

**Impact of COVID-19 on Economy, Business, Education and
Social Life**

Volume 2

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Title of the Monograph: Impact of COVID-19 on Economy, Business, Education and Social Life

Editor: Surjit Singha

Co-Editor(s): Ranjit Singha, and Charles Ambrose

Volume: 1, Language: English

DOI 10.17605/OSF.IO/HQD4W

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Kindle:

- ASIN: B08PC1XFWF
- Date of Publication: 29 Nov 2020
- Text-to-Speech: Enabled
- Language: English

Paperback:

- ISBN-13: 979-8574008539
- Date of Publication: 29 Nov 2020
- ASIN: B08P4JH5V9
- Language: English

Kindle Book is available in the Following Countries:

India: www.amazon.in/dp/B08PC1XFWF

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Denmark: www.amazon.de/dp/B08PC1XFWF

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Paperback Book is available in the following countries:

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France: www.amazon.fr/dp/B08P4JH5V9

Spain: www.amazon.es/dp/B08P4JH5V9

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Japan: www.amazon.co.jp/dp/B08P4JH5V9

Canada: www.amazon.ca/dp/B08P4JH5V9

Publisher: The Native Tribe
Website: www.TheNativeTribe.org
E-Mail: info@thenativetribe.org
E-Mail: tnativetribe@gmail.com
Blog: www.thenativetribe.wordpress.com
Blog: www.thenativetribe.blogspot.com
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A NOTE FROM THE PUBLISHER

The Native Tribe believes in exploring topics which will benefit the society at large. The impact of COVID-19 has changed the global scenario and had affected in everyone's life

The book titled "Impact of COVID-19 on Economy, Business, Education and Social Life" is authored by 17 writers, and they had given their tremendous time on their research work.

The book consists of 13 articles, and each of them speaks about a specific theme and will add value to our society.

We would be happy to hear from our readers, and listen to their feedback about the book, feel free to write to us whenever you want.

If you are an aspiring writer, student, scholars, researchers, teacher and wish to publish your manuscript in a similar theme, you may publish it in our next volume.

The Native Tribe deemed it a privilege to work with the various researchers, scholars, professors, scientists, authors, writers who had frequently added value to our organization globally.

CALL FOR CHAPTERS IN A BOOK

If you wish to publish your manuscript in volume 3, and 4, email your article to, tnativetribe@gmail.com

ABOUT THE EDITOR(S)

Surjit Singha is presently working as a faculty member in the Dept. of Commerce, Kristu Jayanti College (Autonomous). Specialized in Commerce & Management, with an experience of more than 11+ years in Industry and Teaching and delivered more than 3,000 hours of Teaching lectures, he had published nine articles in India and Bulgaria and seven books in his credit. His research area is in the domain of Workforce Diversity, Organizational Climate and Culture, SDG and topics which benefits the society, attended more than 20 National and International conference, workshops, seminars, FDP, MDP. Presently he had undertaken two Fully Funded Minor Research Project funded by Kristu Jayanti College (Autonomous). Certified Life skills trainer by Rajiv Gandhi National Institute of Youth Development and had trained students on topics of Life Skills from 2013 to around 3,000 Youths.

Ranjit Singha, is an emerging entrepreneur and passionate about Research and Development, specifically within the sector of Cognitive Psychology and presently he is engaged in research at CHRIST (Deemed-to-be) University. He has also undertaken research assignment at his capacity out of his passion for research.

He had worked both in India and the South Pacific Region; he has a blend of experience in Industry as well as in Academics. In his pursuit he has published articles, books and chapters in a monograph published at Bulgaria, his passion is towards Positive Psychology, Cognitive Science, and Spiritual Healing. Ranjit had authored a Book on 'Fundamentals of Computer Science' for Solomon Island and PNG as per the curriculum of TVET. He had done extensive research for the development of Japan's Economy and had contributed to the strategic growth and development of International Business through his research. He is one of the expert scholar in the domain of Kochology.

Charles Ambrose, Head, Department of Commerce & Management, St. Joseph's College (Autonomous), Bengaluru. He is a Certified NSE Capital Market Professional and Certified Life skills trainer by Rajiv Gandhi National Institute of Youth Development. He teaches Taxation, Cost Accounting, and Financial Markets to the Undergraduate students and Finance specialization programmes to the Post Graduate students. He is also the Course Director for Certificate Courses on Investment Management & Behavioural Investing at St. Joseph's College (Autonomous) Bengaluru. He was given the "Award of Recognition" by IMA-Wiley -Miles- University Excellence Awards 2019 for commitment to excellence in enabling students to be Industry ready.

