



REVIVING EMPLOYMENT AND LIVELIHOOD IN INDIA: COVID-19 AND AFTER A SEARCH

Mr. Suresh Kashinath Ghatge(Corresponding Author),

Ph.D. Research Scholar, Liberal Arts(Sociology),

MIT WPU Pune(Maharashtra),India.

Email: suresh.k.ghatge@gmail.com

Prof.(Dr.) Anuradha Parasar

Professor of Liberal Education Galgotia University,

Greater Noida, Uttar Pradesh, India.

Email: anuradhaparasar99@gmail.com

Abstract- The aftermath of the COVID pandemic has affected most negatively on the overall livelihood of the people and has led to an increase in the rate of unemployment crisis within the country. A number of critical trade crises, supply chain issue, transportation dilemma has been disrupted the overall business environment of the country and escalating the rate of unemployment and financial crisis all around the country during pandemic. In light of these events, the government of India has undertaken critical steps forward to improve the trade environment within India in post pandemic time. This particular study focused to evaluate the overall process of revving employment and livelihood in India in post pandemic period. A number statistical data has been portrayed within the study in order to exhibit an absolute understanding about transition process of the economic statistics of the country over the years. It helps to identify pre-pandemic economy of India, Economic disruption during pandemic and the economic growth in the post pandemic era by a large assistance of governmental policies in India. Textual non-numeric qualitative data had collected through secondary data collection process while performing this particular study. It mostly helps to portrayed overall scenario and key factors involved within reviving process of the employment and livelihood process within the country through analyzing large number of official and peer review data.

Keywords- Covid, Pandemic, India, Government

1. Introduction

Various business disruptions caused due to resource scarcity, supply chain issues, lack of availability of the human resources has come forth in times of pandemic and devastated the overall financial condition of the country. People started to lose their jobs and were not capable

of bearing expenses of day to day requirements at the time of pandemic. A large number of business companies have taken steps to reduce their workforce in order to reduce operational cost of the company and neutralize the economic loss that occurred during the pandemic. It has brought forth an unemployment crisis among the people in India and increased the cost of living crisis within the country. The overall process of spending livelihood of the people from low and medium income rate has been devastated through the dual threat of covid infection and cost living crisis within the country.

The main business trouble which has come forth in times of pandemic is actually associated with the supply chain management issues. The Government and local administration of India has imposed a mandatory lockdown throughout the country as a security step towards mitigating pandemics and reducing the scope of our speeding of the Covid-19 virus within the country. The entire transportation sector of India has been disrupted due to the mandatory lockdowns and various regulatory factors imposed upon transportation within the country in order to mitigate the threat of the pandemic. The overall arrival of raw materials and supplies of the finished articles has faced the most critical disruption due to the high transportation issues within the country during the pandemic period [1]. It imposes a critical stumble block towards the manufacturing and delivering operations of the business companies and brings forth critical disruptions on the business performance of the enterprises in the competitive market, creating an employment crisis. In the month of April of 2020, the overall unemployment rate of the people in India has reached 23.52% as a consequence of the initial strike of the Covid within the country [2]. It actually portrayed the overall negative impact imposed by Pandemic in the financial condition of India during the pandemic time.

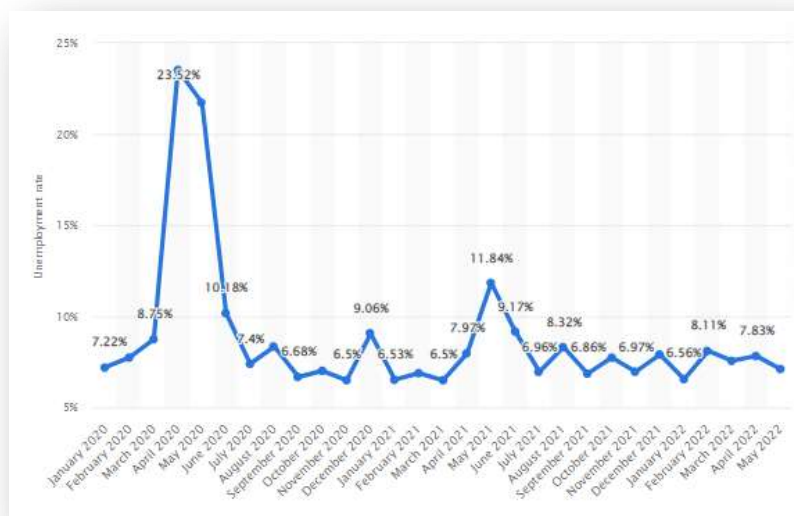


Figure 1: Unemployment rate in India over the years
(Source: 2)

