IMPACT OF COVID-19 SECOND WAVE ON FABRIC MANUFACTURING WITH RESPECT TO INDIA

Dr. K. Soujanya¹, Dr. P. Daniel²
¹Asst. Professor, KL Business School, KL University
²Assistant Professor, Narasaraopet Engineering, College

ABSTRACT

This study examines and exploring the impact of a Covid crisis on small businesses and their responses. Qualitative interviews were conducted to meet the research objectives. The Small Business people were anticipated different strategies to cross the losses. This study enlightens literature on crisis management by highlighting the different types of losses encountered by small businesses in different places. This study is going to be examined how Small Business can develop alternative marketing strategies, innovative tactics and new concepts in order to survive. This paper recognizes a significant Business Model that shows the required supporting factors to regain their business. A survey method is used to collect the data in India. One Sample T-Test is used. Factor Analysis is applied to derive the factors in order to rebuild business and Discriminate Analysis to design the Business Model

Keywords: Covid Crisis, Small Businesses, One Sample T-Test, Factor Analysis, Discriminate Analysis, Business Model.

I. INTRODUCTION

COVID-19 an outbreak of a pandemic disease. The entire world faces this pandemic in unified isolation. All business partners and Retailers are shutting their entrance doors around the world and encouraging their customers to shop online instead of direct sales. As per the Government instruction we are forced to stay at homes to be safe, many of small business are financially burdened by layoffs. (The impact of COVID-19 on the people who make our clothes)

1.1 What Is a Crisis

The unexpected event that happens to threaten an organization’s climate and can also affects economic environment called as Crisis (Mhaske, 2016).

The COVID-19 is the biggest crisis we have never seen before. Personal Service, Hospitality and Retail sectors worse affected. Central and state governments plays a vital role in helping society to get rid of this crisis and offering my packages to existing business in building innovative business that shape society after this COVID crisis.

1.2 What Is a Business Crisis

A Business Crisis happens when an unexpected situation puts the stability of a company or organization at high risk. The risk escalates the business escalates to the point where the company can not control and can’t resolve it. If this issue may damage the business or cause it to collapse

1.3 What Small Businesses Must Do

The small business owners must start with accepting the facts and come out of the vicious cycle of over thinking and little action. They must take account of their finances and figure

identify their loyal employees, and they make long term decisions accordingly. Talk to customers and build better relations with them business owners must spend time in learning and training

www.turkjphysiotherrehabil.org
1.4 Textile Industry

World textile production has been gradually increasing in recent years. The textiles industry is labour intensive and is one of the largest employers. The textile industry is one of the major sector that 54% of fashion production depends the most on china As People living standards are increasing, different trends are also entered (IpekYalcin, 2019). The industry is the second largest industry after agriculture. This is providing providing direct employment millions people indirectly. Textile Industry grows at the rate of 18% per annum. he Indian textiles industry, currently estimated at around US $108 billion, is expected to reach US $ 141 billion by 2021 (Raichurkar, 2015)

Globalization, Market Volatility And Growing Consumer Demands are the important factors complicate production process same time Covid-19 affects badly. (pin)

The COVID Crisis That Shattered India's Economic Dreams

II. A THEORETICAL LENSE – THE LITERATURE REVIEW

Agriculture is back bone of our country. Delivering of Good and quality seeds to farmers are vital importance to by the seed sector, both public and private. India needs about 250 lakh quintals of seeds for the kharif season. As we are suffering from the coronavirus crisis, it takes some difficult to reach the farmer needs. (singh, April 03, 2020)

The Centre and State governments very proactive and done a great job to reach quickly the farmer. Special packages have been announced for the agriculture sector. The railways have been played a vital role to ease transport logistics. (singh, April 03, 2020)

Abandoned developments tell the story of an economy in distress (beniwl, 2020)

Almost all every commercial business activities are deeply suffering from the hands of the ruthless Covid-19.Construction and Engineering sector is one of the worse affected by the Covid 19 even though it is facing multiple challenges like lack of capital, credit avenues (kps.kohli, 2020)

