

Analyse The Role Of Entrepreneurship In Solving The Unemployment In India During A Covid-19 Pandemic

Dr. Sapna Sugandha¹, Naveen Singh²

¹Associate Professor Dept. of Management Sciences Mahatma Gandhi Central University, Bihar.

²Research Scholar Dept. of Management Sciences Mahatma Gandhi Central University Bihar.

Abstract

The recent pandemic situation has developed an adverse impact on different aspects of society. It is observed that a pandemic like covid-19 can enforce a lot of changes in the day-to-day life. Entrepreneurs are an important aspect in the business markets, as they carry new innovative ideas with them. It is significantly helpful to develop the current economic situation of any developing country like India. This methodology portion of research refers to the important method of research and primary method of research is followed in this study with quantitative analysis. Statistical analysis of the data is also pursued with SPSS and it concludes that there is an impact between the rate of unemployment and entrepreneurship. Lastly, few limitations are mentioned that were found during the conduction of the research.

Keywords: Entrepreneurship, Covid-19, Pandemic, India, Unemployment

Introduction

Entrepreneurs are an important aspect in the business markets, as they carry new innovative ideas with them. It is significantly helpful to develop the current economic situation of any developing country like India. Moreover, it is observed that there are many small and medium-size entrepreneurship businesses which also include SMEs, to have more than 90% of companies globally. These kinds of entrepreneurship of companies have also provided 70% employment. However, when Covid-19 threatened the entire economy and destroyed many big organizations in India, this small size new business has given a path of reducing the unemployment rate from the country. The importance of entrepreneurship is so broad that it's quite tough to explain all the aspects.

Background

The recent pandemic situation has developed an adverse impact on different aspects of society. It is observed that a pandemic like Covid-19 can

enforce a lot of changes in the day-to-day life. Due to the sudden outbreak of the virus spreading the covid-19, nations worldwide were forced to lockdown across the countries to restrict the spread of this disease (Raj & Upadhyay, 2020). However, this was a very harsh and necessary step that governments worldwide had to impose. This led to a few other issues. The most affected part of the society in this pandemic situation is the common working-class people.

People whose work depends on a daily operation and an open market were the ones who were impacted most. Additionally, complete lockdown affected the overall economy. It led many companies to shut their operations and lay off employees. This led many people to figure out alternative ways of earning money, resulting in the emergence of several start-up companies (Sharma et al., 2020). These companies are of various types. Some provide service while some provide their product. These start-up companies have shown us several emerging entrepreneurs who, while helping to bring up the country's economy, are

also assisting individuals by creating employment opportunities.

Literature review

Long-term opportunities and realities of entrepreneurship

The majority of the existing start-ups have faced significant challenges due to the Covid-19 pandemic crisis as they are more vulnerable than any other old business sector in terms of experience and knowledge of the market. Therefore, an entrepreneur faces different kinds of challenges and opportunities in these harsh times. The Covid-19 pandemic provided a huge level of options and introduced new techniques that can be implemented to better the enterprises (Liguori & Pittz, 2020). However, the Covid-19 pandemic situation creates additional chances for entrepreneurship to tackle short-term challenges and achieve them in a short period. Further, short-term goals can be helpful for entrepreneurship to specify their items and products based on market trends. Additionally, these will maintain the overall

investment of the entrepreneurship business and develop their networks. Therefore, all these short-term goals comprise long-term opportunities and help entrepreneurship in their business.

Importance of entrepreneurship to control unemployment

Entrepreneurship is one of the important factors that help increase market economies, and they are the main wheel of economic growth. However, it can be said that creating new products and services by entrepreneurship for people will stimulate new employment. Further, this process of producing new employees will help the economy accelerate development (Rana et al. 2020). In entrepreneurship, the entrepreneurs take risks to make a profit, which will affect the economy. Therefore, they are responsible for creating new opportunities and introducing new jobs to help unemployment. Entrepreneurship creates many entry-level jobs that are very important to turn unskilled jobholders into skilled ones.

