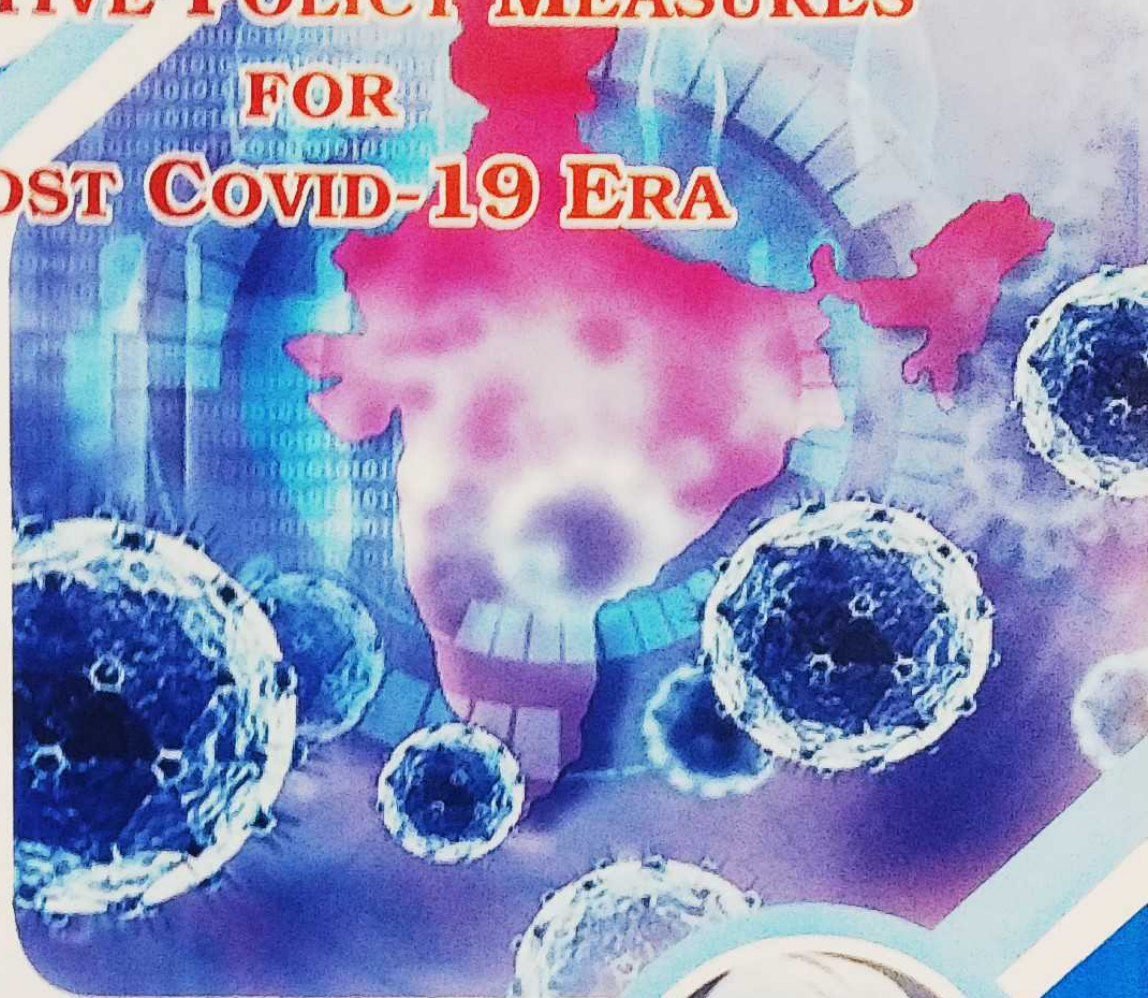


EFFECTIVE POLICY MEASURES FOR POST COVID-19 ERA



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PREFACE

The covid-19 epidemic is the first and foremost disaster in 2020. More than 200 countries and territories have conformed effective medical cases caused by coronavirus declared as pandemic by the WHO. With the commencement of 2020-21 financial year the effects of corona virus have affected the stability of the economy of India-jeopardising our lifestyle, economy, impacting business and assumption of common wellbeing which we had taken for granted. Sectors that would be much affected includes logistics, auto, tourism, metals, drugs, electronic goods, MSMEs and retail among others. A large number of farmers who grow perishables also faced uncertainty. Major companies have temporarily suspended or significantly reduced operations. Due to weak domestic consumption and consumer sentiment, there can be a delay in investment which further add pressure on the growth. There is urgent need to mobilize resources to stimulate the economy for increased demand and employment.

The Government of India announced a variety of measures for food security, extra funds for health care, incentives to different sectors, economic relief measures for the poor, etc., for tackle the impact of covid-19. Economic package announced by Central government worth of 10 percent of India's GDP which consisted of a mix of reforms, infrastructure building, support to stressed business and a certain amount of direct cash support for alleviate unprecedented economic problems due to this pandemic.

No doubt, India has a unique opportunity to revitalize and boost up the economic growth through the 3R Chain i.e., Recycle, Rebuild and Reinvest which should help address India's growth challenges through higher government spending, increased saving for private and household sector and create more job opportunities by encouraging new investment. This book has been written on various problems faced by our economy during pandemic period and also suggested suitable policy measures for researchers, public, policy makers, etc., for enrich their knowledge in this field and hoping to raise positive reactions in terms of both academic pursuits and policy responses. We thank our Management, Principal, Authors of Articles and Colleagues.

Dr.P.Krishnathulasimani

Dr. Nirrmalasathish

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