

A CORRELATIVE RESEARCH OF GLOBAL BHARAT AN INITIATIVE BY SAP INDIA IN
REGARDS TO MSME'S AFORE AND IN THE WAKE OF COVID -19

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ABSTRACT

As we all have seen there has been a tremendous growth in the MSME sector after agriculture sector. MSME has been turned out as a boon to our Country, it is rapidly growing but due to sudden hit of Covid-19 all over the globe, MSME sectors have faced drastic fall out and was facing difficulties to maintain its pace during this pandemic. As there was a fall in MSME sector, SAP India came up with an initiative Global Bharat, where all the entrepreneur's can trade globally like B2B. This initiative is a boost for MSME and Indian economy, its aim is to empower MSME sector and Indian Economy. The given paper is analyzing the impact of Covid-19 on MSME's & folks who are aware about the initiative taken by SAP India.

Keywords: MSME, Covid-19, Global Bharat, SAP India, initiatives

INTRODUCTION

This paper focuses on the initiative taken by Sap India for Micro Small Medium Enterprises. Micro small medium-sized enterprises have been developing in India for a long time. MSME was established in the year 2007. MSME's are a significant sector for Indian economy as it has tremendously shown a growth towards socio economic sector. Because of MSME's there is growth in job employment sector in the backward and rural areas of India. MSME's contribute virtually 8% of the country's GDP, 45% in Manufacturing Sector & nearly 40 % of the exports. MSME's can be named as the 'Pillar of Indian Economy'. India has nearly 6.3 crore of MSME's, every year the MSME's are growing gradually in India. MSME's is on second position in generating employment after agriculture sector. Due to Covid-19 MSME's saw a drastic fall in their sector. There were many MSME's which were shut down and some were making a loss. The major problem faced by the MSME's during this pandemic situation was lower revenues, reduced demand for orders, Cash flow shortage, & impact on the labor force. As MSME's were struggling for their survival during COVID – 19 SAP India brought an initiative programme for the MSME's Sector Global Bharat.

Global Bharat was launched on June 29, 2020; this programme was launched in association with NASSCOM Foundation, United Nations Development Programme (UNDP) and Pratham Infotech Foundation. The main objective of Global Bharat was to boost MSME's sector globally by equipping them with access to the global marketplace, digital skilling for the workforce and transforming business processes. Global Bharat is the initiative taken by SAP India. Global Bharat Programme is originated to enable MSME's to increase business functioning & overcome the unproductiveness & make them internationally competitive by furnishing them with digital technologies.

Sap (System Applications & Products in Data Processing) Sap India is a growing subsidiary of SAP SE. Sap India started its functioning in the year 1996 with headquarters in Bangalore and working offices in Mumbai, New Delhi & Kolkata. There are many companies like TCS, HCL etc who are using SAP. SAP is an ERP software first designed by Germany.

REVIEW OF LITERATURE

Kishan Jain, Director at Gold medal Electricals says, "India's MSME sector has been recognized as the engine of economic growth and for promoting equitable development. The labor strength of the MSME sector is far higher than that of the large enterprises in India. Micro, small and medium-sized enterprises play a crucial role in providing employment opportunities at comparatively lower capital cost than large industries. Also, these firms aid in the industrialization of rural and backward areas, thereby, reducing regional imbalances, pledging more rightful distribution of national income and wealth."

"Being a potential contributor to India's GDP (29%) and providing employment to over 111 million people, it is imperative to strengthen the sector for the revival of the country's economy," said Deb Deep Sengupta, president and managing director, SAP Indian subcontinent.

RESEARCH & METHODOLOGY

This paper is depended on both primary and secondary data.

Primary Data

➤ Google form (QUESTIONNAIRE)

Secondary data
 Internet, Websites

Objectives of the Study

- To identify the awareness of Global Bharat initiative taken by SAP India.
- To interpret the augmentation of MSME afore and in the wake of Covid-19
- To understand the role of Global Bharat for MSME's

Limitations of the study

- The study is limited to the persons who are aware about SAP India initiative.
- The study is limited to the persons who know the effects of Covid-19 on MSME's Sector.

