

A Study on the Impact of COVID-19 on Various Small-Scale Industries in India

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Abstract

Limited scope industries in India are developing quickly with different organizations, for example, apparatus and hardware assembling; metal and electrical products; concrete; food and drinks; building and advancement materials; elastic and plastic things; and robotization innovation. The COVID-19 pandemic financially affects India. Limited scope ventures have been basically hurt by COVID-19. In order to help policymakers assist small-scale industries affected by the pandemic in surviving and thriving through COVID-19, this article surveyed the impact of the COVID-19 pandemic on small-scale industries operating in India. Quarantine, social removing, business terminations, limitations on homegrown and global travel, and limitations on friendly developments are only a couple of the limitations forced by the Indian government. The Azerbaijan government's endeavours to contain the COVID-19 circumstances, however, have brought about a sharp drop in popular and supply. Among the estimates carried out by the Indian government are lockdown, making a stride back, business disappointment, territorial and global flight undoing's, and social change limitations. Be that as it may, the public authority of Azerbaijan's endeavour to control the COVID-19 circumstance has brought about a huge drop in popularity and supply. Small Scale Industries, COVID-19, coronavirus pandemic, impact,

Introduction

Miniature, small, and medium-sized enterprise (MSME) sectors have emerged as a significant component of the Indian economy, fundamentally contributing to creation, imagination, trade, and the overall monetary turn of events. The financial improvement of our nation is focused on miniature, small, and medium-sized enterprises (MSME). It likewise represents 45% of all our plant yields, 40% of all our products, and makes a significant commitment to GDP. The MSM's improvement market represents 7.09 percent of GDP. In contrast, MSMEs account for 30.5 percent of office capacity. Its MSMED Act of 2006 established a method for small and medium-sized undertakings to develop and support MSMEs' seriousness as well as a credit stream for the area, permitting the business to create and progress within a framework for MSME. It also laid the basis for special treatment in government acquirement of MSE items and administrations.

The issue of lending to the area The new regulation is planned to address significant difficulties, for example, actual framework bottlenecks, an absence of formalization, innovation execution, power development, in reverse and forward joins, an absence of admittance to credit, taking a chance with capital, the lasting issue of deferred installments, etc. These worries deter the improvement of a business environment helpful for industry expansion. According to the MSME Ministry, an energetic and genuine economic eco-framework is a strategy necessity for perceiving the area's true capacity and guaranteeing long-term area improvement. Worldwide improvements in miniature undertaking arrangements uncover that they contrast essentially across wards. Overall, a comparison of various countries reveals that most workers in India use a vector to depict miniature tasks. Right now, the idea of a miniature undertaking is fixated on the consumption of hardware and apparatus. To empower market facilitation, the public authorities have embraced new prerequisites for the characterization of miniature, small, and medium-sized organisations in light of productivity, which would benefit microenterprises.

In 1977, the 1971 registration began a little unit with an interest in hardware and plants of one lakh in provincial regions or towns with populations of up to 50,000. Notwithstanding

geographic area, an issue depiction for a small unit has a spending cutoff of Rs 25 lakh (in processing plants and hardware). Beginning around 1982, small-scale business establishments (SSBE) have been known as business-centered ventures. Organizations with capital resource consumption of up to 2 lakhs whenever situated in rustic or populace-abiding towns with populations of up to 5 lakhs were qualified. Aside from property and development, small and miniature enterprises (SSSBES) were laid out in 1991 for sums up to Rs. 5 lakhs, independent of area.

Objectives of the study:

- 1) To look into the impact of coronavirus on India's small-scale industries.
- 2) to take a glance at the impact of something like the coronavirus disease outbreak on employment in small-scale industries in India.
- 3) Recommend steps to improve the current state of India's small-scale industries and/or SME's

Based on the gathered results, the effect on industries and firms: the impact of marketing on SSI in India

The Confederation of All India Traders (CAIT) revealed in an explanation that dealers across the country are deeply discouraged due to low buyer footfall, a significant labour shortage, and serious financial issues.

