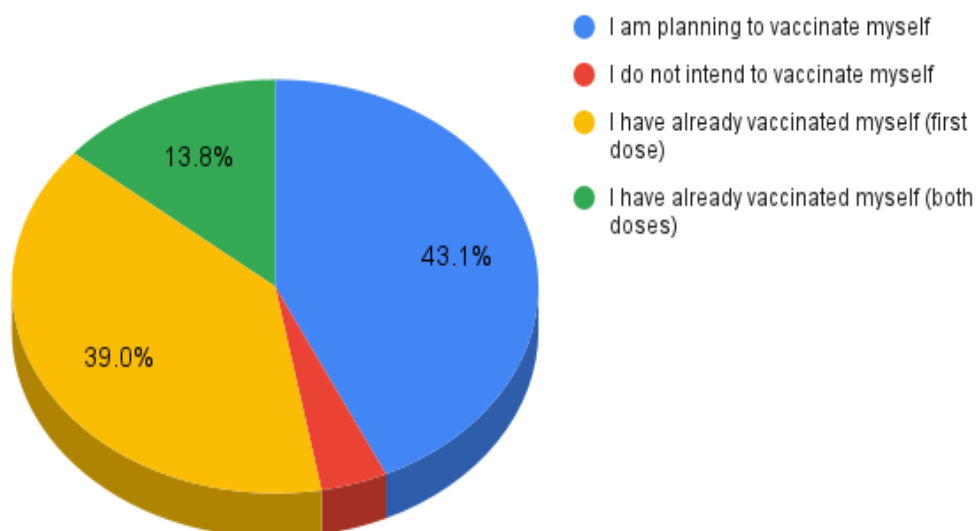
A glimpse of the Community Best Practices

In regards to the spread of the COVID19, mostly literate and urban people were aware and conscious of the spread, particularly of virus infection symptoms such as fever, cough, sore throat, tiredness, running nose and possible infection methods from one person to another. The daunting task before the government and the authorities were to encourage the ordinary people and boost their morale in these difficult times. People showed confidence that disease can be prevented but are concerned for the loss of life, and to an extent of hope, due to pandemics. The majority of people were in public spaces or used public transportation, and it was imperative that the government should take extra precautions to sanitize public places and prevent the spread of this pandemic. They resorted to prevention methods such as lockdown, naturopathy and social distancing, and the government started making necessary arrangements.

The first and foremost endeavour of the authorities was to stop the interaction and mingling of people, which posed as the biggest threat to community transmission. Efforts were concentrated to discourage people from associating with others. People were relying on trusted and not so trusted of sources of information that can hardly be authenticated; thus, the government made a sincere effort to broadcast all relevant information to the widely used platforms. Common people in society were made aware of medical facilities and other government initiatives, which were vital to cease the infection. Apprehensions and anxieties among the public regarding COVID-19 disease were checked and reduced by counseling, and measures were undertaken to utilise the power and wisdom created by the societies and group at large. There was a dire need to intensify the awareness program during this pandemic to prevent its spread.

Some of the Community Best Practices that were found to help the community deal with the Pandemic are listed as follows:
- ✓ Contribution made by the religious organizations
- ✓ Awareness Campaign launched through social media such as Facebook, Twitter
- ✓ Collective efforts of various RWAs and Residential Societies to come- up with Isolation Units
- ✓ Collective Efforts of Doctors/ Healthcare providers to provide online consultation to mitigate the rush in the overcrowded hospitals

Rakab Ganj Facility

When the situation worsened, and it seemed government efforts were not enough to deal with the situation, a Sikh religious place and hired 200 staffers who worked in shifts as the intake of the patients increased at the Rakab Ganj installation.

'A blessing': Delhi's Rakab Ganj Gurudwara sets up 400-bed facility to help city fight Covid

Later the centre increased its capacity to 300 beds treating covid patients. The makeshift Care Centre began performing at Rakab Ganj Gurdwara in Central Delhi and catered to the cases which can be cured with minimum medical supervision.

Centre set up by Delhi Sikh Gurudwara Management

Patients with oxygen levels of below 85 were only admitted, which implied that serious cases were directed to the hospitals better equipped to handle such cases. The treatment was given free and there were no admission charges. Resultantly, there was no crowd at the centre and serious cases were being appertained to a nearby Government hospital. Nem Singh Premi, Chairman of IHRO mentioned that 400 beds were made functional, and voluntary services of helped in furnishing healthcare workers and individuals from the society were taken to deal with the critical situation. The process for the patient admittance was smooth and did not require many formalities except for the submission of the Aadhaar card.

The centre had been attached with a nearby government hospital to take care of the patients with critical symptoms. The Delhi government took care of the medical facilities and equipment and ensured that proper medical care was imparted to the patients. All other facilities were set up by the DSGMC at their level and utilizing their own resources. As a religious organization, they provided services to society by providing an ample number of beds and medical care. And in case a patient's condition got severe, they would be shifted to the ICU ward of the hospital"

Local Doctor to Take Charge Of COVID-19 Centres in Societies, Delhi

> **RWAs Efforts**
>
> **Gaur Saundaryam Society created L1 beds for Covid patients for their society members, Sabari, Greater Noida (West) Extension (ATMA NIRBHAR)**

Findings & Interpretation

➢ This current project finds out the impact of covid 19 and the measures and initiatives taken at the community level to contain the spread of COVID-19

➢ The findings show a high percentage of 45.1% of respondents who think people between 65 and above,55-64, age bracket, 45-54age, 35-44 age bracket, 25 - 34 age, 18 - 24 age group all should go for vaccination.

➢ Living with COVID 19 depends, more than ever, on social responsibility to comply with preventive measures to be vigilant and to help to protect the vulnerable.

➢ From the data analysis, this project investigates that 51.3% of people agree that vaccinations can be effective in limiting the spread of covid.

➢ 39.0% of people have already vaccinated themselves with the first dose of the vaccine while 13.8% of people are still planning to vaccinate themselves.

Recommendations

➢ Encouraging people to take COVID-19 vaccination should be implemented rigorously and religiously. Special efforts need to be made in regards to rural areas where there is less awareness. Village headsmen should be instructed and guide each and every village people for the covid vaccine.

➢ The general public should be sensitized and made aware of the COVID protocols to stay safe by following precautions and practising physical distancing, Various campaigns were launched to sensitize people to use masks at public spaces, avoid crowded places, wash hands and coughing and sneezing in a particular position.

➢ Public figures and celebrities should be roped in to create a wave of sensitization among the general public, as they are taken as a role model and heard.

➢ It has been observed that religious organizations such as Gurudwaras, temples, RWAs, societies which have the capacity to rope in volunteers and treat and provide medical care to not so serious cases should be utilized to full capacity.

➢ Government should invest heavily in people and support community-led innovation. We can prepare for crises without being disturbed by crises. The scale, impact and complexity of Covid-19 have surpassed many of our existing solutions.

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UTILIZING COMMUNITY EFFORTS AND POWER TO PREVENT COVID SPREAD

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Abstract

Covid-19 outbreaks are of great worry to all of a country's management entities, especially in diverse world regions. Indian authorities are also dealing with the viral outbreak, and they've taken some problematic steps to keep the country's growth pace under control.

This research aims to determine the present state of coronavirus transmission in India and the impact of different actions done to combat it. National Lockdown has reportedly helped to keep track of the "progression rate of infected patients." dowries this information.

Keywords: Covid-19, progression rate, Power of Community

Introduction

The eruption of "COVID-19 in different parts of the world is a major concern for all the managerial units of respective countries". India is also facing the very tough task of governing the virus epidemic and has managed its growth rate through stern measures. This study dowries the current status quo of coronavirus spread in India and the impression of its various actions. With the help of "data fonts (till 7th-8th April 2020) from several state units of India and Ministry of Health and Family Welfare", Government of India, this schoolwork presents many trends and shapes. It has been reported that the "progress rate of diseased cases has been precise with the help of National Lockdown".

Research Questions
- COVID-19 impact on daily life
- People's behaviour towards covid-19

Research Aim and Objective

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The research aims to study and analyze the upshot of the COVID-19 Pandemic on people in various parts of the country. The results from our survey, combined with those of others, are meant to surface aggregate learnings and under-studied questions to formulate a comprehensive response to the ongoing challenges presented by COVID-19.

Data Collection

The primary data was collected by using a questionnaire and secondary data also.

Research Design: Explanatory

Sources of Data:

Primary Data: Response through questionnaire

Secondary Data: Data available on the Internet

Sampling Unit: Community

Sample Technique: Simple Random Sampling

Study Sample Size: 200 -400 People

Study Sampling Area: India

Data Collection Method: Online Survey

Research Instrument: Questionnaire

Data Analysis and graphical representation

Question 1: According to you, why is covid spreading so rapidly?
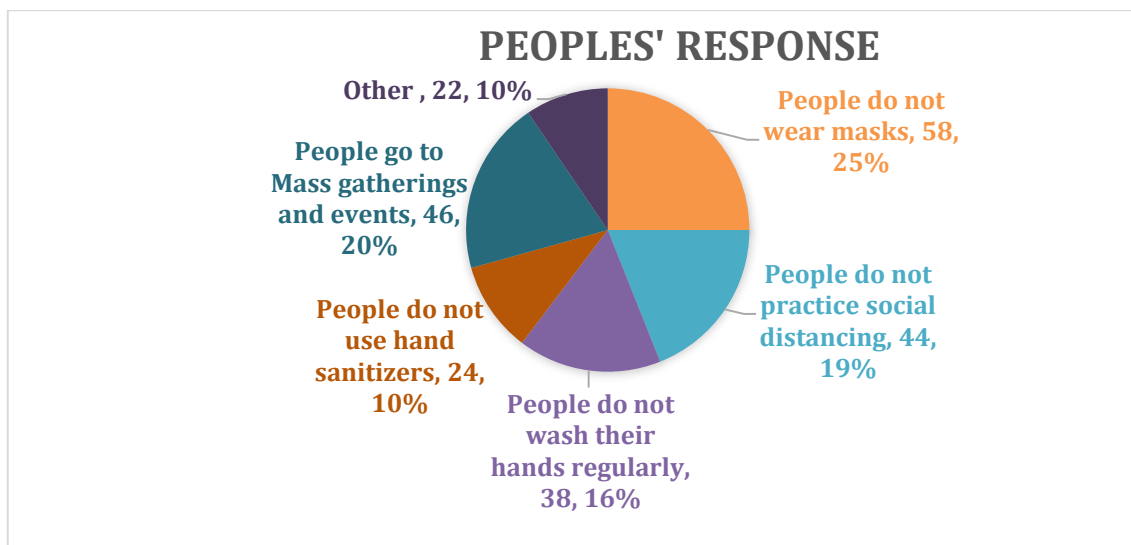
Observation: From the above data, we can say that the prominent reasons behind covid infection among people are not wearing masks, exposure to public events and mass gatherings & not practising social distance.

Question 2: What are some of your biggest concerns regarding the current covid crisis?

Observation: From the above graph we see that deaths and unemployment are considered the biggest concern of people. After that lockdown, Anxiety and stress, economic growth, poverty, poor medical facilities, poverty and the third wave are also included as a matter of concern among people.
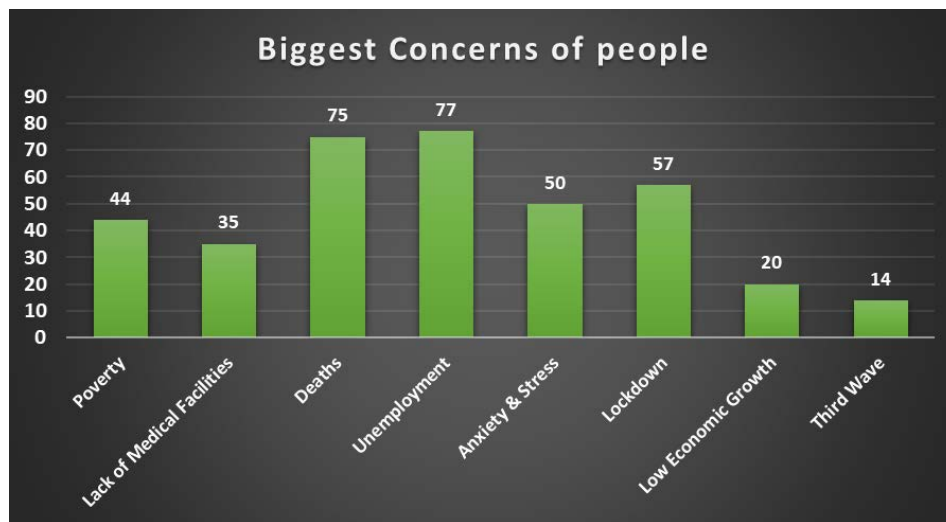
**Question 3: Do you think vaccinations can effectively limit the spread of covid?**
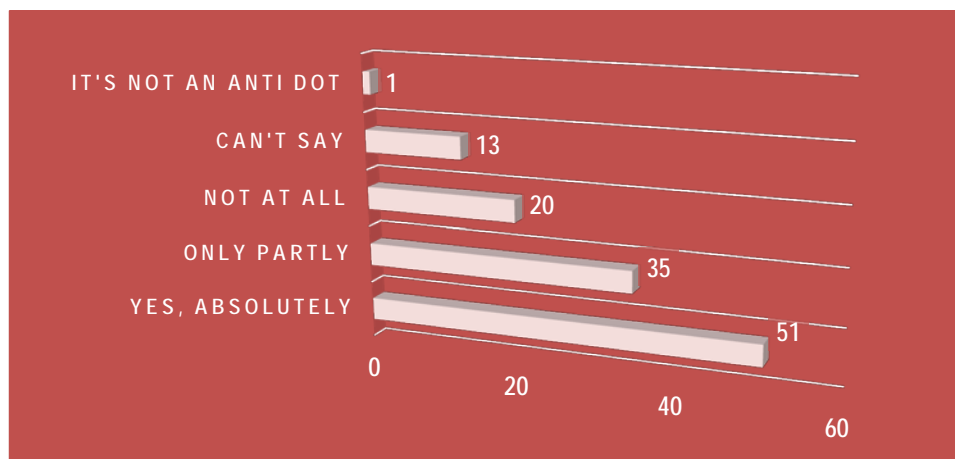
Observation: It can be seen from the above data that most people feel that vaccinations can effectively limit the spread of covid 19 pandemic.

**Question 4: What is your outlook toward vaccinating yourself?**
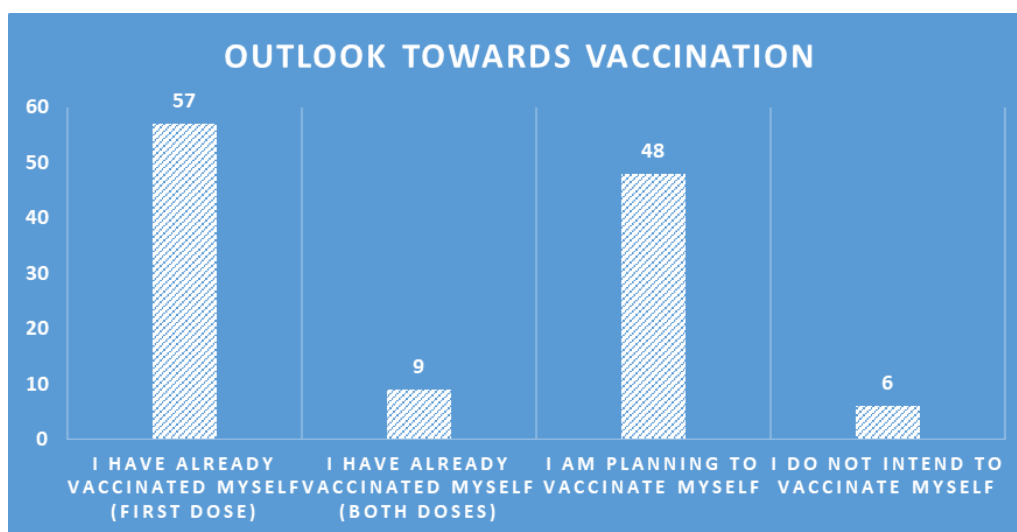
Observation: From the above graph, we can say that most people got their first dose of vaccination while people are planning to vaccinate themselves. However, only a few people got their second dose of vaccination.