Although, the situation of the business has started to improve after the end of the 2021, due to superior vaccination and other health and security steps taken up by the Government of India. It provides opportunities to the business companies to improve the company's overall earnings and performance within the competitive business market of India. It actually provides support to strengthen the overall economic statistics of the country and reduce the cost of living crisis within the country. In the fiscal year of 2023, the cost inflation index stood at 331 through a standardized inclination from the previous year [3]. The entire study has kept its key focus on discussing the overall impact of the covid on India's economy and the process which helps to revive the employment and livelihood of the people in India. The study will perform an in-detailed analytical discussion while focusing on the overall pre-pandemic, during pandemic and post pandemic time data within India to understand the contrast of employment and cost of living with the country. It will help to know the present livelihood and employment situation within the country and overall process which helps to revive the overall rate of loss that occurred in the time pandemic.

2. Materials and Methods

The process of interpretive provides the scope to investigate a certain phenomenon through observation and questioning and helps to build an in-depth understanding about a certain topic. This particular research has been performed to find the overall process to reviving employment and livelihood in India which demands to investigate different variables and phenomena while performing the entire tasks. Hence, an interpretive research philosophy will be taken into account in order to perform this particular study effectively. It provides the key support to observing and investigating the research topic effectively and comes forth with an empirical idea about the topic. On the other hand, the process to follow an inductive research approach within a study helps to gather a large set of topic oriented data about within a certain study. This particular research work also needs to take a large set of topic related data within the study to gain the most constructive idea about the topic [4]. Hence, an inductive research approach will follow while performing the entire study.

In order to develop a superior idea about the process to reviving employment and livelihood in India it is demanded to collect a large set of numeric data from various authentic journals and peer reviewed articles available on the Internet. The secondary data collection method within a research helps to collect a large source of data through exploring various authentic and peer reviewed sources of data available on the internet [5]. A number of numeric data published within authentic sites published onwards 2019 which will be taken into account to develop most effective understanding about the research topic. There is no confusion about the authenticity of data as most information has been taken from recent sources. As the overall task will be performed through focusing on the scenario of India, the study will focus on case study design while performing the entire study.

3. Results

Impact of Covid-19 on economic statistics of India (Analysis of the pre pandemic and post pandemic era)

The impact of covid has been imposed with the most negative impact on the economic growth and financial conditions of the people within India. The overall business conditions, transportation system, and livelihood process of the inhabitants has faced a critical devastation in time of outbreak of the Covid-19 pandemic within the country. The Government of India has taken their early steps forward to impose country-wide mandatory lockdowns and restrictions in transportation services in order to avoid the threat of aggravating infection rate of covid virus throughout the country's periphery. Most of the people were not able to reach their destination or professional areas due to transportation disruption and the fear of being infected during the pandemic all around India. On the other hand, the transportation issues due to mandatory lockdown cases had brought forth the most critical supply chain and product delivery disturbance within the country. The human resource scarcity and supply chain issues have affected the performance of the business companies within the country and impacted most negatively on the overall GDP growth rate of the country. The overall GDP rate of India over the last four years has been represented graphically below.