A further study, led by a non-monetary financial foundation in the last part of May 2020, in view of the monetary effect of the pandemic on MSMEs and their profit standpoint This depends on 14,444 MSMEs' reactions. A 20% to 50% decline in profit is detailed for close to half of all miniature, small, and medium-sized ventures (MSMEs). As per the Clothing Manufacturers Association of India (CMAI), which studied 1500 of its individuals, no less than 60% of them anticipated a 40% drop in income and almost 20% were thinking about closing down their business following the lockdown. CMAI has around 3,700 individuals who employ nearly 7 lakh individuals, most of whom are MSMEs. MSMEs rule the plethora of clothing industries in India.

As per an AIMO study, around 35% of miniature, small, and medium ventures, as well as 37% of independently employed people, have started to close their entryways. As per AIMO, such "mass obliteration of business" is uncommon. For the study, 46,000 responses were gathered from various affiliations and industry groups across the country. As per the study, 32% of MSMEs said it would take them around a half year to recuperate from the shock. According to Vinod Kumar of the India SME Forum, the "little" adventures are in a particularly difficult situation right now. "The India SME gathering has 86,000 people, 24,000 of whom are smaller than usual units. Essentially, 80% of them will be in serious financial trouble and will be forced to close if no funding is given by the public authorities or the states.

According to the National Restaurant Association of India (NRAI), more than 20 lakh Indians could lose their jobs in the bistro business in light of the COVID pandemic. The NRAI caters to more than 5 lakh bistros in India. Dushyant Singh, a Jaipur-based money manager who claims three bistros, figured out that the restaurant business incorporates a lot of the above expenses,

and cafes would end delegates to decrease costs, making it hard to restart with a comparative workforce.

In an investigation of 360 associations, owners were drawn nearer to checking their total setbacks if the lockdown was completed on May 17. This was represented to correspond with 17% of their yearly arrangements in general, implying that approximately two months of pay have recently been gotten out. The most humble SMEs faced the most adversity. Firms with under eight labourers lost 24% of their yearly arrangements, while those with more than 45 delegates lost something like 10%, a gigantic differentiation. According to the review data, MSMEs were working at 75% of their capacity on a typical day before the lockdown. MSMEs were working at only 11% of their breaking point after the lockdown, with 56% making nothing using any and all means.

Diligence International Group (DIG) distributed an electronic survey to their MSME clients in the retail, educational, development, free bloggers, specialists, advancing and exhibiting, travel, and cash segments in order to handle advanced designs among private ventures more quickly amid the lockdown. The majority of these MSMEs are distributed through vast metropolitan networks. The evaluation took place in the first two weeks of June 2020. It was found that the unfavourable effects of COVID-19 on MSMEs were shocking, with many of them stopping completely or ending their assignments. Per this survey, 33% of MSME survey participants are partially or completely closing their doors until continuity returns. MSMEs are more likely to experience this type of business stop than metropolitan districts as well as those in the retail and collection regions.

Companies with a Limited Scope In order to really deal with a limited-scale industry, it is essential to initially grasp the meaning of industry. The term "business" alludes to a gathering of organisations that are connected together by their essential business exercises. As a result, limited-scope enterprises refer to associations, companies, or sole proprietorships that work on a smaller scale, employ a smaller labour force, and generate less income than larger ventures or organizations. Limited-scope endeavours can also refer to organisations that apply for government assistance or specific assessment plans based on their industry.

Characteristics of Small-Scale Industries

- **Ownership:** In most cases, such businesses are sole proprietorships or partnerships. In most cases, this means that the business is owned by a single person.
- **Because capital investment in such industries is lower than in large-scale ones, they rely heavily on labour to carry out production activities.**
- **Management:** One of the most important characteristics of SSI is that the owners control and manage the business. As a result, the owner is actively involved in the day-to-day operations of the business.
- **Versatile:** Because they operate on a smaller scale, these industries are more vulnerable to unexpected business developments. They are better able to adapt to changes in the business environment.
- **Optimal Resource Usage:** Because small-scale industries do not have excess resources, they make the best use of what they have without wasting anything.

- **Operating Restrictions:** The majority of small-scale businesses are restricted in their operations. As a result, they can only operate on a local or regional scale.

Competitivities of small-scale industries in India

One of the most lively, dynamic, and essential areas of the Indian economy is the small-scale area. This industry contributes fundamentally to the GDP, job creation, and a solid innovative base. Punjab's limited scale area contributes altogether to the state economy and is the state's second biggest business after farming. Despite the limits of regular assets, minerals, energy assets, and geological area, the limited scale area in Punjab has developed altogether throughout the long term.

