A STUDY IDENTIFYING CHALLENGES AND OPPORTUNITIES FOR START-UPS DURING PANDEMIC IN CONTEXT WITH INDIA

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ABSTRACT

As it is observed that our planet earth suffers from a natural or unnatural pandemic calamity once in each century. These epidemics have proved to be disastrous for human race. They have made all humans come together and fight against one evil and evaded the discrimination of caste, creed, color, races, languages, thus proving to be good at one part as well. Every challenge brings new opportunities and every epidemic makes us strong to fight against it. As in our generation COVID-19 was the pandemic we have observed worldwide, it also gave a thought of researching over opportunities it has created for the generation of 21st century. The entire world was going over with a race of fast development before covid-19 but it made the world hold still. Though on the counter part few organizations got overloading work and went on full swing to fulfill the market demand. Without any doubt, the Pharmaceutical Industries were on top providing medical facilities for recovering from covid-19, at the same time few new start-ups emerging from ne demand in the market were seen flourishing. This research is done to throw light on such opportunities and start-ups during this pandemic situation.

Keywords: *COVID-19, Start-Ups During Pandemic, Epidemics, Corona Virus.*

Introduction

As it is observed that our planet earth suffers from a natural or unnatural pandemic calamity once in each century. These epidemics have proved to be disastrous for human race. They have made all humans come together and fight against one evil and erased the discrimination of caste, creed, color, races, languages, thus proving to be good at one part as well. Every challenge brings new opportunities and every epidemic makes us strong to fight against it.

Without a doubt, it is a time of despair. But it is also a time of hope. Yes, the rapidly spreading Corona virus has posed a serious challenge to large businesses and startups alike. And of course, investors are on the verge of collapse, ratification has plummeted and skilled workers are being laid off in the industry. However, we still believe that we have every reason to remain optimistic - seeing silver discovery is a unique way that opportunities will soon be realized.

As we prepare to go back to a world which will be changed forever, the time is ripe to reset everything as we knew it. If ever there was a time where it is a level playing field for both celebrated startups and the more modest ones-it's now. Startups that understand the new definition of 'normal' will try to bring out the best in themselves by grabbing new opportunities and identifying new customers.

Also, the pandemic that has gripped the planet will be over soon enough. Keeping this optimistic outlook in view, India's burgeoning startup ecosystem should remain vigilant for the birth of new ideas that will compel it to re-imagine business for the post-pandemic world. In this research paper, We have examined the key pockets of opportunity that the Corona virus human tragedy is opening across sectors.

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Healthcare Tech to Lead the Way

Patient care and public safety have come to the forefront ever since the fight to contain the lethal virus started. As of May 30, there are over 6 million Coronavirus cases have been reported worldwide and noe strain 2 has become viral. Innovative Health Tech companies are on the cusp of a major transformation that will build health solutions through AI (Artificial Intelligence), medical engineering, 3D printing, nanotechnology and robotics, among other digital anti-Corona virus technologies.

U.S.-based HealthTech company Metabiota has deployed machine learning capabilities to present an early and accurate analysis of the geographical spread of the Coronavirus pandemic. Other technology-driven solutions to tackle the virus are also emerging, such as behavioural and biometric data from medical wearables that detect positive cases of Coronavirus. While startups are on an overdrive to mitigate or suppress the spread of the infection, Microsoft has also pulled out all stops to find innovative patient care solutions. The tech major has partnered with the CDC (Centers for Disease Control) to deploy its AI-powered chatbot called Clara to assess symptoms and risk factors associated with the Coronavirus. The technology aims to track high-risk people and propose a system of conditions that may help them gain access to medical resources in a timely manner. There are an estimated 4,800 HealthTech startups in India using state-of-the-art technology to help the government fight the epidemic. The Bengaluru-based initiative Bione has developed genetic testing using predictive analytical tools to test everyone's immunity against the virus. In the coming weeks, more visible technologies in the HealthTech field will identify Coronavirus patterns and empower health professionals to focus on patient care.

