

EMERGING ISSUES RELATED TO COVID-19 IN DIFFERENT SECTORS

Dr. Bhawana Sareen

Assistant Professor, Sanatan Dharma College, Ambala Cantt
E-mail: b.sareen86@gmail.com

Dr. Bharti Sujan

Assistant Professor, Sanatan Dharma College, Ambala Cantt
E-mail: bharti86sujan@gmail.com

ABSTRACT

The study has been undertaken to examine the effect and issues related to Covid-19 which is a pandemic outbreak affected different service sectors like hotels & restaurants, educational sector, airline, railways and health etc. People are restricted to their homes which originate family violence during pandemics allied with a range of factors including economic stress, adverse instability, due to social isolation relationships are exploited. In this paper we describe the emerging issues related to Covid-19 in different sectors with the help of SERVQUAL model. Due to this expanded country-wide lockdown, the different service sectors are getting affected in association with disrupted demand and supply chains. The enormity of issues arises due to covid-19 will depend upon the duration, for how long it will exist in India. The findings reveal that the due to closure of all service sectors and increasing number of days of lockdown and many other restrictions imposed by the central as well as state government severely affected the level of economic activities.

Keywords: Pandemic, Covid-19, sectors, SERVQUAL, economic impact.

INTRODUCTION

In the 21st century, one of the most severe public health and economic crisis the world has faced is COVID – 19. The virus is likely to impact various sectors along with the extensive loss of human lives and labour productivity, In the financial year 2020-2021 the significant contraction of the level of output is shown by the most of the estimates. Various issues are emerging which creates impact on individual behavior pertaining to the way of work, consume, and travel.

On 30th January, 2020, it was declared by the World Health Organisation (WHO) that the COVID -19 outbreak as a public health emergency. This disease originates in Wuhan, China, alarming public health authorities across the world. It has been detected in over 190 countries and all U.S. states.

The policy of social distancing to lockdowns set by the government has resulted in slow down and stops the production and consumption activities. Sharp reductions have been noticed in transport sector also. Public transport includes railways, metros and airlines are severely affected by continued norms of social distancing.

Various challenges are emerging for government also due to the pandemic crisis that is to implement monetary and fiscal policies that support credit markets and sustain economic activity.

OBJECTIVES OF THE STUDY

The objectives of this study are:

1. To identify emerging issues related to covid-19 in different sectors.
2. To know the impact of emerging issues in various sectors like education, health, railways, airline, industrial, hospitality and agricultural sector.

RESEARCH METHODOLOGY

This paper is based on review of literature of various research papers, articles, guides, journals and government publication, etc.

LITERATURE REVIEW

According to (Dev and Sengupta, 2020), the impact of the outbreak of the Covid-19 pandemic treated as an unprecedented shock to the Indian economy. In this paper author described the state of the Indian economy in the pre-Covid-19 period, assessed the potential impact of the shock on various segments of the economy, analysed the policies that have been announced so far by the central government and the Reserve Bank of India to ameliorate the economic shock and put forward a set of policy recommendations for specific sectors.

Under this study, (Lau, et al.2020) aimed to investigate the relation by analyzing

available data on air traffic volume and the spread of COVID-19 cases. Researcher analyzed available data on current domestic and international passenger volume and flight routes and compared the data to the distribution of domestic and international COVID-19 cases. It was found that there exist a strong linear correlation between domestic COVID-19 cases and passenger volume for regions within China and a significant correlation between international COVID-19 cases and passenger volume. Conclusions: The numbers of flight routes as well as total passenger volume are highly relevant risk factors for the spread of current COVID-19.

This paper focused extensively on the translation of health crisis to an economic crisis. Researcher very well explained the impact of coronavirus on the global economy. Researcher also focused on social distancing which led to shut down of financial markets, corporate offices, businesses and events. The height of uncertainty which could get due to this pandemic outbreak. The study focused on the period from the start of 2020 through March when the corona virus began spreading into other countries and markets. It was revealed that the increasing number of lockdown days opening, lowest and highest stock price of major stock market indices, monetary policy decisions and international travel restrictions severely affected the level of economic activities.(Ozili and Thankom, 2020)

Under this study, the author ([Eugenio, 2013](#)) investigated the traditional difficulty encountered in finding evidence on the effects of credit availability on economic activity. It focused on the opportunity to test the assumption offered by the financial crisis. It was found that the elasticity of a firm's investment to the availability of bank credit has been significant in periods of economic contraction, but not in other periods and the constraints or restriction on credit amount on investment was significant during the global crisis.

