



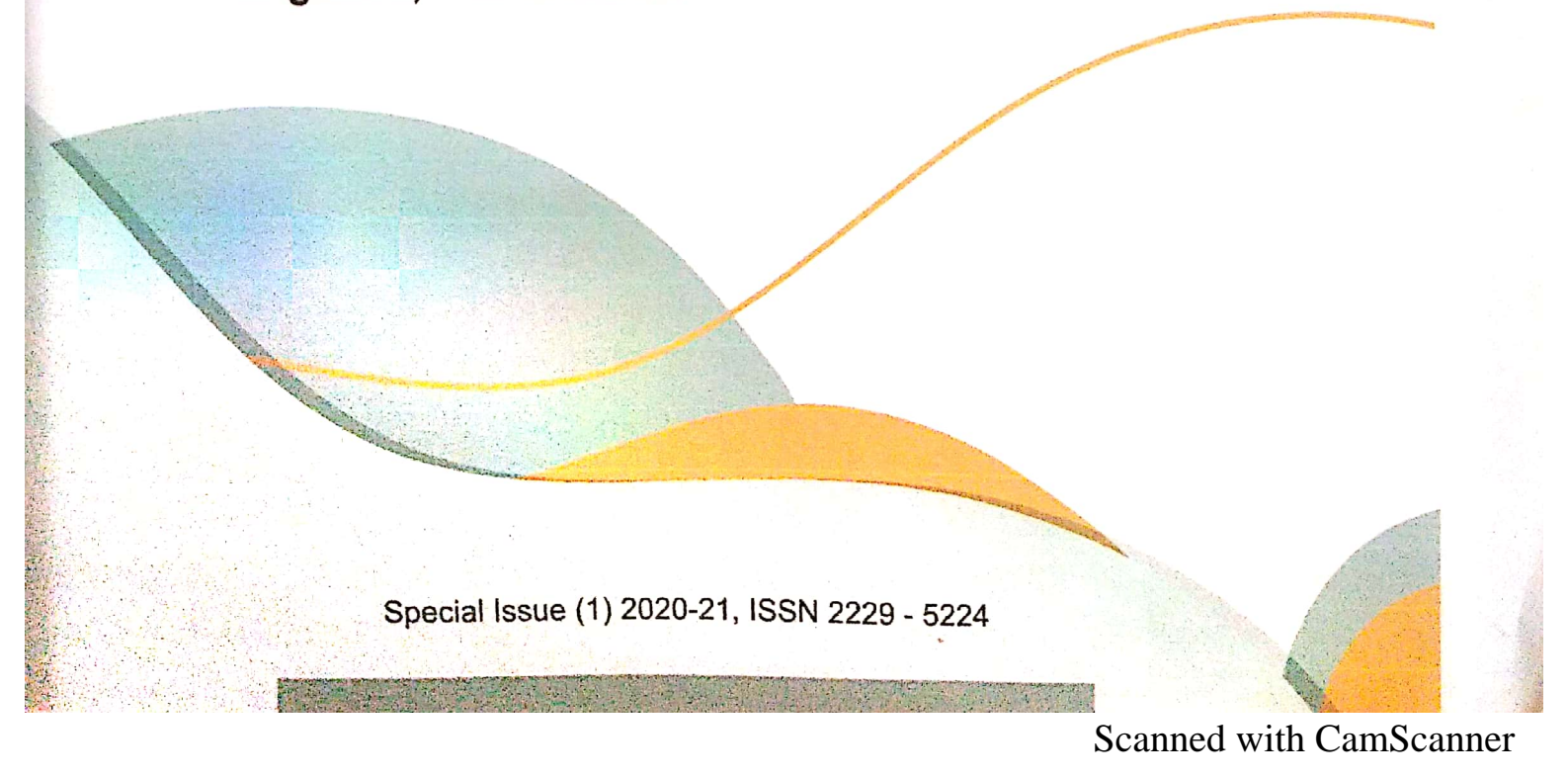
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Key wards-COVID-19, Pandemic, Media, lockdown, Youth, Politics, Impact of covid-19

The corona virus disease (COVID-19) pandemic has quickly spread to various countries, with many cases having been reported worldwide. The first case of COVID-19 in India was reported on January 30, 2020. As of May 8th, 2020, in India, 56,342 positive cases have been reported and on 24th March a 21-day lockdown was announced to the security. But no one planned for this. In one stroke large segment of society became dependent, and those in vulnerable state, including farmer, daily wage labourers, migrants and individuals working in various sector of company became vulnerable. At the time of lockdown was imposed in India, farmers were about to harvest their crops. Large farmers are facing issues related to non-availability of labours to harvest their crop.

