





CERTIFICATE OF PARTICIPATION

Mr / Ms / Dr. Dr. PURUSOTHAMAN N, Patrician College of Arts and Science, has participated in the International Virtual Conference on "E-Commerce and Covid-19: The Innovations, Challenges, Solutions and Opportunities." organised by Department of Commerce, Rathinam College of Arts and Science, Coimbatore in association with iNurture Education Solutions Pvt Ltd and Malaysia University of Science and Technology, Malaysia held from 22.03.2021 to 26.03.2021.

He / She also Presented Paper entitled: Impact of Covid 19 on Indian Economy

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ISBN: 978-93-5445-446-2

NATIONAL E-CONFERENCE ON CHALLENGES AND CHANCES FOR INDIAN BUSINESS IN POST COVID-19 ERA



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A STUDY ON IMPACT ON JOBS IN INDIA POST COVID-19 *M. KAMALADEVI, **Dr.G.Ananthi

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Abstract

A universal pandemic, COVID-19 has impacted manufacturing sectors, trades, and jobs in India. This has not only led to a move in the way we function but is also an indicator for us to reconsideration the forthcoming of jobs, emerging careers. and opportunities henceforth. Unemployment turns out to be the second biggest concern around the world, as the novel Coronavirus turned out to be the first concern. However, a total of eight countries have now seen Unemployment take the place of COVID-19 as their chief worry since April. France and Israel are the latest two countries to see job losses take over from the coronavirus in first place. Listed out some of the sectors and businesses not affected by COVID-19 lockdown, some sectors expected to bounce back immediately post covid-19 lockdown, and also some sectors that will take time to revive post covid-19 lockdown.

Keywords: Post Covid-19, Lockdown, Impact on job, Sectors, Technology.

1.1 INTRODUCTION

British research firm Crosby Textor ran a survey last month across various world geographies. Worries about job losses were the highest in India as 86 per cent of those surveyed feared losing their jobs and livelihood post-Covid-19 lockdowns. In comparison, this fear is only 31 per cent in Britain, 33 per cent in Australia and 41 per cent in the US; and yes, a reasonably high cent amongst Hongkongers. 71 per India today has a population of about 138 crore. Of this, about 75% or about 100+ crore are said to be in the working-age, usually calculated at above 15 years. Taking the broadest definition of employment to include any kind of paid work, formal or informal salary, daily wage or selfemployment, in February 2020, pre-coronavirus pandemic and the national lockdown, about 40.4 crore Indians were employed, as per CMIE. At that point, 3.4 crore were estimated to be unemployed. The CMIE report, two weeks into the lockdown flagged some alarming numbers. The CMIE estimated that only 27.7 per cent of the working-age population (103 crore, by the report) was employed soon after the lockdown began. That translates to 28.5 crore. So, within two weeks, the number of gainfully employed came down from 40.4 crore to 28.5 crore, a drop of 11.9 crore. That in effect means that about 12 crore Indians lost employment in the first two weeks of the lockdown itself. If, say, 8 crore of these are the main or the only earner of their family, then one-third of the country's 25 crore households (GOI figures from 2011) are today facing a livelihood crisis. Add to that the 3.4 crore who were in any case unemployed before the virus hit us. And you know how utterly dismal the situation really is. To complete the picture, sector wise employment in the non-agriculture sector is 72 per cent of the casual workers are engaged in construction, 14 per cent in manufacturing and 12 per cent in other services; about 12 per cent of the self-employed are engaged in trade, hotel and restaurants, 10 per cent in manufacturing, 5 per cent in transport, storage and communications sectors and 4 per cent in other services. Among the regular or salaried workers, 22 per cent work in manufacturing, 14 per cent in trade, hotel and restaurants, 13 per cent in transport, storage and communications, and







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2nd Rank - Outreach & Inclusivity in India

3rd Place - Private University in Tamil Nadu

5th Place - Private University in India

21st Place - All University in India (819 Universities)

35th Place - All Institutions in India

(4000 Including Universities and Colleges)

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ISBN: 978-93-5445-446-2

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A STUDY ON WORK FROM HOME: A NEW BUSINESS OPPORTUNITY TIANNA STEPHNIE LINCOLN

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Abstract

Entrepreneurship is crucial to a vital and thriving economy. Since an increasing number of entrepreneurs start from home, achieving this aim calls for an understanding of the combination of workplace and home. This article explores the processes within work from home businesses. Our empirical evidence provides several refinements to the concept of implementation in this specific domain. The home-based business requires, flexibility, affordability – effectuation to be associated with low levels of entrepreneurial self-efficacy and experience. To conclude, exploring business online or through traditional method or door to door or shop sales etc., may seem to be convenient and manageable but it requires to be smart and work effectively to be successful.