Question 5: According to you, which of the following age groups should go for vaccination?
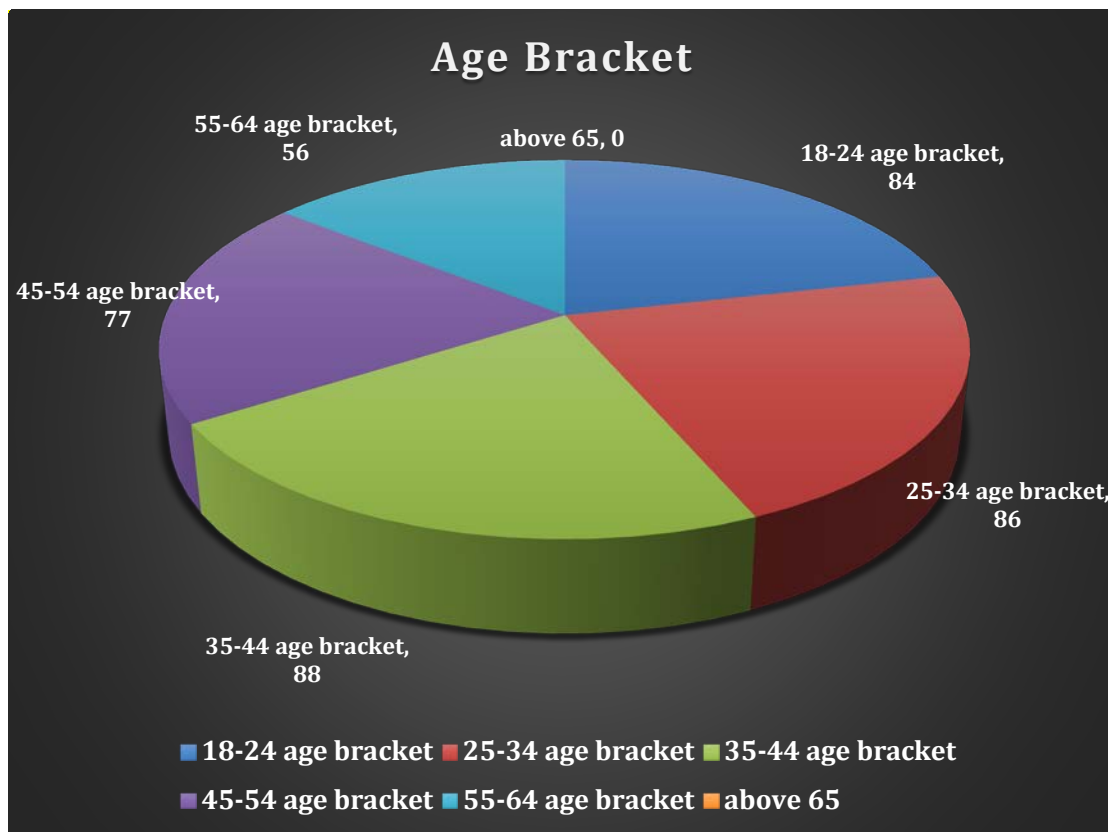
Observation: From the above figure, we can see that most people believe that the 18-24,25-34, and 35-44 age groups should go for vaccination.

Question 6: Have you heard of the latest government campaign for spreading awareness about covid called "Safai Bhi, Dawai Bhi, Kadai bhi?
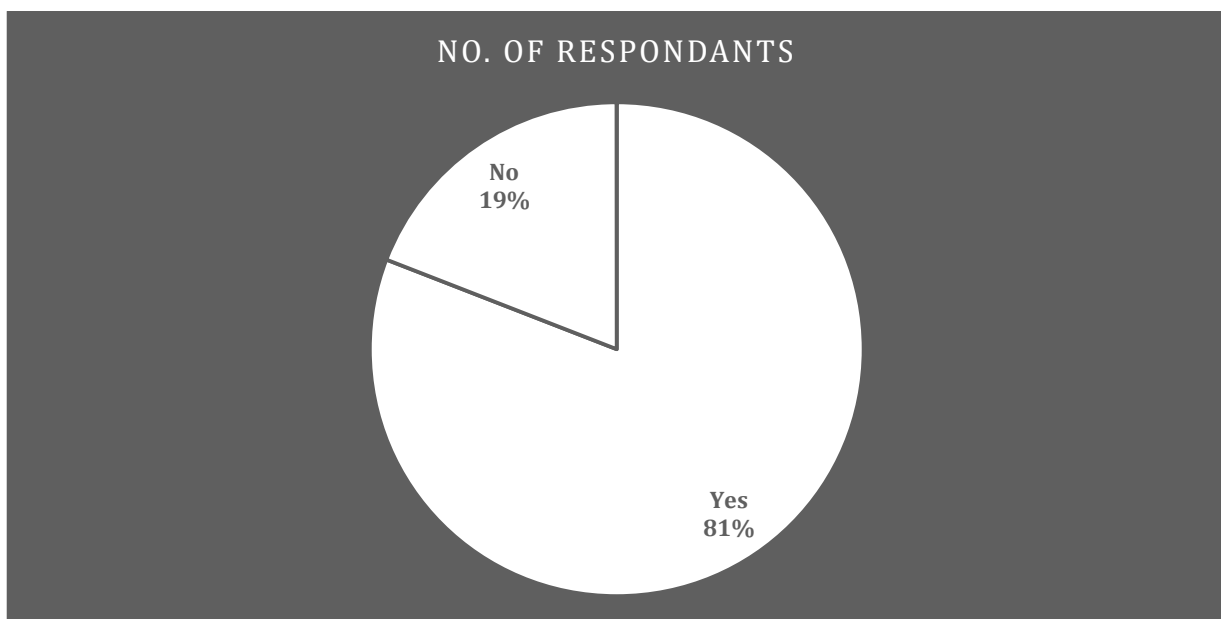
Observation: From the above data, we can conclude that majority of the people have heard of the latest government campaign for spreading awareness about covid called "Safai bhi, Dawai bhi, Kadai bhi".

Question 7: Which of the following age brackets would you be in?
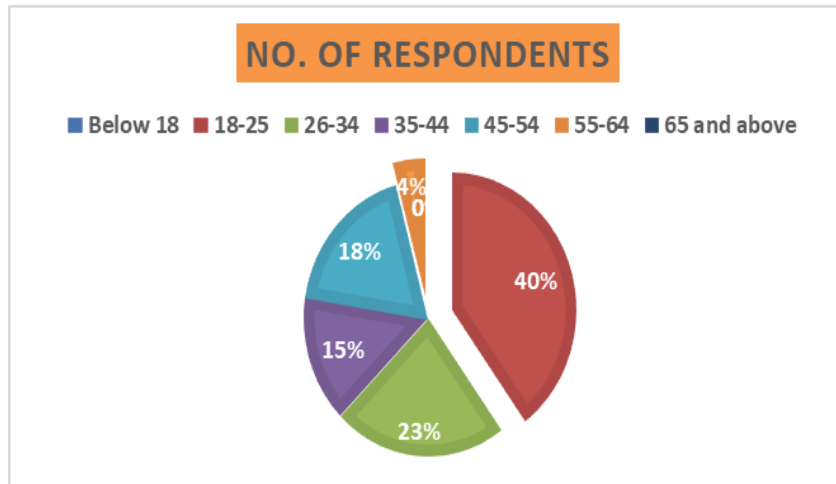
Observation: From the above figure, we conclude that most respondents are between 18-and 25. After that, 26-34.

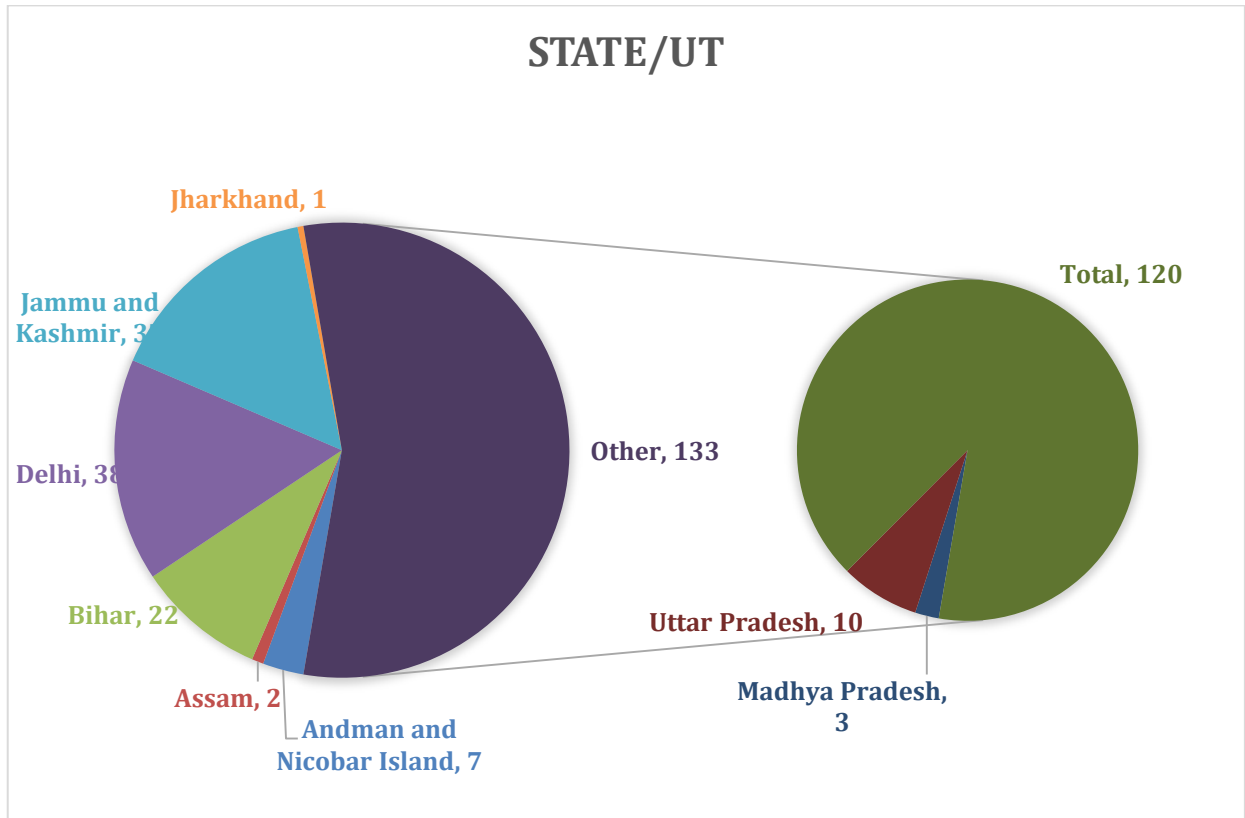**Question 8: Have you or any of your immediate family contracted covid?**
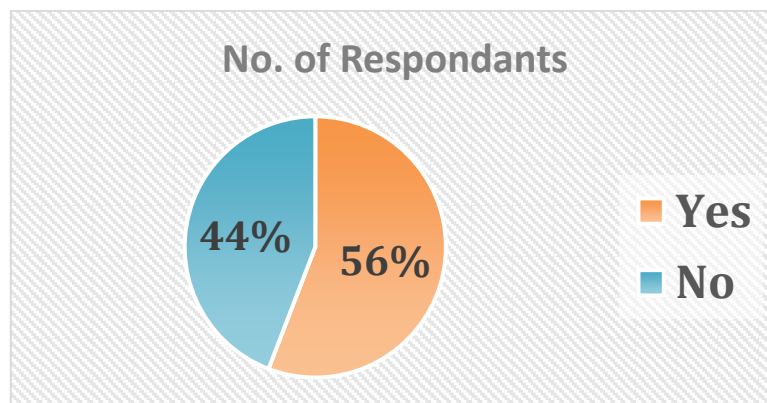
Observation: The above figure shows the majority of peoples' family members have been infected with Covid 19.

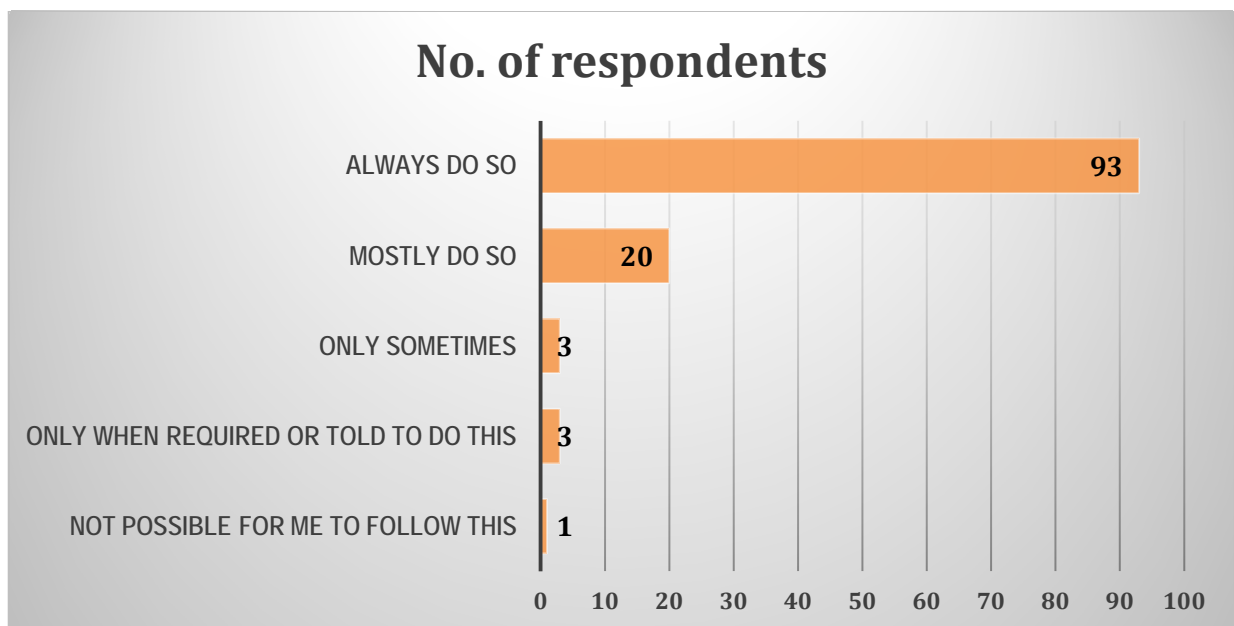**Question 9: Have you lost any of the following members to covid in the last year?**
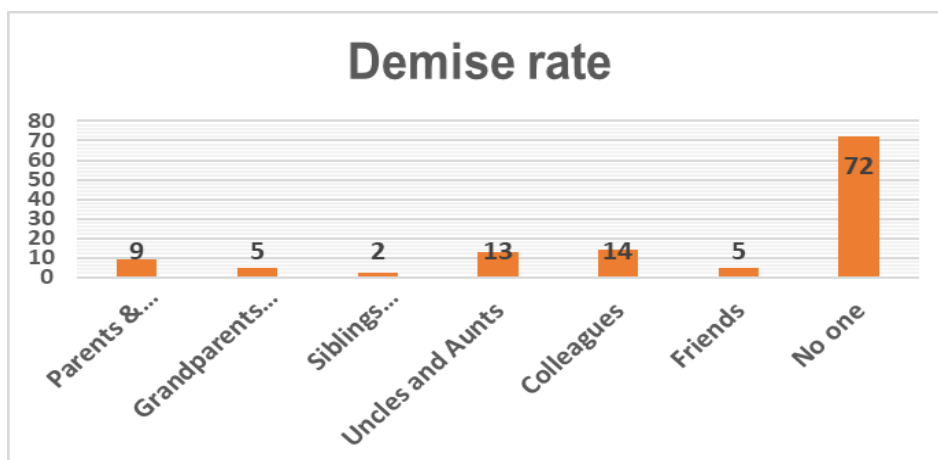
Observation: It can be said from the above graph that the majority of the respondents have not lost any of their family members due to covid, while few of them have lost their parents, grandparents, colleagues and friends.

Question10: You are a resident of which state/UT of India?

STATE/UT

Jharkhand, 1

Jammu and Kashmir, 3

Delhi, 38

Bihar, 22

Assam, 2

Andman and Nicobar Island, 7

Other, 133

Uttar Pradesh, 10

Madhya Pradesh, 3

Total, 120

Observation: Above figure shows the no. of respondents from different states and Union Territories, Majority of the respondents are from Delhi and Jammu & Kashmir.