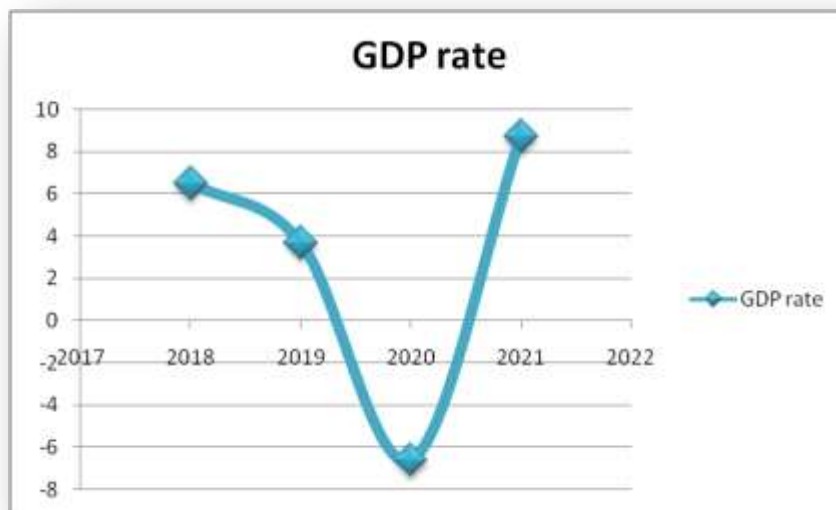


Figure 2: GDP rate of India in last four years

The above graph shows that the overall GDP growth of India has been witnessing a critical deterioration in the time of pandemic within the country. The nation has been able to gain an increment in GDP growth after the pandemic. In the fiscal year of 2018 and 2019 (Pre-Pandemic time), the GDP rate of India was 6.5 and 3.7 respectively, the country witness a critical declaration of GDP to -6.6 due to overall negative impact impose by the pandemic and the threat of Covid infections among the people [6]. The overall GDP rate of the country has witnessed a

significant refinement in their GDP to 2021, through various legal and administrative support provided by the Government of India to mitigate the economic trouble caused by Pandemic within the country. It actually represented the overall knock of pandemic within the economic statistics of the country with an effective manner.

The statistics of last few years' income per capita of the people in India also helps to integrate the effect of the pandemic in the economic statistics of the country. In the fiscal year of 2018 the income per capita was 114.96 trillion rupees, in 2019 the NNI of the country was 126.41 trillion rupees, and in 2020 it reached up to 135.05 trillion rupees [7]. The negative impact of the pandemic on the trade and business within the country has reduced the overall rate of India's per capita net national income to 126.97 trillion rupees. Although, a number of economic and trade policies undertaken by the Government as well as the Improving GDP in upcoming years increase the net income per capita of the country to 150.33 trillion rupees.

