

# Impact of Covid-19 on Light and Sound and Hire Goods Owners in Kannur District of Kerala

P. R. Rejitha<sup>1\*</sup>, M. Vismaya<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Commerce, Sree Narayana College, Kannur, India

<sup>2</sup>Student, Department of Commerce, Sree Narayana College, Kannur, India

**Abstract:** The world has been experiencing a rare disaster of corona virus pandemic (Covid 19) since December 2019. Most of the countries in the world have been implementing quarantines and social distancing practices to contain the pandemic and implemented lockdown. The covid 19 has created a multiple crisis in several fronts: health, travel, economy, finance, production and output, employment and unemployment, prices, emigration and remittances, fiscal situation of etc. The lockdown implemented in the Kerala followed by covid outbreak has resulted in an unprecedented loss of employment in all sectors of the economy. Light and sound sector also in crisis. By cancelling functions and public events due to covid restriction, light and sound and hire goods workers lose their income. The main purpose of this study is to understand the adverse impact of corona in their income level and identify how they sustain life during lockdown. Thus, this study is entitled as, "impact of covid 19 on light and sound and hire goods owners" with special reference to Kannur district.

**Keywords:** Covid 19; economic loss; reduced job; adoption of other job.

## 1. Introduction

The first covid 19 case in India was reported in the Thrissur district of Kerala. Between January and May 2020, the rate of growth of covid 19 cases was very small. But during the month of July and August there has been a steep increase in the number of covid cases. The lockdown implemented in the state has resulted in an unprecedented loss of employment in all sectors of the economy. Due to the prolonged lockdown, quarantine, physical distancing and other isolation measures to suppress transmission of the Covid 19, state's economy is heading towards a recession. Non-essential services and production were directly affected by the lockdowns, which led among other things, to a reduction in the number of hours worked and to job losses. The impact of the lockdown was most severe in case of self-employed and casual workers in all sectors of the economy. Due to a curfew like situation, there was a total stop of almost all activities of an informal sector except the trade of essential goods and agricultural operations. The light & sound and Hire

goods owners plays an important role in the society. They render a relevant service to public. The hire goods and light and sound owners are the persons who lend needed things like tents, light and sounds, testing arrangements, plates and cutlery items and other event related equipment for the consumers on special occasions for temporary use. They undertake all panthal and decoration works for special occasions like wedding and other ceremonies, festivals and public programs etc. From the day coronavirus was confirmed these sectors also is in crisis. With the festivals, public events and functions cancelled, the owners are on the run to arrange money to pay their labourers. They did not even get a modest income from their work during lockdown period. They had to resort to other means of employment to meet their daily expenses. The life in corona period was quite challenging for them. So, our study is focused on the "Impact of covid 19 on Light & Sound and Hire Goods Owners" with special reference to Kannur district.

## 2. Objectives of the Study

- To find out how covid 19 has affected light and sound and hire goods owners financially
- To identify if light and sound owners had to look for other job to make a living during the corona era
- To find out if light and sound and hire goods owners have received any assistance from the government or other agencies
- To learn how the corona epidemic has mentally affected them.

## 3. Significance of the Study

The light and sound and hire goods owners are one of the employment sector had caused serious damage. With the pandemic spread, all their calculations have gone wrong as public meetings and other programmes has been cancelled indefinitely. So, it is important to study their changes in income level, activities taken by them to sustain life etc. We need to

know if anyone has come forward to help them. Through this include people providing mike and sound systems on rent,

Table 1  
Response

Questions	Response	Respondents	Percentage
Category	Hire Goods	17	56.67
	Light & Sounds	13	43.33
No of years in this field	Less than 5 years	6	20.00
	5 – 10 years	10	33.33
	10-15 years	8	26.67
	Above 15 years	6	20.00
Job satisfaction	Very Satisfied	6	20.00
	Satisfied	15	50.00
	Partially satisfied	9	30.00
	Dissatisfied	0	0
Financial loss during pandemic	Yes	29	96.67
	No	1	3.33
Income before pandemic	Below 25000	0	0
	25000- 50000	11	36.67
	50000-75000	16	53.33
	Above 75000	3	10.00
Income during pandemic	Below 25000	7	23.33
	25000- 50000	18	60.00
	50000-75000	3	10.00
	Above 75000	2	6.67
No of work days during pandemic	0 -5	10	33.33
	5 -10	13	43.33
	10 -15	6	20.00
	Above 15	1	3.33
ownership	own	21	70.00
	Rental	9	30.00
Ability to pay rent	Yes	4	44.44
	No	5	55.55
Change in salary during pandemic	Reduced 25%	13	43.33
	Reduce 50%	9	30.00
	Reduced above 50%	0	0
	No change	8	26.67
Adoption of other job during pandemic	Yes	11	36.67
	No	19	63.33
Govt assistance	Yes	25	83.33
	No	5	16.66
Affected mental health	Agree	12	40.00
	Partially Agree	12	40.00
	Disagree	6	20.00

Source: Primary data

study we will find out all problems faced by these employees and hopefully provide suggestions and recommendation to responsible authority.

