

**REPORT ON 5<sup>TH</sup> NATIONAL CONFERENCE (ONLINE)**

**DHAN-PATH 2K21**

**“Covid 19 – Economic crisis and Impact on Livelihoods of Indian Population”**

**Organized by the Post Graduate Department of Commerce**

**Naipunnya Institute of Management and Information Technology**

**Pongam, Koratty (E), Thrissur on 22<sup>th</sup> February 2021.**

The outbreak of COVID-19 has impacted nations in an enormous way, especially the nationwide lockdowns which have brought social and economic life to a standstill. A world which forever buzzed with activities has fallen silent and all the resources have been diverted to meeting the never-experienced-before crisis. There is a multi-sectoral impact of the virus as the economic activities of nations have slowed down. What is astonishing and worth noting is an alarm bell which was rung in 2019 by the World Health Organization (WHO) about the world’s inability to fight a global pandemic. This COVID-19 pandemic affected the manufacturing and the services sector—hospitality, tours and travels, healthcare, retail, banks, hotels, real estate, education, health, IT, recreation, media and others.

The Post Graduate Department of Commerce, Naipunnya Institute of Management and Information Technology (NIMIT) took interest in the conduct of the programme and thus *the National conference was held in an online mode on 22<sup>nd</sup> February (Friday) 2021*. Dr. Mathew Jose K, Head of the Department of Commerce stated the purpose of the conference and welcomed all the delegates to the same. The main aim of the conference is to analyze the impact of Covid-19 in India.

*Rev. Fr. Dr. Paulachan K.J Principal and Executive Director, NIMIT*, presided the inaugural meeting expressing his opinion about Covid-19 and its impact on different sectors and appreciated the departments for the initiative showcased to come-up with an ideal platform wherein experts and research scholars could share their opinion on such a relevant subject. *Dr. Sangeetha k Prathap, Assistant Professor, School of Management Studies, CUSAT, Kochi* inaugurated the National Conference in Online mode. In her key note address she briefed the audience about Covid 19 and its after effects on various sectors. *Dr. Joy Joseph, Dean of Studies, NIMIT*, felicitated the gathering and appreciated the department for arranging a discussion on the topic. *Mr. Varghese Paul, Assistant Professor*, Department of Commerce proposed the vote of thanks.



**Naipunnya Institute of Management and Information Technology**

Two hours technical session was handled by Dr. Sangeetha K Prathap. She explained the Covid-19 pandemic and its impact on various sectors in a well appreciated manner. The session was truly fruitful and informative.

Post lunch session was set apart for paper presentation. All faculty members of the Commerce Department and forty-one students of M. Com (Finance) batch attended the Conference, besides the department's members and there were a total of 26 delegates comprising of faculty members and students from different colleges who attended the National Conference online in webex platform. A total of **fifteen research articles** were received by the review committee. The faculty members of the Department of Commerce, *Ms. Anitha Mary Alex*, presented a paper Titled "**Impact of Covid-19 on Kudumbhasree Micro enterprise units with reference to Ernakulam District**". *Ms. Anjali Thomas* presented a paper entitled "**Influene of Covid-19 On Auto and Taxi cab service providers with special reference to Ernakulam district**". Twelve Students of NIMIT, 3 teams consisting of three students from first year M.com, three students from second year M.com, B.com and BBA also presented research papers.


Dr. Sangeetha K Prathap, Dr. Mathew Jose K, Dr. Antony George, Dr. Joy Joseph and Dr. Jalendran E.S constituted the panel of jury who evaluated all papers presented during the session. At the end of the paper presentations, the jury expounded on the prospects of such a Conference and encouraged the audience to work on research papers making the growth of the community. At the valedictory session, Dr. Joy Joseph Puthussery thanked every members who were instrumental in making the National Conference a reality. The department received a very good feedback from the participants. The National conference concluded at 4:00 p.m. with the National Anthem.