Question11: Which of the following statements would best classify your behaviour? Do I wear a mask properly covering my nose and mouth in all public places?

No. of respondents

Category	Value
ALWAYS DO SO	93
MOSTLY DO SO	20
ONLY SOMETIMES	3
ONLY WHEN REQUIRED OR TOLD TO DO THIS	3
NOT POSSIBLE FOR ME TO FOLLOW THIS	1

Observation: From the above graph, it can be concluded that most people wear a mask correctly covering their nose and mouth in all public places.

Question12: Which of the following statements would best classify your behaviour? I wash my hands with soap and water frequently (at least 6-8 times a day)?
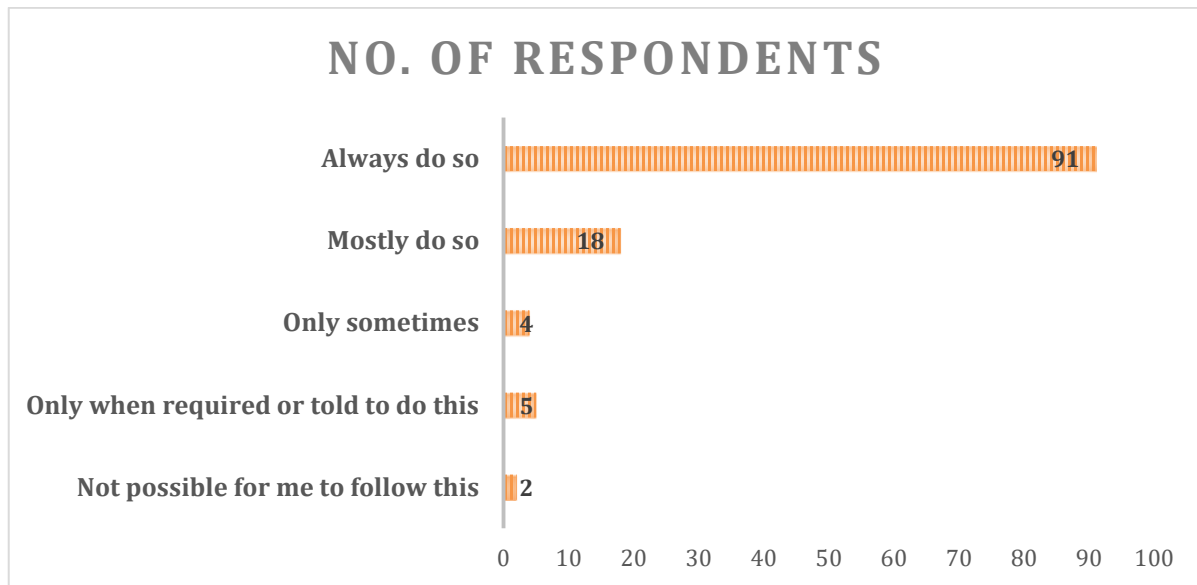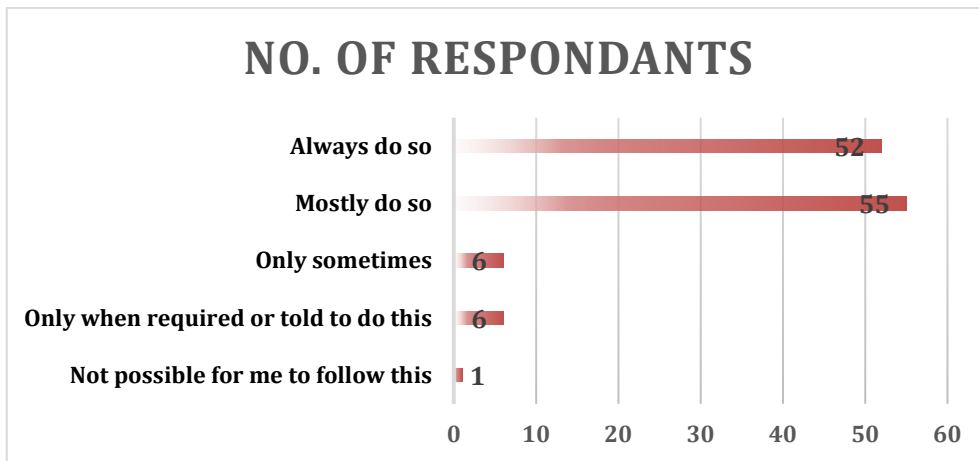

Observation: From the above graph, it can be concluded that most people wash their hands with soap and water frequently whenever they enter their home from the office, go to the washroom, and before their meals.

Question13: Which of the following statements would best classify your behaviour? I use a sanitizer to clean my hands whenever I touch any public surface or need to shake hands.
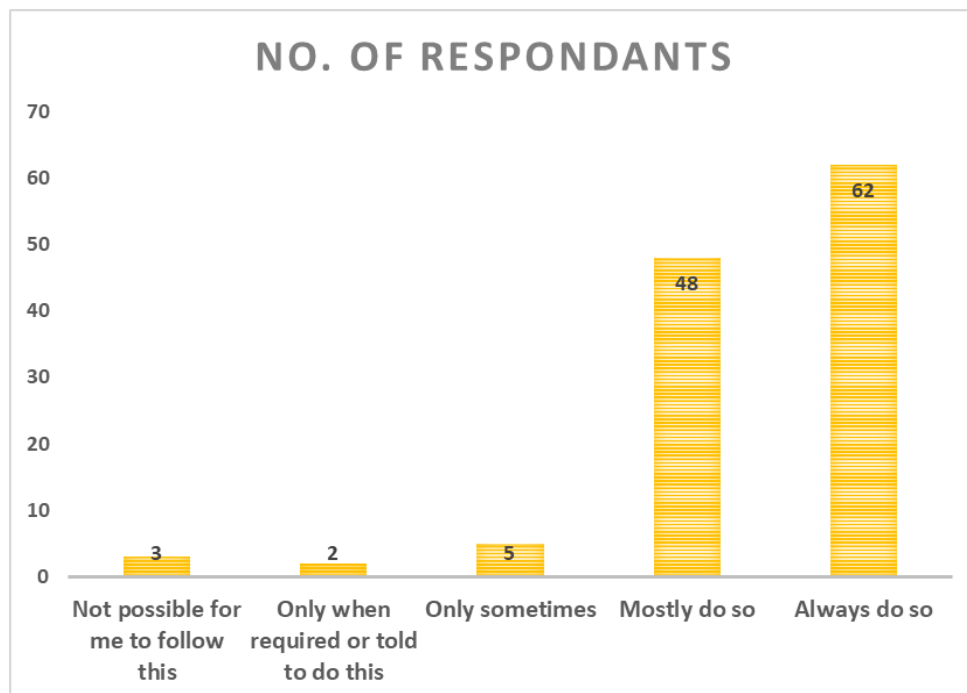

Observation: From the above figure, it can be concluded that most people use a sanitizer to clean their hands whenever they touch any public surface or need to shake hands.

Question14: Which of the following statements would best classify your behavior? I avoid going to crowded places such as markets places, religious places, gatherings etc.

NO. OF RESPONDANTS

Observation: From the above figure, it can be concluded that most people avoid going to crowded places such as markets places, religious places, gatherings etc.

Question15: Based on your insights after interviewing the respondent, would you agree that the respondent follows covid hygiene norms?
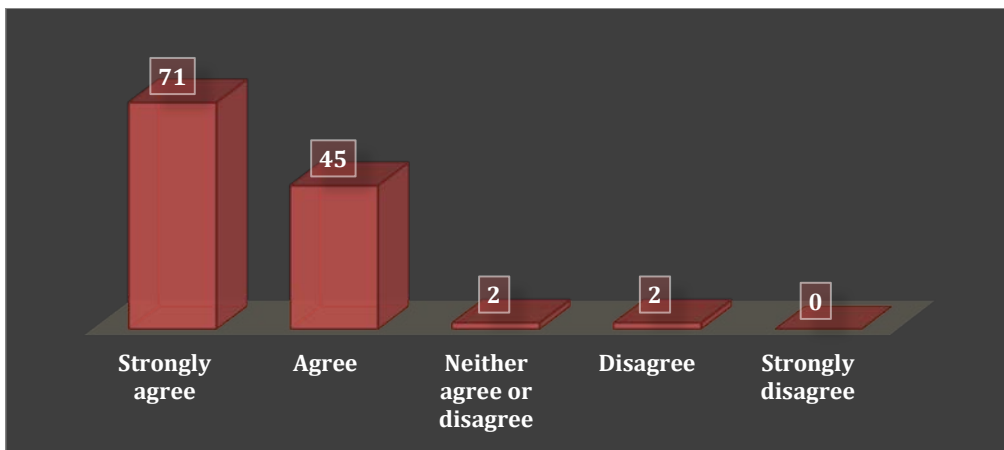
Observation: Based on the information received from the respondents, it can be said that they follow covid hygiene norms.

Question15: Your respondent for this response would be best put in the category of

No. of Respondants
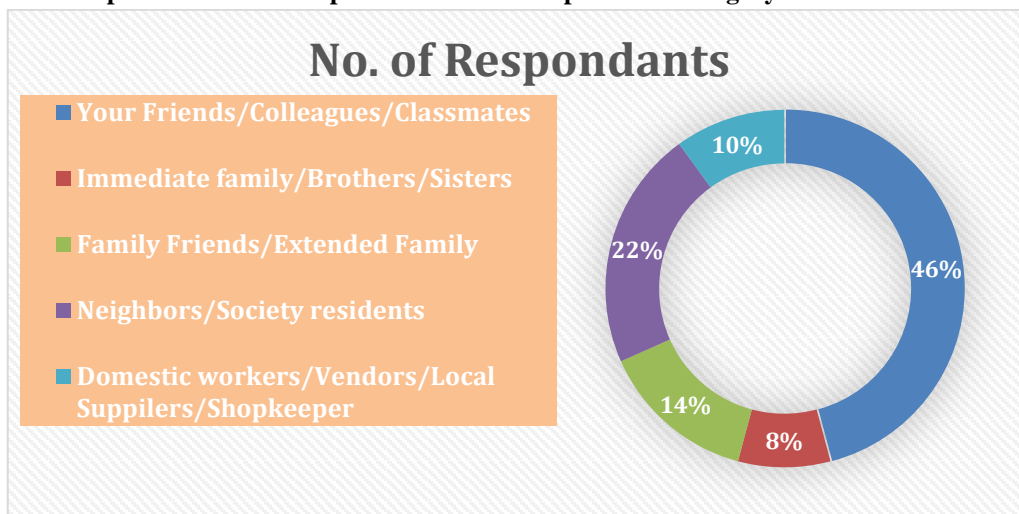
Observation: Based on the information received from the respondents, they come under the category of our friends/colleagues/classmates.

Conclusion

The fortitude of this standpoint was to climax the overall score of the vaccine expansion and vaccination approaches that were executed thru a pandemic in a compactly populated country (India). This description can be regarded as using an initial point document for forthcoming pandemic alertness and successfully tailoring and enhancing the strategies that will aid the population at large.

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ROLE OF COMMUNITY ENGAGEMENT TOWARDS PREVENTING COVID-19 PANDEMIC

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Abstract
Since the onset of the COVID-19 outbreak from Wuhan, in December 2019, we have witnessed constant peaks and troughs in case numbers and mortality rates. The dreaded virus, bearing its exponential contagious properties, has taken over 38,00,000 lives to date and has proven to be the most catastrophic outbreak of the millennium, leaving us helpless. Vaccination might perhaps be the answer, but despite vaccination drives, the World Health Organization recommends taking precautionary measures. After all, prevention is better than cure!

This report aims to summarize the general consensus about taking precautionary measures needed to prevent the spread of the virus. It is crucial to develop these suggested habits in order to bring an end to the virus. Through this report, we will learn whether the crowd follows protocols and takes preventive measures, and to what extent. As a community connect project, our aim was to reach out to people and understand their grievances, challenges and what are their biggest fears in this Covid -19 era.

Key Words: Covid-19, Protocols, Prevention, Awareness, Hygiene

Introduction
Covid -19 pandemic has played a pivotal role in affecting lives of each and every one in different ways. Irreplaceable losses of lives and long lasting sufferings from stress and mental trauma, job losses and disruptions in human lives is a new normal. This pandemic brings economic crisis and human crisis in all means which was never felt or seen before. It has put the whole world upside down. Home Schooling, online learning, parents attending seminars while attending their children's classes. Technology has been a boon to society in a rewarding way that the learning process will never stop but it also puts a lot of pressure on working mothers, as they have now to be on job and take on the household responsibilities simultaneously, because women are still considered to be the primary caregivers. While conducting the research, we found that people had faced innumerable challenges in order to find the beds, medicines, doctors and medical care facilities. There had also been some findings about dissatisfaction about the role of the government in regarding some of their policies.

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People are now more responsible and serious regarding the health and hygiene at their home and workplace. Some had shared the fear of what will happen to their family if they will find themselves positive for the test. How much cost does it incur? Will there be beds available? What if there is no oxygen available? All these questions and many more likewise were and now still going in their minds.

Third wave as the news channels are suggesting, will be targeted to the children majorly. All this news has instilled a fearful atmosphere among parents and they are unwilling to send their children to school or daycare. Women are also leaving the work in order to take care of their children, especially small children and elders.

Literature Review

The direct purchase of the vaccine by rich, developed countries have brought ethical distribution of vaccination dose into question. Covid -19 vaccine will be effective in the community when all sections of society (regardless of class) will be vaccinated with equity, else vaccination contingency will be ineffective. The biggest challenge in the pandemic in front of the government is to build trust among the people of all sections regarding fears and rumors about the vaccine. Widespread effective community engagement, promotional messages are required to reach the masses so that socioeconomic, cultural barriers and political hurdles can be defeated.

It is important for the government to build a strong trust and confidence among people, especially the marginalized, underdeveloped and ignored section of the society. It is also important to understand the function of how the mass drug administration works. The successful execution of Polio eradication programme by the Indian government and eradication of Rubella from America may also be taken as an example, in order to reflect the wide scale mobilization and new vaccination strategies that can increase the efficacy of the vaccine in the society.

One size does not fit all and Policy makers must realise in order to execute successful immunization in the local and regional environment, health literacy of different communities should be taken into consideration. Local youth leaders, teachers, universities, local channels who can voice out the local concerns should be encouraged to participate. (Burgess et al. 2020)

A study done (Kaushik ,M et al) to determine the awareness, knowledge and attitude about COVID-19 and relate the behavior of Indian society, especially when the country is restarting all its economic activities, after the complete lockdown.

Based on study of Daugherty et al, a 24-item questionnaire was designed using WHO course materials on emerging respiratory viruses, including COVID-19. The study was conducted by distributing the questionnaire and collected relevant data of 21,406 adult participants of various sections of Indian society with different age groups between 18 and 80 years to introspect the level of public awareness with respect to cause, spread, prevention and treatment of disease caused by spread of COVID-19 viral outbreak, which will be automatically reflected in the societal behavioral response of rigorous precautionary measures.

It showed there was a need to extend the knowledge base among individuals to enhance their active participation in the prevention mechanisms with respect to the spread of the pandemic . Need to elaborate the Indian socio-cultural aspects, so that society starts appreciating and voluntarily following social distancing. This should improve the adaptability of people with livelihood resilience to let them protect themselves not only from the present pandemic but also from all other unforeseen infections, and to provide care to patients.

The first three cases of COVID-19 in India were in students returning from Wuhan, China, and 41 days after the first reported case on 30th January, the total cases had reached 50 (Rawat, 2020) .

The most stringent measure, a complete national lockdown for 21 days, was announced on March 24th with very little notice and eventually extended to May 3rd and has been applauded by the World Health Organization envoy Dr. Nabarro as "early, far-sighted and courageous" (Sharma, 2020).

This paper combines quantitative analyses of large-scale datasets with qualitative observations from news and media reports to assess the effectiveness and implications of the public health measures in the slums of India. It include (i) the

National Family and Health Survey 2015-16 (ii) the Census of India Housing Microdata Sample 2011 that provides representative sample of urban India, and (iii) the Housing Stock, Amenities & Assets in Slums Series of Census 2011 .