The global financial crisis has been affecting the prospects of developing economies, especially the SME sector. The SME units are facing multiple challenges, viz., demand shock, price volatility, high cost of credit, general credit tightening, shortage of trade finance, and protectionist measures in their export markets. In particular, the global financial crisis and the ensuing risk aversion have affected credit flows towards the SME sector, due to their high dependence on bank credit and limited recourse to financial markets. elmurugan,P,2016, 5:1)

The T&A industry is one of the largest and the most important sector for the Indian economy. The industry contributes approximately 7% to industrial output in value terms, 2% to the GDP and 15% to the country’s export earnings. Because of country lockdown this industry’s market worst affected. Domestic consumption is also impacted because of India closure (Pathare, 2020)

The extent of the outbreak and lockdown would directly impact the length of the recovery cycle. Textile Industry (CITI) has requested the government to immediately announce a relief package for the textile and apparel sector to mitigate the crisis being faced by the capital and labor-intensive textile Industry, post the corona virus spread.

The crisis management literature tends to focus on the “association between planning and the enhancement of preventative actions and/or responses to organizational failures, accidents and interruptions(Doern, 2016)

Entrepreneurial orientation does matter how small firms face sudden recessions. Entrepreneurial orientation is generally assumed to be a behavioral phenomenon (Soininen, 2012)

Small and Medium Sized Enterprises (SMEs) in periods of prolonged economic crisis may suffer disproportionately from economic downturns, because of their limited financial resources and dependence on banks’ lending, paying such high interest rates (Bourletidis, 2014)
In spite of the difficulties from economic crisis, entrepreneurs are willing to fight and overcome barriers. Different strategies have been suggested such as innovation in product planning, new pricing perception, different approach to suppliers alliances, information management (Bourletidis, 2014)

As the lockdown continues, most small businesses will be fighting for their existence. The threat is even greater for millions of organised and unorganised workforce that they employ; which will soon be accosted with layoffs and job losses. (AmitKumar)

The crisis management literature tends to focus on the “association between planning and the enhancement of preventative actions and/or responses to organizational failures, accidents and interruptions (Doern, 2016)

The coronavirus disease (COVID-19) is affecting human life in all ways. The globe and India is also not spared from the panic situation. The textile industry predominantly employs the migrant workers from different States (Ashwin Chandran, , 2020)

India has never clad such a crisis situation before. Therefore, the textiles and clothing industry requires a helping hand from the Government in the form of relief fund, to help the industry to tide over the crisis and ensure to survive. (Ashwin Chandran, , 2020)

2.1 Objectives

To Study The Impact Of Covid-19 Crisis On Cloth Market In Prakasam District
To Explore The Factors Required In Rebuild Business
To Identify The Economic Helping Package to be Applied to Sustain in Crisis

III. RESEARCH METHODOLOGY

Research Design

Initially the research is done using literature review method to reach the objectives of the study as well as to fulfil the objectives too. Further, Descriptive research is done using survey method at randomly selected business people in Prakasam District.

Sampling Design

By observing 120 people, questionnaire is given to 87, and information collected from 56 people.

Data Collection

The primary data is collected through direct discussions with people by distributing questionnaire. The questionnaire had 28 questions and the respondents were asked to rate their response on a 5 point Likert scale, 1 being the least and 5 being top for pilot study. 21 are given for final study. My population size is 175, I given the questioner to 120, 87 are responded 56 people are filled it completely. The Secondary data is collected through books, college websites, and journals. Effort has also been made to gather information from doctoral works on this area

Data Analysis

The data Analysis is done by using IBM SPSS.

The following tests are used to analyze the data

- Individual Sample T-test
- Factor Analysis
- Discriminate Analysis

IV. RESULTS

Normality Test:
Table 1: Tests of Normality

<table>
<thead>
<tr>
<th></th>
<th>Kolmogorov-Smirnova</th>
<th>Shapiro-Wilk</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Statistic</td>
<td>df</td>
</tr>
<tr>
<td>out3</td>
<td>.104</td>
<td>56</td>
</tr>
</tbody>
</table>

Lilliefors Significance Correction p0.05 Accept NH

NH: Data is Normally Distributed  AH: Data is not Normally Distributed

According to Shapiro-Wilk the significant value is p is >0.05 so that NH is Accepted.