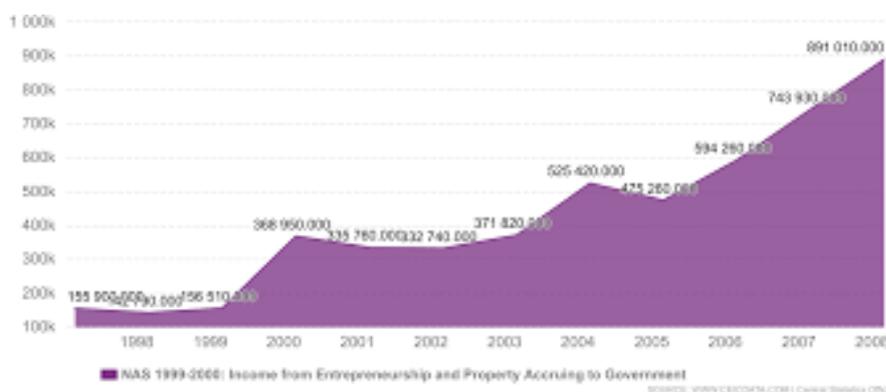


Figure 1: India's income from small business
(Source: Business standard, 2022)

Assessment of the impact of COVID-19 on job and skills demand

It is observed that the volume of posting new recruitment of jobs in online platforms has significantly decreased from the time when the Covid-19 pandemic has attacked India. Furthermore, due to contamination protocols of the pandemic, many large capitalist companies need to cut off 50% of the employees (Business standard, 2022). The only sector that carries on recruiting people during covid-19 is the

healthcare sector. However, after the first phase of complete lockdown, the government has announced to resume many workplaces, but the second phase of covid-19 has again shut down all the employees' hopes. The changing nature work in the time of this pandemic has made the employees of India more profound in their technical skills. As per the view of Shahriaret al. (2021), after announcing work from home for most companies, it is observed that it increases the technical knowledge of a major portion of the employees.

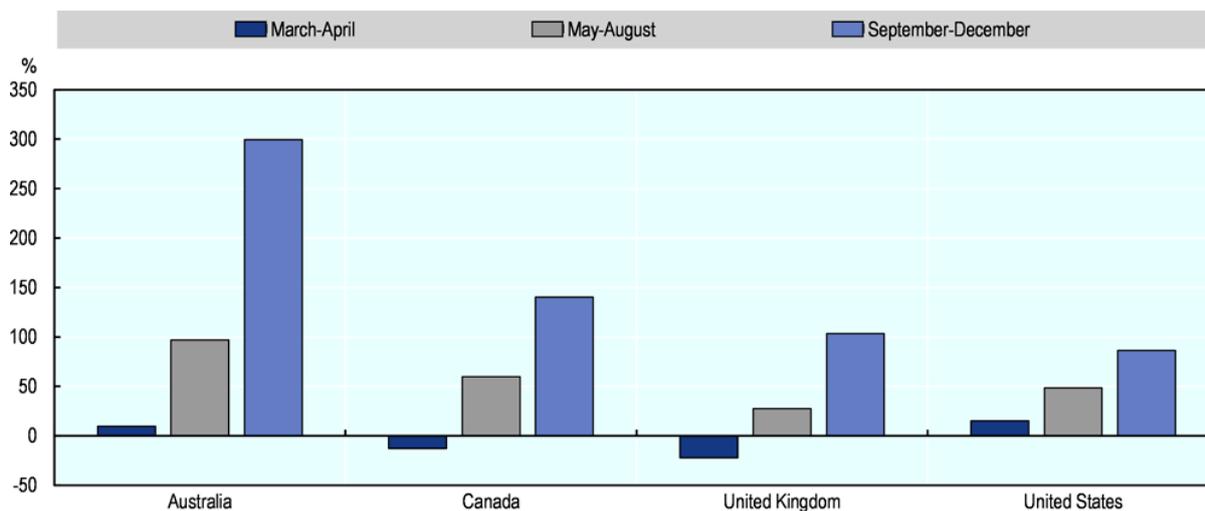


Figure 2: assessment of Covid-19 impacts on Jobs

(Source:OECD, 2021)

More than 70% of the contractual employees have lost their jobs in this pandemic situation. Although, due to decrease rate of the economy the inflation rate goes high. As per the view of Sharma et al. (2020), the internal data assessment during the pandemic has depicted many small businesses. For example, bakeries, makeup classes, online sellers have introduced themselves on social network platforms with various products. In this way, many homemakers and young people find their way of self-employment. Other than this, the huge demand for those online products and services makes them recruit more employees. As per the view of the Business standard (2022), the current unemployment rate of India is 6.57% which has increased in the period of the Covid-19 pandemic. Thus, it can be said that to battle unemployment, the best solution is supporting entrepreneurship ideas.