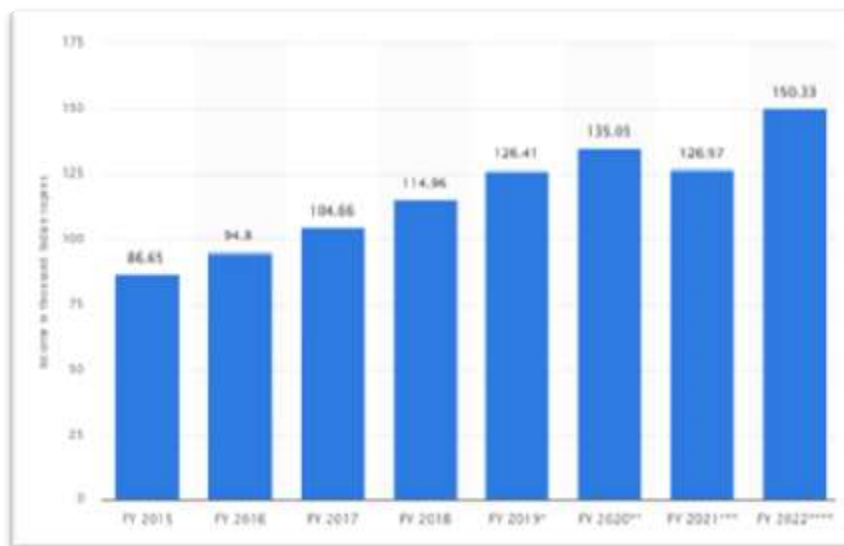


Figure 3: Per capita national income in India over the years

Process and efforts taken in order to reviving unemployment after pandemic

The Government of India has taken a number of steps forward after the pandemic in order to improve the economic condition of the country and make various strategies to increase the rate of foreign direct investment rate within the country. The overall supply chain issues and negative trade situation within the country in time of pandemic has created a critical unemployment rate within the country's periphery. A large number of individuals especially from the GenZ category has faced a critical financial crisis due to the job loss during the pandemic period which actually escalated the total number of job seekers within India. Hence it becomes essential for the Government of India to enhance business flexibility within the country in order to attract a large number of foreign investors within the country and aggravate the number of new starts up franchises within the business market area of India. The Government of India take several policies as Pradhan Mantri Mudra Yojana (PMMY), The Pradhan Mantri Rojgar Protsahan

Yojana (PMRPY), Atma Nirbhar Bharat Rojgar Yojana (ABRY), Employment Generation Schemes and many others in order to increase the efficiency of the job seekers in India and enhance the financial growth of the country. The effective steps undertaken by the Government of India mostly helps to enhance the skill and efficiency of the young people within the country. Pradhan Mantri Mudra Yojana (PMMY) is one of the most significant strategic policies taken up by the recent Government of India, which not only helps people to meet their professional goals before pandemic helps to improve the future career of an individual in the post pandemic era.

The PMMY scheme was launched by Government of India in April to motivate and provide necessary financial fundings towards various small scaled and non-corporate companies within the country. It provides a critical surge upon the number of start-ups within India and helps to enhance the GDP growth rate within the country. The biggest benefit which has been offered through Pradhan Mantri Mudra Yojana (PMMY) is the borrower does not need to provide security while availing the scheme and be able to meet overall professional objectives effectively [8]. It mostly helps to fight back against the high unemployment rate within the country. As mentioned in [9], approximately Rs 18.60 lakh crore loan under PMMY scheme in order to generate income source for the people in India. The overall loans and financial grants provided by the government through PMMY mostly helps to strengthen the economic growth and reduce unemployment rate within the country effectively. The percentage distribution of the loan sanctioned through the PMMY fund in 2021 is respectively 28% in south region, 27% in East, 24% in North, 17% in West and 4% in the north east area within the country [10].

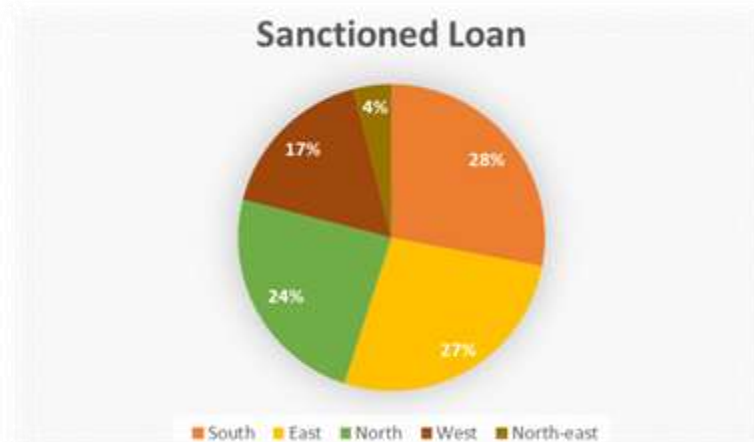


Figure 4: Share of sanctioned loans under PMMY by regions

The Pradhan Mantri Rojgar Protsahan Yojana (PMRPY) is another key effort taken up by the Government of India in order to reduce the unemployment rate and make people more self-sufficient and able to improve motivation of the individuals within the country. A large number of people within India have been able to establish their career through the PMRPY scheme introduced by the Government of India within the country. Atma Nirbhar Bharat Rojgar Yojana (ABRY) is one of the most significant initiatives which has been undertaken by the Government

in order to boost the overall rate of employment within formal and corporate sectors in India. The strategic fundings and financial aid offered within the Atma Nirbhar Bharat Rojgar Yojana (ABRY) mostly enhance the employment rate after pandemic within the country and improve the livelihood process of the people within India. The overall impact of the Atma Nirbhar Bharat Rojgar Yojana (ABRY) mostly helps people to improve their livelihood process as well as enhance overall professional growth scope. 60,30,993 individuals within India have been able to be employed through the Atma Nirbhar Bharat Rojgar Yojana (ABRY) scheme [11]. It actually exhibits that the overall efforts and actions taken through Atma Nirbhar Bharat Rojgar Yojana (ABRY) scene mostly helps to reduce unemployment rate all around India.

