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RESEARCH ARTICLE

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## RESEARCH ON CESSATION OF SMALL-SCALE BUSINESSES IN HYDERABAD

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### ABSTRACT

Everyone agrees that small businesses are the driving force behind the global economy. It is praised for significantly increasing each nation's GDP, employment, innovative capacity, and tax base. However, in the first ten years of operation, small businesses do not have a high survival rate. About 20% of newly established businesses fail within the first ten years. Some of them are referred to as gazelles due to their rapid growth into medium and large businesses, while others prefer to remain small. This study focuses on small businesses and talks about their challenges, their problems, and how they sustain in the market and compete with the big fishes of the pond. The Sample research is restricted to Hyderabad but this issue is faced by every small business so the paper covers the details as a whole.

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## INTRODUCTION

Small businesses are beneficial in their ways. They provide employment, build the economy, and many more but why are they still shutting down? Do the big monopolies have anything to do with it?

Local economies benefit greatly from the growth and innovation that small enterprises offer to their communities. They also aid in promoting economic growth by giving individuals job possibilities. They also frequently draw fresh talent. Though financial hurdles and inadequate management can be a reason for them to shut down they will not always be the reason. Sometimes external factors also play a role. The expansion of large firms can reduce the profitability of small businesses. Large companies can hire more product designers and marketers, expanding their market share. Small firms typically have fewer resources than larger companies, which puts them at a disadvantage. The conventional wisdom among managers has been that small organizations should apply, although on a smaller scale, the same management concepts as giant businesses. However, this is not the case. These days we stopped buying stuff from small businesses. It may be because of the COVID-19 pandemic or any other reason. We all started buying online but never considered how this affects

small businesses. These days we have big baskets for groceries, amazon for products, and nowadays we even have apps and services for daily milk. Retail sales in August 2021 were 88 percent of pre-pandemic levels (August 2019), up from 72 percent in July 2021, according to the most recent Retail Business Survey by the Retailers Association of India (RAI). According to information included in a written response from Minister of State for Corporate Affairs Rao Inderjit Singh, a total of 12,889 businesses were struck off in 2020–21, and 87 firms were dissolved. The data showed that 2,396 firms were struck off in Delhi and Haryana in 2020–21 and 42 were dissolved, compared to 12,653 companies in 2019–20 and 53 were liquidated. The problem here is not about big companies growing but the main problem here is that the small businesses are not able to grow. Lack of innovation, lack of reach, and lack of funds are a few reasons for these. But most importantly lack knowledge. They don't know what opportunities are there and how the current technology can help them grow their business.

For example, most of them are not aware of amazon sellers where we can sell products. Although it was launched years ago, only 1.9 million active sellers on Amazon exist. There are a lot of small businesses out there that are not aware of such opportunities. They might grow a lot but it is the lack of knowledge that stops them. Though there has been a growth of small-scale businesses

through apps like Meesho still there is a lot to explore but they are just not aware of it.

I think it is important to change the style with current trends.

Small businesses do have a lot of opportunities and they also are important to large businesses. They also have a lot of advantages compared to large businesses such as

- Small firms often have close relationships to their local communities, which helps them better understand the needs of their clients
- They are less constrained by the same rules, policies, office politics, and management that huge businesses are. The greatest benefit.

The main aim of this research is

- To know how many small-scale businesses are affected by big businesses
- How to educate them and how they can grow amid any situation.
- How they can get into online business can help them.

Small businesses have a lot of scopes. All they need to do is explore and make their way out instead of shutting down. Thus, our research aims to find out all the reasons for their shutdown and also provide solutions.

## REVIEW OF LITERATURE

### Article 1

The majority of current research on poor countries is based on tiny samples drawn from ad hoc questionnaires, while empirical work on micro and small companies concentrates on affluent nations. Size and age, in the vast majority of circumstances, have a negative effect on company growth, which is consistent with findings from earlier studies on industrialized nations. Women-run businesses are anticipated to develop more slowly. In general, proprietary businesses expand more slowly, especially new ones.