One-size-fits-all preventive measures against COVID-19 will not work, particularly for slums. Given high densities and inadequate services, handwashing and social distancing are luxuries that slum-dwellers cannot afford. Preexisting conditions in slums only exacerbate the vulnerabilities of already marginalized populations. We need to rethink public health measures that work in slum contexts and ultimately prevent spread of the disease without costing lives and livelihoods of slum-dwellers.

In view of a study (Singh et al) attempted to assess the awareness, threat, symptoms and its prevention among people of India about the COVID-19. A total of 522 responses from all over India were received. The respondents have enough awareness for COVID-19 outbreak and also its preventive measures, out of total, 98% (513) answered that the virus spreads from one person to another, 95% (494) answered that the disease is caused by a virus. People used to understand the importance of social distancing and other preventive measures led down by the government. People are having confidence to defeat disease but showed their concern for corona threat, are aware about the virus, its common symptoms and prevention, govt. testing and medical facilities. Principal component analysis was used to identify the latent dimensions regarding people's preventive measures and was found that they are majorly adopting three methods, that is, lockdown, naturopathy and social distancing. They adopted this sampling because, due to movement constraints during a lockdown, it was impossible to approach a common man in the population. A semi structured questionnaire was developed in straightforward, understandable English by using Google form. The questionnaire was disseminated to known through WhatsApp, e-mails and other social media platforms. The participants showed enough interest in giving their responses and forwarded it to their contacts, which resulted in getting responses from all over the country. Participants who possess smartphones with internet connectivity have participated in this study, which is very common in modern society. Participants above 15 years and comfortable in English filled the response with willingness. Total, 533 responses received , but some were filled incomplete, so they were eliminated. Finally, analyzed 522 responses to [1]draw the results. The respondents' socio-demographic profile was accessed by a questionnaire, which includes gender, age, education, place of residence, domicile, marital status and so forth.

The questionnaire used for the survey have a separate section to know how they commute and interact to peoples, what are their trusted source of information, two questions were to evaluate the threat level of virus, one dichotomous question for awareness about health facility, six questions to estimate awareness level of coronavirus in society, 11 questions for accessing symptoms, 12 questions for perception about prevention from coronavirus. The process of data collection was held from April 11, 2020 to April 28, 2020.

Objectives

- How prepared are we for the 3rd wave of Covid-19?
- Are people following the norms and protocols regarding Covid-19?
- Are people aware of the government initiatives?

Methodology

This is a cross-sectional study, conducted with the Indian community during this COVID 19 pandemic period. The sample size of 164 was used in the study and this was done based on the number of participants conducting the study. One participant was responsible for collecting data from at least 20 people. All the people who participated in the survey were a convenience sample, but the study targeted adults of different age groups to provide information about their behavior, especially the means of prevention they use to avoid contracting Covid-19. The questionnaire was designed to capture qualitative data, but the study analyzed the results using quantitative methods and for the qualitative part; Data Cleansing and Analysis were performed using Microsoft Excel.

Qualitative Method -

- **Conceptual :** Concerned with understanding human behaviors from the informant's perspective; Assumes a dynamic and negotiated reality.

- **Methodological**:
  - Data is collected through participants' observation and interviews; data is analyzed by themes from descriptions by informants;

  - Data is reported in the language of the informants

Quantitative Method -
- **Conceptual :**
  - Concerned with discovering facts about social phenomena;
  - Assumes a fixed and measurable reality
- **Methodological :**
  - Data is collected through measuring things
  - Data is analyzed through numerical comparisons and statistical inferences
  - Data is reported through statistical analysis

Tools Used During This Survey -
In the precise survey, the tools used are questionnaires and surveys. The questionnaires turned into cross-sectional, achieved with the aid of using a comfort, non probability sampling method in India. We followed this sampling due to the fact, because of motion constraints and to avoid going to crowded places at some stage in a lockdown. This method of comfort sampling, that's a non probability sampling method, lets us pick respondents immediately from the populace as in keeping with their comfort zone.

Data Analysis
This data is collected through our organizations' students from various places and this contains a total of 164 responses of the survey we did and people were kind enough to give us time to conduct our survey.

Q1. According to you, why is covid spreading so rapidly? We are reading out the options, please choose the options that you think are most relevant to the question that is being asked, if there is any other.
In this question, there were 5 options given,
1. People do not wear masks,
2. People do not maintain social distancing,
3. People do not wash hands,
4. People do not use hand sanitizers,
5. People go to mass gatherings.

In this question, out of 164 people, **28** of them said all the 5 reasons were there, **20** of them said that only 3 options were :- people do not wear masks, people do not practice social distancing, and people go to mass gatherings.

16 of the people think that only people who are wearing mask are the reason for rapid spread of the pandemic, **14** of the people think that two options were the reason for the spread of virus which is people do not wear mask and people do not practice social distancing, also **14** people think that people do not practice social distancing and people who do not wash their hand regularly were the reason. **13** of the total population think that four options were the reasons why were people who do not wear mask, ie, people who do not practice social distancing, people go to mass gatherings and people who do not wash their hands regularly, **10** people think that people who go to mass gatherings were the reason for the rapid spread of covid. Also there were many other reasons, people stated that the government did not take any strict action, and also the adamant and ignorant behavior of people to follow the rules and regulations by the government.

Q2. Do you think vaccines can be effective in limiting the spread of the covid ? There were 5 options

1. Can't say
2. Not at all
3. Only partially
4. Vaccine can cure but never stop spreading
5. Yes, absolutely

Out of 164, **7** of the responses state that they can't say, **8** of them chose not at all, **66** of the responses says that only partially, only **1** response said that vaccines can cure but never stop spreading, and **88** of the responses said yes, absolutely, the vaccine can be effecting in limiting the spread of covid 19. Through this data we can see that **54%** of the sample population think that vaccines can be effective in limiting the spread, **36%** thinks that only a not fully it will be effective, **4%** of the responses denied to say anything, **5%** responses thinks that it will not be effective.
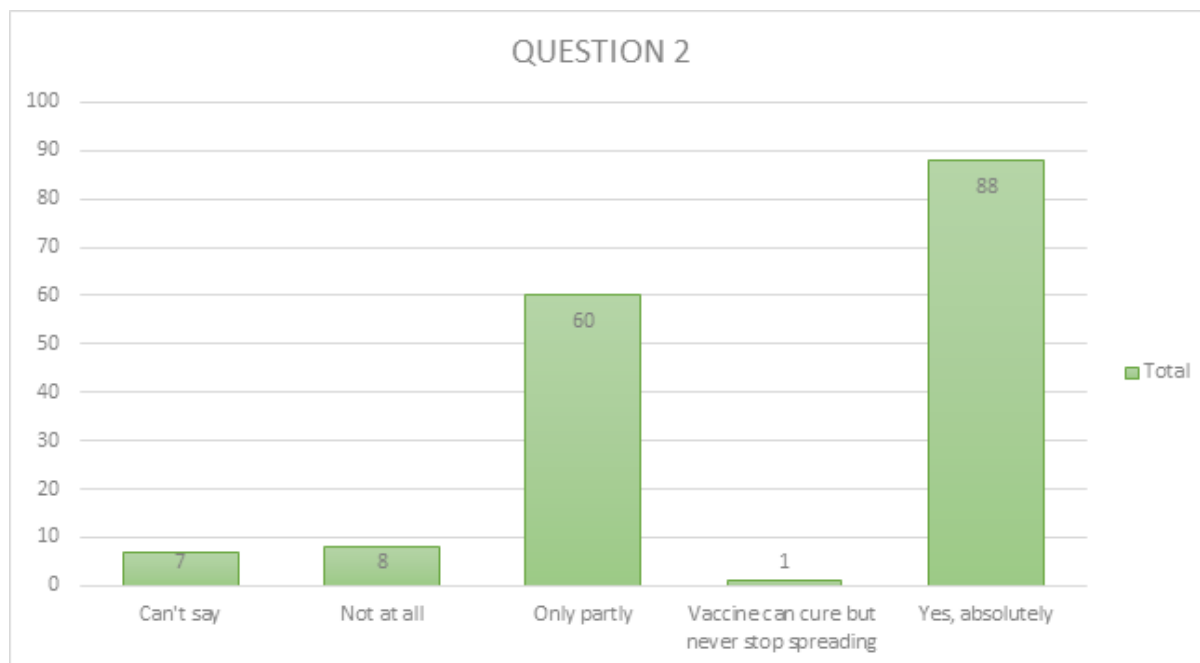
Q3. According to you, which age group should definitely go for vaccination?
The age groups were
18-24,
24-34,
34-44,
44-54,
54-64,
65 and above.

47 of the total responses selected every age group should get vaccinated, **13** other responses also said that every age group should get vaccinated. A few of them said that only the 18-24 age group should get vaccinated. Few responses said 65 and above and 54-44 age group, few other responses said that only 44-54 and 34-44 should get vaccinated.

Q4. Have you heard of the latest government campaign for spreading awareness about covid called "Safai bhi, Dawai bhi, Kadai bhi?

Out of 164 responses, **138** people heard about the scheme "Safai bhi, Dawai bhi, Kadai bhi", and **26** of the responses said that they did not hear or know the scheme.
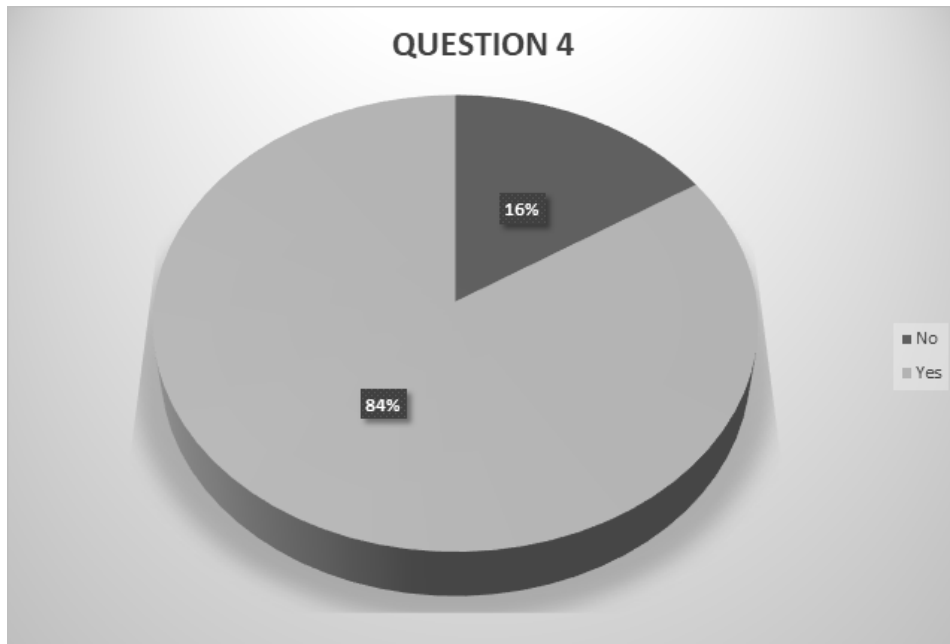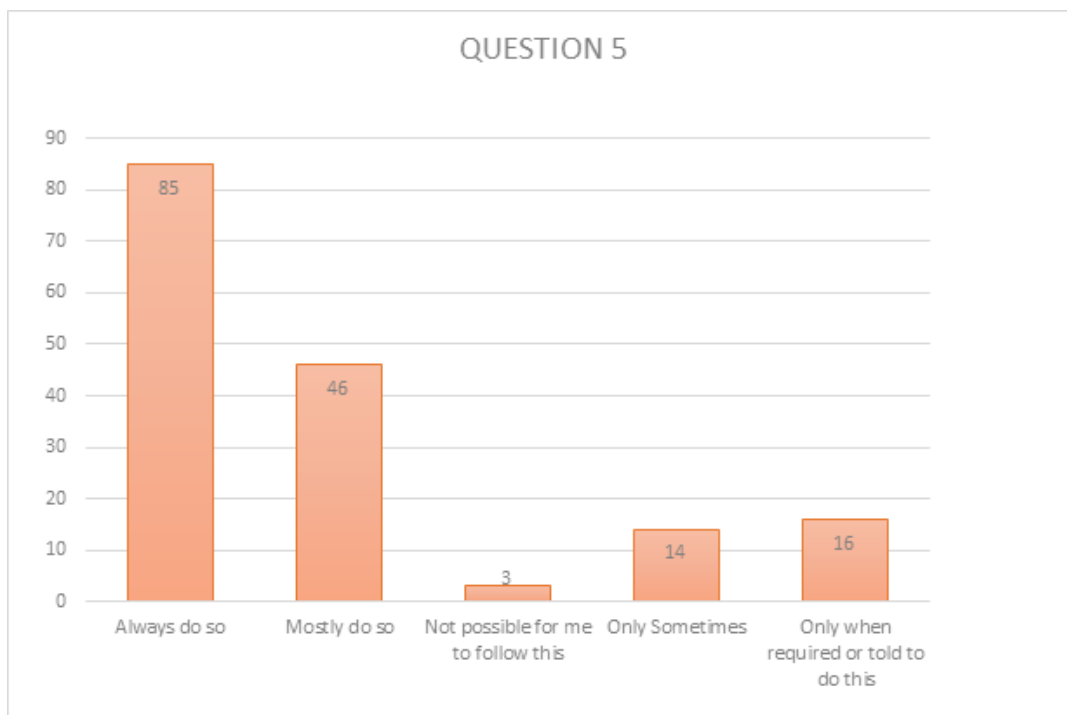
Q5. Which of the following statements would best classify your behavior? I wear a mask properly covering my nose and mouth in all public places?

This question consists of 5 options :-

1. Not possible for me to follow
2. Mostly do so
3. Only sometimes
4. Only when required and told to do so
5. Always do so.

85 of the responses choose the 5th option that they always cover nose and mouth in public place, **46** of the responses chose the 2nd option, Mostly do so, **3** of the responses chose 1st option, which is, not possible for me to follow, **16** of the responses chose 4th option, only when required to and when told to do so, **14** responses chose that they wear mask properly only sometimes.
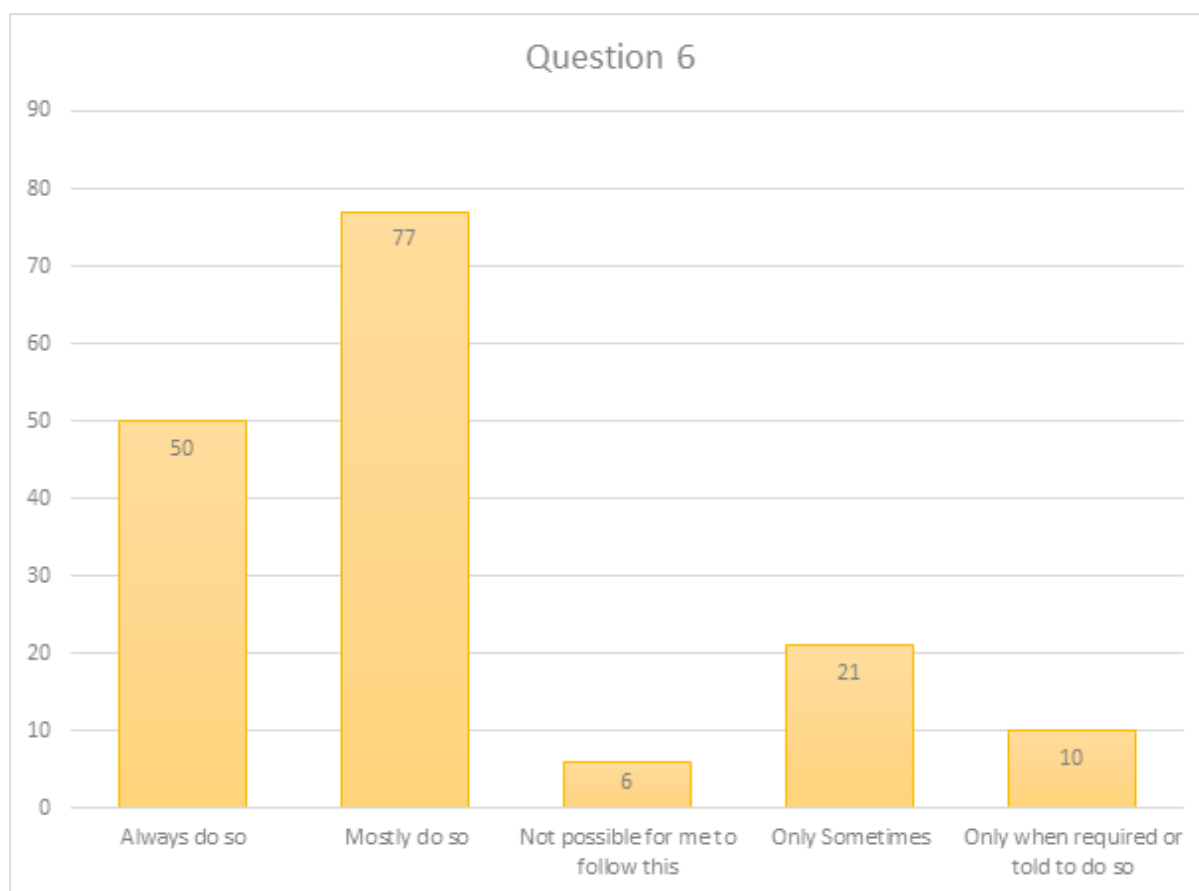
Q6. Which of the following statements would best classify your behavior? I wash my hands with soap and water frequently (at least 6-8 times in a day)?
This question consists of 5 options :-
1. Not possible for me to follow
2. Mostly do so
3. Only sometimes
4. Only when required and told to do so
5. Always do so.