Editor for the Issue: Surjit Singha

Co-Editor for the Issue: Ranjit Singha, and Charles Ambrose

Volume: 2

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Time for What?

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It was time for rest, but we wouldn't take it
It was time for the repast, but we wouldn't have it
Not just yet.
Breakfast can be skipped maybe Lunch and Dinner too
Except Coffee and
"Oh, where is my Chocolate?"
Drowning in paperwork and takeaway packs
That was the norm
Productivity and sales peaked, but
What were we selling?
Our Souls? Our bodies?
What were we losing?
Our minds? Our Being?

It is time to sleep, but we cannot
It's time to put down the phone, but we would not
Not just yet
Constantly informed, entertained, provoked it never let up -
The lights - they never dimmed,
Stillness and Silence were lost as was Reflection
Stillborn, these would-be progenitors of Realization.
The deafening digital dissonance continues,
Good mornings, greetings and forwards galore

With GIFs of waterfalls and little birds streaming in
 And then COVID...
 A billion blue lights glare, a million swipe clicks per second
 And then it was

Time...

Short Bio of the Author:

Lyola Thomas lives in a stone cottage, sequestered from sight by verdant trees in rural Bangalore. Her favourite subjects apart from English Literature are Art, Philosophy and Christian Studies. She is part of the Post Graduate Department of English, Kristu Jayanti College (Autonomous). She teaches English Literature to students pursuing their Masters in English Literature, inviting them to engage creatively and honestly with Literature. She received her doctorate from the University of Mysore for her doctoral thesis titled Psalms as Poetry: Quest for Multiple Meanings in the Age of Postmodernism.

**Organizations Enabling Wellbeing Measures During
 COVID-19: People's Response**

Rev. Fr. Paul Lelen Haokip, PhD Scholar, Department of
 Sociology, CHRIST (Deemed to be University), Bengaluru,
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ABSTRACT

The universal COVID-19 pandemic has jeopardized employment sector, health industry and led to the loss of human lives. The innate human tendency for social interaction has been greatly challenged at this pandemic. Health professionals leaving the industry is an existential alarm posing a massive threat to humanity's resilience from this contagious sickness. Secondary data collection has revealed that various organizations are coming forward to save humanity's perilous present and future. Around the globe, Governments and Non-Governmental agencies actively engage for safety of the human community. The study has vividly revealed that non-state stakeholders have played a fundamental role in maintaining health wellbeing measures and further executed Government safety-directives for the common good. Government functions at the top of the state while local organizations contribute their capacity at the grass-root level for the welfare of the people. Different organizations supplement and complement each other during emergencies keeping aside existing differences and focusing on the community's survival strategies.

Keywords: Government, non-governmental organizations, COVID-19, pandemic, cooperation

Short Bio of the Author:

Rev. Fr. Paul Lelen Haokip has expertise in ethnohistory and ethnography. He has Master's degrees in Sociology, Public Administration, and Pastoral Management; at present, he is pursuing PhD, Department of Sociology, CHRIST (Deemed to be University), Bengaluru, Karnataka, India. He has published above 60 articles in six leading newspapers of Manipur and Nagaland. He has authored the following books – Vannoi Nu Mary, The Groaning for Peace, Moral Science (I-X), The Joy of Being Myself, Relevance of Thempu in Pastoral Ministry. He practices Wado-Ryu Karate-Do for holistic wellbeing.

Social-Life and The Pandemic-COVID-19

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ABSTRACT

The spread of the virus, COVID-19 has created havoc in the social life of the people in the society. The impact of this pandemic on the different aspects of social life is examined. The study related to this impact is reviewed by categorizing as changes, concerns and consequences. The data collected is secondary. The study concludes by stating how the new normal is going to help individuals and society.

Keywords: *Virus, COVID-19, social life, individuals, society, technology*

Short Bio of the Author:

Dr Sheeja Krishnakumar is presently working as Asst. Professor at Kristu Jayanti School of Management, Bangalore, having eighteen years of experience in teaching and industrial experience put together. She has double post-graduation in management (MBA) and medical microbiology, along with MPhil and PhD in management. She has worked in a pharmaceutical company in the quality control department before entering academics. She has published various papers and attended conferences related to topics in management.