### Article 2

Small and medium-sized businesses (SMEs) will be a key driver of the post-crisis economic recovery, and several governments have already adopted policies in this area. As a result of the epidemic. Yet, a more thorough approach is necessary to guarantee that aid reaches SMEs and has the desired impact. Governments that implement four specific measures will hasten their recovery and position Businesses for long-term success.

### Article 3

Any nation's entrepreneurship development and economic expansion are significantly influenced by access to finance. It promotes fresh entrepreneurial endeavors. Timely access to funding sustains the survival and growth of micro, small, and medium companies (MSMEs) (MSMEs). The goal of this essay is to examine the obstacles MSMEs encounter in obtaining financing and to assess how these obstacles affect the success of their companies. 400 MSMEs from various industrial clusters across India participated in the survey.

### Article 4

The contribution of Micro-Small and Medium Businesses (MSMEs) to the nation's industrial economy as a whole is quite noteworthy. When compared to the industrial sector as a whole, the MSME sector has continuously shown faster growth in recent years. The rapid expansion of MSMEs on the Indian market could be interpreted as

evidence that Indian businesspeople are excelling in many industries, including those in manufacturing, precision engineering design, food processing, pharmaceuticals, textiles and apparel, retail, agriculture, and services.

### Article 5

This study looks at the obstacles to the expansion of small businesses in India. To learn more about their opinions and sentiments regarding the elements that influence the development of their businesses, small company owners from the Punjab region of India were polled. Results point to elements that are viewed as having a detrimental impact on small business growth in India, including a lack of funding, market difficulties, regulatory problems, and infrastructure constraints.

### Article 6

International and national action plans in the direction of new normal models of realignment in enterprise bottom-line and management are required due to the global economic impact that followed the sudden commencement and quick spread of the COVID-19 pandemic worldwide, in early 2020. On June 27, 2020, the UN has designated "Supporting Small Business During the COVID-19 Crisis" as the primary theme of MSME Day. A World Economic Forum affiliate established the "COVID Reaction Association for Social Entrepreneurs" (WEF).

### Article 7

To say that the micro, small, and medium-sized enterprise (MSME) sector is crucial and the primary driver of the global economy is not an exaggeration. It encompasses a variety of domains and dimensions, including low-cost products, electrical components, and defense products. One of the emerging pillars of the Indian economy, the sector is essential for providing work at low capital costs. Given the significance of this industry in terms of its contribution to India's GDP, it makes sense to address all MSME-related issues first to ensure the necessary support.

### Article 8

In India, domestic banks outnumber cross-border banks when it comes to financing MSMEs. The study identifies several bank-owned opportunities for MSME financing, including the following: The favorable policies of the government and the improved legal system make the business climate favorable for MSME financing businesses. The MSME financing process is challenging for the SME finance industry due to several obstacles, including the lack of proper risk management, low literacy rates, discrete client presence, high operating costs, and low profitability, and Banks and other alternative financing options for MSMEs will be promoted by proactive government initiatives and other supporting factors.

### Article 9

The emergence of Industry-4.0 (I4.0) in the post-pandemic period has accelerated the transformation of micro, small, and medium enterprises (MSMEs). It is compelling for MSMEs to integrate because it offers promising customer responsiveness, competitiveness, business growth, and sustainability. As a result, researchers must investigate Industry 4.0 challenges and the particular requirements for their implementation, as well as provide stakeholders with useful insights.

### Article 10

Crowdfunding though existent is still at the nascent stage in India being limited to charity and reward-based funding of creative and social projects by the crowd. The Indian Micro, Small, and Medium Enterprises (MSME) sector in particular is facing financing problems, and crowdfunding could be a viable alternative to traditional sources of finance. In this context, the study attempts to suggest an

operational framework for crowdfunding in India with special reference to the MSME sector in terms of eligibility norms, rules for investor protection, sustaining market integrity, providing a supportive infrastructure, and defining the role of online crowdfunding platforms.