The Government has also undertaken a number of strategic steps to increase the FDI rate within the country after the pandemic period. The economic depression and other disruptive causes during the pandemic have reduced the overall FDI inflow rate within the country. The government of India takes initiative to shake hands with various foreign countries in order to attract more foreign companies and investors in the business market surroundings in India. It provides the key assistant to enhance the FDI inflow rate within the country. In the fiscal year of 2020, the total FDI inflow rate in India was 50% while the FDI inflow rate in 2022 has been reached above 58.8 in India [12]. The schemes and foreign allies' initiatives taken up by the Government of India mostly helps to strengthen FDI inflow rate and reduce unemployment rate within the country after the pandemic period.

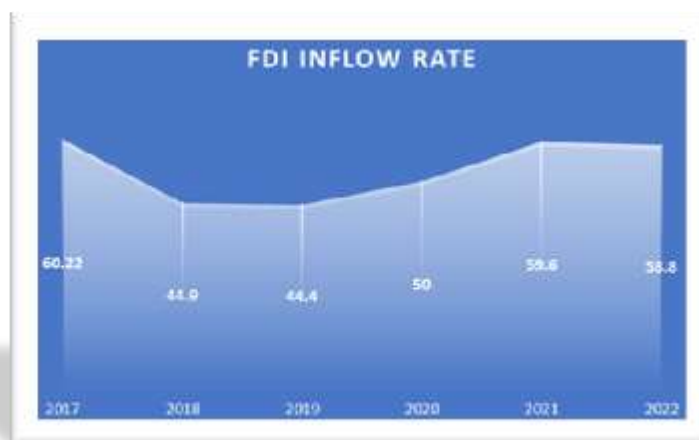


Figure 5: Amount of FDI over the years in India

The overall trade condition and cost of living of the Inhabitants in India

The threat of infection and transportation disruption issues within the country has been impacted most negatively on the overall trade condition of the country and increased the cost-of-living crisis of the people within the country. A number of steps taken by the Government of India provide the key assistance to enhance the business condition within the country after the pandemic. In post pandemic time business organizations within the country have been able to start their business running at a desired rate through exploring large human resources and

beneficiary schemes provided by the Government of India in order to mitigate business disruptions during the pandemic period. In the fiscal year of 2018, the overall market value of E-commerce was 22 billion U.S dollars which is expected to rise up to 350 billion U.S. dollars by 2030 [13]. It actually portrayed the improving nature of the trade condition within the country after the pandemic period.

It mostly helps people to get employed and survive within the escalating cost of living within the country most effectively. The cost financial index (CII) in India stood at 331 during the fiscal year of 2023 [14]. The enhancement of the trade conditions within the country in the post pandemic period. Numerous Governmental and legal support provided within the business periphery of India mostly helps a large number of Indian entrepreneurs to start up their business as well as helps to gain attention of a large number of foreign investors to invest within the business sphere of India. This provides the key support to escalate the financial ability of the countrymen and make them capable of coping up with the increasing cost of living rate in India.

