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A BREAK-UP OF LIVELIHOOD SERVICE SECTOR IN RURAL INDIA: A SHAKEN TO SUSTAINABLE DEVELOPMENT DURING COVID-19

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Abstract

An absence of service sector in rural India is a thematic topic that widely discussed among the leaders and supports to them for manage livelihood needs also a considerable concept during the pandemic Covid-19. A larger part of rural areas are severely affected by economic loss such as income and occupations. The study significantly concentrates on livelihood services namely, retail trade, travel & tourism, education, professional and non-professional. Centre for Monitoring Indian Economy (CMIE) was a major data source and also collected data have been analysed and presented in the form of tables, graphs and charts. The present study found that the rural people engaged with retail trade, professional and non-professional services and also the workers are suffered a lot during the pandemic period. Finally, the study has developed with a significant suggestions and conclusion.

Keywords: Rural India, Pandemic, Education, losses, Service sector.

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Introduction

A nation with rural enforcement is tracking to develop in all sectors towards economic growth for the prosperous life to every human. That means, the process of achieving economic targets is also possible by rural economy while urban economy contributes bit more. Rural lifestyle of India is still processes as day to day life even to fulfilling basic necessities. But, a developmental efforts on the transformation of rural to semi and urban is changing to business and service sectors. According to 2011 census, about 70 percent of total population is home to rural areas and they resides in morethan 600,000 villages. Their major workforce remains to Agricultural activity but, diversification to non-farm activities is trending in recent decades (Chris Elbers and Peter Lanjouw, 2019). As a result of this transformation, most of the rural people transit to service sector which is available in all economic cycling. It is important to weaker section among the rural people that help them to reach standard of life. But, a causal life unexpectedly directed to physical ill by the wide spread of Covid-19 throughout the world. Rural economy hugely affected by this pandemic while urban too faces crisis in development. Generally, sectors in economy classified into four types such as primary (mining, fishing and agriculture), secondary (Construction, manufacturing and utilities), service (retail, tourism, banking) and quaternary (knowledge economy, education, research and development). The pandemic situation has put stop to regular process and development to all sectors asstatistically proved in Table.1. It has brought out financial crises, job loss and absence to developmental process. Hence, the economic conditions in both rural and urban transmitted to looking for substantial supports. *The present study significantly focusses to know the recent trend of services in rural India and to find out that in which month the services are too low during the pandemic period.*

Service Sector

It is most welcomed among the public that equips all the developmental process to alternative standard. Importantly, retail trade, travel & tourism, education, professional and non-professional services are the major dominance in both rural and urban economy. People in rural are mostly depend on agricultural activity, but,

a changes in education and technology have actually direct the consumers to demand for alternative wants. Hence, people are forwarding to do business as any type like retail trade that processing to reach the commodity to the hand of consumers. It is a significant process that makes ease to consumers with economic consent. During the lockdown in pandemic period, people of rural area suffered a lot in the process of retail trade. Travel and tourism is common to all which actually has a huge demand among the people for various entertainment purposes. Likewise, rural people are not far away for this contest, they are usually utilise such a service in accordance to their need. Therefore, the pandemic period has shut the service in an around the world. Thereby, people depending on travel and tourism in Indian rural area is hugely affected by job and income losses. Education is another important service that fallen to the absence of usual process which made a gap in teaching and learning process of masters and students. As a result of this, a huge number of children are becoming physical workers and left the process of learning. This is a great recession in the student's life of rural India. Moreover, a maximum of professional and non-professional workers in rural areas are also gone to underdevelopment because of the absence of job during the pandemic.

Methodology

Role of methodology contributes a good frame work which shows expected research outcome based on selected problems. The present study deals a break up of service sector in Indian rural economy which looks significantly in promoting lifestyle of rural people. Mainly, the study focuses retail trade, travel and tourism, education, professional and non-professional service sectors as on data point. It is secondary data based that covered only about ten months (Jan- Oct, 2021). Centre for Monitoring Indian Economy was an important data source to develop the research work. Data on break up of service in rural economy is given as percentage and formulated into table, charts and graphs to identify its trend. Further, collected data have been analysed by appropriate statistical tools in order to recover the findings and suggestions.