#### **Article 11**

The government's enthusiasm is not shared by representatives of the industry, especially those from the small-scale industries (SSI) sector. They are not very pleased with the administration's assistance. Despite this, these units require a unique policy in order to survive given the emphasis on marketing and financing. India's small-scale industries development bank has a long way to go in its efforts.

#### **Article 12**

This paper resolves the issues related to individual enterprising direction, which includes innovative authority and pioneering skill as the vital determinants of MSME development. It will likewise investigate both interceding and directing jobs of worker inspiration and government mediation, individually during the pandemic circumstance.

#### **Article 13**

This paper aims to investigate the state-by-state production efficiency of registered small-scale sector clusters in India. Technically efficient states include Delhi, Meghalaya, Uttaranchal, Haryana, Punjab, Andaman and Nicobar, and Tamil Nadu. Scale-efficient states include Delhi and Meghalaya alone. The majority of states operate at decreasing returns to scale, indicating the potential for investment and additional employment generation.

#### **Article 14**

Higher energy intensity is responsible for a larger share of total variable costs, according to the study. Energy intensity had a negative correlation with the output value. In order to return to scale, Energy puts in a significant amount of effort. After small businesses were divided into two groups based on energy intensity that was above or below average, regression analysis revealed that energy intensity had a positive influence on returns to scale in auto ancillaries and a negative influence on returns to scale in brick businesses.

#### **Article 15**

The growth of the nation is heavily dependent on small businesses. It contributes nearly 40% of the gross industrial value added to the Indian economy. Due to its low capital requirements and high labor absorption, the SSI sector has contributed significantly to employment creation and rural industrialization. The shifting economic landscape presents SSI with a number of challenges, including a large population, widespread underemployment and unemployment, a lack of capital resources, and similar challenges. As a result, the government has provided special facilities through a variety of policies and programs to address the issues and encourage the growth and development of small-scale industries.

#### **Article 16**

Nearly 22% of the country's GDP, 45% of manufacturing output, and 40% of exports come from Micro, Small, and Medium Enterprises (MSME). After agriculture, they provide the most employment. They produce a wide variety of goods and services for local, global, national, and international value chains, all of which are widely dispersed across the nation. The sector's main advantage is its potential for employment at a low capital cost.

#### **Article 17**

The sector, which employs approximately 111 million people and is the second-largest employer after agriculture, is represented by the Ministry of MEME. being a highly fragmented industry with a large number of micro units. The industry is extremely susceptible to

economic crises. The lockdown, which began in March 2020 due to the spread of the coronavirus and lasted until May 2020, had a significant impact on MSME economic activities. According to some initial assessments, the industry faced a severe cash crunch, business closures, and widespread job losses across all sizes of units.

#### **Article 18**

The COVID-19 pandemic is widening the gap between those who are safe and those who are at risk. The virus heightens the stigma of impurity in a society plagued by the purity-pollution syndrome, where large numbers of people are compelled to work and live. A customary code of segregation complements social distance well. The change to an informalized economy ought to be found with regard to India's imbued social imbalance bringing about broad pauperism. Politics and governance have further distorted the already highly skewed balance between capital and labor in the chaos caused by the pandemic.

#### **Article 19**

While existing research on developing nations is frequently based on small samples taken from ad hoc questionnaires, empirical work on micro and small businesses focuses on developed nations. The small business structure in India is fairly represented by the census data we examine here. Overall, private companies will experience lower growth, particularly when they are relatively new. Exporting helps businesses grow, especially those that are young and run by women. While some small businesses are able to turn their expertise into commercial success, we find that many others are unable to do so.