The nationwide lockdown has left farmers across the country lack of agricultural labour just before the harvesting season. Farmers also worry about government procurement and their ability to sell their crops. Most of the cases in India are from local transmission, where people either travelled to COVID-19 infected countries, or came in contact with people who had travel history to these countries. COVID-19 pandemic brought whole world to an uncertain. India is taking necessary preventive measures to reduce viral transmission. ICMR, Ministry of AYUSH, state government provided guidelines to use conventional preventive and treatment strategies to increase immunity against covid-19. India's management of the COVID-19 o has been closely observed and appreciated by WHO, UN, IMF and also the advanced country like the US, UK, Italy, Germany, Spain, Japan. The Ministry of Health and Family Welfare of India and much state government including Maharashtra has raised awareness about the recent outbreak and has taken necessary actions to control the spread of COVID-19.

The central and state governments are taking several measures and formulating several protocols. India has expertise in medical and pharmaceutical industries. The government has established fast-tracking research to develop rapid diagnostic test kits and vaccines at low cost. The Serum Institute of India and Bharat Biotech developed and availed vaccine against covid19. Medical college doctors of the Kerala state implemented the low-cost WISK (Walk-in Sample Kiosk) to collect samples without direct exposure or contact. After Kerala, The Defence Research and Development Organization (DRDO) developed walk-in kiosks to collect COVID-19 samples and named these as COVID-19 Sample Collection Kiosk (COVSACK). After the swab collection, the testing of SARS-CoV-2 can be achieved with the existing diagnostic facility in India. This facility can be used for massive screening or at least in the red zoned areas without the need for personal protective equipment kits. India become wider its research facilities and shift toward testing the mass population, as recommended by medical experts in India and worldwide. This is the scenario of covid19 in India.

Media in the period of Covid -19

Media has very important role in any changing situation. Covid-19 is the interesting subject of media to focus their collection. Let me give an example of Mr. Bhupen Singh who criticize the role and responsibility of media in Pandemic period like covid-19. Bhupen Singh (bhupens@gmail.com) is a freelance journalist and researcher criticize the roll and responsibility of media in his article Media in the Time of COVID-19. India has become biggest media market

in the world. The central Government suddenly announced the lockdown which gave people panic more than covid 19 and the migrant laborers the worst affected. Due to not availability of the work thousands of labor with their family members wanted to go back to their village. But not availability of transportation they started their journey on foot. Out of them many were facing police problems. Some were died on the way.

Thus the sudden lockdown was worst than covid for the poor. They can't prepare their self for the situation coming from sudden announcement. So the lockdown was more panic than covid-19 for them. Some media person made visible their problems. Some kind of media converges and projection to the middle class blaming migrants for their irresponsible behavior during the whole pandemic period. No doubt about media have important role and must be responsible in pandemic situation like covid-19. Media should not be favor and oppose of the Government it should be independent and factual.

But some national and international media are working in favor or oppose of the particular government. They are also involved in the coverage of covid pandemic situation of India. Instead of reporting positive of factual, they were focus on mass market and TRP. Some media team are covered the pandemic with more empathy. But many other their attempts to show the reality faced the government. What should the role of government be in such a situation and what is it that the journalism is meant to do?.

This is time to examine the role of government, media and political parties. The pandemic situation changes the models of governance. Indian media needs to ask the question rose in the pandemic. Because media has important role from both side and must be responsible in pandemic situation like covid-19. Media should not be favor and oppose of any particular government. Media should independent and factual.

Politics in the period of Covid -19

The writer and researcher Mr. Prakash waghmare criticize the politics of Covid-19 in India in his article -Politics of the Covid-19 Pandemic in India. He explain the phenomenon of Covid-19 in India that Covid-19 is a global phenomenon but in India it is being like a political football. Whenever the nation has faced an existential crisis, they have routinely tried to score points every which they can, instead of supporting the government in the interest of the nation and the citizens. National and international media are also involved. Instead of reporting positive, inspiring stories, they have mass-marketed unflattering, exaggerated or sometimes even fake stories. The international media has converged on India's plight as if it is the biggest calamity the world has ever witnessed. Towards this end, to justify their narrative, they have sometimes filed misleading reports with 'doctored' pictures and video-clips.

Dr. Gautam Sen of the London School of Economics says, as per a report that is available, "a professional international campaign has been launched in the context of Covid crisis in India. India produces 70% of the world's vaccine and a major chunk of generic drugs that the U.S. needs. During the Trump administration, as United States relations with China deteriorated, the American consumer giants had started eyeing India as an alternative manufacturing hub for their goods. By this time India had established itself as one of the biggest consumer markets. When the new U.S. President Joe Biden bought 600 million dosages to play vaccine diplomacy, his administration wasn't fully aware of how much the U.S. depended on India. During the Trump administration, when the U.S. badly needed millions of Hydroxychloroquine dosages, it was India who had come to the U.S. rescue. When President Biden prematurely arrested raw

material supply for vaccine production in India, it took his administration some time to realize what a blunder he had made.