This paper focused on the transition of classroom learning to e-learning. As the COVID-19 pandemic quickly led to the closure of universities colleges and schools around the world, due to the policy of social distancing set by the government to. Author (Murphy, 2020) explained securitization theory. It was revealed that securitization theory was an important tool for educators not only for observing the phenomenon of emergency eLearning, but also for advocating e-learning for post pandemic.

(Siche, 2020), discussed the different pandemic situations which the mankind has experienced over the past years. All the massive pandemic occurred over the years such as SARS, Swine flu, Asian flu has put a major impact on the different sectors of the economy and have triggered the growth of the different sectors of the economy such as tourism, the world's largest employment generation sector, the education sector, the service sector, healthcare sector, agricultural sector are some of the examples which have

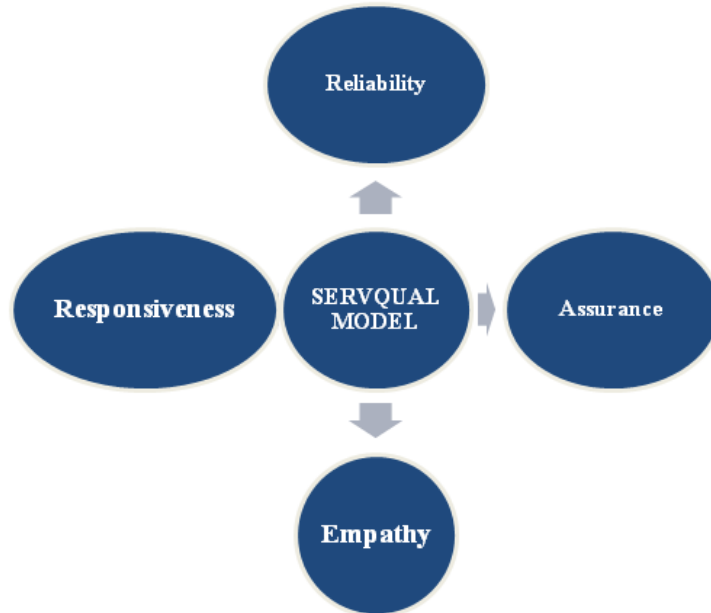
got affected from the all the pandemics held in the past. The coronavirus outbreak is yet another pandemic which has stopped the growth of the different sectors of the economy .The paper spotlighted on how the agriculture sector and food supply chain sector is facing difficulty to supply the demand for food to such large population during this COVID-19 pandemic situation.

Under this paper, it is discussed that the outbreak of COVID-19 has been spread all around the globe and has triggered the growth of the various sectors of the economy such as the political, legal, social, religious and the financial sectors of the economy. World's topmost economies, the most powerful economies of the world are at the verge to collapse. The impact of COVID-19 economy has not only affected the service sector or the financial sector but has emerged a concerned issue about the mental and physiological health of the people. Even the doctors who are working day and night to cure the patients are undergoing pressure, anxiety during this difficult period. They are being avoided by their family members, friends and community owing to stigma, which is actually making challenging situation more difficult to face. The people who are suffering from the virus are being tortured both mentally and physically .The flu which the people thought was a mild fever, cold and cough was not any flu ,but it was actually a virus that has entered into their bodies and has affected their bodies. They are being kept in the isolation wards and are not been allowed to meet any of their family members .Keeping them away from everybody is building a sense of fear in them, which is affecting their mental health.

