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CORONA IS AN OPPORTUNITY FOR SMALL AND MEDIUM ENTERPRISES.

GaikwadSujitKumarSharanappa

Department--Logistics and Supply Chain Management

Shri HavgiswamiMahavidyalayaUdgir.

Introduction

If you think I spam time of 2 Years was good time for any study holder or business ticconfor any business that sense, there is a fertile ground for new things to happen during corona pandamic 19. An exaggerated example of the 'butterfly effect' used to be given in the industry. If a butterfly flies in China, it could cause a storm in the United States. Unfortunately, this is not the case today. A microscopic virus that existed in China has literally brought a storm to many developed nations, including the United States. Life has been disturbed on all levels like physical, mental, personal, social. This is an unprecedented situation. There is no way out of this situation using the prevailing measures. So it's time to think in a whole new way. This association has created many problems for the advanced and underdeveloped nations. Business Opportunity for Small or Medium Enterprises to pick up business.Small scale industries (SSI) are those industries in which manufacturing, providing services, productions are done on a small scale or micro scale.

OBJECTIVES OF STUDY

- . To reduce regional imbalances
- To reduce unemployment
- To create Innovator.
- To help develop the rural and less developed regions of the economy
- . To ensure optimum utilisation of unexploited resources of the country.
- To improve the standard of living of people.
- To improve the skill education like HSVC ITI Engineering

SCOPE OF STUDY AND AREA

The mindset of finding alternatives to Chinese products is also evident locally and globally. This is creating a huge opportunity for Indian entrepreneurs to replace these products. Most businesses have come to a standstill during the covid infection. However, many new needs have arisen in the face of this contagion, which should be recognized by all entrepreneurs, small, medium and large, considering expanding their business in various fields. Small scale industries (SSI) are those industries in which manufacturing, providing services, productions are done on a small scale or micro scale. For example, these are the ideas of Small scale industries: Napkins, tissues, chocolates, toothpick, water bottles, small toys, papers, pens. The central government has announced a package of Rs 20 lakh crore for services and manufacturing. Only 3% of this amount will be spent on schemes like food supply to the poor, distribution of funds, . The rest of the funding will go to the manufacturing sector. Small and medium enterprises will benefit from it.

The government will not lend directly to the industry, but will guarantee the banks that lend to these industries. Therefore, there will be no time for these entrepreneurs to mortgage their property. In fact, despite the abundance of funds available, banks are reluctant to provide such loans to entrepreneurs. Despite the government's guarantee of collateral, these banks are seeking personal guarantees from entrepreneurs. Bad debts in this sector are the main reason behind it. Banks need to change their policy and provide loans to entrepreneurs. In fact, it is a natural process for a small business to grow first and then grow.

But whether you are afraid of bureaucratic hassles and other hurdles or because of petty dissatisfaction, entrepreneurs do not expand their industries despite their potential. As a result, small and medium enterprises remain the same. Therefore, they cannot compete with world class products in terms of quality, certification, mass production etc.

INTERNATIONAL SCOPE.

In contrast, in other industrialized countries e.g. China, Korea, Taiwan, Germany or The main reason for this is bad debt in the Styles sector. Banks need to change their policy and repay loans to entrepreneurs. In fact, it is a natural process for a small business to grow first, then grow and then grow. But whether you are afraid of bureaucratic hassles and other obstacles, or because of petty dissatisfaction, entrepreneurs do not expand their industries, despite their potential. As a result, small and medium enterprises remain the same, so they cannot compete with world class products in terms of quality, certification, mass production, etc. In contrast to other industrialized countries like China, Korea, Taiwan, Germany,

They appear to be competing on a global scale. Alternatively, their dominance in the global market is growing. Even our entrepreneurs have to constantly strive to grow their business. Even in times of crisis, small and medium-sized companies do not have as much flexibility as they do, but it is safe to say that these companies have the opportunity to expand their reach by changing their product policy as needed. Available to you. At this time, these companies must consider whether we can take some different products using machinery, manpower and skills. Manufacture of new products over time Some entrepreneurs are experimenting with such safety precautions.

RESEARCH METHODOLOGY / RESEARCH EXAMPLES.

They have brought some innovative products to the market by combining the machinery available to them and the need of the situation, thus helping their business to grow many times over. One of them is Prop.. SangramMhetre, an entrepreneur from Ahamhednagar. As an architect, Sangram's main business is furniture. Demand for this specialty has grown significantly as a result of recent corporate scandals. During these difficult times, the health of the doctors as well as the patients has become a challenge. In addition to this, the product is very useful, they have completed the design and registration work by getting its patent and now they are marketing it. Recognizing that the ear-nose-throat specialist, anesthesiologist, and intuition have different treatment needs for each patient, they have designed ten new products, and they will soon be on the market. Increased to 23 C Clear.

The story of SudarshanGoswami, a maker of hydraulic pumps, is somewhat similar to that of covid. Now. The demand for these pipes increased so much. Big companies like Jawar are starting to get into this product. But it is not easy for a big company to start a new product. It takes a lot of time. In contrast, small or medium-sized companies can quickly adapt their products to the market and make their business wiser.

No one would have thought of taking this oven before the corona infection but today it has become a need of the hour. There is a strong story of my automobile spare part business running at full strength in three shifts. Demand for this specialty has grown significantly as a result of recent corporate scandals. So the company could have closed down, but I encouraged employees to consider whether they could use the same machinery to innovate in areas other than the automobile sector. Keeps up the good content. This leads to a kind of inefficiency. This is what has happened to most of our industries. In order to overcome this situation, it is necessary to keep on creating new products considering other possibilities even when the business is at its peak. Big Opportunities for Big Industries Now there are endless opportunities for small and medium enterprises as well as big industries. During this period, Indian industries have ample opportunity to replace Chinese products by bringing them to market. Indian entrepreneurs think that we can't produce as cheaply as China, but in fact the hatred towards China is so intense that now we take 15% more expensive product than China to an American company and don't buy our goods instead of Chinese goods. That being said, it is a condition that they will certainly consider. Such a situation has never happened before. They were accustomed to getting large quantities of cheap and regular products from China. In a short time, China will somehow regain control of these markets. Before that, Indian companies have to make their mark in the international market, but in doing so, they will have to produce better products than China. We have to maintain their quality. Institutions like IIT, NasscomIiti, etc. sell products to various countries.

CONCLUSION AND SUGGESTION

The list should be published. So, it will help the entrepreneurs. And in the international market, this is very deadly. Overcoming these issues, Indian entrepreneurs can stand on their own feet in the global market. We have seen what the entrepreneurs need to do in this situation, but they also need to get support from the government. The first requirement is to have up-to-date means of transportation such as air services, ships, ports, roads, highways.

The government should pay attention to remove various barriers to the uninterrupted supply of uninterrupted power supply to the entrepreneurs. The tendency of entrepreneurs is increasing. This situation needs to change, India has a manpower of 120 crores. Compared to other countries in the world, science, technology, entrepreneurship, research, behavior, etc., is a relatively young class. We have a huge source of energy. It should be used to its full potential. The focus should be on how to convert the information they have into wealth creation. On the one hand, it is facing Kovid's superhero. Every entrepreneur has the opportunity to move from that level to the advanced level. This is the right time to use it wisely.

Reference :

mrunalinithipse@amail.com.

Entrepreneurship in Panic Features and writing on various topics

<https://cleartax.in/s/small-scale-industries>

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