77 responses were that they mostly wash their hand with soap and water frequently, **50** responses said that they always wash their hand with soap and water frequently, **21** responses were that they sometimes wash their hands with soap and water, **10** responses were, they wash their hands with soap and water when they were asked to do so.
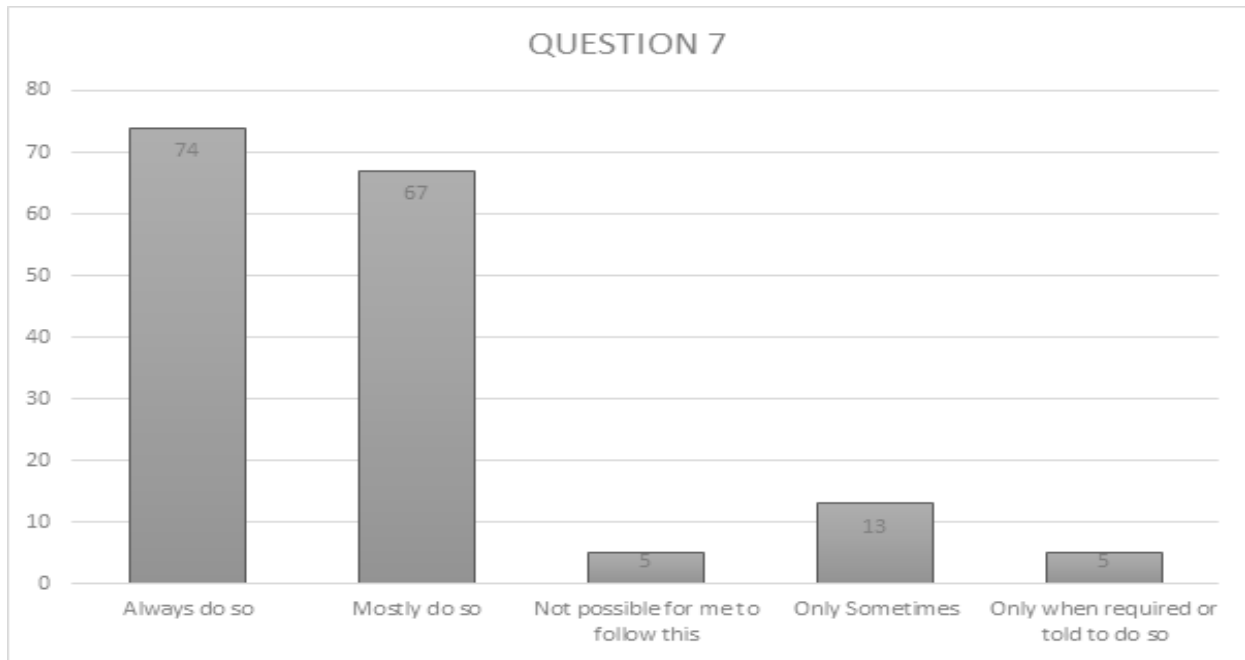

Q7. Which of the following statements would best classify your behavior? I wash my hands with soap and water whenever I enter my home and office, go to the washroom, and before my meals.
This question consists of 5 options :-
1. Not possible for me to follow
2. Mostly do so
3. Only sometimes
4. Only when required and told to do so
5. Always do so.

In this question, **74** responses were that they do wash their had when they enter the home, office, washroom or before eating any meal, **67** responses were that they mostly do wash their hand when they enter the home, office, washroom and before ant meals, **5** responses were, this is hard to follow for them, **15** of the responses say that they sometimes follow this rule, and **5** responses said that they follow this rule only when they are told to do so.
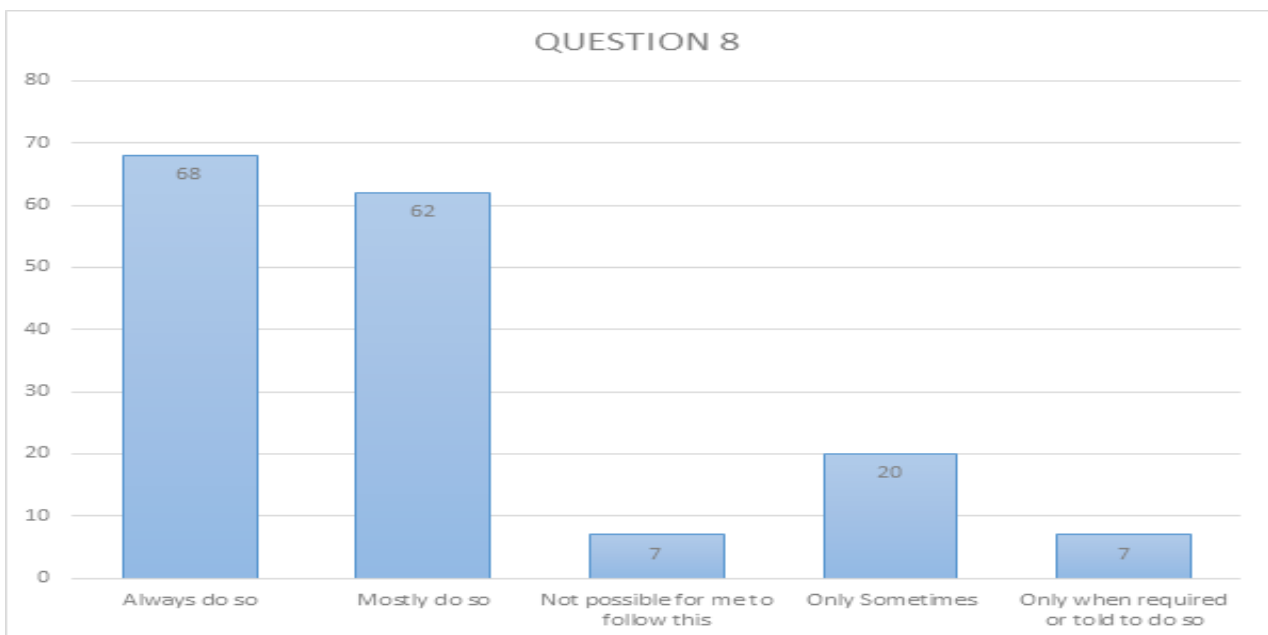
Q8. Which of the following statements would best classify your behavior? I use a sanitizer to clean my hands whenever I touch any public surface or need to shake hands.
This question consists of 5 options :-
    1. Not possible for me to follow
    2. Mostly do so
    3. Only sometimes
    4. Only when required and told to do so
    5. Always do so.

In this question the difference was not that much as in the earlier question.
68 responses said that they always sanitize their hands whenever they touch any public surface or need to shake hands, and **62** responses were that they mostly do so, that they sanitize their hands after they touch any public surface, **20** responses said that they only sanitize their hand sometime after they touch any public surface, only **7** responses were that said it is hard to follow this routine and **7** responses said that do this routine when they are being asked to do so.

Q9. Which of the following statements would best classify your behavior? I avoid going to crowded places such as marketplaces, religious places, gatherings etc. This question consists of 5 options:-

1. Not possible for me to follow
2. Mostly do so
3. Only sometimes
4. Only when required and told to do so
5. Always do so.

To this, **46** people responded to always do so, **62** responses for mostly do so, **8** responses for Not possible for me to follow, **18** respondents for only sometimes and **30** respondents for only when required and told to do so.
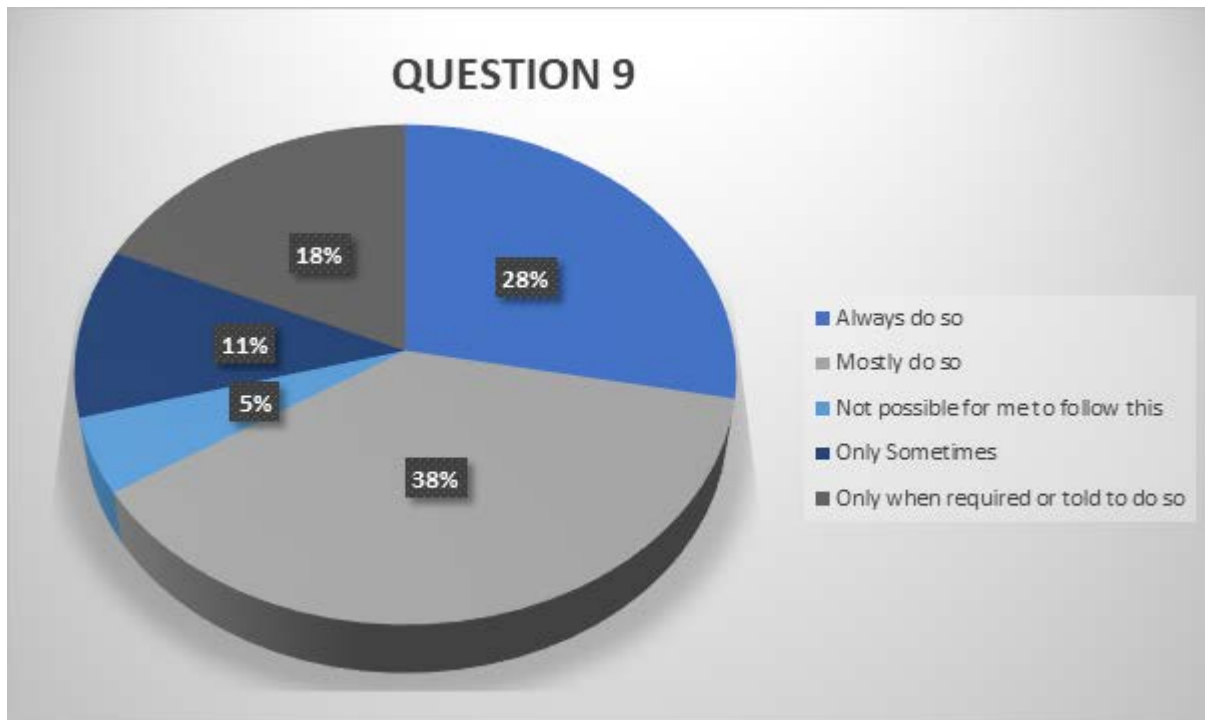

Q10. Which of the following age brackets would you be in?
Options;-
below 18,
18-25,
26-34,
35-44,
45-54,
55-64,
65 and above

To this, **72** people belonged to the age category of 18-25, **46** people belonged to the age group of 26-34, **25** people belonged to the age group of 35-44, **11** people were from age group of 45-54, **2** people belonged from 55-64, **1** person from 65 and above and only **7** people were below 18.
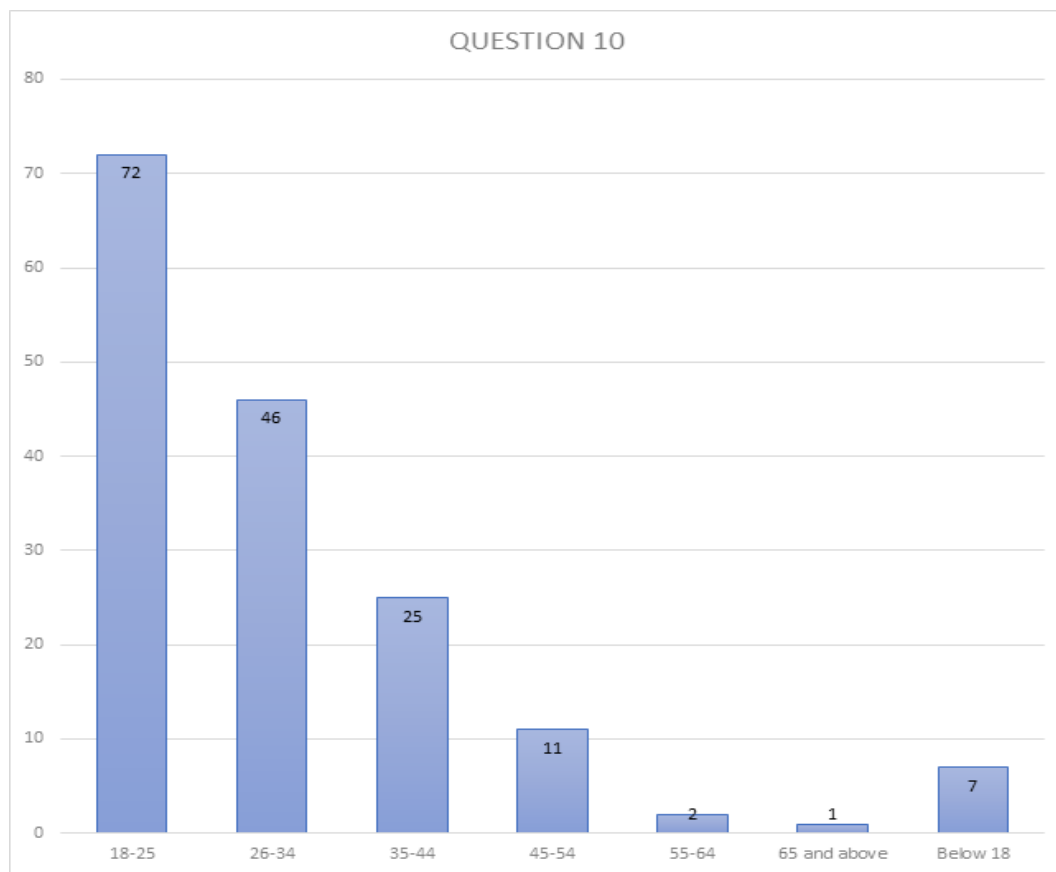
Q11. Your Gender is?
Male,
Female,
Third Gender &
Prefer not to say.

The record of females is **88** and male is **76.** In this, we can clearly see the ratio of total sample population, in which females are more than male.
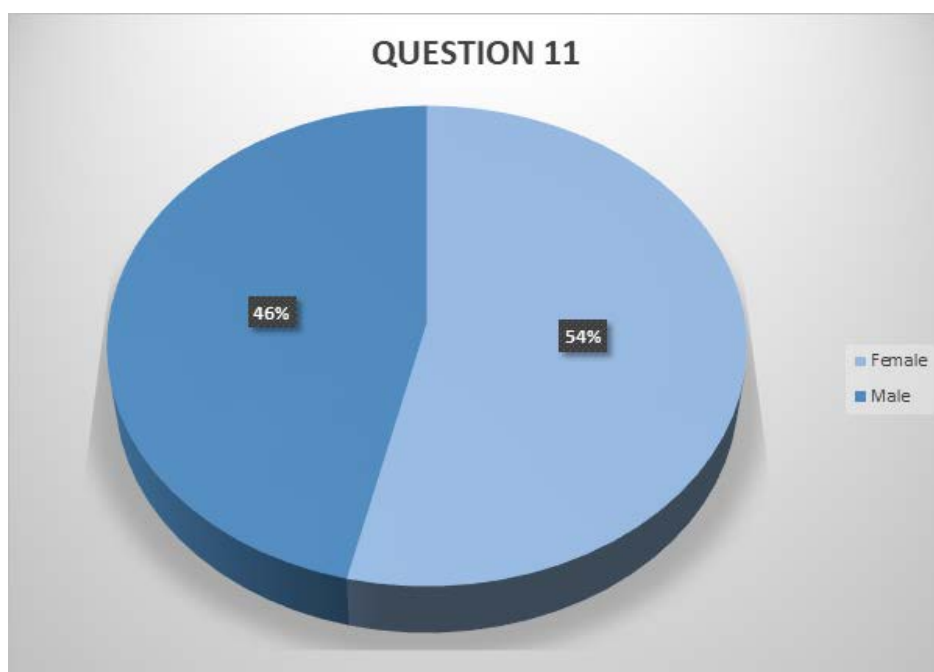
Q12. What is your outlook towards vaccinating yourself?

