

UNCERTAINTIES OF LIFE CONQUERED BY CREATIVITY

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Abstract: Lock down has brought about social life and economy to a stand still. Men are struggling against poverty and survival. The government is struggling to bring life to normal. All attempts of restoration have failed and no strategy seems to work. Now is the time for individuals and entrepreneurs to show concern for those who work for them and for those who live around them. This humane attitude shall preserve life and help heal the nations economy, to some extent.

Havoc of death builds in man different kinds of habits and ways of living. He has created a whole world in his home even during isolation. With technology at his feet, money at hand anything is possible. What happens when this source of money stops and suddenly all sources of earning evaporate into thin air indefinitely. How long can a healthy man survive in such a situation. This paper shall make an attempt to unveil the different sources of earning people came up with, during such a pandemic situation.

Keywords: evaporate, indefinitely, havoc, survive, unveil.

Introduction:

“Uncertainty is the only certainty there is and knowing how to live with insecurity the only security.”- John Allen Paulos

Uncertainties can spark creativity in life, only when we are not afraid of it. Death can come to anyone at anytime in any form, still every man lives with an arrogance that he shall certainly live unto a hundred. We should never be so certain to say that this uncertainty can never happen to me as life has funny ways of proving us otherwise.

Who could imagine that spread of an epidemic like COVID- 19 could bring about a situation of total isolation? It could affect the health of all men, the future of their children, throw men out of work, stop their regular sources of income and drive an average middle class man also towards negativity. This widespread brought poverty and unemployment. To tackle it man had to change his survival techniques. Pandemic brought with it new trends of survival, new challenges and new opportunities of employment. Pandemic isolation increased e-commerce transactions and India went digital.

Children became prisoners of cell and triggered mobile sales:

During pandemic no other toy could keep the children more occupied than the television and the mobile. Elders and teachers were always of the view that mobiles should be kept out of children's hands. They complained that their rays were harmful, their games were unhealthy and they disillusioned tender brains. Yet during pandemic, teachers insisted that parents bought them for their children. Their school study circle could be reached only

through mobiles during lock down. Tender minds read less but learned the use of mobiles more. They all thanked the pandemic situation as all of them passed out. The parents were happy about the good scores of their children, the children were happy for having passed so easily and the teachers were happy for having given such good results. The students learned much less through this virtual learning than they used to do when at school. Of what sort would this next generation be? Easy go merry type. They would be having the qualifications but not the quality. These smart mobiles which are a nuisance, today have become a necessity. So its demand and sale increased during this period. The school classes, tuition classes and university exams were all conducted through these mobiles. The poor, who could not afford these smart phones remained behind. Students who failed to recharge it every month, were also left uneducated. Poverty pulled at their legs. Education once again became a luxury, a property of the rich.

E- commerce mastered the sales:

As lockdown increased, the business went digital. The consumers and traders took refuge in online shopping and selling. The rich were not affected by the pandemic. They ordered what they needed online. They lived in luxury and had a holiday. The online sales enlarged. These online sellers increased their creditability. They offered better service and hired more delivery men with a vehicle of their own. They introduced schemes like their delivery man was most hygienic. They advertised that their delivery man shall leave the parcel at the door, sanitize it and move back for you to pick it up.

The banks also quietly began to charge taxes on use of various credit cards. Net banking increased during this pandemic. The banks advertised zero service charges on it and later deducted tax on its service from the account.

The theatres, malls and restaurants closed down. This proved advantageous to online entertainment companies like Netflix, well-known for its production of serials and marketing of films. The companies of fast food delivery like Zomato, OnTimeDelivery, Fast N Speedy delivery, were in great demand. Consumers ordered food and delivery boys delivered. Thus the market of online sales zoomed on. Any small food supplier linked with these delivery companies could make the supplies. Delivery boys were in demand.

The Uber services, Taxi on demand, Ola services became most essential. Earlier they were a luxury now they became a necessity. Travelling in them ensured safety from infection. Many auto workers registered themselves under Ola, to give this service. With the shut down of trains and buses, taxi was the only option left. Hence the taxi services were in great demand.

The fitness fad increased and so did the sale of treadmills, fitness cycles and dumbbells. Online search for health tips and recipes of juices for better health increased on internet. Many new recipes for healthy body were invented and uploaded on Google and youtube.