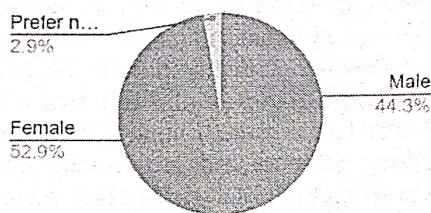
Significance of the Paper

- The paper is all about the group of persons who are aware of SAP India, SAP India Initiative and MSME's.
- The paper focuses on the effects of Covid – 19 on MSME's Sector.
- The paper is testing to discover the reasons on MSME's to shutdown.

Data Analysis, Interpretation & Finding of the Study

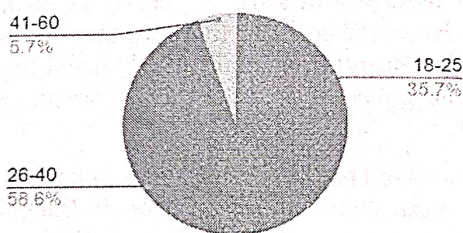
A brief analysis & interpretation of the study, the samples collected are 70 respondents through the medium of Google form.

1. Gender of Respondents



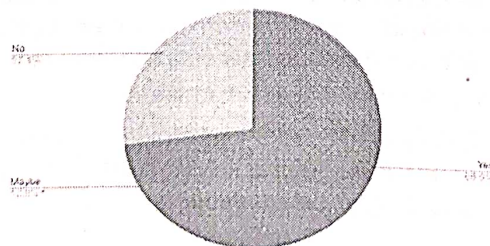
From the above pie chart there are 44.3% Male, 52.9% female and 2.9% prefer not to say.

2. Age group of Respondents



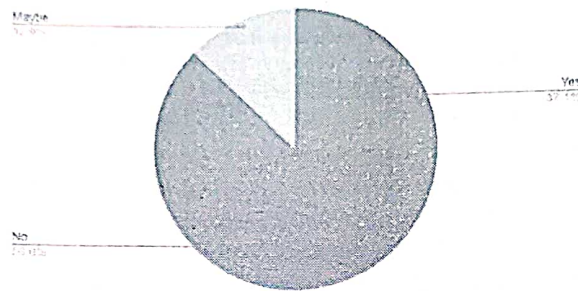
From the above pie chart 35.7% male & female and prefer not to say belong from the age group from 18-25. Second age group from 26-40 belongs to 58.6% male & female and prefer not to say, 5.7% male & female and prefer not to say belongs from the age group 41-60.

3. Do you know about SAP India?



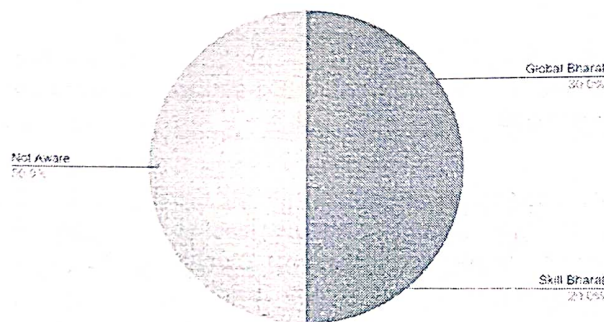
From the above pie chart respondents who were aware of SAP India is 60% whereas people who were unfamiliar about Sap India is 27.1% & 12.9% were somewhat familiar.

4. Do you know the initiative taken by SAP India in regards to MSME?



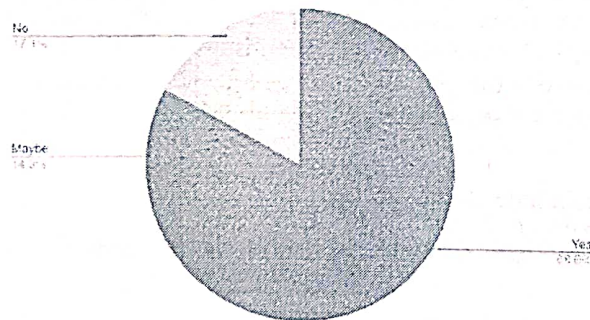
From the above Pie Chart respondents who knew about the initiative taken by SAP India is 37.1%, 50% was not knowing about the initiative taken by SAP India, and 12.9% had a possibility of knowing and knowing.