Result and Discussion

It is a part that shows a statistical report on the service sectors which break up during the pandemic in rural India. India as a developing country gives important to promote the service sectors for the well-being of future present and future generations. Generally, rural economy demonstrated as most backward even in basic consumption. Therefore, an introduction and promotion of retail trade, travel and tourism, education, professional and non-professional service sector will equip up the level of standards. An unexpected attack on both rural and urban human life, especially rural, has changed entire economy that disturbs the sustainable development. Table.1 reports clearly the month wise performance of service sector in rural India.

During the month of January 2021, travel and tourism service is significantly down followed by professional and non-professional services compared with others. But, the retail trade is recorded that it performed to maximise the rural wants. February 2021 recorded that professional and non-professional service shows a negative report while other services maximise its role. Except professional and non-professional service, other services are statistically negatively proved its inability in March 2021. Retail trade, travel and tourism in the month of April have enriched at well performance compared with March 2021 while other two services shown disabilities.

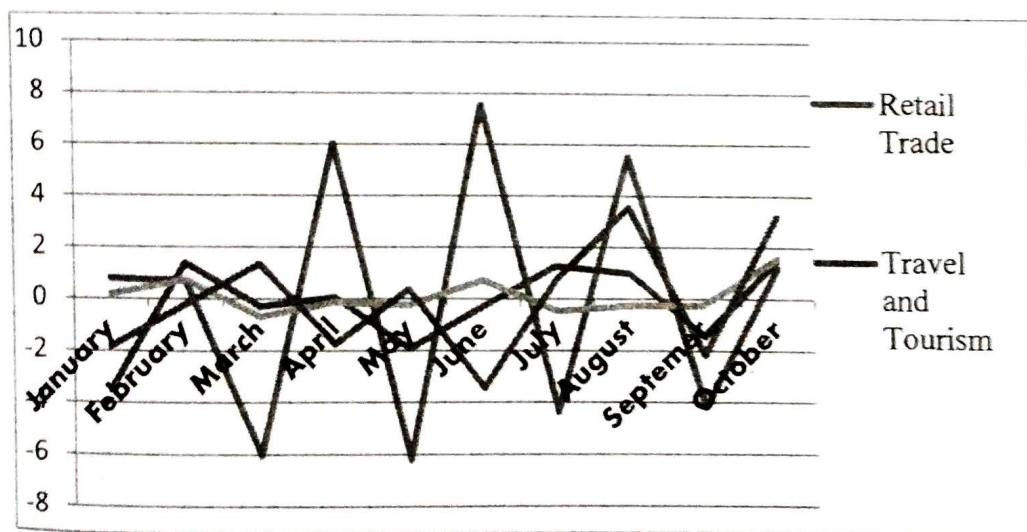
Table.1. Break- up of Service Sector in Rural India

Month	Retail Trade	Travel & Tourism	Education	Professional & Non-professional
January - 21	0.80	-3.53	0.17	-1.85
February - 21	0.70	1.38	0.74	-0.24
March - 21	-6.04	-0.30	-0.70	1.33
April - 21	6.01	0.07	-0.13	-1.76
May - 21	-6.21	-1.94	-0.25	0.36
June - 21	7.53	-0.30	0.70	-3.43
July - 21	-4.38	1.27	-0.47	0.73
August - 21	5.52	0.98	-0.27	3.56
September - 21	-4.20	-1.46	-0.25	-2.19
October - 21	1.19	1.51	1.58	3.19