Key words - Implementation, Homebased, Flexibility, Affordability.

1.1. INTRODUCTION

Owning and operating a business, is always related to renting commercial real estate, commuting to an office, or managing employees. But with the rise of home businesses, more and more people are discovering ways to use remote work to pursue entrepreneurship with their headquarters at home. In today's connected world where technology affords us more flexibility in how and where we work, home-based businesses come in a wide variety of forms. Some businesses require to convert a spare room into a mini warehouse for products, while others can be run completely online. But generally, one can start these types of businesses using the existing space and means by making it affordable.







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A STUDY ON COMMODITY TRADING AND INVESTERS AWARENESS IN INDIA A.SURYA*, M. KAMALADEVI**

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Abstract

India was greatly affected by the coronavirus (COVID-19) pandemic in various sectors. Intending to get hold of the situation, India announced its first nation-wide lockdown in March, which led to the economic slowdown. Consequently, international trade took a huge hit as well. In December 2020, imported commodities specifically transport equipment, faced more than 32 percent decline as compared to previous year. By contrast, professional instruments and optical goods were least affected. India is one of the top producers of a large number of commodities, and also has a long history of trading in commodities and related derivatives. The commodities derivatives market has seen ups and downs, but seem to have finally arrived now. The market has made enormous progress in terms of technology, transparency and the trading activity. Current futures volumes are miniscule compared to underlying spot market volumes and thus have a tremendous potential in the near future. Commodity trading in India is a great way to beat inflation as the costs of commodities grow in areas where inflation grows. However, commodity futures contracts are highly leveraged, making them risk-prone. Regularly monitoring the commodity market is essential, no matter which trading strategy one chooses.

Keywords: Investors, Commodity, Commodity Market, Price, Trading.

1.1. INTRODUCTION

Commodities Futures' trading...! in India have a long history. The first commodity futures market appeared in 1875. But the new standardized form of trading in the Indian capital market is an attractive package for all the people who earn money through speculation by trading into FUTURES. It is a well-known fact and should be remembered that the trading in commodities through futures' exchanges is merely, "Old wine in a new bottle". The trading in commodities was started with the first transaction that took place between two individuals. We can relate this to the ancient method of trading i.e., BARTER SYSTEM. This method faced the initial hiccups due to the problems like: store of value, medium of exchange, deferred payment, measure of wealth etc.. This led to the invention of MONEY. As the market started to expand, the problem of scarcity piled up.

India, an agrarian economy why are two third of the one billion population depends on agricultural commodities, surprisingly has an under developed commodity market Unlike the physical market, futures market trades in commodity arc largely used as hedging mechanism on either physical commodity itself or open positions in commodity stock. The success of capital market reforms motivated govt. to introduce Similar reforms in commodity markets also to make trading in commodity futures more transparent and successful, multi commodity exchanges at national level were established and were allowed on-line trading. Today commodities exchanges have become an integral part of Indian Financial system. India has occupied prominent place in the area of bullion trading in the last three years. While America is still continue to have open outcry system, Indian ones have begun in modem way with every aspect of trading fully