In India the central and the state governments should have collectively started preparations for the impending second wave of the pandemic. The central government shouldn't have permitted any religious gatherings (including the 'Kumbh-Mela') or processions to take place. These lapses sent a wrong signal to the public. Nevertheless, the fatal expansion of Corona squarely lies with 'the public at large'. People not only disregarded the severity of Covid's danger by not following mandated safety precautions, but also, started all their routine activities and celebrations as if it did not exist. Covid 19 pandemic situation is worldwide but in India people suffering from covid19 and politics by different political parties. This is not in favor of Nation and its public also. Indian people not like this type of politics during the pandemic period. Many writer, researcher and media person explained their opinion and thoughts against the politics in covid.

Impact of covid-19 on various sectors

Agriculture Sector

The time when lockdown was imposed in India, farmers were about to harvest their crops. Social distancing triggered reverse migration in states like Uttar Pradesh, Bihar, Jharkhand and Madhya Pradesh. Large farmers who are commercial producer of crops are facing issues related to non-availability of labors to harvest their field, those having mechanized options do have some edge but they also require labor at some point in grading, sorting, packaging etc. The cost of production is going up, while farmers are not able to negotiate with wholesale purchasers. Having said so, government decision to allow farm machine movements, produce movements, purchase of produce at farm by whole sellers, etc. are commendable. Another area of concern is lease and rent of large and medium agri-machines, the demand of these machines is expected to rise, with increase in its rent and transferring this cost to production cost of crops. Addition to problem is limited availability of storage facility at local level. Situation is positive for farmers who came together in recent times and became a part of mainstream institution; started a Farmer Producer Companies (FPCs), build their market linkages and developed infrastructure at local level. FPCs are at cutting edge as they are facing this crisis in a collective and more united way; this makes the negative impact less effective to each household, sharing the loss and risks in this difficult time.

Microfinance

NBFCs, MFIs, Cooperative banks and other rural financial institutions have large agriculture portfolios. Large financial institutions appoint business correspondents to expand their rural portfolio and allow them to use their brand value through hired individuals for field operations. The operations of these financial institutions involve a critical role played by their front field staff, sometimes named as field officer, livelihood support assistant, field executive, etc. In standard terms these individuals provide banking and financial services at door step to rural households are business facilitators. Social distancing played a role here, field staffs are facing issues in collection of repayments. First reason being no group meetings are happening and another being small business activities are now shut. Overall the loan portfolio is at risk. RBI on 27th March '20 after lockdown announced 'Three-month Moratorium on EMIs for all term loans during March 1 to May 31'. Announcement gave liberty to banks and financial institutions

to extend three months moratorium to its customer, leaving a scope of ambiguity to pass on the same to on-lending MFIs.

In case the moratorium period is not applicable to MFIs then the question is how to keep MFI operation live. MFIs have asked for a separate package to fund their operations with three more months of moratorium period, as the client base is relatively more affected from this crisis.

Rural Enterprises

The present government have taken various steps to trigger rural development, some of the most important being promotion of rural SMEs and Rural Entrepreneurs. Entrepreneurs and their enterprises have taken credit from government under various schemes for establishing, transforming or expanding their businesses. Rural enterprises are dependent upon rural areas for natural resource available within the community boundaries, which gets a value addition in rural enterprise and then sold in urban or semi-urban market. This gives opportunity to rural households, vendors and market players to earn more and improve their living condition locally, completing the circle of rural prosperity. COVID-19 brought in critical issues on both sides of the value chain, the supply side and the demand side. Lockdown if imposed longer, the chances of failing out of these small rural enterprises are higher.

These enterprises need regular labour, timely supply of raw material, standard quality of production, retailers and transporters for operations at production level. On the other hand they also require customers to purchase the products or services produced, with increasing uncertainty demand is expected to see sharp decline. This will affect all value chain enablers, including middlemen, retailers, whole sellers, suppliers etc. The situation will be different for enterprises involved in production of essential items.

Use of Social Media , Internet and Indian Youth:-

Social Media and the internet can play a major role for opportunity and significant stress. These are depends only how the use modern technology and media by the youth. In recent years India has a great transformation not only in economic standard but also in socio-culture factors. The traditional values, norms, and behaviours are being changed into most westernized values. Change in lifestyle of youth in this ever change world has its impact on our society. They had openly started approaching for a life style of modern man and woman as open challenge to our moral values, tradition, customs, and culture. Apart from some sensitive and social responsive youth, now a day the life style of today's many youth is confined only to internet, discos and pubs. They want to live a lavish life. they doesn't have any interest in the development of a nation and don't even know what's happening around the world. They are becoming self centre. They do not realize where they are curative too. In the month of March of 2020 during the period of Corona (COVID Virus 2019) both sides of Indian youth's behaviour in the society has been release. In this period, more than 30 percent of youth are not behave as a social responsive manner.

Conclusion:-

India is taking necessary and preventive measures to reduce covid transmission. The central and state government should have started taking important decision and preparation for control the wave of covid -19. Management of covid 19 in India closely observed by other countries and WHO also. Most of the cases in India are from local transmission, where people either travelled to COVID-19 infected countries, or came in contact with people who had travel history to these countries. COVID-19 pandemic brought whole world to an uncertain. India is taking necessary preventive measures to reduce viral transmission. Media has very important role