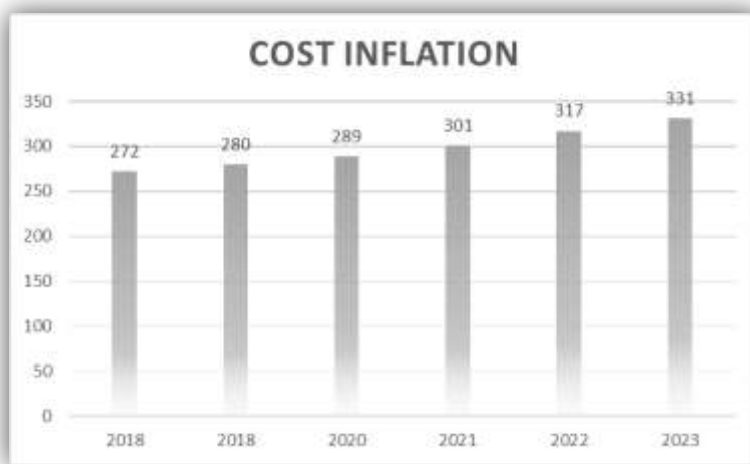


Figure 6: Cost inflation in India

4. Discussion

The overall study which has been performed in order to find the impact of COVID and the steps taken by the Government of India in order to revive livelihood and employment within the country. The entire study has found the thunder strike of the pandemic due to the uncontrollable rate of wide spreading of the Covid viruses all around the country. The entire business conditions and the living comfort of the people all around India have been devastated due to the negative impact of the pandemic. Business organizations have been faced with critical resource scarcity issues and supply chain problems due to the transportation issue in the time of pandemic within the country. The government of India has taken their steps forward towards imposing mandatory lockdown and regulations in the transportation sector which actually caused a critical stumbling block for the business enterprises to run their business within India's business environment. It actually increases the rate of unemployment all around the country and increases the rate of cost-of-living crisis all around India.

The government of India has been taking serious steps ahead to fight back against the key financial issues caused due to the pandemic and strengthen the business conditions with India. The study has been found that the steps and investments in Pradhan Mantri Mudra Yojana (PMMY), The Pradhan Mantri Rojgar Protsahan Yojana (PMRPY) mostly helps to mitigate high unemployment rate within the country and helps countrymen to cope up with the high cost of living rate within the country's periphery. The schemes launched by the Government as Pradhan Mantri Mudra Yojana (PMMY) were actually introduced in 2015 while the Government focused on this particular scheme to improve the economic growth of the people after the pandemic. A large number of people have been able to start their business initiatives all around the country through the availing the Government Loan provided by Pradhan Mantri Mudra Yojana (PMMY) schemes and helps to reduce unemployment within the country.

The key beneficiary aspect of the Pradhan Mantri Mudra Yojana (PMMY) of no need for security leverage against the claimed loan mostly helps to motivate a large number of new entrepreneurs and small scaled companies to avail higher business growth within the business periphery of the country. Other key trade and financial schemes offered by the Indian Government are Atma Nirbhar Bharat Rojgar Yojana (ABRY), Employment Generation Schemes as mentioned within the study. A large amount of economic data which presented the economic statistics of India over the years also portrayed within the study as it helps to find that the Indian economy has been able to witness a significant improvement after the pandemic period. The help of various economic funding and strategic steps taken by the Indian Government to fight back against the loss of pandemic within the country mostly helps to enhance the trade condition in India. It also helps to improve GDP growth and the ability of the people to survive with a high cost of living rate after a pandemic.

The Government of India has also taken steps towards making business allies with various foreign parties in order to improve the advantages of the foreign companies to invest within the business environment of India and enhance the economic growth of the country. It mostly helps to gain the attention of a large number of foreign investors and enhance the FDI flow rate of the country in the recent days business market atmosphere. Hence, it can be claimed that the various steps taken by the Government of India after the pandemic have been able to revive the employment and livelihood within India most effectively.

5. Conclusion

The overall effect of the Covid-19 has contributed the most negative impact on the economic earnings and trade performances of the business companies in India. The entire business performance and the operations has been witnessed a critical disruption due to the increasing threat of wide spreading of the covid viruses during the period of Pandemic all around India. The study has portrayed overall economic loss which has been witnessed during the pandemic through using different data and critical statistics. It also analyses the different economic statistics of India in post pandemic era, in time of pandemic as well as in post pandemic situation. It provides the key support to gain an empirical understanding of the financial contrast

within India before pandemic, during pandemic as well as in post pandemic era. It provides the key support to gain proper insights about the trade and financial performance of the country over the years as well as helps to understand the impact of governmental efforts to improve economic growth of the country after the pandemic period.