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IN

BUSINESS MANAGEMENT

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ISBN No: 978-81-944303-9-1



Published By: National Press Associates, New Delhi www.npapublishing.in

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Abstract

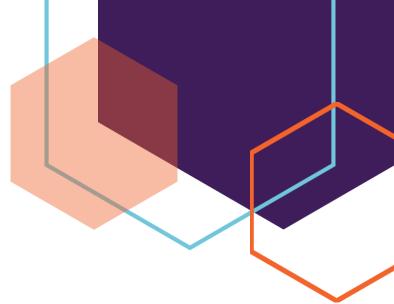
Ecommerce (e-commerce) or electronic commerce is the purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet) through which transactions or terms of sale are performed electronically. Ecommerce has created new commercial circumstances in many fields and it is anticipated that with it profound changes can be created in the structure, management and the notion of commercial services provided by the internet. The progression and outcomes are well exposed in the way that many firms utilize it to accomplish their main tasks such as identification of customers, presenting market products and services and even receiving and paying the payment. One of the reasons for its victory is the inclination of the community to accept this new way of transaction. Ecommerce can be placed in several categories based on the parties involved in the transaction such as business to business or consumer to business. Use of technology enables buyers to purchase or sellers to access business market globally by the use of internet but it generates challenges for the people with the lack of infrastructure, of ICT knowledge. Ecommerce carries variety of challenges and problems rangle from the lack of infrastructure, of ICT knowledge and skill, policies, and laws to security concern. The firms have to overcome all these challenges and they have to give their customers new products with updated technology and it must reach all kinds of customers easily. For this, they have to maintain standard ways to achieve their desired results and in order to achieve these conditions, those ways should be continuously scrutinized.

INTRODUCTION

The influx of the Internet and web access has affected today's world in the same way as the industrial revolution affected the world many centuries ago. The Internet has efficiently linked all countries throughout the globe and business is no longer limited to one's immediate town or state. In the past few years, enterprises across the globe have experienced significant changes and many challenges associated with it. Enormous investments were made in enterprise resource planning and implementations but still they struggle to get timely information that is needed to make effective business decisions and to safeguard continuous growth of enterprises. Advancements in telecommunications, the booming of the internet and the emergence of electronic commerce have helped an environment that promotes the globalization of markets throughout the world. Here, the internet plays the magic prescription for never-ending story of success and rapid returns for enterprises. Ecommerce made tremendous revolution in the field of commerce and industry. It introduces incredible benefits such as the diffusion of information, the development of new technologies, the promotion and sales of products and services. It increases productivity, reduces cost, regulates business processes, provides better consumer service and creates better and new opportunities for emerging entrepreneurs.



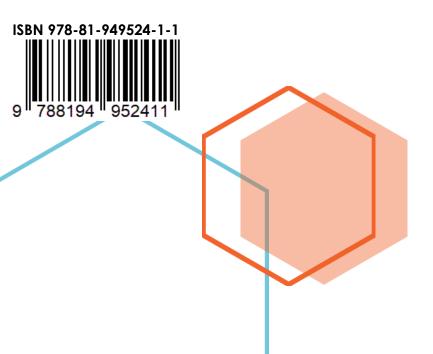




IMPACT OF COVID-19 ON THE BUSINESS SECTOR

Chief Editor Dr. M.Thiagarajan

IMPACT OF COVID-19 ON THE BUSINESS SECTOR (1st edition) (ISBN 13: 978-81-949524-1-1), PUBLISHED BY Non-Olympic Times, New World Record Approved by NOBLE WORLD RECORDS (Record No.NWR/2043/2021)





COVID-19 AND ITS IMPACT ON THE INDIAN IT INDUSTRY

Dr.M.CHARLES AROCKIARAJ

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Abstract

The Covid-19 explosion has put a strain on the global economy, disrupting businesses in various sectors around the world. Outbreaks appear to be exacerbated during the crisis in countries with low income and fear of recession. Because the virus is so prevalent in many developed countries, its impact on the Republic of India is relatively low but it also has a significant commercial and economic impact. With about fifty-five world p.c of foreign physics from China, this has now dropped to forty p.c due to coronavirus outbreaks and future imprisonment. Over the past few decades, IT trading has become India's leading sector in the economic process. It plays a key role in achieving many of the world's dreams of the elite and the aspirations. However, due to the outbreak of coronavirus Covid-19, India's IT service players, in line with commercial analysts, could see significant delays in growth throughout the year. Reports say that high-end retailers, as well as Tata practice Services, Infosys, and HCL Technologies, will be meeting more with reduced consumer deployment technology in North America and Europe following global cuts.

I INTRODUCTION:

Covid-19 is one of the biggest problems facing people these days. It has been a rare time since the last human catastrophe, and we are still not sure how long this epidemic can last. An endless stream of people losing their lives around the world every minute, but the global economy has become a tough game.