#### **Article 20**

In response to the COVID-19 outbreak, the Indian government will begin one of the most stringent lockdowns in the world on March 25, 2020. This paper examines the current state of health of MSMEs across a variety of dimensions and the expectations of business owners during the crisis using data from a primary survey. They find evidence of significant distress, with a 55% job loss and production falling from an average of 75% of capacity to just 11%, based on data from 361 businesses surveyed in May 2020. For the smallest businesses, distress measures appear to be more severe. If the lockdown continues, 70% of businesses say they will not survive the crisis for more than three months.

#### **Article 21**

According to both the senses and the survey, the industry caters to businesses with fewer than 500 employees. The Center's response has been sincere and capable of classifying small businesses. According to the survey, utilities, health care, and social assistance have the lowest impact, while wholesale and retail have the highest impact at 18.5 percent, while utilities have the highest impact at 18.5 percent. This demonstrates that all sectors, regardless of industry, have been impacted, while some have been severely impacted while others have escaped with very little impact from Covid.

#### **Article 22**

The District Industries Centre is in charge of self-employment and the development of small-scale industries, and it is a part of Prime Minister Rozgar Yojana to help educate people. Small-scale industries play a very important role in the Indian economy and have also contributed to increased industrial production in Hyderabad. In addition, the government implemented numerous initiatives for small businesses, including the critical infrastructure balancing scheme, industrial estate for women, and target 2000. Hyderabad, also known as the "cyber city" or "information technology city," has also put a lot of emphasis on growing small businesses.

#### **Article 23**

There are 2,600,000 MEME in Telangana, including 56% of rural areas and 44% of urban areas. Since the state's creation, more than

19,000 registered MSME units have started up. Telangana government has fostered a great deal of modern parks for the little MSM is and around six new parts have been proposed and 12 were under upgradation Green modern Park of MSME in Yadadri has acquired a ton of ubiquity and the miniature modern Park in Rai Rao Peta Bibi Nagar Yadagiri has likewise drawn in a venture of 420 crores.

#### Article 24

Hyderabad is one of the best places to start a business because the city has a GDP of 74 billion USD and ranks fifth out of nine countries in terms of its contribution to GDP. There are high possibilities that it very well may be truly productive. The city with the most special economic zones in Hyderabad. The capital of Telangana contributes the most to the state's tax and GDP. The city is likewise positioned as the second most unique city on the planet gathering. Telangana has been the second-largest producer of solar power, and Hyderabad is renowned for its beautiful blend of traditional and contemporary architecture. There are a lot of government policies that can help a business grow, and the IT industry is growing quickly, which would also help many businesses.

#### Article 25

The state's development relies heavily on the small-scale industry sector. The state's manufacturing output, employment, and exports are significantly impacted by the small-scale industries sector. The small-scale sector employs more people than the large-scale sector, and it is estimated that this sector accounts for approximately 40% of the manufacturing sector's gross value of output. The expansion of economic activities and asset development will both benefit from industrial development in the long run. This paper attempts to examine the need for the industrialization of small-scale industries and the industrial sector, particularly its role in Telangana's development.

#### Research Gap

So, this research is basically upon that class of people who earn their livelihood through small shops as well as some small work i.e., local vendors, small businessmen, shop owners, and all who generally come in the middle-class category. Most investments are less than 25 lakhs.

We are mainly planning to focus on Hyderabad. Who is nowadays finding it difficult to run their business and earn a livelihood in this modern era?

This is an era of technology and upgradation where everything is under our fingertips, and due to which everything one can get just in minutes and each and everything is present online, one can get everything in their doorway whether it's a pencil or a car, all these things are creating a lot of difficulties for people whose home are running only due to their local sales and day to day business. So, with this and due to plenty of reasons their problems are increasing and they are finding it difficult to run their business leading to losses and then closing down the shops which results in unemployment, poverty, and then evil minds. Hence there is a need for researching these things. What are the main problems/risks they people are facing and why are they not able to come up with any solution to come out of the mess?