Therefore, during the phase of the covid-19 pandemic, the social network sites have profoundly helped this small business increase their reach into the community. As per the view of Chatterjee&Kar (2020), social platforms became the area of advertising and showcasing their products and services.

Government's views on entrepreneurship in India

In this pandemic period of covid-19, approximately 60% of the Indian entrepreneurs have faced a profound impact by the significant five trends. As per the view of the Business standard (2022), small scale business also needs to cut off their workforce due to the unavailability of raw materials. However, after

the lockdown was withdrawn, the Indian government has announced various types of policies for these SMEs. Furthermore, the Indian government has significant policies planned for entrepreneurs. Such as "PM SVANIDHI", Ambedkar, Social Innovation &Incubation Mission", and "Work-Shed Scheme for Khadi Artisan" (Vikaspedia, 2021). All of these policies were somewhat helpful for the small-scale businesses by giving them loans or by giving them skill development training.

Assessment regarding the impact of COVID-19 in policy responses in India

As stated by Sriyakul et al.(2020), COVID-19 has left a significant impact in rich and poor countries of India as well. This impact is highly affecting third world countries like India. The first phase of COVID-19 is associated with an unavailable medical system for the huge population. This pandemic causes complete shutdown of different sectors and it ultimately leads towards the loss of the economy. According to Sathish and Rajamohan(2020), the main policies that are altered during this global pandemic are the stakeholders and supply chain policies for the business practices. Workers often struggle crucially to receive proper payment or wages. Different organisational changes the current stakeholders and supply chain policies and that impose significant changes in the current business processes. All work approaches are turned and established in the digital platforms. The growth of different new companies has ceased in this situation. As stated by Chaudhery and Raj (2021), the implications regarding the clients'

communication approaches are required to be briefly discussed.

Different retail and manufacturing sectors require a higher level of physical presence with proper client management. All of the procedures turned into significant digitised processes. Notably, during this global pandemic all the business participants are required to maintain all safety protocols to enhance the current work practices. The overall rate of unemployment of India has increased by 15% during this global pandemic period (Bargal et al. 2021).

Role of entrepreneurs approach during COVID-19 crisis

As stated by Chaudhery and Raj (2021), entrepreneurs are creating new visionary aspects in projecting new business procedures in the uprising process of COVID-19. New and advanced business practices of COVID-19 anticipate and project new future approaches of different organisations. Business entrepreneurs provide necessary equipment and opportunities of employment during the crisis period and also help in projecting new visionary pathways during the pandemic as well.

As mentioned by Mukul and Saini(2021), entrepreneurs provide differential options of innovation and it ultimately leads towards increased opportunities of advanced businesses. Differential aspects ultimately lead towards the approach of policy changes and also aim to minimise the negative impact of COVID-19 crisis upon the people of India.

However, this country possesses a highly talented workforce and they can easily accept critical data analysis approaches that ultimately accelerate towards highly acceptable and innovative practices. Different company managers have taken advanced policies and hired only talented workforce that can provide support to the declined economic practices of India.

Methodology

As stated by Saunders (2022), research methodology is such an important aspect of the research work that it helps in deriving the proper answer to the research question. In this research, descriptive design of research and pragmatism research philosophy is used in this

study to get the scientific analysis of the research topic. In this study, a deductive research approach is applied to break down the underlined theory of the research topic (Lenka&Kar, 2021). Notably, the primary method of research is followed in this study; it helps in analysing the most relevant and real information of the research topic. A group of participants is selected, and a survey is pursued to understand the real scenario.

Data collection

All the data are collected from the survey that was pursued by following the random sampling of the research work. The acquired quantitative data would be collected, and further analysis is performed by comparing them with the help of spread sheet software and other statistical analysis (Gavriliuț et al. 2022). A survey of 30 participants is recognised as the most relevant number of samplings for acquiring the real scenario regarding the data analysis procedures. However, different dependent and independent variables are identified in this aspect to analyse the true content of the research topic based on the real scenario.

Data analysis, findings and Discussion

According to Prasetyo et al.(2020), the success of the research work is fully dependent on the method and analysis of the research work. The main purpose of analysing the correlation of the different variables with the model of regression and this approach helps in analysing the key findings of the acquired data. The survey is significant in providing the most unbiased and true analysis of the research question. Hence, all the data are acquired through the survey

is further analysis is done according to "Statistically Package for Social Science (SPSS) Version 20.0". This procedure is significant in analysing by using the most relevant statistical procedure of data analysis

Demographic Analysis

Question 1: What is your gender?