While the impact of Covid-19 is severe in several developed countries, as well as the United States, India, UK, Italy, Spain, Russia, France, and FRG, it has also damaged the rest of Europe. Several sectors, especially those associated with tourism, are completely devastated. Hotels and restaurants, flight, cabin area among the most affected. With HDFC security, the IT industry revenue could see a 2-7 pc cut due to delays in high intelligence process over the next six months and businesses are evaluating the impact of the virus. Customers expect to reduce their IT budgets and reduce new systems due to concerns about the uncertain economic situation and the economic downturn.

While most industrial areas are concerned, according to IBEF, IT industry revenue was estimated at US \$ 191 million in FY20, growing at an average of seven.7 p.c per year. It is expected to achieve US \$ 350 billion by 2025. Domestic IT business revenue was estimated at \$ 40 billion, while foreign exchange earnings were estimated at US \$ 147 billion in FY20.

The main reason for the economic growth of this trade is the use of exaggerated code such as Google Meet, Zoom, and Microsoft. In these teleconference tools a wider area is welcomed not only by working people but in addition by young people such as local universities that teach far and wide with these tools. In addition, these tools have helped people to continue to tolerate their loved ones who come from all over the world without leaving. These tools also compete for an important role in medicine, working for people to stay safe in their homes.

IT'S all over to save lives all over the world

India was among the leading countries to rapidly develop a crazy mobile app - AarogyaSetu, which helps to monitor the potential space of potential Covid-19 patients within the neck of a user's forest and warns in case it finds a nearby patient. The app is on the market for individual robot and iOS devices. At that time various world governments had created sites to issue E-passports to those who suffered throughout the work.

Proceedings of All India Council for Technical Education (AICTE) Sponsored International E-Conference on

"Innovation in Rural Empowerment, Social Dynamics and Welfare in India"



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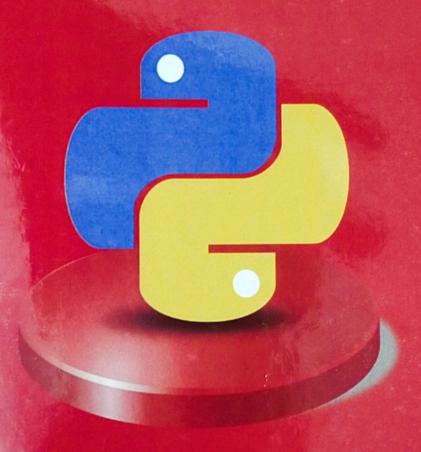
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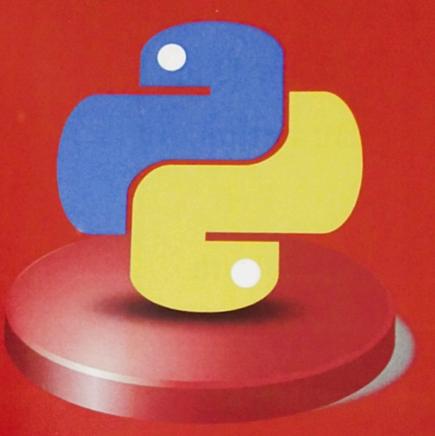
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First Edition May 2021



ISBN: 978-81-947070-7-3

Pages: 226

Price: 350/-

Publisher & Imprint:



Jupiter Publications Consortium 22/102, Second Street, Virugambakkam Chennai, Tamil Nadu, India.

Email: director@jpc.in.net

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Publisher's Address:

Magestic Technology Solutions (P) Ltd 544, Anna Street, Kathirvedu, Chennai, Tamil nadu, India PIN – 600 066. E-Mail: info@magesticts.com

Title Verso

Title: Python Programming

Author's Name:

Ms. V. R. Niveditha

Mr. C. Krishnan

Ms. B. Anandapriya

Dr. T. V. Anandhan

Published By:

Magestic Technology Solutions Private Limited

Publisher's Address:

544, Anna Street, Kathirvedu, Chennai, Tamil Nadu, India PIN – 600 066. E-Mail: info@magesticts.com

Printer's Details:

Magestic Technology Solutions Private Limited

Edition Details: I

ISBN: 978-81-947070-7-3

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நாட்கள்: 09.06.2021 - 10.06.2021