The ACT (Action Covid-19 Team), a joint venture led by VCs and leading entrepreneurs, with active support of State governments and other stakeholders, has supported several HealthTech local initiatives to fight the epidemic. In particular, the governments of the Telangana, Karnataka, and Punjab State governments have embarked on a series of rapid military action to hasten the dreaded solutions to the deadly virus.

For example, with direct support from the Telangana government, manufacturers of Ethereal Machines and Max Ventilators have been selected from the list to produce and ship respirators for Army and C OVID wards. Ethereal creates a respiratory fog mold to help hospitals cope with a shortage of essential health support tools.

Another HealthTech initiative, MolBio, has developed a traditional, portable and battery-powered RT-PCR machine to measure testing capacity in India, even in remote areas. Since MolBio not only makes test kits but PCR equipment itself, it has come in handy to deal with the huge backbone of power testing.

The severe shortage of PPE in the country has led to the start of HealthTech Karkhana.io using 3D Printing, injection molding, machining, fabrication, and design Facility, to produce PPEs. This includes face shields, aerosol boxes and glasses. Initiation also produces equipment for the production of other PPE (masking machine, gown equipment), as well as ICU machine valves, connectors and respiratory components.

In terms of vaccine development more than a hundred companies around the world have been working and wanting to clear the first and second trials but only a few of them finally found their way. In India two companies are producing covid-19 vaccine which is SERUM INSTITUTE OF INDIA's COVISHIELD AND BHARAT BIOTECH's COVAXIN. Covishield was developed by Oxford University in partnership with Astrazeneca. The Serum Institute of India is their production and testing partner. While Covaxin is India's first traditional vaccine against Covid-19. Developed by Barat Biotech in collaboration with the Indian Medical Research Council (ICMR) and the National Institute of Virology.

A New Path for Mobility

The novel Coronavirus may change the description of the hyper-connected world. The global transportation system and urban centers will never be the same. The problem has been eye-opening for the transport environment to adapt more quickly to tourism restrictions, social distances and other measures to prevent the spread of the virus at home, nationally and internationally. With major disruptions affecting passengers around the world, it's time to pause and think about building by enabling a fast and easy-to-run system.

The phase after the decline of Coronavirus will be highlighted as it will set future trends for urban travel. Strict closures imposed by governments around the world have encouraged travel companies to take a different approach c to a safer world for everyone.

CORE MaaS (COvid-19 REsilient Mobility as a Service) is a project developed by Iomob - a medium-sized open source distribution market - in partnership with Facebook, a shopping center focused on all transit. This initiative calls for ideas to build an open-based SDK platform that includes travel service providers (MSPs), public transport, taxis, and other travel services in many cities and regions in Continental Europe. The platform uses intermediate travel techniques to allow users to choose the travel options available within the selected geography that improves social stability.

Experts point out that the time has come for mankind to use non-motorized vehicles as social order is more likely to remain. It is believed that a major change in consumer behavior due to Coronavirus will lead to the emergence of non-motorized vehicles and ultimately point to a decrease in shared traffic.

Coronavirus has also led to other innovative solutions. For example, government-sponsored home-based housing has set new standards for how future deliveries will be handled by restaurants, pharmacies, and food owners, among other businesses. Off-line delivery is a new innovation that will ensure the safety of customers and service delivery staff.

In the U.S., Zipline, a medical equipment company, is awaiting FAA (Federal Aviation Administration) approval to issue a delivery without consulting the public. Its purpose is to bring emergency medical care to hospitals and to ensure that home appliances reach individuals so that they can hire telemedicine. Independent robotic delivery vehicles have also emerged as one of the best methods used in the transportation industry. Such vehicles were planted in Wuhan - a Coronavirus facility to provide essential services to the city's residents. Going forward, many more technologies are in the house of reducing human intervention in logistics.

The Reshaping of Learning

Coronavirus Threats has accelerated the adoption of online learning to empower students and teachers to embrace rich digital knowledge. Almost all night, schools and universities around the world have redefined the traditional teaching method to adapt to a powerful digital classroom.

