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BUSINESS ACUITIES

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STUDENTS
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ONLINE BUSINESS OPPORTUNITIES



In December 2020, the COVID-19 pandemic was still ongoing, and many businesses had shifted their operations online to adapt to the changing circumstances. Online businesses saw significant growth during this period due to the increased reliance on e-commerce and remote services. Here are some online business trends and opportunities that were prominent in December 2020:

E-commerce: With physical retail stores facing restrictions and consumer preferences shifting towards online shopping, e-commerce experienced a surge in demand. Starting an online store or expanding an existing one could be a lucrative business opportunity.

Delivery services:



As people avoided crowded places and preferred home delivery, businesses that offered delivery services thrived. This included restaurants, grocery stores, and various retail sectors. Creating a delivery-focused business or partnering with existing stores

for delivery services could be profitable.

Online learning:



With schools and universities implementing remote learning, there was a growing demand for online education platforms and e-learning tools. Launching an online tutoring service or creating educational content could be a viable business idea.

Remote work tools: Many businesses and individuals shifted to remote work setups, creating a demand for tools and software that facilitate virtual collaboration, project management, and communication. Developing or

providing services related to remote work solutions could be a lucrative venture.

Health and wellness: As people focused on their well-being, there was increased interest in fitness, mental health, and personal care. Starting an online fitness training program, offering virtual counseling services, or selling health-related products could be successful.

Online entertainment:



With limited social activities and people spending more time at home, there was a surge in demand for online entertainment platforms. Launching a streaming service, creating digital content, or

organizing virtual events could be a profitable business idea.

Online marketing and consulting: Businesses that offered digital marketing services, social media management, or consultancy for online strategies were in high demand. Providing expertise in these areas or starting a digital marketing agency could be a viable business opportunity.

Supply chain challenges: Online businesses faced supply chain disruptions due to lockdowns, travel restrictions, and increased demand. This led to delays in production, shipping, and inventory shortages for certain products. Many businesses had to find alternative suppliers or adjust their operations to meet changing customer demands.

Digital marketing: Online businesses relied heavily on

digital marketing strategies to reach their target audience. This included social media advertising, search engine optimization (SEO), email marketing, and influencer collaborations. Brands and businesses invested more in their online presence to stay connected with customers and generate sales.

Cybersecurity: The rise in online transactions and remote work also heightened the importance of cybersecurity. Businesses had to invest in robust security measures to protect customer data, prevent cyber threats, and ensure the integrity of their online operations.

Customer experience: Providing excellent customer service became crucial for online businesses. Companies implemented chatbots, live chat support, and improved website interfaces to address customer queries, provide

assistance, and enhance the overall online shopping experience.

Digital payment solutions:

Online businesses facilitated transactions through various digital payment methods such as credit cards, mobile wallets, and online banking. This allowed customers to make purchases conveniently and securely without physical contact.

HEALTHCARE IN INDIAN BUSINESS



COVID-19 Pandemic: The COVID-19 pandemic significantly impacted the healthcare sector in India,

including businesses. The country witnessed a surge in cases during that period, putting immense pressure on the healthcare infrastructure and creating challenges for businesses to ensure the health and safety of their employees.

Employee Health and Safety:

With the pandemic, businesses had to adapt to new health and safety protocols to protect their employees. This involved implementing measures like social distancing, sanitization, providing personal protective equipment (PPE), and adopting remote work arrangements where possible. Ensuring compliance with these guidelines while maintaining business operations posed significant challenges.

Access to Healthcare Facilities:

India's healthcare infrastructure faced strain due to the overwhelming number of COVID-19 cases. This resulted in challenges for businesses in

accessing adequate healthcare facilities for their employees. Limited hospital beds, shortage of medical supplies, and a shortage of healthcare professionals posed significant obstacles.

Mental Health Concerns: The pandemic also had a profound impact on the mental health of individuals. Businesses had to address mental health concerns among their employees by providing counseling services, creating awareness, and implementing employee assistance programs. However, limited resources and infrastructure in this domain posed challenges.

Economic Impact: The pandemic led to an economic downturn, affecting various industries and businesses. Many companies faced financial constraints, leading to layoffs, pay cuts, and reduced employee benefits. This had a direct impact on the healthcare

benefits and insurance coverage provided by businesses to their employees.

Disruptions in Supply Chains:

The pandemic-induced disruptions in global and domestic supply chains affected the availability of essential healthcare products and pharmaceuticals. Businesses faced challenges in procuring and maintaining a steady supply of medicines, medical equipment, and other necessary healthcare items.

Digital Transformation: The need for remote work and virtual operations accelerated the adoption of digital technologies in businesses. However, many organizations faced challenges in terms of infrastructure, cybersecurity, and upskilling employees to adapt to the digital transformation in healthcare delivery and business processes

Vaccination Rollout: In December 2020, the COVID-19

vaccine rollout had not yet begun in India. However, businesses were preparing for the challenges associated with vaccinating their workforce once vaccines became available. Ensuring equitable access, logistical coordination, and addressing vaccine hesitancy were some of the issues that businesses anticipated and planned for in their healthcare strategies.