ஆய்வுச்சுருக்கத் தொகுப்பு நூல்





செல்லம்மாள் மகளிர் கல்லூரி முதுகலைத் தமிழியல் மற்றும் உயராய்வுத் துறை

பச்சையப்பன் அறக்கட்டளை, கிண்டி, சென்னை – 32 (தேசியத்தர மதிப்பீட்டில் B தகுதி பெற்றது)

அண்ணா சாலை, கிண்டி, சென்னை–600032, தமிழ்நாடு, இந்தியா



CH-33

சோ. தர்மனின் சூல்: சூழலியல் சிதைவும் சமூக மாற்றமும்

ந. அறிவரசன் ^{அ, *}

அ இணைப் பேராசிரியர், தமிழ்த்துறை,பெட்ரிசியன் கலை, அறிவியல் கல்லூரி, அடையாறு, சென்னை-20

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ஆய்வுச் சுருக்கம்:

உலக வரலாற்றிலேயே பண்டைத் தமிழ்ச் சமூகம் நிலத்தைக் குறிஞ்சி, முல்லை, மருதம், நெய்தல், பாலை என ஐவகையாகப் பிரித்து, அந்தந்த நிலத்திற்கேற்ப கருப்பொருளையும், உரிப்பொருளையும் அமைத்து வாழ்ந்தனர். ஆனால், இன்று உலகமயம், தாராளமயம், தனியார்மயம் காரணங்களால் நம் உடல் நலத்தையும், பண்பாட்டையும், தொழில்நுட்பத்தையும் என்ற தொலைத்துவிட்டு நிற்கிறோம். இதற்குப் பணத்தின்மீது பற்றும், தனிமனித ஒழுக்கம் சிதைவும் முக்கியக் காரணமாகும். எனவே, இக்கருத்தை மைய நீரோட்டமாகக் கொண்டு சோ. தர்மன் 'சூல்' என்ற பெயரில் புதினம் ஒன்றை அடையாளம் பதிப்பகத்தின் வழியாக 2016இல் வெளியிட்டார். இப்புதினம் அவருக்கு மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம், ஆனந்த விகடன், சுஜாதா அறக்கட்டளை, சாகித்ய அகாடமி (2019) ஆகிய விருதுகளைப் பெற்றுத் தந்தது. ரஷ்யாவின் பிரஷ்னேவ் எழுதிய 'தரிசுநில மேம்பாடு' என்னும் நூலில் வரும் இயற்கை சார்ந்த வேளாண்மையையும், இவ்வேளாண்மைக்கு அடிப்படையான மழை இயற்கையின் நிகழ்வுகளாலும், ஊர்வன-பறப்பன மற்றும் விலங்குகளின் குறிப்புகளாலும் உணர்ந்து ரஷ்ய விவசாயி வேளாண்மை செய்கிறார். இதைப்போல் பண்டைத் தமிழர்களும் நுண்ணறிவைப் பெற்று வேளாண்மை செய்தனர். இந்நுண்ணறிவுகளையெல்லாம் நவீன அறிவியல் வரவால் இழந்துவிட்டனர். ஆகவே, இவற்றை நினைவுகூறும் வகையிலும், இன்றைய மக்களின் வாழ்க்கை மாற்றத்தால் ஏற்பட்ட சூழலியல் சிதைவையும் பதிவுசெய்துள்ளார். எனவே, இச்சூழலியல் சிதைவால் ஏற்பட்ட சமூக மாற்றத்தை ஆராய்வது நோக்கமாகின்றது.

குறிப்பு சொற்கள்: உலகமயம், தாராளமயம், தனியார்மயம், உடல் நலம், தனிமனித ஒழுக்கம், தரிசுநில மேம்பாடு, வேளாண்மை

பொருப்பாலில் திருவள்ளுவரின் பன்முகத் தன்மை

(தலைவர் டுசா.க.கோவிந்தசாமி - கோ.சின்னம்மாள் திருக்குறள் தேசியக் கருத்தரங்க அறக்கட்டளை சார்பில் நடத்தப்பட்ட தேசியக் கருத்தரங்கக் கட்டுரைகளின் டுதாகுப்பு)



பத்ப்பாசிரியர்கள் முனைவர் கோ.விசயராகவன் முனைவர் து.ജானகி



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²⁸ .திருக்குறள் உணர்த்தும் கல்வியின் சிறப்பு முனைவர்.கே பெணி:	173
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