After the US, India's EdTech industry is the second largest in the world and has a value of $ 2bn. In India, the visual classroo is made more visible with new EdTech startups such as Byjus, Vedantu, Unacademy, Toppr and UpGrad. Many offer free AI classes and use AI and game design to add value to classroom learning.

Depending on the type of Coronavirus, online learning is about to take place. In my view, the new ecosystem will only thrive if entrepreneurs provide all the components for students. Experience learning, reading anytime and self-study with new growth packages at EdTech companies.

The EdTech sector expects significant improvements as investment in AR / VR technology in digital learning is expected to grow to $ 12.6bn by 2025. Surprisingly, the take on the Coronavirus disaster shows that technology education is our new field of EdTech to start everywhere.

E-commerce and Changing Customer Behaviour

As the threat of Coronavirus continues to spread, isolation and social isolation is becoming increasingly common. In these difficult times, commerce businesses have gained momentum as consumers have turned to online shopping and other digital alternatives, instead of real-world shopping. In addition, with the growing number of people working from home, consumer behavior will be affected by the current disruptive economic and social conditions created by Coronavirus in the production of production in certain categories. In the coming months, online retailers can expect further rise in orders as regular consumer shopping patterns have undergone significant changes. I believe that now may be a good time for the commercial industry to take advantage of new opportunities presented by consumer behavior.

Redefining the New Norm of Work from Home

The rapidly spreading Corona virus has announced a new era in the future of the work to come. Homework is now a new standard adopted by organizations. It emerged as someone who could change the game about how businesses would operate when it got tough. However, despite the uncertainty, businesses can take advantage of a distance learning paradise creating an environment that allows their employees to work.

Compulsory social segregation policy has led businesses to invest in new technological tools to do work from seamless and efficient. Organizations around the world are using new technologies and web-based tools / tools to facilitate remote operation. Zoom, Go To Meeting, G Suite and Webx are some of the leading tools that allow organizations to communicate with employees, clients, vendors and other partners. The importance of remote operation is affecting the home as hemothermies technology Google and Facebook announced an increase in performance from home policy until the end of 2020. It is unlikely that staff will return to full office at any time by 2021.

As it turns out, the new operating rules have important implications for employee productivity and how we will work and work together in the future.

Literature Review

According to the latest UN report India with 356 million 10-24, year-olds have the (Mittal, 2014), Largest concentration of youth population who are going to be the driving force behind innovation and creation with commensurate demand and consumption of goods and services.

(Skok, 2016), Innovation plays an important role, since, that the startup has to fine-tune the product offerings to suit the market demands.

Of the $531 billion raised in startup capital each year, $185.5 billion is from personal savings and credit; $60 billion is from friends and family; $22 billion is venture capital; $20 billion is angel investors; $14 billion is from banks; and $5.1 billion is from crowd funding.

Scaling of business requires timely infusion of capital. Proper cash management is critical for the success of the startups (Skok, 2016; Pandita, 2017).

Narendra Modi (2016) [1] stated that, the Startup India is a revolutionary scheme that has been started to help the people who wish to start their own business. These people have ideas and capability, so the government will give them support to make sure they can implement their ideas and grow. Success of this scheme will eventually make India, a better economy and a strong nation. Grant Thornton (2016) [2] define, the startup business as an organization which is an entrepreneurial venture/a partnership or a temporary business organization engages in development, production or distribution of new products/services or processes.

Institute for Business Value (IBV) (2018) [3] , India is booming with young entrepreneurs and start-ups but more than 90 per cent of start-ups in the country are failed because of, lack of innovation, non-availability of skilled workforce and insufficient funding are the main reasons for the high rate of failure.

Nipun Mehrotra (2018) [4], "The Indian start-up community, ranked third globally in terms of number of start-ups, has been creating new job opportunities and attracting capital investment. We believe that start-ups need to focus on societal problems, including healthcare, sanitation, education, transportation, alternate energy management and others, which would help deal with the issues that India and the world face. These require investments in deep technology and products which are built to scale globally.