The tensions of the changed monetary system have been felt by a few businesses lately. Subsequently, there has been a descending pattern in modern development throughout recent years. Little makers are not generally safeguarded by state and central legislatures, and they face wild competition from public and worldwide companies, everything being equal, either straightforwardly or in a roundabout way. Because of a lack of interest and poor showcasing practices, small businesses are suffering greatly in terms of promotion. As per Fillis (2001), embracing suitable showcasing techniques won't just help little units enter the worldwide market, but will likewise go about as an impetus for internationalisation improvement. Anantha and Vishwanatha (2004) pushed for further developed advertising abilities, a brief inventory of natural substances, and convenient conveyance. Finance, mechanical headways in limited-scope enterprises A superior understanding of the ongoing vital promoting dynamic cycle in private companies is expected to increase the worthiness of mediations to work on the nature of key showcasing choices and, subsequently, firm execution (Jocumsen, 2004). As a result of their independence, little firms' primary requirements were client reliance, expertise and information obtaining through preparing, an unfortunate learning demeanor, and systems administration (Lafora and Jennifer, 2006). Proficient administration is presently being acknowledged by Indian firms. The significance of contests has been generally recognized. Respondent firms are moving from internal to an outward concentration. The nature of the item is basic to fulfilling clients' needs, catching the market, and meeting contest difficulties. The worldwide market is turning out to be more cutthroat and quality-conscious, putting pressure on producers to maintain quality guidelines (Muthiah, 2006). To defeat a portion of the unavoidable administrative imperatives that exist in private ventures, new item improvement exercises ought to endeavour to advance a more deliberate way to deal with plans (Millward & Lewis, 2005).

Little and medium-sized organisations focus on arranging and controlling strategies, not necessarily huge companies. Private ventures are dissatisfied with the strategies used; they are less concerned with techniques that help store networks across the board in terms of item quality, functional defense, and capital expense justification; they are less concerned with framework mix with other store network entertainers; and they are less concerned with e-based arrangements. Little units should comprehend that they should contend among themselves and also with the large and medium areas. In these conditions, little units' serious limit is seriously hurt, adversely influencing deals. The units' absence of dealing power drives them to sell their items at the agreed prices. The purchaser's circumstances Because of their unfortunate practises and systems, little units couldn't perform well regarding requests from the board (Vaaland and Heide, 2007).

As a result, it is critical for businesses to foster deeply serious systems that connect with all business tasks, particularly creation and quality issues, deals, and promoting, publicizing, and showcasing research. To remain competitive, small business owners should investigate and recognise the benefits of group alliances. As per Naryana (2004), low quality and significant expense framework, an absence of innovative upgradation, and an absence of market data all affect intensity. The Indian small industry is experiencing delays in obtaining bank credit and claiming government incentives. These deferrals lessen firms' intensity and inflate costs.

Customers of the small-scale industries in India

Limited-scope ventures require a tonne of work yet next to no capital. Limited-scope ventures can either be assembled or be specialist co-ops. Limited scope ventures are comprised of private companies that produce products or offer types of assistance utilising more modest machines and fewer labourers and workers.

The venture should comply with the rules laid down by the government of India. Limited-scope ventures in India are the soul of the Indian economy, giving various open positions to gifted workers. All things considered, limited-scope ventures are basic to the economy, both monetarily and socially. These ventures flourish in an emerging nation like India because of their popularity as well as probability. Some limited-scale ventures likewise trade products, bringing unfamiliar cash into India. Small and medium-sized businesses (45–55 percent) account for nearly half of all items shipped in India. A few limited-scope ventures arise because of seller interest in global companies.

The government of India has a few rules for limited scope ventures as far as the speculation made and the income created. Fabricating/creation, auxiliary, and administration ventures are the three kinds of limited scope businesses.

Fabricating industries are units that manufacture finished goods for use in handling ventures or for use. These limited-scale ventures are commonly claimed by people. Power looms, designing ventures, food handling, and other limited-scope producing businesses are models.