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid male	8	40.0	40.0	40.0
female	12	60.0	60.0	100.0
Total	20	100.0	100.0	

Question 2: Are you employed right now?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	4	20.0	20.0	20.0
yes	16	80.0	80.0	100.0
Total	20	100.0	100.0	

Table 1: Demographic profile of the respondents

(Source: SPSS)

From the analysis, it has been seen that the majority of the respondents are female and among 20 respondents, 16 are working.

Correlation between entrepreneurship and rate of unemployment in India during Covid-19

Correlations

		What is your gender?	Are you employed right now?
What is your gender?	Pearson Correlation	1	.102
	Sig. (2-tailed)		.669

	N	20	20
Are you employed right 1w?	Pearson Correlation	.102	1
	Sig. (2-tailed)	.669	
	N	20	20

Table 2: Correlation measurement
(Source: SPSS)

The Pearson correlation coefficient is used in understanding the real impact and relationship between the two variables of data analysis. The value of correlation ranges from -1 to =1 and this value refers to if the value tends to make a positive or negative relationship between the variables (Sutbayeva et al. 2021). If the value is positive and closure to +1, it determines the positive relationship. Additionally, the negative

value implies the negative relationship between two variables. Similarly, the P-value refers to the total probability value among the different variables. In this aspect the value is 0.669. It shows the relationship among the variables. This means entrepreneurship has an impact upon the employability during Covid-19 in India.

Regression evaluation

Descriptive Statistics

	N	Minimum Value	Maximum	Mean	Std. Deviation	Variance
Entrepreneurs are valuable assets for India to increase the rate of employment.	20	1	4	2.10	.788	.621
Entrepreneurship can establish a secure future for the individuals of this generation.	20	1	4	2.05	.826	.682
Valid N (listwise)	20					

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.558 ^a	.312	.273	.672	.312	8.146	1	18	.011

a. Predictors: (Constant), Entrepreneurship can establish a secure future for the individuals of this generation.

Table 3: Regression analysis

(Source: SPSS)

From the above analysis it is evaluated that the dependent variable is employment during Covid-19 of India and the independent variable is "entrepreneurship". On the other hand, the value that is obtained from the given analysis is based on the current employability procedures of different organisational procedures. From the analysis, it has been obtained that the "M1" value is positive and that means there is a relationship between dependent and independent variables. From the analysis it is received that the value of standard deviation lies between (Coulson-Thomas, 2021).

As stated by Belingheriet al. (2021), the measurement of standard deviation significantly measures the overall predictability of the values. According to Ma et al. (2021), the R squared measures the total variances in the independent variables. The value of R shows lower than 0.5 signifies low impacts and value greater than 0.5 implies the positive relationship. Moreover, the acceptable value lies above 0.7. From the analysis the value of regression is 0.558 and it shows moderate impact.

Conclusion

Thus, this analysis reflects that there is a moderate impact of entrepreneurship on the employability of India. It reflects that a higher rate of entrepreneurship can leave its impact on the employability rate of India during Covid-19. From the given analysis, it is obtained that

the positive relationship between the variables refers to the direct relationship and the negative value represents the negative relationship between the variables. It can be concluded that Joint venture, efficient business procedure and goal setting has a significant impact in the currency unemployment of India.

Limitations

This research is limited in certain fields. This research has covered a smaller group of population and it does not reflect the intentions and opinion of the whole nation. On the other hand, this research failed to draw the theoretical implications with the help of other literary sources. However, this research doesn't project any method to reduce the rate of employability (Gunn et al. 2022).

References

1. Bargal, H., Patel, V.K. and Bargal, P., 2021. Role of Entrepreneurship for Economic Growth and the Employment Generation in India. Retrieved from: https://www.researchgate.net/profile/Bhola-nath-Dutta/publication/348881771_International_Conference-IMCSTBMLA2020-ISBN_Book_of_Proceedings/links/6014339692851c2d4d02f455/International-Conference-IMCSTBMLA2020-ISBN-Book-of-Proceedings.pdf#page=70
2. Belingheri, P., Chiarello, F., Colladon, A. F., & Rovelli, P. (2021). Twenty years of gender equality research: A scoping review