The ambulance services were in great demand. Many van owners repainted their vans, hired drivers and converted their vans into ambulance. All the services were carried out through mobile phones. Drivers with authorized license were in great demand. They provided twenty- four hours service.

Sanitizers and disinfectants were in great demand. Many companies came up with sanitizers and hired labors to stitch up masks of various types. The tailors of household industry too took up this job and soon the market was full of mask sellers.

Pandemic slashes the middle class and slashes the poor :

The pandemic left the middle class stressed. Some lost their jobs while income of some was lessened due to lock down. The owners also had good reason at hand, no sale - no work. Those with regular pay had work to do from home. They carried out their work from laptops and computers. They faced no losses during the lock down, only stress. Those with half pay or less pay became depressed and spent their time in consumption of liquor. There were more quarrels in their homes and isolation drove them to madness. They too at times ordered things online. The online business flourished.

The poor suffered the most. The laborers were out of work. The maids, vegetable sellers, salesgirls and other small shop owners had to suffer heavy losses. The fear of infection cut the maids off their duties and pay. The lock down also lasted so long that many had to sell their valuables for survival. Lock down pushed them further down the poverty line.

Emerging new entrepreneurs:

The middle class is very initiative , creative and also has money at hand. They came up with new ideas of doing business. Adversity paved new paths of prosperity.

The vegetable farmers of Aurangabad, united together and made a group of their own on what'sapp. They decided to sell what they grew in their farms online. They circulated this group information to buyers. They improvised their business by weighing and packing the vegetables in plastic bags. They made parcels of one kg, five Kg for easy delivery and sprayed it with sanitizers, keeping up with the hygienic conditions. Thus variety of fresh vegetables were made available to the buyers at whole sale rate. Many vegetable sellers printed their visiting cards and began to give door to door service of vegetables on demand.

Youths of areas clustered together to form groups of delivery boys on minimal charges. They delivered anything at the door-step on demand- medicine, grinded flour, grocery, fruits and vegetables. They charged hundred rupees minimum, plus ten percent of the bill.

The lady's grouped together to give tuitions on demand to students and also gave paid yoga services online.

Without jobs the laborers could not prosper:

With the sudden close down of factories and industries, the laborers were left homeless. They did not have time to return to their home place from their work place. The services of trains and buses all came to a standstill overnight. The laborers suffered the most. They had to put up a battle against hunger, shelter and transport.

India being an agricultural country, almost fifty percent of its labor works on farms. During lock down all went jobless. The rich landowners preferred to make one time investment in machines than in laborers later, on seeing the situation. This sent thousands of laborers in debt and brought down the Indian economy.

The lockdown has brought laborers, industrialists and land owners in debts and thrown India in a recession period. No flow of orders so no supply and no business was done. To overcome this recession and resume a normal life, ten years also seem less for India. The uncertainty of future conditions have further worsened the situation.

The tourist industry was also affected. With no flow of tourists odd job workers like tourist guides, souvenir sellers, craftsmen and drivers were reduced to poverty. In Rajasthan, Leh, Ladakh and Kashmir more than half of the population lives on tourism. All went jobless and were reduced to beggary.

The declaration of no permit for gatherings, celebrations, functions and festivals, brought down the flower market. The books, shoes and cloth market also suffered heavy losses.

Revival strategies:

To revive the country from this recession the government has come up with schemes like “Aatmanirbhar Bharat”. It is believed that this scheme shall strengthen the domestic supplies of our country. The scheme encourages youth to begin household industries and create jobs for others. Perhaps interest free loans to the deserving may help the scheme to succeed.

Government has also made an appeal to the citizens to forgive the rent of their tenants at least for a month, to provide for their maid servants and workers, to pay their dependents a month's wage in excess and to provide the homeless with food. These small generousities shall support life and slowly help India recover from its straggling economy.

Conclusion:

According to Modi ji, the Prime minister of India, E-commerce of India shall drive entrepreneurship. It dreams of inviting companies for cost effective manufacturing and also offers to provide a large market for their products. Still India will need certain time to recover from its fallen economy and restore life of its citizens to normal.

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