Our research is mainly going to focus on what problems exactly they are facing and why they are not able to compete with the competitive market in which one is ready to eat the business of others and their only motive is to earn money. We will also study the basic steps where these small business owners and these classes of people lack behind and why they can't catch up and just close down everything in case something happens. Our research will also try to figure out that business and the country will be run by these big businessmen and

companies, why can't a country run with people of each class working hand in hand and contributing to the economy?

Hence, our main focus and research will be on why small-scale businesses are reducing day by day instead of developing themselves and expanding their business.

#### Need and Relevance

The need of this research is to find the answers to the questions, which are the reasons why small-scale businesses are declining in India. Small-scale businesses are the most important in the concept of Indian trade. And their rapid decline is a cause of concern for us because the majority of India's trade depends on small-scale business owners. They are the source of employment and livelihood for many people in both rural and urban areas. They contribute a significant percentage to the Indian economy. The main presence of small-scale industries is in the manufacturing sector. They contribute around 35% of the output of the manufacturing sector and 40% of the total exports of the country. But the present trends show that these numbers are decreasing and many small business houses have shut down. Along with other reasons which will be discussed later, the covid-19 had a severe impact on small-scale businesses, which eventually led to many small businesses going into losses, as they were not able to meet expenses. The need of this research is to find out how small-scale business works and what exactly is happening with small-scale business. And why are they not able to survive in the market and how is the mentality changing of the small business owners? And how online business can help them. The need is to find out in which areas are the small businesses going wrong and what probably can be the reasons for this and find ways to solve these arising issues. For instance, not many small businesses know about the benefits that they may get from the government. The lack of knowledge is the first problem. The need for the research is to find solutions for the same. It is needed for these small businesses to know what are the ways they can save the business. It is needed to build awareness of this problem. It is relevant to small-scale industries which have a stronghold in the country that is going down.

#### Novelty

There are various research giving information about understanding small businesses, how important small businesses are, how they contribute to the Indian economy and what are the problems of small-scale businesses in India, especially Hyderabad, the impact of covid-19 and lockdown on small businesses, etc but we are providing in-depth information covering all these topics and also providing solutions for small business to grow and survive in the market. We feel finding problems is not enough but also finding solutions is important. Most of the research papers focus on the US and global market but we focus on Hyderabad small businesses. In-depth research on how small steps of big companies affect the small business drastically. We provide details about how small businesses work and what challenges they face while growing up. It is very important to consider small businesses as they are an important part of the economy. We are going to study how many Entrepreneurships and small businesses fail. How difficult is it to start a small business? We will also study various problems faced by small businesses before covid-19 and after covid-19. Our research includes deep information about small businesses. This research also provides a SWOT analysis of the small business. By small business, we not only mean small start-ups but also small retailers, owners, or even small-scale industries. Our research focuses on Hyderabad and all types of small businesses. In our research, we are taking recent years' examples rather than examples from past years. We feel that to understand the current problems we need to take current examples. Our research has primary and secondary data. Primary data in the sense we would talk to a few small businesses and take a few surveys. Secondary data from various sources and articles. Much research has been done on small-scale industries and how they work. Though there is similar work, we included multiple other relatable concepts that make our research unique from existing research.

## METHODOLOGY

Our PCL Project title is "CESSATION OF SMALL BUSINESSES" We choose this title because it exactly tells what our research and study are about in a single sentence. Explaining our title, the word cessation is a Latin origin word that means the process of ending or being brought to an end. In our project we did a detailed study about how small businesses are being brought to an end, and the reasons which are causing small-scale businesses/industries to end, we discussed a lot about before pandemic problems faced by these businesses as well as the problems faced by these industries after covid-19 pandemic and what can be done by the companies and government to make these small businesses thrive again, as they contribute a lot to the economy of our country. We wanted to focus on why these small businesses are drastically reducing in number. And we choose Hyderabad because it is a metropolitan city with a lot of small-scale industries present in it.