Option1. I am planning to vaccinate myself

Option2. I do not intend to vaccinate myself

Option3. I have already vaccinated myself (both doses)

Option4. I have already vaccinated myself (first dose)

To this, **65** people selected option 1, I am planning to vaccinate myself; **9** people selected option 2, I do not intend to vaccinate myself;
46 people selected option 3, they have already vaccinated both doses; and **44** people selected option 4, they have been vaccinated 1st dose.
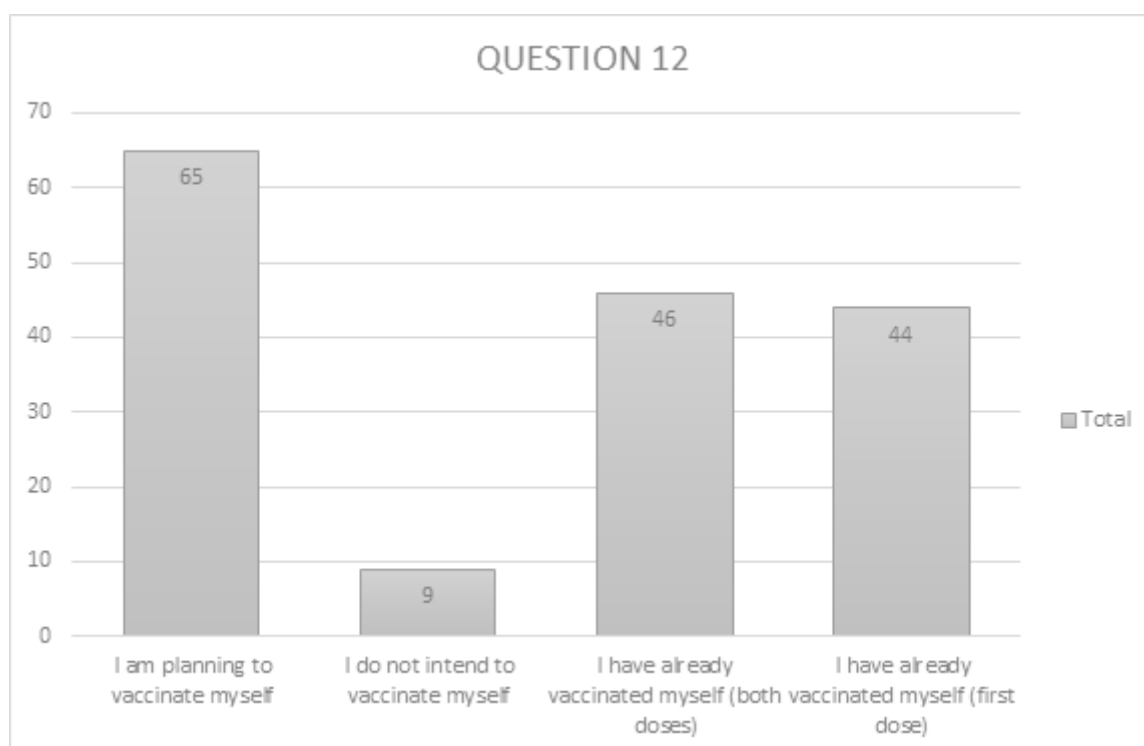
Q13. What are some of your biggest concerns regarding the current covid crisis? Please let us know? [the student is free to ask any additional questions from the respondent if he or she chooses to]

To this, **22** people responded to NA, **10** responses for help others, rest all responses for Extending healthcare, facilities, Education, Availability of jobs, fake news, anxiety, getting covid positive during the pregnancy, job scarcity, Domestic Violence, Don't take it for granted take it seriously and vaccinate first if you are in that age group, going to school and college, Lack of experience due to online classes, Mass Gatherings, False Information & Mental Health.

Their biggest concerns were, what should people do to end this pandemic in India, when this covid will end, Business downgrade, cannot meet friends, Death rate, Economic collapse, Mental Health & Safety, follow all the norms. Loss of life not traveling. The unavailability of vaccines and no awareness regarding pandemic, growing inflation, economic instability and bad health care facilities, inconsiderate and irresponsible rules and policies of government, lack of hospital beds, medicines, vaccines in the society, so if any one at home gets infected, how would it be tackled.

1. Poor health infrastructure is the major concern in the current scenario and Travel restriction, Job market in bad shape, people losing jobs and those who have jobs find it hard to cope up with rules of Covid -19.

2. Change of education system : Due to online system which is in very amateur phase of education, a high percentage of youth generation will be unskilled and uneducated in the society or job market in next five years and situation will be scary if they will hold the sensitive and responsible job position (professional examples such as doctors, engineers where practical education and offline education is essential).

3. Travelling norms : Due to strict travelling norms, people who are living abroad find it hard to cope up with mental stress, far from their family, and are unable to meet, which has caused a lot of trauma in them.

4. Disappearance of Social Essence : Due to Covid -19, people are locked in their own homes, even could not meet their relatives if any death occurred, this kind of acceptance is changing social relations of the community, thus community feeling is losing and apathy is acceptable.

Q14. Have you or any of your immediate family contracted covid?
Options are:- Yes Or No

The respondents responded with **84** No and **80** people with Yes. Through this question we can see that the most population of the survey's family has contracted Covid 19.
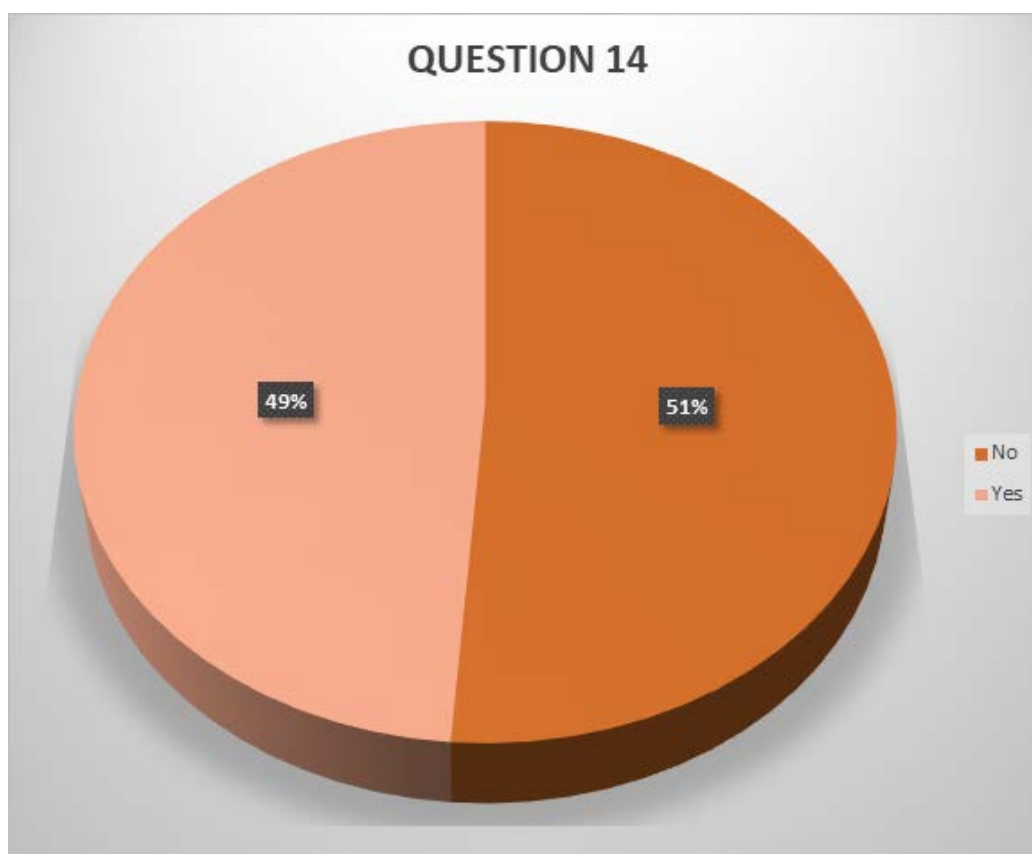

Q15. Have you lost any of the following members to covid in the last one year?

To this, **76** people responded that they lost no one, **10** people responded they lost their Grandparents and In-laws, **8** people responded that they lost their parents and in-laws, **19** people lost their siblings, **24** people lost their Uncles and aunts, and **26** people lost their colleagues and friends.

Q16. You are a resident of which state/UT of India? If you are a resident of another country, choose the option of resident of another country.

Mostly people were from Uttar Pradesh with **73** responses, **2** responses were from Andhra Pradesh, **2** from Arunachal, **11** respondents from Assam, **23** responses from Bihar, **2** responses from Chandigarh, **29** from Delhi, **1** from Goa, **2** from Gujarat, **4** from Haryana, **1** from Jharkhand, **2** from Karnataka, **2** from Madhya Pradesh, **8** responses from Maharashtra, **1** each from Uttarakhand and West Bengal.
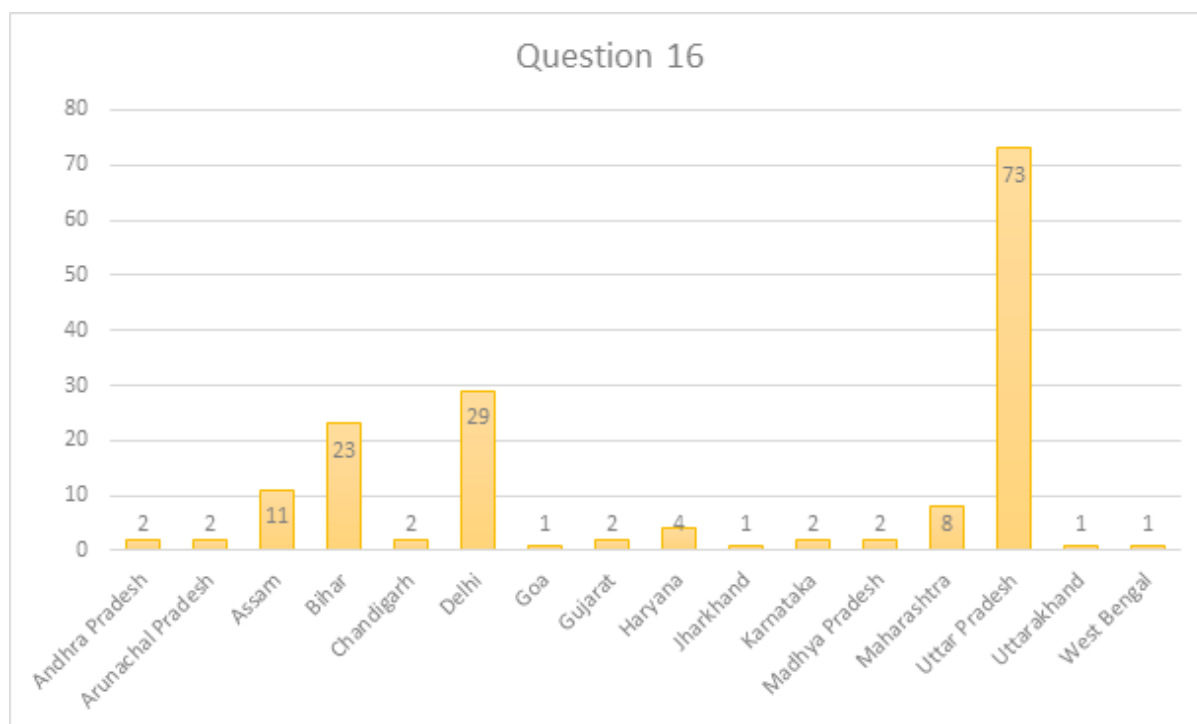
Findings

- Few people still need to follow the norms of Covid 19 given by the government and WHO.

- There is still a need to be aware of the vaccine and its benefits.

- People are scared to go out but due to job and work they have to go out.

- People are still thinking about getting vaccinated and few do not intend to get vaccinated because of the rumours associated with it .

- Due to Covid -19, people are locked in their own homes, and could not even meet their relatives if any death occurred. This kind of acceptance is changing social relations of the community, thus community feeling is lost and apathy is acceptable.

- People are taking precautionary methods for Covid-19. For example kada, golden milk(turmeric milk), herbal medicine (Patanjali), etc.

Conclusion

We all know, Covid-19 comes from Wuhan, China, and now this dangerous virus affects the whole world. We adopted this survey technique because during a lockdown it is impossible to approach a common man in the population. This technique of convenience sampling method because of this survey, we know the protocols they follow during covid as they know this is the most dangerous virus that affects so many lives and the whole world faces this difficult situation. This non probability sampling technique allows researchers to select respondents directly from the population as per their convenience. This technique was time saving and cost saving also. The questionnaire we sent through the survey, we took interviews and discussed the questionnaire with them about what are the measures to adopting this. The participants showed enough interest in giving their responses to give the idea to move to further, which results in getting a huge response. Participants are above 18 years of age. Total we received 167 responses but some of the responses were not submitted properly so we eliminated them.

The questionnaire used for the survey had a separate phase to understand how they go back and forth and have interaction with peoples, what they are dependent on supply of information, questions had been framed to assess the risk degree of virus, and how prepared are we for the third wave of COVID-19. Our questions were mainly focusing on the involvement of people and measures described by the government are followed on what scale. Some of our questions were related to the vaccination drive and whether people are engaging themselves in the same.

So this research report will help common men to understand the intensity of infection and its symptoms and precautions. It will help common people to understand the threatened level of virus in society and counsel them that it's with everyone, rather than only with one person. They will adopt the necessary precautionary measures to avoid infection from illness by getting proper and reliable information from time to time. The government will also get an idea of common man psychology, problems and worries of ordinary people to formulate a better and effective strategy.

Recommendation & Suggestions

- Government needs to distribute vaccines equitably so that all sections(especially marginalised ,lower income, socially outcast) of the society would avail the facility in their nearby home area with ease .
- Faith leaders, teachers, universities and regional political leaders could be included in the social awareness program on a daily basis.
- People should be educated regarding fake news by posters ,radio channels and TV ads.
- Volunteers should be encouraged and supported by the government agencies who are helping people in the crises.
- Pace of building health infrastructure and development of health facilities should be increased .
- Opportunities for students and graduates to get enough skill to get a job or and they can take admission in universities for the future.

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ECONOMIC IMPACT OF COVID ON EMPLOYMENT, EMPLOYABILITY: COMPARISON BETWEEN GENDERS

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Abstract

As we all know, the pandemic has brought dreadful and disastrous impacts on the economy of India among all the other nations in the world. With a very high population density, high number of people living below the poverty level and tend to have very low living standards this country has a very wide inequality within the quality of life faced by each individual. So, the main objective of this report is to analyse the impacts of the Corona Virus pandemic on the different aspects of the livelihoods of people, their employment status and comparing these values between the male and female nationals of India. A structured questionnaire regarding the household schedule was prepared which covered the basic characteristics and activity status of the working household members. Information about the expectations of each person's expected income and employment status had been compared to their situations in four different reference periods: February 2020 (pre-COVID), April 2020 (during the implementation of the nationwide lockdown), April 2021 (when the lockdown was abolished) and November 2021 (current situation). Questions regarding the schooling status of the children in the family along with the availability of mid-day meals and other facilities were also covered. Lastly, one of the most important aspects were held which included the food and water concerns of the household involving the Livelihood Coping Strategy Index, food and market accessibility, state assistance and important concerns of the household were reviewed.