The accomplishment of the National conference was possible because of the commitment of all concerned, the Management, Department staff members and the PG students. The Department of Commerce, is particularly indebted to Dr. Sangeetha for the very revealing presentation made in online mode. Our earnest thanks to all delegates who had accepted our invitation and took up the opportunity to attend the Conference and make their paper presentations.

The mission of the department has always been to serve the society through the quest of education and research and to create a generation of leaders so that each enriches and extends it to others. The Post Graduate Department of Commerce grateful to every person who has been influential in realizing our mission.

Dr. Mathew Jose K  
HoD, Department of Commerce

  
Mr. Varghese Paul  
Coordinator

  
Dr. Fr. Paulachan K J  
Principal



**Brochure**



**NAIPUNNYA INSTITUTE OF MANAGEMENT  
AND INFORMATION TECHNOLOGY (NIMIT)**

**The Post Graduate Department of Commerce**

**Presents**



**National Conference (Online) on  
Covid 19 - Economic Crisis and  
Impact on the Livelihoods of  
Indian Population**

**Monday, 22 February 2021**

**Resource Person**



**Dr. Sangeetha K Prathap**  
Assistant Professor  
School of Management Studies,  
CUSAT, Kochi



### Invitation

Dear Sir/Madam,

The Post Graduate Department of Commerce, NIMIT, with immense pleasure, invites you to participate in the one day National Conference on **"Covid 19 – Economic Crisis and Impact on the Livelihoods of Indian Population"**. Allied areas include impact on Agricultural Sector, MSME Sector, Service Sector, Entrepreneurship, Capital Market and Industrial Sector to be held on **22 February 2021, Monday**.

**Fr. Dr. Paulachan Kaithottungal**  
Principal and Executive Director

**Dr. E S Jalendran**  
PG Coordinator

**Dr. Mathew Jose K**  
HoD, Department of Commerce

**Asst. Prof. Varghese Paul** (9446800999)  
**Asst. Prof. Angel Baby** (8078894629)  
Coordinators

### About the College

Naipunnya Institute of Management and Information Technology is a NAAC B++ grade accredited college of the Ernakulam – Angamaly Archdiocese. The College mainly caters to the needs of the students of Ernakulam and Thrissur Districts. The beautiful campus and the state of the art infrastructure creates the right ambience and learning atmosphere since its inception from 2002. In 2014, NIMIT was granted ISO 9001-2008 (upgraded to ISO 9001-2015) certification and recertified in 2019 for exemplary standards in Education and students training. In July 2019, NIMIT was accredited with B++ grade in the very first cycle of accreditation, a unique and proud achievement among the self-financing institutions in Kerala. With its onus on quality enhancement, NIMIT marches forward triumphantly in its quest for all round excellence.



### About the Department

Twenty Nine faculty members, five degree programmes. Viz: B.Com (Finance) two batches, B.Com (Computer Application), B.Com (Co-operation) and BBA and one post graduate programme M.Com.

### Overview of the Conference

The outbreak of COVID-19 has impacted nations in an enormous way, especially the nationwide lockdowns which have brought social and economic life to a standstill. A world which forever buzzed with activities has fallen silent and all the resources have been diverted to meeting the never-experienced-before crisis. There is a multi-sectoral impact of the virus as the economic activities of nations have slowed down. What is astonishing and worth noting is an alarm bell which was rung in 2019 by the World Health Organization (WHO) about the world's inability to fight a global pandemic. This COVID-19 pandemic affected the manufacturing and the services sector—hospitality, tours and travels, healthcare, retail, banks, hotels, real estate, education, health, IT, recreation, media and others. Here we are going to analyze the economic crisis and impact on livelihoods of Indian Population among various sectors like capital market, MSME sector, Service sector, Entrepreneurship, Agricultural sector and Industrial Sector.

### Call for Papers

The conference invites papers in any of the following domains:

Covid 19:

- Impact on Agricultural Sector
- Impact on Service Sector
- Impact on Entrepreneurship
- Impact on MSME Sector
- Impact on Industrial Sector
- Impact on Capital Market

All papers relevant to the main theme are also welcome.