So that data is normally distributed.

Demographic Factors

From this table Most of the business people are male and within the age of below 45 with the initial investment is less than thirty lakhs. There are ten variables identified by the research through its literature review method of exploratory research. The ten variables are further used in research for knowing the most significant factors among them.

Analysis For Finding The Factors Required For Fast Recovery of Small Business during Covid Crisis

1. Adopt an innovative plan
2. Consider employees needs
3. Facilitate the Crisis Bridge Line
4. Work with the employees
5. Increase publicity
6. Develop links with online sellers
7. Maintain an honest and open relationship with customers
8. Allows employees to escalate issues
9. Identify and repair broken links in the supply chain
10. Respond timely

11. Prepare for the unexpected

To reduce the size of the variable in the scale Factor Analysis is used Communalities

<table>
<thead>
<tr>
<th>Factor</th>
<th>Specifications</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adopt an innovative plan</td>
<td>823</td>
</tr>
<tr>
<td></td>
<td>Consider employees needs</td>
<td>.689</td>
</tr>
<tr>
<td></td>
<td>Facilitate the Crisis Bridge Line</td>
<td>.593</td>
</tr>
<tr>
<td></td>
<td>Work with the employees</td>
<td>.524</td>
</tr>
<tr>
<td></td>
<td>Develop links with online sellers</td>
<td>.671</td>
</tr>
<tr>
<td></td>
<td>Maintain an honest and open relationship with customers</td>
<td>.716</td>
</tr>
<tr>
<td></td>
<td>Identify and repair broken links in the supply chain</td>
<td>.782</td>
</tr>
<tr>
<td></td>
<td>Prepare for the unexpected</td>
<td>735</td>
</tr>
</tbody>
</table>

KMO and Bartlett's Testa

<table>
<thead>
<tr>
<th></th>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</th>
<th>.582</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bartlett's Test of Sphericity Approx. Chi-Square</td>
<td>284.881</td>
</tr>
<tr>
<td></td>
<td>df</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table shows that all the Communalities values are >0.5

So that the scale is valid. Kaiser-Meyer-Olkin = 0.594

so that Factor Analysis is applied.

Bartlett's Test of Sphericity:

NH: Data is not in Identity Matrix

AH: Data is in Identity Matrix P value

P value<0.005, so reject null hypothesis, So that Factor Analysis can be proceeded .The Correlation Matrix is identity matrix which helps in formulating factors From the above it can be concluded that Factor Analysis can be applied on those 8 variables After applying Factor Analysis it comes out with two factors Explaining 69.169% of variance

<table>
<thead>
<tr>
<th>Factor 1</th>
<th>Supporting Factors Of Small Business (SFSB)</th>
<th>Factor 2</th>
<th>Challenging Factors Of Small Business (CFSB)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adopt an innovative plan</td>
<td>Facilitate the Crisis Bridge Line</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consider employees needs</td>
<td>Identify and repair broken links in the supply chain</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Work with the employees</td>
<td>Develop links with online sellers</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Maintain an honest and open relationship with customers</td>
<td>Prepare for the unexpected</td>
<td></td>
</tr>
</tbody>
</table>

www.turkjphysiotherrehabil.org
Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.79</td>
<td>8</td>
</tr>
</tbody>
</table>

Cronbach’s Alpha >0.79 so the Scale is Reliable To find the relationship between the factors Discriminate Analysis can be used.