- based on a new semantic indicator. *PLoS One*, 16(9)
<http://dx.doi.org/10.1371/journal.pone.0256474>
3. Business standard, 2022, February 02, India's unemployment rate falls to 6.57%, lowest since March 2021: CMIE, [online], available at: https://www.business-standard.com/article/economy-policy/india-s-unemployment-rate-falls-to-6-57-lowest-since-march-2021-cmie-122020201524_1.html#:~:text=Covid-India's%20unemployment%20rate%20fall%20to%206.57,lowest%20since%20March%202021%3A%20CMIE&text=India's%20unemployment%20rate%20witnessed%20a,Omicron%20cases%2C%20according%20to%20CMIE, [accessed on: 01.03.2022]
 4. Chatterjee, S., &Kar, A. K. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. *International Journal of Information Management*, 53, 102103. Retrieved from: <https://translateyar.ir/wp-content/uploads/2020/08/Why-do-small-and-medium.pdf>
 5. Chaudhery, U. and Raj, R., 2021. ROLE OF ENTREPRENEURSHIP ON ECONOMIC DEVELOPMENT IN INDIA. *MTC Global*®, p.58. Retrieved from: <https://www.inderscienceonline.com/doi/abs/10.1504/IJIDS.2021.113596>
 6. Coulson-Thomas, C. (2021). Responsible Business Strategy and Corporate Leadership†. *Effective Executive*, 24(3), 14-38. <https://www.proquest.com/scholarly-journals/responsible-business-strategy-corporate/docview/2584569512/section-2?accountid=30552>
 7. Gavriluță, N., Grecu, S., &Horia, C. C. (2022). Sustainability and Employability in the Time of COVID-19. *Youth, Education and Entrepreneurship in EU Countries. Sustainability*, 14(3), 1589. <http://dx.doi.org/10.3390/su14031589>
 8. Gunn, V., Kreshpaj, B., Matilla-Santander, N., Vignola, E. F., Wegman, D. H., Hogstedt, C., Ahonen, E. Q., Bodin, T., Orellana, C., Baron, S., Muntaner, C., Patricia O'Campo, Albin, M., &Håkansta, C. (2022). Initiatives Addressing Precarious Employment and Its Effects on Workers' Health and Well-Being: A Systematic Review. *International Journal of Environmental Research and Public Health*, 19(4), 2232. <http://dx.doi.org/10.3390/ijerph19042232>
 9. Lenka, P., &Kar, S. (2021). Transformational Leadership: An Approach of Business Sustainability during the COVID-19 Pandemic with Special Reflection to India. *ProblemyEkorożwoju*, 16(2). <https://yadda.icm.edu.pl/baztech/element/bwmeta1.element.baztech-c35cc399-4125-4cf5-abb7-c77cad897570>
 10. Liguori, E. W., &Pittz, T. G. (2020). Strategies for small business: Surviving and thriving in the era of COVID-19. *Journal of the International Council for Small Business*, 1(2), 106-110. Retrieved from: <https://www.academia.edu/download/70750591/26437015.2020.pdf>
 11. Ma, Z., Liu, Y., &Gao, Y. (2021). Research on the impact of COVID-19 on Chinese small and medium-sized enterprises: Evidence from Beijing. *PLoS One*, 16(12) <http://dx.doi.org/10.1371/journal.pone.0257036>
 12. Mukul, K. and Saini, G.K., 2021. Talent acquisition in start-ups in India: the role of social capital. *Journal of Entrepreneurship in Emerging Economies*. Retrieved from: <https://www.emerald.com/insight/content/doi/10.1108/JEEE-04-2020-0086/full/html>
 13. OECD, 2021, An assessment of the impact of COVID-19 on job and skills demand using online job vacancy data, [online], available at: <https://www.oecd.org/coronavirus/policy-responses/an-assessment-of-the-impact-of-covid-19-on-job-and-skills-demand-using-online-job-vacancy-data-20ff09e/>, [accessed on: 01.03.2022]
 14. Polukhin, A. A., &Panarina, V. I. (2022). Financial Risk Management for Sustainable Agricultural Development Based on Corporate Social Responsibility in the Interests of Food Security. *Risks*, 10(1), 17. <http://dx.doi.org/10.3390/risks10010017>
 15. Prasetyo, P. E., &Kistanti, N. R. (2020). Role of social entrepreneurship in supporting business opportunities and entrepreneurship competitiveness. *Open*