Research Methodology

The study is based on the secondary data which has been collected through journals, magazines, newspapers, research papers, books and websites etc.

Research Objective

- To identify the challenges faced by the Entrepreneurs during the challenging time of Covid-19 and other pandemics.
- To identify the opportunities emerged with this pandemic and new startups ideas took birth during this time.
- To observe the sustainability of current entrepreneurs.
- To understand the creativity which was required to solve the problem for the masses.

Key Challenges

- Due to pandemic which created the panic and death threat worldwide many Entrepreneurs backed off from taking the risk and coming with new ideas. Mr. Ratan Tata also said that this year 2020 is the year of survival, lets survive this and earn later.

- Many newly generated startup just before pandemic came down to layoffs and were sustaining on their private capital. Many of them decided to close down due to lack of funds.

- Big giants turned out many employees due to payment issues.
- Political support went missing as the entire government was occupied in curing the infected people.
- The ecosystem was not favorable as infection was deadly and spreading with a very high rate.

Limitations of the Study

- Only secondary data could be collected as infection is still prevailing and vaccination has just begun.
- Gathering reliable and accurate data was also a challenge as pandemic is not over yet and detailed information is not available at many sources.
- Data of around the world is still not available hence could not be covered.
- The scope relies purely of available data on Internet, Newspapers, Journals and researches.

Conclusion

- India has the third-largest start-up ecosystem in the world, with an average of three tech start-ups born every hour. The expectations were high for 2020, considering that 2019 was a blockbuster year in the history of start-ups in the country, with $14.5 billion in funds raised cumulatively.
- However, the Covid-19 pandemic emerged, disrupting financial markets and leaving the world teetering on the edge of an economic downturn.
- The forecast suggests that there will be a permanent income loss of $620 billion in the Asia-Pacific (APAC) region on account of the pandemic.
- As a result, seed funding – a start-up's first step towards raising capital – is projected to decline by 22 per cent in India (in Q1 2020 vis-à-vis Q4 2019). These short-term challenges can be turned into long-term opportunities for strong companies that are willing to transform swiftly.
- The Indian start-up ecosystem has been agile in adapting itself to the dynamic business environment. A case in point is that of online education, which, over the past few weeks, has helped students and parents alike across the bridge and develop digital skills.
- As the situation around the health emergency continues to evolve, start-ups are focusing their efforts on the 'how' and 'what' needs to be done to weather the impact of the coronavirus outbreak.
- The unprecedented situation calls for businesses to commit to the health and safety of not just their employees, but also of the community, customers, and partners
- Post-Covid, Start-ups that will be swift in capitalizing the underlying opportunities will unlock the potential for growth and, in the process, discover a new lease of life.

Startups: Change the world order in the age of Coronavirus

The world as we knew it before the Coronavirus has already transformed since the virus outbreak. With social distancing and work from home being the new normal, stakeholders in the Indian startup ecosystem are pivoting to channelize innovation.

From basic apps to complex diagnostic algorithms, startups are developing innovative tech solutions across industries to give back to the society. The Indian government has also trained the spotlight on innovation. Its flagship Startup India initiative has launched a competition for budding innovators and companies to contribute creative solutions to fight the Coronavirus crisis.

In the weeks ahead, agile startups will gain further visibility as innovation enablers that aid people and businesses deeply affected by the pandemic. Thus, the need of the hour is for startups to swiftly adapt to the new changes and seize the unique opportunities presented by the pandemic. These organizations should rise to the challenge and assume a larger role to support local communities, the country and the world during this difficult time.

The question everyone is asking is whether we will ever go back to the earlier normal after the outbreak ends. I don't see the clock being reset. The Coronavirus will usher in a new normal that will create a unique set of opportunities. Startups across the world should seek opportunity in chaos and capitalise on the new trends to build the new normal.

If a journey of growth has to be continued, now is the time for startups to display resilience, chutzpah and creativity. Only when they think outside the box can they innovate and create future opportunities for business.

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