A large number of key factors and strategic schemes undertaken by the Indian Government have also been discussed in a detailed way while developing the entire study. The overall rate of economic investment within different administrative plans has been implemented by Government of India in order to enhance the economic earnings of the country after the strike of the pandemic. The entire study has kept its key focus on taking a large amount of secondary qualitative data and information from various peer-reviewed sources or journals and various authentic articles available online in order to develop the study and gain effective ideas about the research topic. The study has been found that the various government scheme taken up as Pradhan Mantri Mudra Yojana (PMMY), The Pradhan Mantri Rojgar Protsahan Yojana (PMRPY), Atma Nirbhar Bharat Rojgar Yojana (ABRY), Employment Generation Schemes mostly enhance the financial growth of the country after the Pandemic situation.

The overall rate of unemployment also reduced, a large number of new start-ups has been launched within the country through availing various financial funds provided by the administration of India and helps to escalate the ability of the people to come up with accelerating cost of living crisis within the country. The entire study also has been found that the overall strategic business steps taken up by the Government of India in order to make trade allies with different foreign countries in the global periphery helps to escalate the FDI inflow rate within the country. It also helps to improve the entire trade condition within India after the pandemic situation.

References

- [1] Paul, Sanjoy Kumar, et al. "Supply chain recovery challenges in the wake of COVID-19 pandemic." *Journal of Business Research* 136 (2021): 316-329.
- [2] Rathore, M., *COVID-19 impact on unemployment rate in India 2020-2022* Statista 12 September, 2022 <https://www.statista.com/statistics/1111487/coronavirus-impact-on-unemployment-rate/>
- [3] Rathore, M., *Cost inflation index in India FY 2002-2023* Statista 24 January, 2023 <https://www.statista.com/statistics/1360962/india-cost-inflation-index/#:~:text=During%20the%20financial%20year%202023,previous%20year's%20figure%20of%20317.>
- [4] Walter, Dror, and Yotam Ophir. "News frame analysis: An inductive mixed-method computational approach." *Communication Methods and Measures* 13.4 (2019): 248-266.
- [5] Delanne, J., et al. "Secondary findings from whole-exome/genome sequencing evaluating stakeholder perspectives. A review of the literature." *European Journal of Medical Genetics* 62.6 (2019): 103529.

- [6] Rathore, M., *Per capita national income in India FY 2015-2022* Statista 12 September, 2022 <https://www.statista.com/statistics/802122/india-net-national-income-per-capita/>.
- [7] The World Bank *GDP growth (annual %) – India* 2023. <https://data.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG?locations=IN>
- [8] Ministry of electronics and information technology *Pradhan Mantri Mudra Yojana (PMMY) 2023*, <https://web.umang.gov.in/landing/department/pradhan-mantri-mudra-yojna-pmmmy.html>
- [9] The Economic Times *Synopsis* 08 April, 2022 <https://economictimes.indiatimes.com/news/economy/finance/over-34-42-cr-beneficiaries-get-rs-18-60-lakh-cr-loan-under-mudra-yojana/articleshow/90725102.cms>
- [10] Rathore, M., *Share of sanctioned loans under PMMY scheme India FY 2021, by region* 21 July, 2022 <https://www.statista.com/statistics/1239249/india-sanctioned-loan-distribution-under-pmmmy-scheme-by-region/>
- [11] Ministry of Labour and employment, *Aatmanirbhar Bharat Rojgar Yojana (ABRY) 2023* <https://labour.gov.in/aatmanirbhar-bharat-rojgar-yojana-abry>
- [12] Rathore, M., *Amount of FDI inflow for all sectors in India FY 2012-2022* 21 July, 2022 <https://www.statista.com/statistics/715539/india-fdi-inflow-amount-for-all-sectors/>
- [13] Minhas, A *E-commerce market value India 2014-2030* 5 January, 2023 <https://www.statista.com/statistics/792047/india-e-commerce-market-size/>
- [14] Rathore, M *Cost inflation index in India FY 2002-2023* 24 January, 2023 <https://www.statista.com/statistics/1360962/india-cost-inflation-index/>