Auxiliary Industries: Large companies or global enterprises make completed products but don't commonly fabricate each of the actual parts. These organizations' sellers are from auxiliary ventures. Auxiliary ventures are likewise those that produce machines for global companies or medium-sized organizations.

Repair Shops and Upkeep Businesses: Repair shops and upkeep businesses are named "administrative enterprises."

Limited scope businesses are those that produce, produce, and provide various types of assistance using small machines and less labor. These organisations should follow the rules laid down by the government of India. SSIs are the soul of the economy, especially in emerging nations like India. Since these ventures are by and large serious, they play a significant part in the making of business. SSIs are a significant area of the economy, both monetarily and socially, on the grounds that they assist with per capita pay and asset use.

Small-Scale Industry Examples

- Bakeries
- School supplies
- water bottles
- 100% genuine leather belt
- Toys for children
- Paper Totes
- Photography
- Beauty salon

The Method of Data Collection:

The COVID-19 pandemic has impacted every monetary area, yet no place more so than in India's MSMEs. All suitable information, like the countless abandoned traveller labourers all over the planet, shows that the COVID-19 lockout brought about the demise of MSMEs. The subsequent bundle, The PM Garib Kalyan Yojana, is like the first, which the public authorities reported on March 26, was likewise supposed to be basically centred around the MSME market. As per a more profound assessment of the idea of the MSME field, MSMEs are very helpless against monetary pressure. As per the latest accessible (2018-19) Annual Report of the Department of MSMEs, the nation has 6.34 crore MSMEs. Around 51% of these are in rustic India. They employ slightly more than 11 million people in total, but metropolitan MSMEs employ 55% of the labour force. As per the latest Annual Report (2018-19) for the MSME Department, there are 6.34 crore MSMEs on the planet. Around 51% of these are in rustic India.

They have just north of 11 million labourers together, yet the metropolitan MSMEs represent 55% of occupations. Overall, less than two labourers for each MSME are kept in these measurements. On a premise that gives a clarification of the littleness of these In any case, it is considerably more clear that all MSME are broken into huge, small, and medium-sized gatherings. As per the accessible data, 99.5% of all MSMEs fell into the miniature class. While small and medium-sized organisations can be found in both rural and urban India, they are concentrated in urban areas. In different terms, miniature ventures apply by and large to a solitary individual or spouse who works at home. The remaining 5 crore workers are from medium-sized and small businesses, accounting for 0.5% of all MSMEs. The organization's rank portion expands the picture more. Scheduled Castes (12.5 percent) control approximately 66% of all small and medium-sized businesses.

In all cases, the orientation dispersion of labourers is somewhat steady at around 80% of men and 20% of women. Seven Indian states alone account for half of all MSMEs regarding local conveyance. They are Uttar Pradesh (14%), West Bengal (14%), Tamil Nadu (6%), Maharashtra (8%), Karnataka (6%), Bihar (5%) and Andhra Pradesh (5%). Most are not even enrolled. One major clarification is that they're nearly nothing. Indeed, even GST doesn't count, and most miniature ventures don't. This innate intangibility seems to work both for and against companies. They might not need to oversee accounts, cover duties or meet with administrative

necessities since they are past the organised organization. This raises the cost. Although that actually compels the readiness of a country to help them, which is clear in a time of emergency. For instance, the public authorities have tried to offer compensation and bonus recognition for more modest organisations in specific emerging countries, yet they could not do so when the more modest organisations were recognized. This could be the biggest snag presented by MSMEs—absence of help. According to a 2018 review by the IFC (region of the World Bank), organised financial design provides less than 33% (or around Rs 11 lakh crore) of MSME credit requirements (Chart 5). This is because it explains why the Bank of India Reserve's efforts to bring liquidity into MSMEs have made such a small difference. The heft of the assets stays away from casual outlets. In different terms, this truth is basic. The high extent of wrong credits, which proposes higher slip gauges for nearly bigger firms, is an essential clarification of why banks shouldn't dispense credits to MSMEs. Another significant challenge for the company is the delay in MSME installments, whether from clients (including the government) or from things like GST discounts, and so on.