Reverse Migration of Labour in The Age of COVID-19 Pandemic: An Economic Study on Unorganized Migrant Workers

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ABSTRACT

According to the economic survey, 93 per cent of the workforce comes under the unorganized sector in India. People migrate for employment opportunities from villages areas to urban areas and engage in the unorganized jobs to fight against their poverty. This paper aims to analyze the problems faced by the migrant workers during the Covid-19 pandemic due to lockdown in India. It also emphasizes the reasons for and impact of reverse migration in the age of pandemic. The present study based on secondary data sources gathered from governmental and non-government institutions such as the centre for monitoring Indian economy, Census of India, Newspaper and magazines. The livelihood severely affected by these lockdown days, such as the unemployment rate increased in the unorganized sector, labour force participation is declined, and it made the poor people poorer. One side pandemic is affecting the overall people, and on the other side, poverty and hunger are distressing the

poor people and migrants. The above table notifies the intensity of inter-state migration from one state to another state. Among all the major cities in India, Pune constitutes 64.8 per cent of the total population, India and Hyderabad are in second place with 64.3 per cent. The greater Mumbai comes in third place for 54.9 per cent of migration.

On the other hand, the percentage share of inter-state migration to the total migrants, Delhi constitutes 87.8 per cent, and Greater Mumbai constitutes 46 per cent. The Bangalore city is placed in third place in the inter-state migration. Most of the programmes intended for the deprived should not influence them due to the absence of identity and inhabited evidence. The absence of completion of economic issues, social, cultural and political privileges of migrants labour is a thoughtful problem; however, they are proper people, their practical nationality rights are not satisfied. On the whole, the present analysis establishes the social and economic issues of migrant labours in India due to the age of pandemic and lockdown.

Keywords: Migration, Unorganized, Labour, Covid-19 and Poverty

Short Bio of the Author(s):

Dr Sivasubramanian. K is currently working as Assistant Professor of Economics at Kristu Jayanti College (Autonomous), Bengaluru. He has done his doctoral degree from Guru Nanak College (Autonomous), Chennai. He has published more than 16 research papers including Scopus indexed, peer-reviewed UGC-Care listed Journals and has presented various research papers in national and international level conferences. He has received two best paper awards in the international conferences held at Chennai and Bangalore.

Dr Raju. V. is working as an Assistant Professor in Kristu Jayanti College (Autonomous), Bangalore with teaching experience of 18 years. He is a specialist in the areas of Economics, Banking, International Trade and Human Resources Management. He also published 27 research papers in various national and international journals.

Journalism in Corona Zeitgeist

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ABSTRACT

The novel COVID-19, commonly known as Coronavirus, has set off a global health crisis and spread like wildfire across continents. The World Health Organisation (WHO) has declared a global emergency as more and more cells are getting infected through the respiratory tract; the fatality rate is optimized. The outbreak of COVID-19 has influenced the Newsroom's operation, which may have been Journalism's springboard. During this Pandemic, Mainstream Media has undergone a profound transformation; it has compounded the problems facing journalists and television outlets. This has raised concerns about its severity impact. There is no proven cure yet; the only key is to prevent its Pandemic. In the wake of global health contagions, Journalism is working round the clock. The propagation of the virus has proven lethal; media has a significant role to play in society at this precarious moment because it has been supremely visualized as a platform of news. This study examines the impact of Covid-19 on Journalism and comprehends the challenges for Mainstream in Corona Zeitgeist. This paper will also discuss the implications of social media is shaping mainstream journalism concepts and practices, including the practical ways in which the news is webcasted. This article uses Netnographic analysis of the content posted across a spectrum of online platforms. The study reviews the status of mainstream journalism in Corona Zeitgeist.

Keywords: *COVID-19, Corona Zeitgeist, Mainstream Journalism, Press Freedom, Digital Journalism, Lockdown Journalism*

Short Bio of the Author:

Dr Pallavi Mishra is an educator, freelance journalist, researcher with a decade of successful experience, and has cleared her UGC NET-JRF. Presently she is working as Associate Professor at Amity School of Communication, Amity University, Jaipur, India. Apart from teaching, she specializes in journalistic and creative writings, with rigorous thinking and thorough understanding of principles of journalism served at Hindustan Times, a leading English newspaper. Additionally, has obtained coverage for clients, prospective customers, investors, partners, employees, and other stakeholders, in designing communications campaigns, press releases and other content for news as Public Relation Officer at Industry Trade Board of Minority Society.