Keywords: Employment, Pandemic, Gender, Employability, COVID-19, Economics

Introduction

Before we talk about the impact of this pandemic in detail, we need to know what this disease is, Corona virus 2019 (COVID-19) is a contagious disease caused by the corona virus that causes severe acute respiratory syndrome (SARS-CoV-2). By January 2020 the virus in its initial stage spread in many major cities in Mainland China reportedly about 3500 confirmed cases, the leaders enforced lockdown of millions of people in many cities and graphed containment zones. Soon after the festive season the virus spread throughout Europe as people returned from different parts of the world and unknowingly becoming the carriers of the virus, by March and April the virus spread at an unprecedented pace and reached all major parts of the world. By May there was a huge spike in cases and deaths in Italy and soon after there was another big spike in cases in US and after that Russia and a big spike in cases in India and it kept on unfolding in other parts of the world with cases exploding like bombs and spreading faster than a forest fire, the whole world was unable to breathe under the grasp of this deadly disease. To curb this rapid spike in cases the world leaders looked back at the History of humanity with pandemics and came up with a solution of quarantines and complete lockdowns. All international trade was cut,

manufacturing of productive material was closed, all major cities around the world were in complete lockdown and citizens were restricted to go out of their homes, work from home was imposed where ever possible, classes of school going children and college students were conducted in online mode. All this had a major impact on markets and businesses around the world, the global economy was heading towards recession.

In India the people were struck with fear and worries about the future, calculating the days of survival without work and not being able to step out of their house. The lockdown was imposed from 25th march 2020 in India in which only essential workers were allowed to step out of their homes for work. The government gave various subsidies to the common people of the nation, the economic stimulus of Rs. 20 lakh crore, Direct transfer of money in bank account of people under Jan Dhan Yojan Reduced taxation, Loan Moratorium to poor, lower interest rates on loans to all industry, MSMEs, healthcare infrastructure was given top priority converting hotels, trains, stadiums into Covid-19 relief camp sites, etc.

In this survey we have shown the on-ground condition regarding the economic and state satisfactory condition of the citizens from Delhi NCR, Greater Noida and Ghaziabad. We tried to diversify our report by surveying people with different educational qualifications and different occupations with information on their family members we were able to notice different aspects of our diverse nation. We have collected our data in a systematic manner where we have collected a respondent's basic information about qualification levels, income in the Four Reference Periods, number of family members and their qualifications, primary and secondary sources of income, different age groups and genders, their satisfaction with the state given assistance during Covid-19, fulfilment of other schooling needs for children and their status of schooling regarding classes and other aspects, food insecurity update, their response to stocking up of stockpiles of food supplies for days/months, if they faced any hardships in getting food for their families, whether they had to borrow money to fulfil the daily requirement for food for their families, how many meals did each family member consume, and whether they had to sell any assets for their survival in this time of crisis.

Literature Review

1. Global Unemployment

    The problem of global unemployment was caused by the COVID-19 epidemic. The research agenda includes exploring how this problem of unemployment may be different from previous unemployment; assessing the state of grief caused by job loss and loss of life; recognizing and addressing the right of scholars; examining inequalities that impact the inequality of the problem in poor communities and the working class; developing a framework for evidence-based interventions for unemployed people; and assessing the work-related family relationship and youth unemployment.

    Examining the latest literature on food insecurity in the presence of Covid- 19 is important for policy makers and funders to make future decisions. Although research into the health effects of Covid-19 is emerging quickly, there is limited evidence of the food safety implications of this epidemic, particularly in scientific research (Jeehoon Han 2020). The current study aims to provide an overview of the impact of Covid-19 on the global food security context.

2. Midday Meal Scheme

    The Midday Meal Scheme that is served in local schools is a key incentive for most families to send their children to school, as children receive one cooked meal free of charge. The scheme is targeted at providing students with hot cooked meals, often with proteins such as eggs. Since the inception of the scheme in 1995-96, the enrolment of children in schools has gone up from 33.4 million to 118 million in 2019-20. At its peak, it was benefitting 120 million children across 1.2 million schools. However, with the pandemic and the closure of physical schools, 115 million children have been affected and run a high risk of severe malnutrition. According to the Global Hunger Index, India already ranks poorly at 94 out of 107 countries in 2020.

3. Pandemic Government Policy

    Our initial evidence indicates that at the start of the pandemic government policy effectively countered its effects on incomes, leading poverty to fall and low percentiles of income to rise across a range of demographic groups and geographies. The onset of the COVID-19 epidemic was marked by a sharp decline in employment and wages. At the same time, there was a huge response from the coalition government that passed billions of dollars to low-income and middle-income families (Bruce D. Meyer 2013).

Today most educational institutions in India have closed even the issuance of various guidelines in the middle of the opening of educational institutions from October 15, 2020. This closure has a significant impact on the education sector in India. This paper has made an effort to learn about the impact of the COVID-19 epidemic on the education sector in India as well as the role of social media, e-learning tools and government efforts to overcome this problem. This problem has a direct impact on teaching methods, student placement and the status of students studying abroad (Kandpal 2020).

4. COVID-19 crisis

The COVID-19 crisis has highlighted existing gaps in public safety programs. As employees became ill, reduced their working hours or lost their jobs, paid sick leave programs, temporary services and unemployment benefits came in handy. This has helped to stabilize wages, but even in the most developed countries. Social protection, some workers with unusual jobs and their families miss out. The situation is worse in countries with large, informal sectors where a growing number of people are losing their jobs without earning a living. This policy brief discusses the measures countries have taken to support the livelihoods of those who cannot access unemployment benefits or short-term work schemes.

Data Analysis

1. Data Source and Methodology

Primary survey has been conducted indicating that the individuals responding to the questionnaires were directly in contact with the students. Respondents from around Greater Noida were interviewed from different occupation. The questionnaire had been prepared in a brief and compact manner so as to cover all necessary topics which was required to make an evaluation. Each pupil individually went to different areas and spoke to the people about their living conditions. The responses were then formulated in an Excel sheet from where initiatives were taken by each student to prepare one graph each which was then explained in details.

The facts and figures used through the tabular and graphical representations are thus precise and depict a clear view of the economic impact of COVID on employment, employability: Comparison between genders.

number of people in each education categories
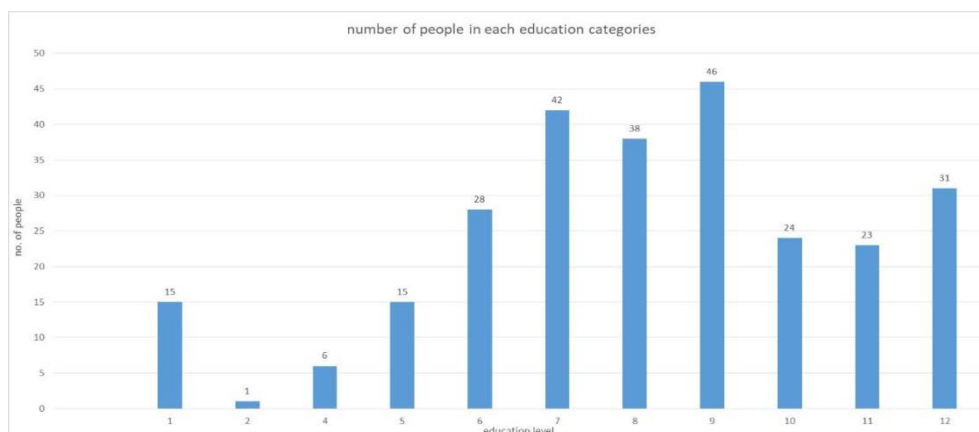
2. Educational Qualification
3. Descriptive Statistics

In an economy, education qualifications of the population play a major role in nation building, it is what determines the standard of living and development of that particular country, helps in understanding and formulating better policies for smooth conduct of activities and fulfilment of other needs.

Here to depict the educational levels or categories we used the x-axis where we have plotted the education levels from 1-12 with each having significant consideration:
1. Not literate
2. Literate without formal schooling: EGS/NFEC/AEC
3. Literate without formal schooling: TLC

4.   Literate without formal schooling: others
5.   Literate: Below primary
6.   Literate: Primary
7.   Literate: Middle
8.   Literate: Secondary
9.   Literate: Higher secondary
10. Diploma/certificate course
11. Graduate/ Equivalent Technical degree
12. Postgraduate and above

EGS: Education Guarantee Scheme NFEC: Non-formal education Courses AEC: Adult Education Centre

TLC: Total Literacy Campaign
On the y-axis we have plotted the total number of people from 0-50 with a scale of 5 with respect to the level of education.

Graph points out that there are 15 people those who do not have any form of literacy out of the total 269 people, 1 person in the 2nd category, 0 number of people in the 3rd category of Literate without formal schooling: TLC, 6 people in the 4th category, 15 people in the 5th category, 28 people in the 6th category, 42 people in 7th category, 38 people in the 8th category, 46 people in the 9th category, 24 people in the 10th category, 23 people in 11th category and 31 people in the 12th category of education level.

If we follow the trend line, we can see that in our survey the number of people is increasing with the education level which is a positive sign in terms of economic growth and development in the country. From the graphical data we can also make out that the lowest number of people is in the education category of Literate without formal schooling: TLC and the highest number of people being in the education category of Literate: Higher secondary.

4   Schooling Status of Children
COVID-19 has affected a large number of students across states, class, caste, gender and region. The shutting down of schools and the decision of shifting traditional classrooms to digital platforms is not only increasing learning inequality among children, but also pushing a large number of children out of school due to the digital divide.

All schools and universities have created an online structure for day-to-day teaching and have also shifted online, postponed or cancelled many regular examinations, including entrance exams.

Some schools have even shut down due to insufficient funds and resources. The changes brought on by COVID-19 created an evident distinction between the rich and the poor and while the students who are privileged to have access to better facilities can still have the opportunity to evil of study material, online lectures and information, those belonging to harder luck are still struggling to achieve the bare minimum. In rural areas, students have limited or no Internet access and numerous students may not been able to afford computer, laptop or smart mobile phones in their homes. Online schooling has created a digital split among students. The lockdown has led to extreme distress for students in India that come from an economically deprived background.
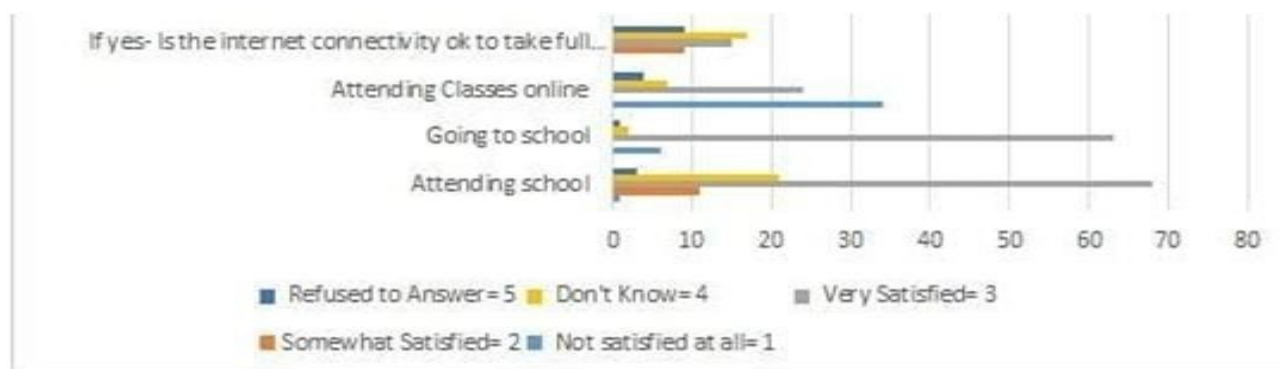
In the above graph, it can be observed that most of the students used to go to school before the pandemic took place. During the pandemic 104 students attended the school. Out of which 73 students went to school after April 2021 that is in November 2021 and 69 students are attending online classes.

When asked about their connectivity of network, 50 students out of total 69 students, 9 students answered the connectivity was somewhat satisfied, 15 said very satisfied whereas according to 17 students said don't know and 9 refused to answer.
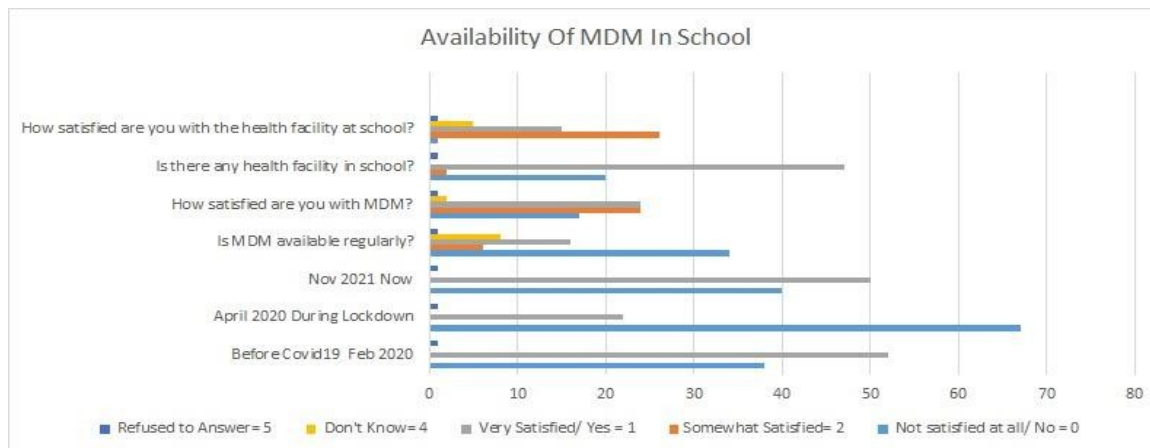
5. Mid-Day Meals in School

The scheme for Midday Meal was launched in 1995 in India to fulfil the satisfactory nutritional standings for school going children. As many poor households are unable to provide proper nutrition for younger children in the family the government program aims to provide Midday Meals to students as it solves two major problems, first it helps in proper nutritional growth of the young student which is very important as it helps in easy functionality for everyday work after attainment of adulthood, secondly it encourages the parents to send their child to school as it helps in more savings and provides for the requirement of food for younger members of the family. The questionnaire tried to look into whether there are any health facilities available in the school and do the school provide mid-day meals

Here the respondent's answers are described with:

0 = No/Not at all satisfied (light blue) 1 = Yes/very satisfied (grey)

2 = Somewhat satisfied (orange) 4 = Don't know (yellow)

5 = Refused to answer (dark blue)

We can see that that most of the respondents have agreed to the availability of health facility at the schools but the most of them are not satisfied with the health facilities at the school and showed that there are rooms for improvement. Though there are regularity in the midday meals where students get food but the quality of the food has not been satisfactory.

People were very satisfied with MDMs before Covid-19, during lockdowns their satisfaction levels dropped significantly because nothing was done in response to closure of schools, post Covid-19 the satisfactory levels came back to normal with people having positive opinion about MDMs.

6. Principal Activity Status

The condition of primary occupation (PS) in which a person spends a relatively short period of time (indicator of overtime) during the 365 days preceding the survey date is considered the normal state of a person's primary function. If a person engages in any economic activity for a period of 30 days or more during the preceding 365 days the person is deemed to be employed under this form. The state of work in which a person spends the longest time compared to the previous 365 days before the date of the survey is considered to be the normal function of a person's primary occupation. (PS), is determined using a long-term indicator and refers to the state in which the employee spends most of the year. The standard of work of a principal is also used to distinguish him / her from outside the workforce. For example, if a person is 'working' and / or

'seeking or being available to work' for most of the year preceding the report day it means that he or she is considered part of that work as his primary occupation.
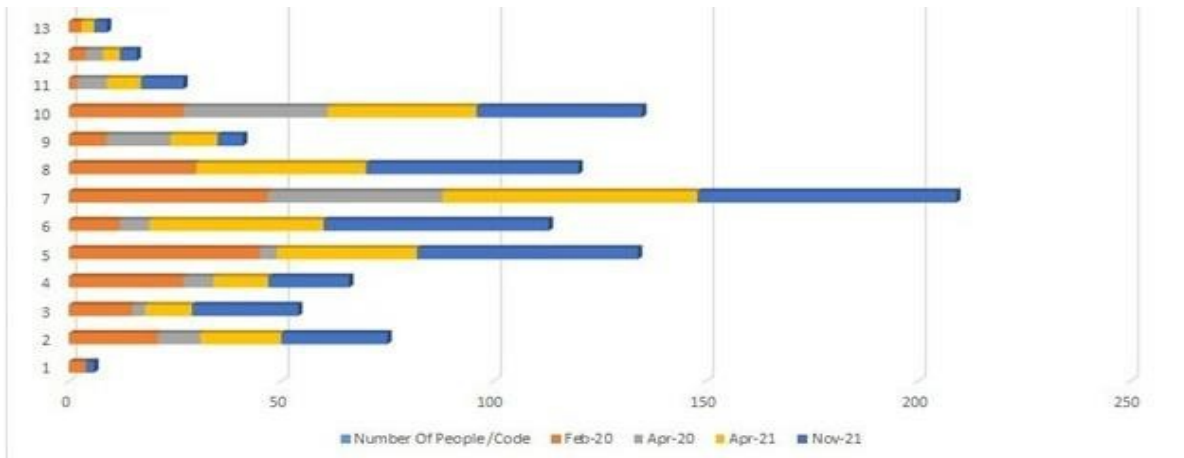
This approach aims to identify 'employees' in those who were considered 'unemployed' or 'outsiders' on the basis of the long-term principle of the UPS method. For example, all persons reported to have been employed and / or unemployed for less than six months will be treated as outsiders based on UPS conditions. Similarly, if a person is considered to be working and working only for a short time, he or she will be classified as 'unemployed' based on the UPS method.