Employee Well-being

Programs: With the growing recognition of the impact of employee well-being on productivity and morale, businesses began investing in comprehensive wellness programs.

These programs aimed to promote physical and mental well-being through initiatives such as yoga and meditation sessions, fitness programs, and employee assistance programs. However, implementing such programs in a remote work

environment posed logistical and operational challenges.

Education development



December 2020, the field of education underwent significant developments and changes in response to the ongoing COVID-19 pandemic. Here are some key aspects of education development during that time:

Remote Learning and Online Education: With schools and universities closed due to lockdown measures and social distancing guidelines, there was a massive shift towards remote learning and online education.

Educational institutions rapidly adopted various digital platforms and technologies to deliver lessons and coursework remotely. This shift highlighted the importance of technology in education and paved the way for innovative approaches to teaching and learning.

Hybrid Learning Models: Many educational institutions embraced hybrid learning models, combining online instruction with limited in-person classes. This approach allowed for smaller class sizes, social distancing, and reduced the risk of virus transmission while providing some level of face-to-face interaction between students and teachers.

Digital Divide and Accessibility: The pandemic exposed the digital divide, as not all students had equal access to technology and the internet. Educational authorities and organizations worked to bridge

this gap by providing devices and internet access to underserved students. Efforts were made to ensure that education remained accessible to all, irrespective of their socioeconomic backgrounds.

Teacher Training and Professional Development: The sudden shift to remote teaching necessitated training and professional development for educators to adapt to the new online learning environment effectively. Workshops, webinars, and online resources were made available to help teachers develop the necessary skills and pedagogical strategies for online instruction.

Mental Health and Well-being Support: The pandemic had a profound impact on the mental health and well-being of students and teachers. Schools and educational institutions focused on providing counseling services and emotional support to students.

Efforts were made to address the social and emotional needs of students and create a supportive learning environment.

Curriculum Adaptation: The disruption caused by the pandemic led to a reevaluation and adaptation of curriculum content. Educators sought to prioritize essential topics and competencies while finding innovative ways to deliver engaging and interactive online lessons. There was an increased emphasis on digital literacy and skills relevant to the remote work and learning environment.

Assessment and Evaluation: Traditional forms of assessments, such as exams and standardized tests, faced challenges in the remote learning context. Educators explored alternative methods of assessing student learning, such as project-based assessments, online quizzes,

and collaborative assignments. The focus shifted towards formative assessments and continuous feedback to monitor student progress effectively.

Collaborative Learning and Virtual Communities:

Educational institutions encouraged collaboration among students through virtual platforms, fostering online communities and group work. Virtual classrooms and discussion boards became essential tools for engaging students and facilitating peer-to-peer interaction.

Research and Development:

The pandemic stimulated research and development in educational technology, pedagogical approaches, and effective online teaching strategies. Many institutions and organizations initiated studies and projects to explore the long-term impact of remote

learning and identify best practices for the future

Mutual Funds development



Performance Amidst Volatility:

The year 2020 was marked by extreme market volatility due to the COVID-19 pandemic. In December, mutual funds showcased resilience and recovery as global markets rebounded from the initial shock. Equity funds, in particular, saw strong performance as stock markets rallied towards the end of the year.

Increased Investor

Participation: Despite the market turbulence, mutual

funds attracted a significant inflow of investments from retail and institutional investors. As uncertainty loomed, investors turned to mutual funds as a way to diversify their portfolios and benefit from professional management. This increased investor participation helped mutual fund assets reach new highs.

Emphasis on ESG Investing:

Environmental, Social, and Governance (ESG) investing gained further traction in December 2020. Investors showed growing interest in funds that incorporated ESG factors into their investment decisions. Asset management companies launched new ESG-focused mutual funds and enhanced their existing offerings to meet this demand.

Technology and Innovation:

Mutual fund companies continued to leverage technology to improve their services and enhance the investor experience. Online platforms and mobile apps

gained popularity, making it easier for investors to access information, perform transactions, and monitor their portfolios. Robo-advisory services also gained prominence, offering automated investment solutions.

Regulatory Updates:

Regulatory bodies continued to introduce new measures to safeguard investor interests and ensure transparency in the mutual fund industry. In December 2020, various countries implemented regulatory changes to enhance investor protection, streamline fund disclosures, and promote better risk management practices.

Global Expansion: Mutual fund companies focused on expanding their footprint internationally, seeking opportunities in emerging markets. They launched new funds or expanded existing

ones to cater to the growing demand from investors looking for international investment options.

Continued Fee Compression:

The trend of fee compression persisted in December 2020. Mutual fund companies faced pressure to reduce fees due to increased competition and investor demand for lower-cost options. This led to a further reduction in expense ratios across various fund categories.

Investor Education and

Awareness: As the mutual fund industry evolved, there was a greater emphasis on investor education and awareness. Fund companies and industry associations conducted webinars, seminars, and educational campaigns to educate investors about different fund types, risk profiles, and long-term investment strategies