Self-Care and Inclusivity During the Period of COVID-19

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ABSTRACT

Give time to yourself; you are the most important person. How much time did you invest in yourself at the end of the day? That matters a lot!. Do diligently what you love. Well! We mentioned it has to be in a diligent way, don't ignore that word "Diligent" you can't do whatever you love and avoid the society, community, family, institution as a whole, and that's where diligence comes into being.

Listen to your heart intuitively and fly with it dynamically. There is a thin line between what is right and what is wrong. To many, what is wrong may be right for them, and to many, what seems suitable may be inaccurate. Many a time, it depends upon the lenses that we are wearing or using. There can be a possible difference in opinion. We have to understand the situation. The reality that you are aware of, need not necessarily the fact the other person is experiencing or holding; it can be far beyond what you are thinking. However, you still have the right to express your opinion, as long as the other person is willing to listen.

Now the question comes what if the other person is not willing to listen, and technically, logically, scientifically, spiritually, morally, you know that what he/she is doing is wrong. For sure, you can tell that person that what he/she is doing is wrong; do give some time, then wait, and see. Kindly don't expect a miracle to happen overnight, but some changes will occur.

Tell it from your heart, don't use your throat, the moment you use your throat you can't make the job done, this comes with experience, even the most challenging work can be made done from a most difficult person, if the expression is done truly, unconditionally from the heart. Even a beast can sense unconditional positive regard and love.

During the lockdown, use your time diligently. You have time, which means you have the most precious resources in the world. Use it diligently. Divide your time as per the need, including physical, mental, spiritual, emotional, and financial. You know already that requirements vary from person to person. So, formulate your time frame accordingly

Keywords: Diligent, Time, COVID-19

Short Bio of the Author(s):

Ranjit Singha, is an emerging entrepreneur and passionate about Research and Development, specifically within the sector of Cognitive Psychology and presently he is engaged in research at CHRIST (Deemed-to-be) University. He has also undertaken research assignment at his capacity out of his passion for research.

Surjit Singha is presently working as a faculty member in the Dept. of Commerce, Kristu Jayanti College (Autonomous). Specialized in Commerce & Management, with an experience of more than 11+ years in Industry and Teaching.

Impact of COVID- Well Being Prolific Use of Lockdown Period

Junie Elizabeth Dwiju, PhD Research Scholar, Department of Psychology, CHRIST (Deemed to be University), Bengaluru, Karnataka, India
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ABSTRACT

This paper says that the unexpected outbreak of coronavirus and lockdown has a significant impact on us. As humans, we all are social beings and also are connected to society one way or other. Social distancing is the most important measure we can do to save ourselves and society. Coronavirus declared a global health emergency by WHO and also declared as a pandemic as affected by multiple countries. Social distancing becomes much difficult, but it is the last resort to prevent the explosion in the number of cases. Time spent by the children and adults has to be more productive with a positive attitude to overcome the situation. All are at home in this time to fight against corona. The positive mood will help protect the immune system. Eat healthy and stay home by expecting a better tomorrow, we need to stay home as many are working for us by leaving their family. This paper tells of how the time during lockdown can be used productively and wisely without disturbing one's mental health.

Keywords: Coronavirus, Productive Time, Mental Health, Well-Being

Short Bio of the Author:

Junie Elizabeth Dwiju completed her master's in counselling psychology, research interest in the topics of educational psychology, adolescent students, and their learning. Presently she is pursuing her PhD from CHRIST (Deemed to be University)

An Assessment of Psychological Well-Being of College Students During Lockdown Due to COVID-19 Pandemic

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ABSTRACT

COVID-19 pandemic has posed a significant threat to humanity. The entire world has been forced to adopt a new normal of life to cope with the contagious nature of this virus. The pandemic has also challenged health care systems of developed as well as developing countries worldwide. COVID-19 caused by coronavirus has serious implication Physical as well as psychological health of individuals. The student community is not an exception to this and are most likely to face psychological disruptions due to this situation. The current study aimed to assess the psychological health of undergraduate students in lockdown due to the recent coronavirus outbreak. A total of 101 students from different government colleges of Union territory of Jammu and Kashmir (India) participated in the study initiated through an online survey. Psychological well-being of college students was assessed using a standardized measure DASS-21, and some semi-structured questions were also included. Respondents reported elevated levels of psychological disruptions and prolonged social media exposure during the lockdown period, and there was no gender difference in the psychological health of undergraduate students.