**Objectives of Study:** This study has 3 objectives that we focused on. We chose these 3 objectives because it covers almost everything that we want to put out.

**Objective 1:** Our main focus and research will be on why small-scale businesses are reducing day by day instead of developing themselves and expanding their business.

**Objective 2:** Solution on how these small businesses can sustain and also expand and how Online businesses are taking over and how it can be one of the best solutions.

**Objective 3:** How companies and government can support them

- We specifically focused on businesses with investments below 25 lakhs and the HYDERABAD region.
- We did a small QUESTIONNAIRE with local small businesses and also collected secondary data on these small businesses in Hyderabad

### Statement of Research Problem

There are a lot of small businesses around us. They are as small as a supermarket too as large as a steel industry. Small businesses are everywhere. Hence, they can be categorized into 3 types

- Manufacturing
- Ancillary
- service

There are specific conditions to fall under small-scale businesses. As per the MSMED Act 2006.

**Classification of service enterprises:** if investment in equipment is more than ten lakhs but does not exceed two crores.

**Ancillary small industrial unit:** A minimum of 50% of the production has to be supplied to the parent unit and investment in plant and machinery should not exceed 1 crore.

**Industries owned and managed by women entrepreneurs:** Women entrepreneurs in that company have share capital not less than 51 % (individual or jointly).

In the chart: The total number of units in the SSI sector is estimated to be 1,05,21,190, and it spans the entire nation. In rural India, 55% of these units were located. Over 44 lakhs, or 42.26 percent, of the SSI sector's total workforce, were SSIs, while the remaining 61 lakhs, or 57.74 percent, were SSSBEs. As far as State-wise spread, it is seen that Uttar Pradesh (16.23%), Andhra Pradesh (8.32%), Maharashtra (7.64%), Madhya Pradesh (7.54%), and Tamil Nadu (7.49%) were the best five States having an all-out portion of 47.22% regarding the number of units.

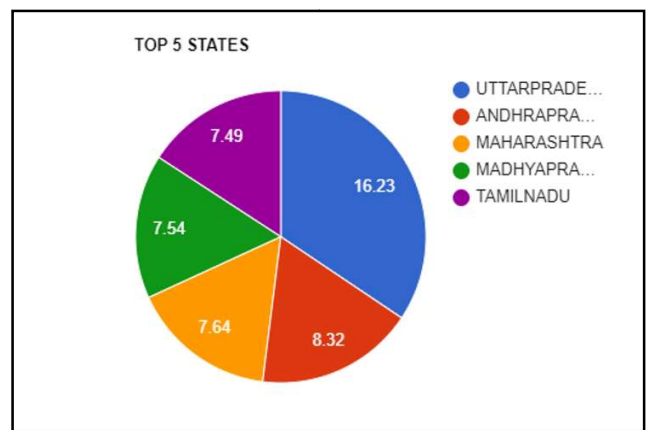


Figure 1.

**Outcomes of the Study:** As we are doing research, we have chosen publication as an expected outcome, because we have a motive that is to support small-scale businesses and why they are declining and then the steps to help them how they can come up and expand and diversify their business so that the whole working population and country's GDP will grow, Nation can progress and well as all the sections of society can improve themselves and their standard of living will increase. And we have chosen this as our outcome as publishing our idea will help the development of this idea. More and more people will know about this, and all can use the ideas and steps we suggested to promote their business, and so then they can grow.

- By publishing the paper everyone will know the problems that were faced by that sector of people and who contributed to solving those problems, and what are the solutions.
- One can reuse the data as many times as possible, all will be aware of the data (awareness), etc.
- The whole population can access the data and also use it as secondary data
- Some experts on that particular research can review our data and give suggestions.

Our main goal is that our research paper is helpful to others and can at least lead to something better.