Source: Centre for Monitoring Indian Economy

During the month of May 2021, professional and non-professional services improved bit more while retail trade at -6.21 percent followed by the remaining services. Retail trade service has positively increased at 7.53 percent from -6.21 percent while education service performed 0.70 from -0.25 percent in June 2021. Subsequently, both the retail trade and education services show negative report while education, professional and non-professional shows positive reports in the month of July. Retail trade, professional and non-professional services are maximised its performance in August 2021 compared with other services. During the month of September 2021, service sector in rural is negatively reported that it has not preformed even to basic needs because, the nation was expecting to third wave of COVID-19. Hence, as precautionary, the government has put stop to the regular process of service sector. Recently, compared with September month's data, October 2021 is bit more advanced which meant that the service sector in rural India has started to play as usual.

Figure.1. A Graphical Presentation of Data Fluctuations on Break up of Service Sector in Rural India



Retail trade is an effective process that dominated during the pandemic period. Although, there about three months namely March, May and September, the process of services are to negative report, especially the retail trade also reached down upto -6.24. This because, the reason is behind the incidents that, for statistical report of March month, it was a begning stage of second wave of spreading coronavirus. Therefore, the government hurriedly announced full lockdown to

every district of the country. During the month of May, the spreading of virus was at so peak resulted to the continuation of full lockdown for the entire month. The processes of all services begin to fallen in the month of September this because, there was a fear about third wave of spreading coronavirus. Thereby, these resulting that the process of livelihood service sector in rural India has become too crisis for the counsumers.

Table.2. A Report of Descriptive Statistics on the Data of Service Sector in Rural India

Particulars	Retail Trade	Travel and Tourism	Education	Professional and Non-professional
Range	13.74	5.04	2.28	6.99
Minimum	-6.21	-3.53	-70	-3.43
Maximum	7.53	1.51	1.58	3.56
Mean	.0920	-.2320	.1120	-.0300
Sum	.92	-2.32	1.12	-.30
Std. Deviation	5.13834	1.65867	.69627	2.31926
Variance	26.403	2.751	.485	5.379
Std. Error of Mean	.52452	1.62489	.22018	.73342

A descriptive Statistics helps to understand the range of data which shows a simple outline for the while data. It clearly states that the measures of central tendency and spread that provides a knowledge on the effects of data on a particular factor. The present also developed the secondary data with use of descriptive statistics analysis that given in Table.2.

Suggestions

A research work enlighten when it successfully contributes appropriate solutions for the chosen problems. The present study gives some more attention to the part of suggestions this because, problems of the research is come to end when a possible recommendations outlined for future. The study with an observation of break-up of livelihood service sector in rural India during the period of COVID-19 is made several policy recommendations for the future strengthen. Here the study mainly

focuses four major services, government must strengthen the service which is most appreciable to empower the rural livelihoods.

Better care for the people under government is to not looking for stop the process of service sector in any severity especially, in rural. To develop the retail trade, government must take any necessary steps and also equip up by providing necessary facilities to restore the losses. A sad finding of the study is that the educational service is not performed well and its report yet not crossed a maximum of like other sector even introduced online mode teaching method. Therefore, a policy makers need to recycle it to act vigorously. Professional and non-professional services is very important to rural India so that the both central and state governments need to interpret and support any way to develop the service providers and recover the losses occurred during the pandemic period. The economy of rural India which lost during the pandemic period need to recover. So, both central and state governments should provide subsidies and concession for the well of these services.

Conclusion

For the better performance of primary and secondary sector, a contribution of service sector is unavoidable. But, an attack of COVID-19 on service sector is affected all other sectors without any partiality of rural and urban. Although, rural area is suffered a lot in terms of service sector. The present study developed a matter in view of retail trade, travel and tourism, education, professional and non-professional as services in rural India. A statistical report is clearly shown that all the services have shown its disabilities. Mainly, March, May and September of 2021 were the period of crisis for services in rural India. Moreover, the study suggests that the both central and state governments in the position to supply all necessities to recover the losses.

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