**Wilks' Lambda**

<table>
<thead>
<tr>
<th>Test of Function(s)</th>
<th>Wilks' Lambda</th>
<th>Chi-square</th>
<th>df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.987</td>
<td>0.691</td>
<td>2</td>
<td>0.708</td>
</tr>
</tbody>
</table>

P=0.708>0.5, so that the factors are not correlated to each other

**Business model**

Discriminate Model Interested to start a business

\[-8.407 + 0.464(\text{SFSB}) + 0.025(\text{CFSB})\]

In the above model the SFSB factors are more affecting the result than the CFSB factors. Because their % of contribution is significantly more. Respondents are giving strong agreement to words to SFSB factors

To Identify The Economic Helping Package to be Applied to Sustain in Crisis

**Tax Deductions**

In the above Table 86% business people are representing their opinion towards Tax Deductions helps them a lot in this crisis period

**Repayment of FY GST**

<table>
<thead>
<tr>
<th>Type of Response</th>
<th>Frequency</th>
<th>%</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>48</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>Agree</td>
<td>22</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td>Disagree</td>
<td>11</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>8</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

In the above Table 70 % business people are representing their opinion towards Repayment of FY GST

1. **Bank Moratoriums of Business Loans**

<table>
<thead>
<tr>
<th>Type of Response</th>
<th>Frequency</th>
<th>%</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>41</td>
<td>41</td>
<td>41</td>
</tr>
<tr>
<td>Agree</td>
<td>25</td>
<td>66</td>
<td>66</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>77</td>
<td>77</td>
</tr>
<tr>
<td>Disagree</td>
<td>13</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
Above Table shows that 66% business people are representing their opinion towards Bank Moratoriums of Business Loans

2. Business Insurance

<table>
<thead>
<tr>
<th>Type of Response</th>
<th>Frequency</th>
<th>%</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>41</td>
<td>41</td>
<td>41</td>
</tr>
<tr>
<td>Agree</td>
<td>26</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>Neutral</td>
<td>14</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td>Disagree</td>
<td>13</td>
<td>94</td>
<td>94</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>10</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Above Table shows that 67% business people are representing their opinion towards Business Insurance

Findings

From the above analysis the following findings are found

Most of the business people are male and within the age of below 45 with the initial investment is less than thirty lakhs.

SFSB factors are significantly contributing to rebuild the business

86% business people are representing their opinion towards Tax Deductions helps them a lot in this crisis period

70% business people are representing their opinion towards Repayment of FY GST

That 66% business people are representing their opinion towards Bank Moratoriums of Business Loans

67% business people are representing their opinion towards Business Insurance

Suggestions

Following suggestions are made for this study

Business should be reorganised

The following factors are most significant to restart a business.

They are

They Adopt an innovative plan, Consider employees needs, Facilitate the Crisis Bridge Line. Work with the employees Increase publicity, Build a culture of trust and confidence in customers, Maintain an honest and open relationship with customers,

Allows employees to escalate issues, Identify and repair broken links in the supply chain, Respond timely, Prepare for the unexpected,

Small Business owners Should be ready to face the Challenging crisis period

Limitations

This study is confined to India, Ongole Region

The sample size is small.

V. CONCLUSION

The objective of the study as stated earlier is to explore the most significant factor to restart small firms of India over this covid age. The study finds will two set of factors namely ‘Supporting Factors of Small Business
(SFSB)’ &’ Challenging Factors of Small Business (CFSB) is most significant factors in restart a business. Supporting Factors of Small Business are affecting more the Challenging Factors of Small Business. These factors may vary by different sample size, different business & conducting the survey at different cities.

REFERENCES

16. EMPLOYMENT CHALLENGES IN SAUDI ARABIA: AN ATTITUDINAL STUDY, Kumar, NS; Haque, MI; Venugopal, K, ENTREPRENEURSHIP AND SUSTAINABILITY ISSUES, JUN, 2019, 10.9770/jesi.2019.6.4(6)
17. A new approach for attaining uniform properties in build direction in additive manufactured components through coupled thermal-hardness model, Reddy, S; Kumar, M; Panchagnula, JS; Parchuri, PK; Kumar, SS; Ito, K; Sharma, A, JOURNAL OF MANUFACTURING PROCESSES, APR, 2019, 10.1016/j.manpro.2019.03.007
18. Generation rescheduling using multi objective b I -level optimization, Vakkapatla, KB; Pinni, SV, TURKISH JOURNAL OF ELECTRICAL ENGINEERING AND COMPUTER SCIENCES, 2019, 10.3906/elk-1804-77