### Survey Questions

1. How long have you been in this business
2. Did you have a backup plan
3. How did you promote your business
4. How much % of an effect did covid have on your business
5. Did online businesses affect your business
6. Do you think the price difference is a problem that affects your business?
7. Do you think the reducing price will allow you to compete in the market
8. How is the business now, post-pandemic?
9. Are you ready to cooperate and increase your business if you are provided with enough facilities and funds
10. Are you willing to tie up with an online firm to grow your business?

### Businesses that have been Surveyed

- Hardware and tools
- Local store
- Food processing industry
- Groceries store
- Electronic repair shop

#### 1. How long have you been in this business

- Hardware shop: for the past 25 years we have been in the business.

- Local store: For 10 years (small local shop)
- Food processing industry: 10 years
- Groceries store: 5 Years
- Electronic repair shop: 5 years

## 2. Did you have a backup plan

- Hardware shop: At first no, but then we figured out a backup plan
- Local store: Nothing much
- Food processing industry: No, we didn't. We invested everything we had into this.
- Groceries store: No
- Electronic repair shop: No

## 3. How did you promote your business

- Hardware shop: generally, our business gets promoted through our customers.
- Local store: We don't have much money and knowledge to promote and advertise
- Food processing industry: We tie up with retailers only and sell to them. Promotion is just word of mouth.
- Groceries store: Advertised in a local newspaper
- Electronic repair shop: Poster and templates

## 4. How much % of an effect did covid have on your business

- Hardware shop: 20-25%
- Local store: 85 %
- Food processing industry: 40%
- Groceries store: Nearly 50 %
- Electronic repair shop: 25%-30%

## 5. Did online businesses affect your business

- Hardware shop: Yes
- Local store: not much
- Food processing industry: Yes
- Groceries store: Yes
- Electronic repair shop: Yes

## 6. Do you think the price difference is a problem that affects your business?

- Hardware shop: Yes
- Local store: no
- Food processing industry: No
- Groceries store: yes
- Electronic repair shop: Yes

## 7. Do you think the reduced price will allow you to compete in the market

- Hardware shop: reducing prices will allow us to compete in the market, but we have to then reduce our profits.
- Local store: yes, it will help to increase sales
- Food processing industry: I think the price is not the problem but other big companies are overtaking us.
- Groceries store: yes
- Electronic repair shop: No as the price of my shop is affordable and very cheap

## 8. How is the business now, post-pandemic?

- Hardware shop: it's recovering but at not a very rapid rate
- Local store: it will take time to return to normal
- Food processing industry: It has been better. Since we sell packaged food to wholesalers and retailers.

- Groceries store: Yes
- Electronic repair shop: Running a business after a pandemic is very hard as we have to come to direct contact with people and maintain social distancing, wear masks thus it's very difficult for me to check customers' phones, and many customers started giving their devices to the company service center

## 9. Are you ready to cooperate and increase your business if you are provided with enough facilities and funds

- Hardware shop: Of course
- Local store: Yes, why not
- Food processing industry: Yes
- Groceries store: Yes
- Electronic repair shop: Yes

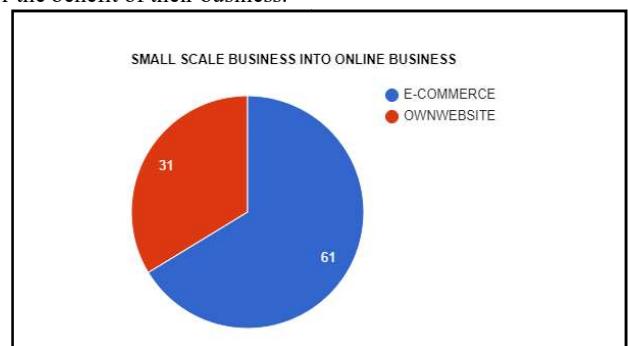
## 10. Are you willing to tie up with an online firm to grow your business?