Keywords: *COVID-19, contagious, lockdown, pandemic and quarantine*

Short Bio of the Author(s):

Arjun Singh Baloria, presently pursuing his PhD in Psychology from Lovely Professional University, Jalandhar, Punjab (India), and working in the domain of organizational behaviour. He had published six articles in various journals and presented a research paper at various national and international conferences. Arjun has cleared UGC-NET and has a teaching experience of 5 years.

Dr Manish Kumar Verma is an Associate Prof. in the School of Humanities at Lovely Professional University, Jalandhar, Punjab (India). He is an eminent teacher and research guide to students and scholars. Dr Manish has presented his research articles at various national and internal platforms and published articles in various reputed journals.

Impact of Novel COVID-19 Emergence on the Indians Communities and Associated Psychological Problems: Stress, Depression, and Anxiety During the Corona Phase

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ABSTRACT

COVID-19's first case was registered in Kerala, India. Due to its rapid spread and distribution in 215 countries, the WHO proclaimed COVID-19 a pandemic situation. The primary target of COVID-19 is the human respiratory system which can cause pneumonia, SARS, or death in extreme circumstances. The signs of SARS include pyrexia, coughing, difficulty breathing, and lassitude. False stories and half-truths of SARS-CoV-2 were perpetually circulating in gregarious media such as Facebook, Whatsapp and hatred, apprehension, suspicion, and discomfort among the common civilians. One hundred per cent of Lockdown condition and Janta Curfew were stringently promulgated by the Indian Government to discontinue the coronavirus chain. However, this condition has engendered fear, a chaotic environment, cyclopean difficulties for the citizens, and other associated psychological problems. In India, medicos and nurses take all types of safety measures while caring for coronavirus patients. However, they still have an immense strain, solicitousness, infection tension, and spread such diseases to their families, colleagues, or

members of society. Suicide behaviour is usually attributed to mental health issues. It is very paramount to reinforce a program of psychological health edification systems, online noetic health accommodations, and a therapeutic preparedness plan for the nation under the coronavirus lockdown situation.

Keywords: *COVID-19, Janta Curfew, Death in extreme circumstances, Psychological Problems, Messy environment, Suicide behaviour, Mental strength awareness programs.*

Short Bio of the Author:

Malhari C. Nagtilak, presently working as an Assistant Professor in Dr BNP Arts and Science College, Lonavala, Maharashtra, India. He had completed his M.Sc (Organic Chemistry) in 2010 from Pune University and cleared NET-JRF. Mr Malhari has ten years of teaching experience and currently pursuing his PhD on protein-pesticide interactions through molecular docking and spectroscopy from the University of Pune. He had published various research articles and two chapters on COVID-19.

COVID-19 Lockdown: A Blessing or Blight for Wildlife?

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ABSTRACT

This article shows the pros and cons of COVID-19 lockdown on wildlife. Since the lockdown was implemented, there have been improvements in environmental conditions, the resurgence of marine life in coastal waters and privacy for wildlife. On the other hand, the lockdown has also bought some negative impacts such as increasing in poaching activities, human-wildlife conflicts, hunger issues for urban wildlife and reopening of wet markets. The study also provides solutions to keep the wildlife safe during and post lockdown. Some of these solutions include the use of technology to monitor unauthorized human movements in wildlife parks and providing economic assistance to keep villagers away from wildlife poaching. Additionally, the use of carbon credits to ensure the continued flow of revenue during a time like these has also shown a lot of promise. There is a chance that in the post lockdown period, all global activities will return and people will go back to their old ways, and all the positive impacts of the lockdown will disappear. Hopefully, the current situation will facilitate us to reconsider our lifestyle and our relationship with nature and encourage us to make the changes that are necessary and long pending.