5. Which initiative program was brought by SAP India?



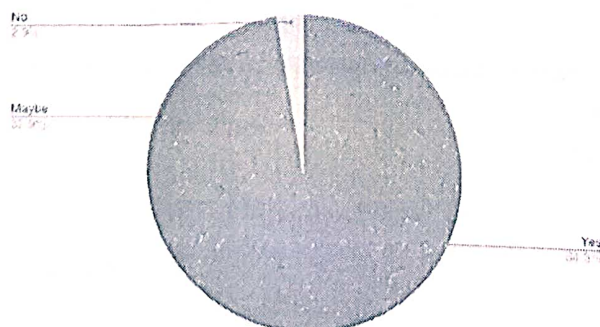
From the above pie chart, 30% selected Global Bharat, 20% Skill Bharat and 50% were not aware. Only 30% respondents were correct, the initiative taken by SAP India is Global Bharat.

6. Do you know about MSME?



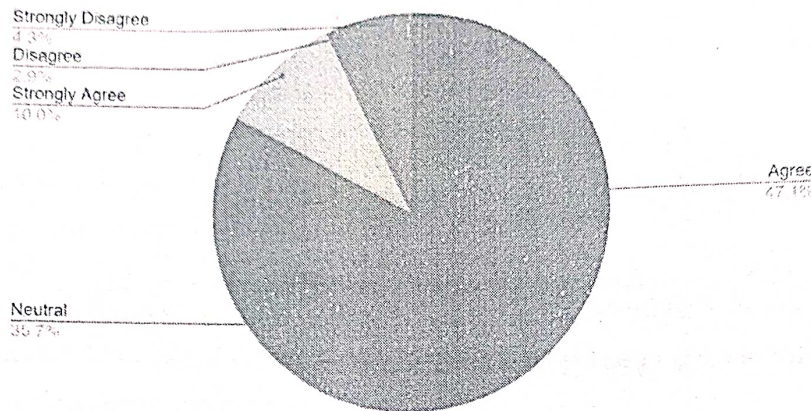
From the above Pie Chart, it is discovered that only 68.6% were familiar with MSME, 17.1% were not aware & 14.3% is somewhat aware about MSME.

7. Does Covid -19 have affected the growth of MSME?



From the above data, 64.3% believe that Covid -19 have affected the growth of MSME, whereas 2.9% believe that it is not affected & 32.9% are somewhat familiar.

8. Is MSME struggling for its survival in the market due to Covid -19?



From the above data, only 47.1% agree that MSME is struggling for its survival in the market, 10% strongly agree, 2.9 disagree they believe it is not affected, 4.3% strongly disagree and 35.7% is unbiased about the survival of MSME in the market due to Covid-19.

SUGGESTIONS

Government should bring new and technical policies for the development of MSME sectors, Folks should be made aware of the MSME sector and should encourage people to buy goods & services from MSME sectors. New reforms and policies can be introduced and proper training can be provided to the entrepreneurs of the MSME sector so that they can be in the race and keep on developing.

CONCLUSION

According to the findings of the study, Covid-19 has a negative impact on the MSME sector. Only a few folks are aware of Sap India & the initiatives taken by them. This pandemic has been challenging for the MSME sector for its survival in the Indian Economy. The major problems faced by the MSMEs were lower revenue, shortage of workers, low demand for the orders, and shortage in cash flow. Government is uplifting MSME sectors as it is the Pillar of the Indian Economy after the agriculture sector. Some of the MSMEs have been managed to survive even during this crucial time. MSME is a windfall for the Indian economy, as it contributes to sustainable development, economic growth in job employment, and public goods & services. Uplifting of Micro, small, medium enterprises results in the uplifting of the Economy.

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