Impact of COVID-19 on SME's in India

Modern nightmares such as COVID-19 are being faced all over the world, leaving the entire community perplexed and unsure of how one epidemic has brought the nation to a halt. The WHO has declared this deadly epidemic a pandemic after it has spread to approximately 195 countries. This virus is also a serious threat to the world's increasingly fragile economy. There is no doubt that India's sputtering economy has grown at one of the world's slowest rates over the last six years. Several industries are still being devastated by a new set of economic problems caused by the virus. It is common knowledge that China is critical to India's and its MSME industry's global supply chain. One such industry is heavily dependent on For raw materials, look to China. For example, Indian pharmaceutical companies import nearly 70% of their ingredients and \$30 billion in Chinese products from Chinese factories. Export declines, production halts, job insecurity, demand volatility, and liquidity constraints on the industry are all concerns as a result of the full Chinese shutdown and the partial Indian shutdown. The coronavirus pandemic will also have an impact on small and medium-sized businesses' online sales (Mahajan, 2020). As a result, 70 million traders in India are CAIT, the vast majority of which MSMEs. In India, there is a trade organisation called the All India Traders Confederation (CAIT). A major strike in the chemical industry is estimated to have cost Rs 12 crore 90 lakh in India, with a 380 lakh rupee economic impact. Due to demonetisation, a poorly implemented GST that was accompanied by prolonged stagnation, and the biggest of all - COVID-19 - which would worsen the crisis in this sector, small and medium sized businesses (SMEs) are still in serious trouble. More analysts predict that the COVID-19 pandemic will soon reach the third stage after reaching the second stage in India. which once more involves spreading from a cluster to a community. One thing is certain: this MSME will strike as many times as possible while the nation is shut down until May 3, and the struggling economy will result in a large number of job losses and the permanent closure of thousands of manufacturing facilities. Over 75 million MSMEs exist in India today, with nearly 25,000 of them working in the manufacturing industry. Businesses could close down. The average AIM0 lockout lasts four weeks longer, and if a crisis lasts more than eight weeks, 43 percent of businesses close. A key sector that has contributed to the growth of a spring and boundary economy is the MSMEsector, that is a pillar of the Indian economy. The industry is one of these challenging phases, which employs over 114 million people and accounts for more than 30% of GDP, so decisive intervention is expected. Given the widespread devastation caused by COVID-19, the government must maintain a constant monitoring system, and immediate relief measures should be announced to restore trust in this critical industry that

has been battered by the government's flurry of disruptions. A financial stimulus package is required to re-energize the consumer economy. Countries such as the United States and China have implemented a number of reform initiatives in order to preserve the COVID 19 MSMEs. The total shutdown raised many concerns, particularly because these businesses are not cash-intensive enough to wait for the crisis. That's why he mentioned job cuts. According to a new study for "small and medium businesses" in manufacturing, only 7% of them would be able to live with their cash in their hands for three months if their company was suspended. The scarcity of available jobs is a significant impediment to restarting now. Otherwise, the government will have a long time to do its part before it is too late. It was too late to correct the mistake. As a result of the sudden halt in economic operations during the national lockdown, Indian start-ups and SMEs have taken the brunt of the damage in controlling the spread of COVID-19. Approximately 80% of start-ups and small and medium-sized businesses in the country intend to reduce, close, or sell off their operations in the next six months. According to a local government survey, 47 percent of In India, many startups and small- to medium-sized companies are already out of money that have less than one month's worth. A survey, that was conducted in more than 90 Indian districts, received over 13,970 replies from small firms, including startups, SMEs, and entrepreneurs. Comparatively, 24% and 23%, respectively, stated that the cash would be accessible for up to three and six months, respectively. Only 6% of business owners and proprietors have committed to health coverage for yet more than 6 weeks. It will be challenging to repay the loans taken out by stores through government initiatives like mudra loans (Mahajan, 2019). CSR initiatives by SMEs will also be impacted (Mahajan, 2018).