Common people are also suffering from stress and anxiety, and probably the stress and anxiety have risen considerably during this unprecedented time. The concept of lockdown due to the Coronavirus outbreak is an alien for us and we are not able to cope up this situation, that's why it is causing stress to the people. Common people are facing stress and anxiety due to the financial uncertainties during this time. Both salaried and job persons are suffering loss. Job persons are in the fear that they might lose their jobs and businessman are undergoing fear that it will take a lot of time and effort to get back on their feet's, once this pandemic ends. (World Health Organization (WHO), 2020)

DIMENSIONS OF SERVQUAL MODEL

In the present study, the impacts of emerging issues due to corona virus on different sectors are studied with the help of SERVQUAL model. The service quality of the emerging issues related to covid-19 analyzed with the help of dimensions of SERVQUAL model. The dimensions of SERVQUAL model are tangibles, reliability, responsiveness, assurance and empathy.



Source: www.marketingstudyguide.com

IMPACT OF COVID-19 ON DIFFERENT SECTORS

The banking and corporate sectors

Financial sector is the only sector of the economy which is required to play a crucial role in terms of alleviating the pressures on the real economy during the time of crisis. This financial sector fulfills the need by keeping credit flowing to all categories of economic agents- firms, households etc., to help them in the time of crisis due to this pandemic covid-1. In a bank dominated economy, particularly at a time when the stock market is touching new lows every day, the financial intermediaries that most firms will turn to are the banks. Actions taken by banks would be crucial in addressing this economic challenge. Banks also play a vital role as institutional participants in the debt market. However, the banking sector in India is badly broken. So far, the problems in this sector were adversely affecting credit growth. Now this has begun to hurt the debt markets as well which also play an important role in the context of financial intermediation. The lending through banking sector, primarily encouraged by the RBI and the government, but amount of the lending was limited. Lack of

growth in commercial credit supply is one of the direct consequences of the heightened risk aversion in the banking system due to covid-19.

Airways Sector

Government of many countries has imposed restrictions on travel to countries affected by COVID-19, indefinitely suspending tourism travel, work visas and immigrant visas. All airports are shutting down due to complete travel ban on all forms of travel. Due to the height of the corona virus pandemic, most airplanes flew almost empty due to mass passenger cancellations. All airlines suffer a huge loss due to the wide spreading of corona virus disease.

Hospitality Sector

The businesses of all Restaurants have been highly affected during the pandemic as because the government announced a policy of 'stay-at-home' and 'social distancing' movement restriction imposed by the government in many countries. Due to shutdowns in cities and states to control the spread of the coronavirus, which threw many restaurants and hotels across the country into sudden shock. The outbreak pandemic also impacted the staff of the restaurants as executives are laid off due to decline in sales of restaurants and due to shut down of the businesses temporarily. Many bookings are also cancelled due to this lockdown period, marriages are getting postpone. As many customers stayed at home and they preferred to eat cooked meals at home. At some places the restaurant executives criticized the policy of stay at home and social distancing imposed by the government which destroyed many restaurants and businesses in small cities. According to the restaurant executives, stay at home is the indirect way to stop the public to visit the restaurant and hotels. By this way, government is destroying the hospitality industry during the pandemic. The economic impact of the pandemic on the hotel industry was more severe than other sectors.

Industries or sectors dependent on Import

Due to corona virus pandemic many import-dependent industries are severely affected. Many industries in India also imported their essential commodities from major exporting countries like China, India and Japan, and depend largely on these countries for the consumption of essential commodities. Due to China shut down flowing of imported goods are reduced which led to shortages of supplies to import-dependent industries as China shut down many of its export factories. This also resulted in the price enhancement of the remaining stock of imported supplies already in import-dependent country, through which inflationary pressures generated on the price of basic commodities despite the general low demand for imports due to the corona virus pandemic. It becomes difficult to find alternative imports after China's shut-down because many countries had partially or fully closed their

borders which stifled international trade at the time. So India has started its own manufacturing of essential commodities.