Keywords: *COVID-19, Lockdown, Wildlife Protection, Environmental Conservation, Impacts of COVID-19*

Short Bio of the Author:

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Impact on Consumer Behaviour Pattern During COVID-19

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ABSTRACT

The purpose of the study is to understand and explore the impact of COVID-19 on consumer preference, and why there is a change in their buying behaviour. It also profoundly analyzes the spending power of the consumer and their changing priorities. The new online culture is greatly influenced and shaped by consumer demands, such as buying necessary products from the day to day vegetables, to all the unessential items. Last but not least, the impact of COVID-19 on the economy.

This study seeks to explain the importance of the consumer behaviour patterns being changed during the pandemic period, because the consumers are the ultimate determining factor of the market if their needs are not being fulfilled or their queries not being answered, without which the company cannot sustain itself in the market. For example, "Bounce share," an hourly renting scooter company has now understood the need of the hour. It has come about with a business model that is customized for customer preference by providing options like daily, weekly, monthly, and even annual plans for the customer.

Keywords: *Consumers, Behavior*

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Maria Nirmal Preethi D, presently working as Assistant Professor in New Shores International College. Maria had completed her master's degree in International Business from Mount Carmel College Bangalore, and currently pursuing her PhD specialized in marketing from Presidency University. Her expertise in the domain of marketing had helped her students in learning and implementing it in their day to day life.

**A Study on the Psychological Attitude and Behaviour
of Public towards Media Reports on COVID-19 in
Urban Bengaluru City**

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ABSTRACT

The ongoing coronavirus pandemic has emerged as one of the major global concerns in the 21st century due to which our lifestyle has changed. Given that we have no other tool in hand to fight COVID-19 at this time, other than quarantine and social distancing, media intelligence should be harnessed to mobilize public and local communities to follow quarantine procedures, quickly decrease the spread of fears & uncertainties and enhance public trust in the public health measures. In this study, the practicality of media whether it is actually serving as a platform to manage the adverse psychological feelings of people towards COVID-19 or if it is the cause for people's adverse psychological feelings due to excessive coverage on this Pandemic, making them paranoid in the process has been done. The main objective of this paper was to map out the impact of media sources on the perception of the public towards COVID-19. Primary data was collected within a time period of 2 weeks, using a well-

structured questionnaire circulated to 200 respondents through Google Forms using a convenience sampling method. Chi-Square was used as the tool to analyze the data. Through our paper, we aim to explain different strategies effectively to the media on the areas for improvement in managing the mental being of the public, during this Pandemic.

Keywords: *COVID-19, Media, Psychological feelings, Pandemic*

Short Bio of the Author(s):

Soumya has completed her Master of Commerce (Finance) from St. Joseph's College (Autonomous), Bengaluru, India. She has presented various research papers on a national and international conference. Soumya possess good communication and presentation skills and had actively participated in multiple events at the college, served as a volunteer for Rotaract and other organisations as well.

Rahul George has completed his Master of Commerce (Finance) from St. Joseph's College (Autonomous), Bengaluru, India. He has presented various research papers in a national and international conference. Through active participation in college forums, he had developed good communication and presentation skills, an active blogger on WordPress, and in outdoor sports.

Hug a Tree: COVID-19 and the Need for Eco-Psychotherapy

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ABSTRACT

Man's survival vis-a-vis ecological sustainability and development, and conflict between man and nature is not new. Preserving forests to maintain the ecological balance has been the sole aim of many tribal and ecological conservators. This is evident in the various movements that have been carried out for years like the 'Chipko Movement,' which involves engaging in 'embracing trees'. The 'Appiko movement' is another such movement. Both the movements were aimed at protecting trees from commercial felling and to also prevent the State from expansion under the guise of development which would result in the destruction of the ecology causing an imbalance. The emergence of the Global pandemic COVID-19 in 2020 has changed the entire demography of nations of the world. Social distancing has become the new 'normal'. When physical distancing amongst people has to be maintained from other fellow beings, people have started connecting with nature. This paper aims at examining the relationship between man and ecology and seeks to understand how man has started connecting with the flora around him. After all, man needs his daily dose of oxytocin, dopamine, and serotonin. Can he find it by meaningfully engaging in nature-related activities?

Keywords: *Eco-psychotherapy, Hug-a-tree, Pandemic, COVID-19.*

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Babitha Nadampalli S completed her Master's in Law (LL.M) from CHRIST (Deemed to be University) in the year 2018. Her area of specialization in LL.M is 'Constitutional and Administrative Law'. Presently she is pursuing her PhD in Law from CHRIST (Deemed to be University), Bengaluru, Karnataka, India.