- Hardware shop: Yes
- Local store: No, we are not ready
- Food processing industry: Yes, if it will guarantee an increase in sales.
- Groceries store: Yes
- Electronic repair shop: Yes

## FINDINGS

The overall findings were that we got to know how small-scale businesses and industries work, and how they function. And through this research, we learned why small-scale business is not booming but declining in India. Through this research, we found out how covid had affected small-scale businesses and industries. And how many small-scale business owners choose to shut their businesses down rather than start them again? And how many small-scale business and industry owners became clueless during the covid period what was the mentality of the small-scale business owners during the lockdown period and how they overcame it?.

We found out how big monopolies are affecting small-scale businesses and industries and how technology is both affecting and helping businesses. We found out that many small-scale business owners do not have proper access to technology education and the internet and how it is affecting their business. And how many small-scale business owners want to adapt to online business and how many business owners are willing to collaborate with big online tech giants for the benefit of their business.



In the pie chart: In India, 61% of the small business sell their products through their websites and 31% sell the products through e-commerce channels. Through the survey conducted by our group on different businesses, we found out how different kinds of businesses got affected by covid and monopolies and how the business has been pre-pandemic and post-pandemic. We also found out how many people are willing to tie up with online businesses and how many small-scale



businesses have a backup plan for their business and how many are willing to change their business due to competition.

## CONCLUSION

Through this research, many people will realize that small businesses are important too, and we should always have a backup plan if the business fails or demand for the product wanes. Many will gain knowledge of the Hyderabad area as we have focused here on how many small industries and small businesses are downsizing. We've also included a few examples that will help people understand what we're trying to say. As we have already mentioned, we are focusing on small businesses. So nowadays everyone is trying to shift their business online. Some succeed but some fail. They fail because they don't have proper knowledge regarding that. They are not that educated to understand the complicated policies of those online business apps and websites. They already have a limited source of capital and on top of that, they have to pay certain fees to register their business online. They are bound to pay those fees if they want to register and even after charging all types of fees, they have to give the site a certain commission once their product is sold. So, we as solution providers can teach them about all the policies and procedures to register themselves online. This can help understand the areas the small businesses are going wrong. We can also create an app in the future that is easy to use. With different languages, so they can understand. This app will be in simple language and can be filled with pictorial representation for easy understanding. Considering that many have a problem going into online business this app will be helpful for them. No commission and complications. just to help small businesses.

Apart from that, we will try to create a website and even an app that will help them sell their product online. We will not charge any registration fees and will not take any commission on every product they sell. This would benefit them a lot as they at no extra fees or commission will be able to sell their products freely without any fear of someone overruling them. So hence our future scope would be that we could work on our idea and provide them with a free online platform to sell their product in this competitive market. Through this research, many people will realize that small businesses are important too, and we should always have a backup plan if the business fails or demand for the product wanes. Many will gain knowledge of the Hyderabad area as we have focused here on how many small industries and small businesses are downsizing. We've also included a few examples that will help people understand what we're trying to say. As we have already mentioned, we are focusing on small businesses. So nowadays everyone is trying to shift their business online. Some succeed but some fail. They fail because they do not have proper knowledge regarding that. They are not that educated to understand the complicated policies of those online business apps and websites. They already have a limited source of capital and on top of that, they have to pay certain fees to register their business online. They are bound to pay those fees if they want to register and even after charging all types of fees, they have to give the site a certain commission once their product is sold. So, we as solution providers can teach them about all the policies and procedures to register themselves online. This can help understand the areas the small businesses are going wrong.

We are to create an app in the future that is easy to use. With different languages, so they can understand. This app will be in simple language and can be filled with pictorial representation for easy understanding. Considering that many have a problem going into online business this app will be helpful for them Apart from that we will try to create a website and even an app that will help them sell their product online. We will not charge any registration fees and will not take any commission on every product they sell.

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