Education Sector

After the declaration of COVID -19 outbreak as a public health emergency, schools, colleges and universities were instructed to close down. Students and faculty around the world felt the severe effect of the coronavirus. Due to school closures, it led too much pressure on the teachers as well as for students. The outbreak had a more severe consequence on schools that did not have an online learning platform. Some students are facing difficulty as they do not have the mode of online learning available with them. Many students are facing strain due to online classes. Exams schedule of the college students got disturbed. Only few schools and colleges had the capacity for providing online learning facilities. After this pandemic, classroom education changed into online education. Many platforms are using by the educators to give online learning to the students. Education minister has also encouraged the students by providing the education through tv channels also as in many areas internet facilities are not available. Transitioning to virtual instruction for the students firstly introduced by Bacow (2020). To protect from the threat and impact of COVID-19 on the students, it is specifically the class experience that is taken out of the ordinary face-to-face realm and displaced into a “secure” format of eLearning. So it demanded a conversion of normal state of affairs to virtual learning.

Agriculture and Rural Activities

As the large number of workers and farmers are dependent upon agricultural sector. The state of rural demands also needs performance of agriculture. Before the covid-19 the fluctuations in agricultural sector was noticed but after this pandemic the entire agricultural and rural sector got impacted. Farmers and workers suffer due to the lockdown period.. With the outbreak of Covid-19 the situation in rural India is likely to worsen significantly.

Railway Sector

The transportation sector, including Indian Railways triggered with the severe impact of corona virus. Railway sector is declining day by day due to the impact of pandemic outbreak of covid-19. Railways are shut down due to the lockdown and social distancing announced by the government. However, rail sector took this crisis as an opportunity. Now, the Indian Railways will consider the complete overhauling of its passenger and freight transportation segments. Indian Railways plays a vital role in the economy and the lives of people in India. The Indian Railways has a major share in transportation of essential commodities– such as coal, iron ore, cement and food grains – which are drivers of the economy. Railway sector

now ready with the requirements that arose in India's fight against COVID-19. The railway sector has shown the remarkable resource mobilisation capabilities and disciplined manpower, and shown alertness and inventiveness to cater to completely new requirements. The major step taken by Railway sector during this outbreak is by transportation of essential supplies like food grains, dairy products, medicines and many other necessary commodities. The requirements of PPE, ventilators, hospital beds and COVID-19 isolation coaches during this pandemic are manufactured by the Railway sector. [Indian Railways](#) has utilized its resources and established the capability to manufacture all the required items.

CONCLUSION

It is concluded that the outbreak of coronavirus triggered too much impact on different sectors like railways, airline, education, health, banking and many other industrial sectors etc. The issues emerged due to the covid-19 shocked the whole economy. We analysed the coronavirus outbreak which led the global recession in 2020. Many persons who are policy makers in many countries were under pressure to respond to the coronavirus outbreak. As a result, government has announced many policies for the public. The policies of Social distancing and lockdown restrictions were imposed in many countries, and it is said that such social policies can trigger a recession. It was found that social distancing policy or lockdown restriction hurts the economy through a reduction in the level of general economic activities and through its negative effect on stock prices. Due to this lockdown restaurants are closes , people like to have home made meals, railways are closed, airlines are closed , all industries are closed due to which many lower level workers are facing severe problems and this pandemic outbreak creates depression in the mind of the people. Business community is also suffering due to emerging issues of corona virus. Many families are broken due to this virus. Now, if the lockdown will extend and the situation gets worsened then economy will go down. On the bright side, facilities of many types of equipment have made to fight against this covid-19. Now, the railways has also accepted the challenge and took this covid-19 as opportunity and started new version of railways with all the medical facilities in the train for the passengers. Covid-19 has also created an opportunity for many governments to make lasting reforms in the public health sector. Now the economic system is fixed by the governments. Our study has some limitations. The main limitation of this research paper is the short period of time; we can overcome this limitation through further research in future to capture the socioeconomic consequences of government policies during the coronavirus crisis. Also, as future events unfold, there could be impact to other sectors that we did not analyse in this study. The findings revealed that the due to closure of all service sectors and increasing number of days of lockdown and many other restrictions imposed by the central as well as state government severely affected the level of economic activities. The findings

reveal that the due to closure of all service sectors and increasing number of days of lockdown and many other restrictions imposed by the central as well as state government severely affected the level of economic activities. In future, there is a scope for further analysis through SERVQUAL model and find out the entire consequences of covid-19.

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