The COVID-19 epidemic has flooded industries all over the world, with some businesses being hit harder than others. The shutdown implemented to combat the epidemic has left several businesses cash-strapped as business growth has slowed and profits have unexpectedly slowed. In India, start-ups and small and medium-sized businesses have approached the government for assistance with the ongoing crisis. They submitted numerous applications through Local Circles, with some of them granting one-time Rs 20 lakh to registered startups or repaying 50% of startup employees' salaries for one month. Financing for Indian start-ups fell by more than half in March. According to Venture Intelligence's company market tracker, they raised approximately \$354 million in 34 transactions in March 2020. which is less than half of the \$714 million generated in 46 transactions in February. As previously reported, more than a dozen entrepreneurs have asked risk debt companies to fund their loans over a longer period of time than originally agreed upon. According to the study, those in the industries hardest hit by the pandemic – leisure, lodging, transportation, and distribution – have demanded up to 6 months longer than expected.

Use of a Statistical Tool

Research Methodology The paper studies the present impact of the coronavirus on SME's in India. The study is descriptive in nature. The study uses secondary data for the analysis of small-scale industries. The secondary data is collected from websites, blogs, magazines, and newspapers in India. The study critically analyses the present situation of the manufacturing industry in India and its impact on employment. The geographical scope of the study is India. The paper first studies the impact of the coronavirus on SMEs. Then the impact of the coronavirus pandemic is studied on employment in this sector.

The Number of Active Business Owners by Industry

Industry	Number	Percent	February to April	February to May	February to June
Agriculture	969,661	6%	7%	16%	14%
Construction	2,436,057	16%	-27%	-19%	-8%
Manufacturing	266,192	4%	-11%	-26%	-2%
Wholesale Trade	460,151	2%	-14%	1%	5%
Retail Trade	1,068,484	7%	-10%	-2%	-1%
Transportation	398,325	5%	-22%	-12%	-1%
Information	335,847	2%	-10%	-19%	-20%

Conclusion

During the COVID-19 era, all the SMEs were struggling. Their biggest problems have been declining demand and a broken supply chain. Yet there is hope for the challenge. After the dust settles, SME's find it necessary, with time, to stay competitive, to evolve and alter. The responses to this issue include the introduction of protection procedures, sanitation and sanitization methods, an updated sourcing policy, the incorporation of new vendors, the streamlining of their product portfolio, a more responsive evaluation of supply chain resilience, and an analysis of disaster or emergency management plans. In this way, SMEs can cope with the coronavirus pandemic.

LITERATURE REVIEW

Although small-scale industries continue to straddle the industrial sector round the world, the literature on their varied functioning are not many, especially with reference to changing perspectives.

1. Srinivas K T. (2013) has studied the performance of micro, small and medium enterprises and their contribution in India's economic growth and concluded that MSMEs play a vital role in the inclusive growth of the Indian economy.
2. J. Stamely and Michael (1998) in International Marketing under the chapter "Exporting not just for small business show the problems for small exporters and found that A relatively large domestic market and lack of exposure to other cultures, make the selection of markets and identification of customers in abroad difficult, The lack of managerial capabilities and general resources. policy and physical distribution. Controlling the foreign operation, channel, and Different safety and quality standard.
3. Sumanjeet Singh and MinakshiPaliwal (2017) in "unleashing the growth potential of Indian MSME sector" had concluded that undoubtedly the MSME sector has huge potential for generating innovative entrepreneurship and massive employment but some problems confronting MSMEs are
 Lack of access to finance
 Lack of access to penetrate foreign market
 Lack of skilled manpower
 Lack of reliable and stable infrastructure
 Ineffective marketing network

4. Dr.Reetu Sharma (2012) in "problems and prospects of small scale industrial units (à case study of exporting and non-exporting units in Haryana) had concluded that SSI units are at a developing stage and more expansion is required but some problems need to be solved

Underutilization of installed capacity

The marketing activities to be strength for selling SSI manufactured products

5. Dr. Jignesh H. Gadesha Adhyapak Sahayak (2012) in "Importance of Large Scale and Small Scale Industries in India" had expressed that a cordial relationship between employer and employees reduce the possibilities of industrial disputes and increase the efficiency of employees. In small-scale industries there is no strike or lockout due to the amiable relationship between employer and employees, which leads to nil loss of production and man-days.
6. Dr. Prakash M Tayde(2016) in "Contribution of financial institution in economic development through small scale industry" had concluded that performance of small scale industries is financed by the commercial bank and other financial institutions for their survival and growth. Capital as a key component of any business, these financial institution helps to bridge the gap between the rural alliances with the global world in setting up business through various financial schemes and packages..

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