#### 4. Research Methodology

For this study the design used was both descriptive and analytical one based on primary and secondary data. The data was collected by conducting a survey among light and sound and hire goods owners in Kannur district. 30 respondents were selected for conducting the study. The primary data for the study were obtained from 30 respondents working in light and sound and hire goods business in Kannur district by using a structured questionnaire. Secondary data were collected through various sources such as newspapers and websites etc. Most of the secondary data is collected through internet. The study was conducted in January 2021.

#### 5. Literature Review

"The hindu' reported that "the 50000-odd members affiliated to the Light and Sound Welfare Association of Kerala, which

announcers, and 'pandal' workers, have got yet come out of the financial crisis induced by the pandemic. We have lost an estimated ₹25 crore in terms of revenue and earnings after the break out of covid 19, said Biju K V, general secretary of the association. Hundreds had to leave their jobs as festivals, marriages and stage events were suspended following the crisis. The association representatives pointed out that the Assembly elections may not bring major change in their earnings as it is confined to 140 Assembly constituencies compared with the opportunities available in times of the three tier local body elections." As per the report of Mathrubhumi, from the day coronavirus was confirmed the 'light and sound' sector is in crisis. With the festivals, public events and functions cancelled, the owners are on the run to arrange money to pay their labourers. January to June is viewed as the period of festivals and celebrations. But this time, within two weeks after confirming covid 19 in the state, 25 programmes have been cancelled. "

According to the report of Indian express, majority of persons working in Light and sound and hire goods business are

of the view the local body poll campaigning amid the strict restrictions will not enough for the sector, which has been remaining idle for the past seven months, to re-emerge. The livelihood of owners and staff has been severally affected. Many of the workers in this sector are now doing sale of vegetables and fish. The government has turned a blind eye towards this sector."

The summary of literature exposes those different studies were conducted in the area of impact of covid 19 on employment and economy. But no serious study was conducted emphasizing on light and sound and hire goods owners other than the reports stated above. This research gap was identified and that will be addressed in the present study.

### 6. Discussion

1. Majority of the respondents are Hire goods workers (56.7%) and 43.3 % of respondents are light and sound owners.
2. 20% of respondents have been working above 15 years in this field.
3. Out of 30 respondents, 50% are responded as they satisfied in their job. 20% was very satisfied and 30% was partially satisfied.
4. 96.7% of respondents agree that covid 19 caused heavy financial loss. Only 3.3% of respondents have opinion of corona doesn't affect financially.
5. Before covid 19, majority of respondents have the annual income of ₹ 50000 to ₹75000. But during the covid era, the annual income of all respondents was fall down.
6. Before covid 19, majority of respondents get 10 to 15 number of works per month, but during corona, the number of works per month decreased to below 10.
7. Majority of the respondents have their own shop (70%). Only 30% use shops for rent.
8. 55.5% are unable to pay the rent during lockdown.
9. 33.3% of total respondents does not paid salary to their employees during lockdown due to financial crisis.
10. After lockdown, the light and sound and hire goods owners make change in rate of payment to employees.

43.3% of respondents reduce salary by 25%, 30% reduce by 50% and 26.7% doesn't make any change in the salary to employees.

11. Out of 30 samples, 13 respondents agrees that they dismiss their employees followed by financial loss caused by corona.
12. 83.3% of respondents got financial assistance from government.
13. Majority of the respondents express their opinion that they fully or partially agreed financial crisis caused by corona affect their mental health also.

### 7. Conclusion

Business plays a major role within our society. Each type of business activity has its own relevance. The study on "impact of covid 19 on light and sound and hire goods owners helped to understand the whole area of their work and their life in detail. The study showed the satisfaction level of workers in this field, problems faced by them and the adverse impact of covid 19 financially and mentally. Therefore, measures have to be taken from the part of government or their welfare association. If the suggestions given in the study are honestly implemented, the services provided by hire goods and light and sound sector can be improved considerably and standard of life of the workers also improved. Hence, I conclude my study hopefully that it is helpful for the society.

### References

- [1] Lenzen, M., Li M, Malik, A., Pomponi, F., Sun, YY, Wiedmann, T., et al. Global Socio-Economic Losses and Environmental Gains from the Coronavirus Pandemic. *Plos one*. 2020, vol. 15, no. 7, 2020.
- [2] Bhatia, R, Need For Integrated Surveillance At Human-Animal Interface For Rapid Detection & Response To Emerging Coronavirus Infections Using One Health Approach. *Indian J Med Res*, vol. 151, pp. 132-5, 2020.
- [3] Siche, R. What Is The Impact Of COVID-19 Disease On Agriculture? *Sci Agropecu*. Vol. 11, pp. 3-6.
- [4] Mathrubhumi, 23 August 2020
- [5] Indian express, 29 October 2020
- [6] The Hindu, 20 March 2021
- [7] [https:// www.wikipedia.com/](https://www.wikipedia.com/)
- [8] <https://www.hansindia.com/>
- [9] <https://www.hireowners.org/>