- Journal of Business and Management, 8(04), 1412. https://www.scirp.org/html/4-1531322_100938.htm
16. Raj, B., & Upadhyay, V. (2020). Role of FinTech in Accelerating Financial Inclusion in India. In 3rd International Conference on Economics and Finance organised by the Nepal Rastra Bank at Kathmandu, Nepal during February (pp. 28-29). Retrieved from: https://www.researchgate.net/profile/Brij-Raj/publication/341099770_Role_of_FinTech_in_Accelerating_Financial_Inclusion_in_India/links/5ead42d8a6fdcc7050a1abd4/Role-of-FinTech-in-Accelerating-Financial-Inclusion-in-India.pdf
 17. Rana, S., Anand, A., Prashar, S., & Haque, M. M. (2020). A perspective on the positioning of Indian business schools post COVID-19 pandemic. International Journal of Emerging Markets. Retrieved from: https://www.researchgate.net/profile/Dr-Sudhir-Rana/publication/344327133_A_perspective_on_the_positioning_of_Indian_business_schools_post_COVID-19_pandemic/links/5f7c46e6a6fdccfd7b4a8c84/A-perspective-on-the-positioning-of-Indian-business-schools-post-COVID-19-pandemic.pdf
 18. Rana, S., Anand, A., Prashar, S., & Haque, M. M. (2020). A perspective on the positioning of Indian business schools post COVID-19 pandemic. International Journal of Emerging Markets. Retrieved from: https://www.researchgate.net/profile/Dr-Sudhir-Rana/publication/344327133_A_perspective_on_the_positioning_of_Indian_business_schools_post_COVID-19_pandemic/links/5f7c46e6a6fdccfd7b4a8c84/A-perspective-on-the-positioning-of-Indian-business-schools-post-COVID-19-pandemic.pdf
 19. Sathish, A. and Rajamohan, D.S., 2020. Role of industrial promotional agencies in India for the entrepreneurship development. ZENITH International Journal of Multidisciplinary Research, ISSN, pp.2231-5780. Retrieved from: https://www.researchgate.net/profile/Bhola-nath-Dutta/publication/348881771_International_Conference_IMCSTBMLA2020-ISBN_Book_of_Proceedings/links/6014339692851c2d4d02f455/International-Conference-IMCSTBMLA2020-ISBN-Book-of-Proceedings.pdf#page=70
 20. Saunders, J. M. (2022). Building bridges: Contextualising a counselling supervision course in Nepal and its potential impact on international practice. *Counselling and Psychotherapy Research*, 22(1), 1-11. <https://onlinelibrary.wiley.com/doi/abs/10.1002/capr.12459>
 21. SHAHRIAR, M. S., ISLAM, K., ZAYED, N. M., HASAN, K., & RAISA, T. S. (2021). The impact of COVID-19 on Bangladesh's economy: A focus on graduate employability. *The Journal of Asian Finance, Economics and Business*, 8(3), 1395-1403. Retrieved from: <https://www.koreascience.or.kr/article/JAKO202106438543845.pdf>
 22. Sharma, S., Sharma, S., & Begum, S. (2020), ANALYSIS OF IMPACT OF THE COVID-19 PANDEMIC ON STREET VENDORS-A CASE STUDY OF NORTH BENGALURU. Retrieved from: <https://osf.io/dmyb5/download>
 23. Sriyakul, T. and Jermisittiparsert, K., 2020. The Role of Entrepreneur Education in Shaping Student's Views on Self-Employment: A Study of University Students in Thailand. *International Journal of Innovation, Creativity and Change*, 6(10), pp.234-257. Retrieved from: https://www.researchgate.net/profile/Kittisak-Jermisittiparsert/publication/336671806_The_Role_of_Entrepreneur_Education_in_Shaping_Student's_Views_on_Self-Employment_A_Study_of_University_Students_in_Thailand/links/5dab4e3f4585155e27f6f27a/The-Role-of-Entrepreneur-Education-in-Shaping-Students-Views-on-Self-Employment-A-Study-of-University-Students-in-Thailand.pdf
 24. Sutbayeva, R., Beisengaliyev, B., Madiyarova, D., Turekulova, A., & Kapenova, A. (2021). Impact of Social Economy on the Environmental Protection. *Journal of Environmental Management & Tourism*, 12(3), 690-702. [http://dx.doi.org/10.14505/jemt.v12.3\(51\).09](http://dx.doi.org/10.14505/jemt.v12.3(51).09)

25. Vikaspedia, 2021, Schemes for Entrepreneurs, [online], available at: <https://docs.google.com/document/d/12vsj>

K-
hUNwc4Ih4I6NbhjEADQhtKrItZuQDI6m
4iOhE/edit#, [accessed on: 01.03.2022]