Academicians and researchers are invited to present papers based on various topics that comes under the conference theme. Please send the full papers by **16<sup>th</sup> February 2021** to the mail id: [varghese paul@naipunnya.ac.in](mailto:varghese paul@naipunnya.ac.in). Acceptance notification will be intimated on or before **18<sup>th</sup> February 2021**. All accepted papers will be published in ISBN book proceedings

### Important Dates

Last Date for Submission of Abstract	<b>February 10, 2021</b>
Notification of Acceptance of Abstract	<b>February 12, 2021</b>
Last Date for Submission of Full Paper	<b>February 16, 2021</b>
Communication of Acceptance of Paper	<b>February 18, 2021</b>
Conference Registration ends	<b>February 19, 2021</b>
Conference Date	<b>February 22, 2021</b>

### Guidelines for Research Papers

The Research Paper should adhere to a word limit (not exceeding 5000 words) and should be preceded by an abstract of around 300 words and a list of keyword about the Article.

The research paper should be in IEEE format.

Length	About 3000 words excluding the Title page & reference
Margins	2.5 cms or 1 inch
Font	Times New Roman, 12 point
Line spacing	1.5
Title Page	Title, Author(s), Affiliation(s), contact details
Key Words	Four

### Registration Fee

**No Registration Fee**

**Presentation fee**

Students	Rs.150
Others	Rs 250

In case of multiple authors, both authors need a compulsory registration. The registration of the conference is open up to **19<sup>th</sup> February 2021**.

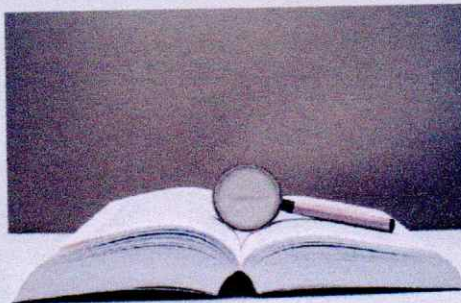
### Mode of Payment

The fee should be paid via NEFT or Google pay

Account Name	: Naipunnya Charitable Society
Account No.	: 10025600010768
IFS Code	: FDRL0001002 Bank and Branch
	: Federal Bank Ltd, Angamaly Branch

**Google Pay No : 9446800999**

Those who make payment via NEFT or Gpay is considered as registered. Please send the supporting documents of fee remittance to the mail id : [varghese paul@naipunnya.ac.in](mailto:varghese paul@naipunnya.ac.in)



### Review

The manuscript will be subjected to a critical review. The decision of review/selection committee will be final and binding.

### Publishing

The selected papers will be published in conference proceedings with ISBN or ISSN.

**Programme Schedule**

- 9.30 -10.30 a.m. : Inauguration  
Prayer : College choir  
Welcome : **Dr. Mathew Jose K.**  
Head of the Department, Dept. Of Commerce, NIMIT
- Presidential address : **Rev. Fr. Dr. Paulachan Kaithottungal**  
Executive Director & Principal, NIMIT
- Inauguration and  
Key Note Address : **Dr. Sangeetha K Prathap**  
(Assistant Professor,  
School of Management Studies, CUSAT, Kochi)
- Felicitation : **Dr. Joy Joseph Puthussery**  
Dean of Studies, NIMIT.
- Vote of Thanks : **Mr. Varghese Paul**  
Asst. Professor, Dept. Of Commerce, NIMIT
- 10.30 to 12.30 p.m. : **Technical Session 1**  
**Dr. Sangeetha K Prathap**  
(Assistant Professor,  
School of Management Studies, CUSAT, Kochi)
- 1.00 to 1.30 p.m. : Lunch Break
- 1.30 to 3.30 p.m. : Paper Presentation
- 3.35 p.m. : Valedictory Session



**Contact Us**

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**Dr. E S Jalendran**, PG Coordinator (9447673745)