In the above graph it can be observed that in the month of APRIL 2020 half of the people fall under the category of did not work but was seeking or available for work. During the second wave which was during APRIL 2021 as observed from the graph high number was increased in seeking jobs and were engaged in domestic activities. Some attended educational institutions and few of them worked as regular salaried or wage employees. Further, when lockdown was relaxed still there were number of people seeking or available for work. Many of them have started attending domestic duties and were also engaged in free collection of goods.

7. Income Levels
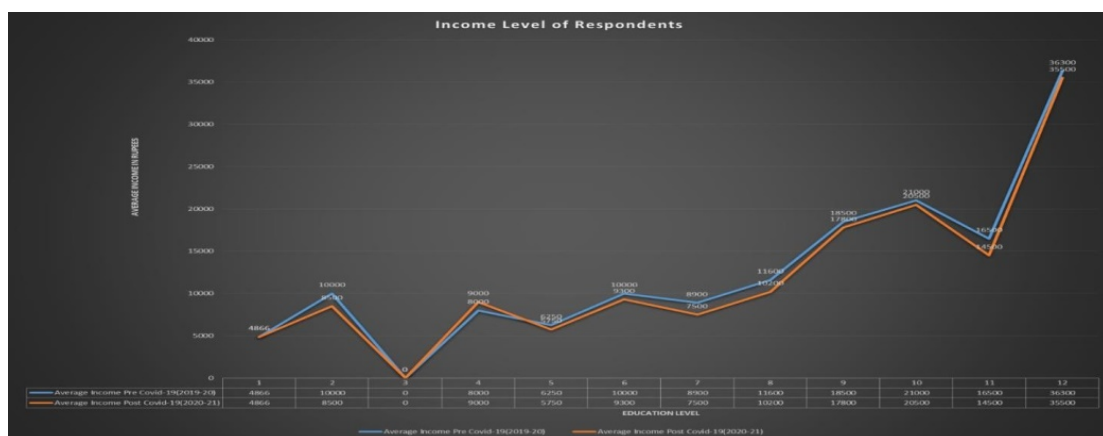
As we have classified the education levels of our respondents and categorized them into 12 significant groups it's time to now correspond and coordinate them with their levels of income. Over here we have accumulated the data of different individuals with different income levels into averages for various education categories, we have taken into account the income of respondents from February 2020, April 2020, April 2021 and November 2021 and calculated the average into two groups of data 1) Average Income Pre Covid-19 & 2) Average Income Post Covid-19. On the vertical-axis we have plotted the average income in rupees from 0-40000 and on the horizontal- axis we have plotted the education levels with their respective average incomes of Pre Covid-19 and Post Covid-19. The Average Income Pre Covid-19 is depicted by blue line and Average Income Post Covid-19 is depicted by orange line.

From the graphical data we can see the change in average income of various respondents with respect to their education qualifications. The graphical data does not show much difference between the two periods, but it is important to keep in mind the recovery and difference of income changes with different jobs. As our data contain respondents from small scale businesses and also well-paid doctors the change in average income is getting cancelled out because of the fact that occupations like doctors we given extra income for overtime in Covid-19 crisis whereas the other jobs we surveyed did not show much of a difference in average income between the two periods. We can surely see by the graph that the change in income is higher with lower education levels and the change is lower with higher level of education. This shows that the income impact of Covid-19 was much worse with the lower educated group of population.

8. Food Insecurity Level

COVID-19 has profound and far-reaching effects on public health and poses a serious threat to global development. Apart from the direct effects of the virus, the epidemic can have many indirect effects on food insecurity. Disruption caused by the epidemic has the potential to affect all 'four pillars' of food security including access, utilization and sustainability and marketing. This not only affects the food availability directly but also indirectly through the demand side due to the impact of housing closure on income, physical access to food and access to economic food. The effects of COVID-19 on food security are global and systematic, but there are also local impacts that need to be considered. The paradox of food security is that poor and vulnerable people need to adjust their response to meet their food needs at the local level. Working with the markets of these groups of people is tedious and flexible. This is a fundamental consideration when it comes to taking action and deciding how and where different types of support are made.

Many schemes were introduced by government during the period of COVID-19. This includes free distribution of food which was an initiative which took place in many COVID centres and school where the people were given free food.
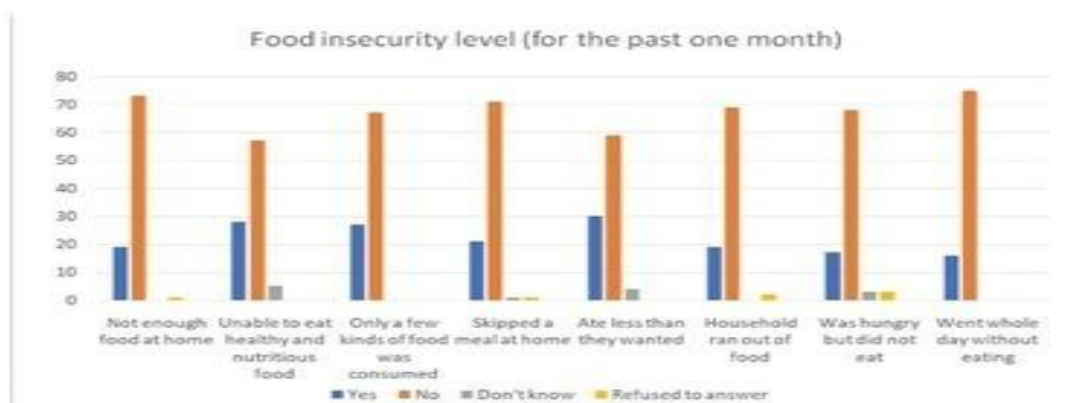
Because of the schemes introduced by the government, it has shown a great impact during the COVID phase on food security level in India. When the questions were put in front of people regarding the food security the replies were great from the economic point of view.

Many schemes were introduced by government during the period of COVID-19. This includes free distribution of food which was an initiative which took place in many COVID centres and school where the people were given free food. This has shown a great impact during the COVID phase on food security level in India. When the questions were put in front of people regarding the food security the replies were great from the economic point of view.

As shown in the graph people never faced any problem like not enough food available at their place, unable to eat healthy and nutritious food, skipped meal at home, ate less than needed. This shows the level of satisfaction the people who were suffered due to COVID but were not able to face the food security problems.

9. Food Insecurity Level

Livelihood Coping Strategy Index shows us status of the respondents to secure the necessities of life, we have asked the respondents questions regarding the impact of Covid-19 on their ability to purchase and provide the basic necessities of life. By the data given above in our survey the answers we received were:

Majority of the respondents disagreed with the questions asked like whether Sold household assets/goods (radio, furniture, refrigerator, television, jewelry), Reduced non-food expenses on health (including medicine), Reduced non-food expenses on education, Sold productive assets or means of transport (sewing machine, wheelbarrow, bicycle, car), Spent savings, Borrowed money, Sold house or land, Purchased food on credit or borrowed money (Purchase on credit), Sold last female animals, Children (under 15 years old) started working to contribute to household income (e.g. casual labor), Were dependent on food, rations and/or support from neighbours and relatives as only food/income source. But in terms of spent savings about 40% of the respondents agreed, even if we see people did reduce their non-food expenses on health. Some of the respondents also had to borrow money to purchase food (about 25%), 26% of others were also dependent on food sources and financial support from relatives or close friends or even by the state. There were also some cases where the respondents had to sell their house/land or other assets in the last 12 months.

Livelihood Coping Strategy Index

BEHAVIOR	No, because no shortage of food	No, because they have engaged in this activity in the past one year	Yes	Not Applicable
Sold household assets	75%	3.5%	9.5%	11.9%
Reduced non-food expenses on health	66.6%	5.9%	23.8%	3.57%
Reduced non-food expenses on education	80.4%	2.3%	10.7%	16.6%
Sold productive assets or means of transport	63.25%	5.95%	17.8%	13%
Spent savings	58.42%	2.38%	39.2%	0%
Borrowed money	66.8%	3.5%	25%	4.7%
Sold house or land	59.6%	11.9%	11.9%	16.6%
Purchased food on credit or borrowed money (purchase on credit)	70.2%	4.7%	25%	0.1%
Sold last female animals	70.4%	3.5%	8.3%	17.8%
Children (under 15 years old) started working	70.4%	3.5%	8.3%	17.8%
Were dependent on food, rations and/or support from neighbors and relatives as only food/ income source	60.9%	7.1%	26.1%	5.9%

10. Food Insecurity Level

Apart from the notion that the Indian Government has been allocating funds specially to serve and assist the nationals who have very low incomes job, large families to feed, no access to nutritious food and fresh drinking water, through this survey we have seen that this hasn't really been effective for most of the people who were questioned. The education in government school, where we can see that majority of the people refused to answer and the next few did not quite know about the condition of government schools which might be because they did not have children or maybe did not go to schools. Out of approximately 65 responses we can see that around 48 people said they were very satisfied with the government schools followed by 27 who were somewhat satisfies and 22 who were not happy at all.

The best response was gained in the section of medical aid where over 80% responded with very satisfied followed by the 49 out of 65 being somewhat satisfied. This reflects the advancement in the health sector of the country which would in the long run result in higher life expectancy, higher recovery rates and lower death rates, proceeding towards a healthier nation.

Even though most of the respondents said claimed that they were somewhat satisfied with the Agricultural Mandi system, yet more than half seemed to be overly unhappy with this matter. In depth conversation with a farmer revealed that there were high levels of collusions within the traders itself which made it very hard   to survive in the market and secure profits.

For the next two responses, i.e. the private sector and the government purchase of produce other than horticulture, similar patterns were noticed in the graphs. In this, maximum people were claiming that they were unfamiliar about this concept and thus did not benefit from this in any way.

With most of the answers bending towards somewhat satisfied with the emergency cash or subsidies received from governments, there was a tie between the number of people who had been overwhelmed by the governments support whereas some were not satisfied at all.

Work in Mahatma Gandhi National Rural Employment Guarantee Act, 2005 ensured that each and every person of the working population living in the rural/ remote areas, who are willing and able to work but are unable to work should be provided with a 100-day job by the MGNREGA Act so that none of the people are unemployed and can work even if to earn a small amount of income to support their families. To surprise, 90% of the people did not have any idea about this concept and thus were not satisfied at all.

The opposite was observed when asked about free/ subsidized rations and gas cylinders received. Plenty responses indicated that these were the only two areas in which they benefitted the most with aid from the state and were able to save up a lot and not worry about the food intake of the members of the family while they were seeking for a new job. These two sections numerically show over half the responses to be somewhat satisfied even though there have been people who haven't received that amount of assistance from the government as well.

Lastly, during the time of migration/ dislocation during the time of COVID when everyone was returning to their villages because of the lockdown also had to do in their own expense very few people received money in order to help themselves and their families get settled down during the dreadful situation.
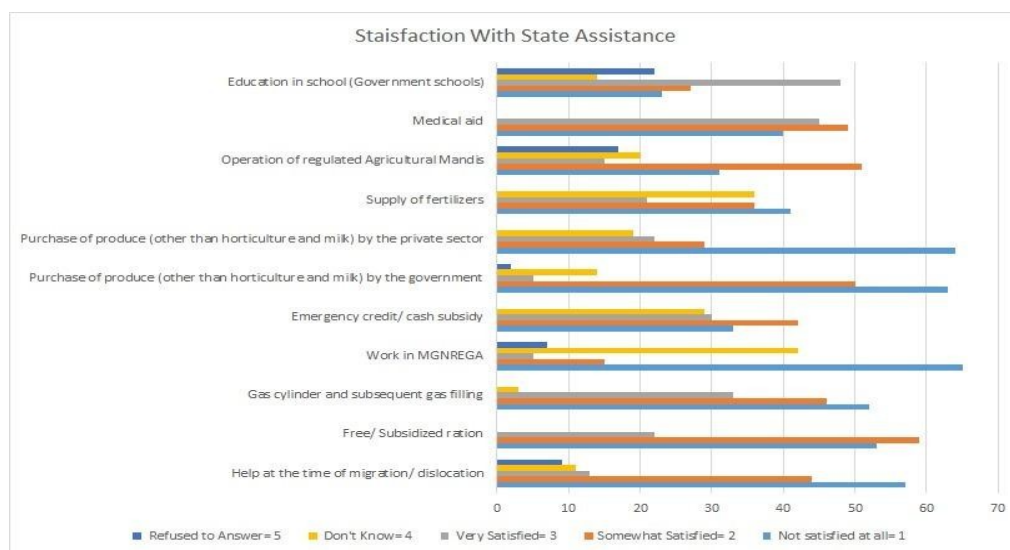
4.0 Conclusion

From the contents covered in this paper we have analysed thoroughly all the major impacts which has fallen on the lower- and middle-income tire people of the economy of India. This gives us a clear and vivid picture of how the COVID-19 pandemic has affected people working in different occupations having different skill sets and their vulnerability when it comes to comparing their income levels and whether they have been having absolute access to food and safe drinking water alongside, supporting their families and coping up to have a mean living standard. This would further help us to evaluate the measures these households are taking in order to cope up and survive amid the tough living conditions being created.

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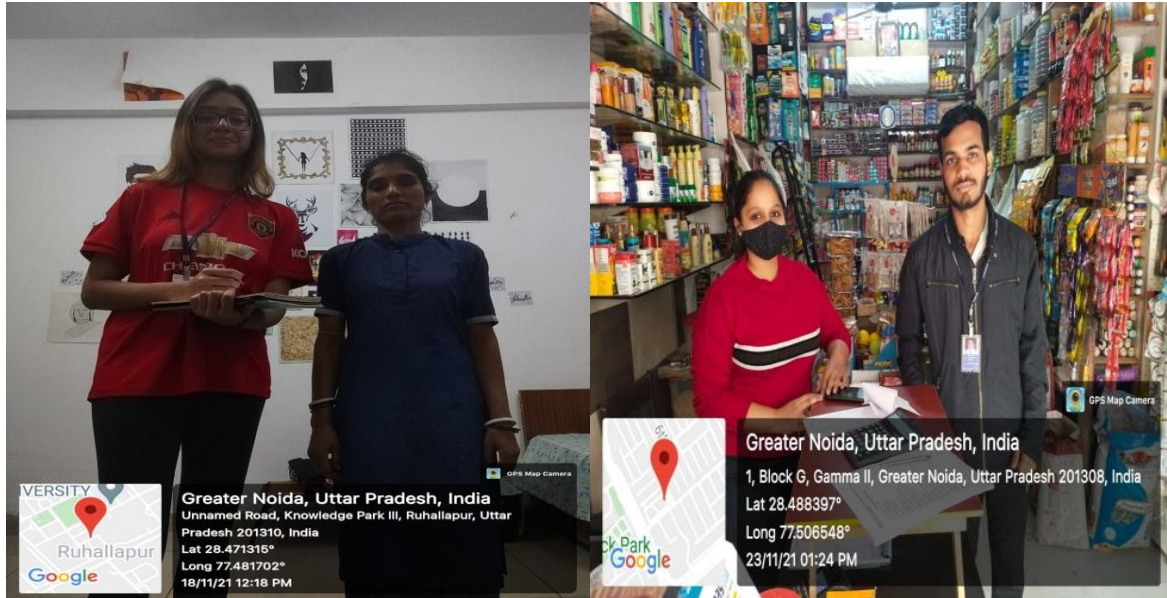
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