

**IMPACT OF COVID 19 ON ELECTRONICS GADGETS**
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**Abstract:**

*The World Health Organization (WHO) declared COVID-19 pandemic in the month of March 2020. We have done surveys of Electronics (gadgets) shops / showroom / outlets in the Panvel Municipal corporation area. We observed on IMPACT OF COVID 19 ON ELECTRONICS GADGETS, the sale of Mobile phones, Tab-laptops increases due to online study of schools, colleges & also due to Work from Home (WFH) of many Employees in all sectors. Whereas few owners of Electronics Gadgets offices have less business due to online facilities available for buying & selling (e-commerce). The study approach is based on a 'Primary Data ' and the Surveys in outlets/showrooms of Electronics in Panvel Municipal corporation area.*

**Key words:** *Electronics, e-Gadget etc.*

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**Introduction:**

With the enforcement of the lockdown, not only were they without jobs but also were frustrated because of the cessation of their daily income on which they survived. Many people, their occupations, Jobs, Business etc. suffer in this COVID -19 lockdown period.

In COVID 19 situation, we need to continuously measure vital signs that have been used to monitor the onset of infectious disease & detection of symptoms in individual families & also required in Government. Early detection of infectious disease is important to mitigate the spread of disease by increasing self-isolation and early treatments. So newly known devices Oxymeters & Smartwatches sales increased dramatically trending toward connected monitoring devices, spurred by the COVID-19 pandemic.

**Objective of the study:**

To study the effects of COVID 19 on Electronics Industries & selling of various Gadgets in Panvel Municipal Corporation area.

**Research Methodology:**

The Research approach used in this project is a 'Primary Data'. The information is based on Surveys in

outlets/showrooms of Electronics in **Panvel Municipal corporation** area. We also gather information from sources of the Internet, Newspapers, and Magazines. We also had an interview with the people around us to know their experience towards gadgets in their day-to-day life. A batch of novel practices came into existence as part of rigorous mitigation efforts, such as, “social distancing, household quarantine, facemasks, vigilant sanitization and hand washing, and avoidance of public gatherings, public transportation etc.”

**Scope of the study:** The study is limited to Panvel Municipal Corporation.

**Sampling:** 5 major showrooms in PMC interpretation of data (collection).

### **COVID 19 – a crisis on Electronics gadgets: -**

The COVID-19 crisis is expected to have a long-term impact on the Electronics sector as they are the most vulnerable communities and are more exposed to the current global pandemic. Products of the Electronics Industry like Mobile, Tab, Laptop, Oximeters, Smartwatches etc & their Application in Education, Automotive, Communication Equipment, Enterprise System makes Average Impact of COVID-19 on Electronics Gadgets in panvel Municipal corporation area.

Before the COVID-19 the growth rate in the electronics market was good in Panvel Municipal Corporation. After the pandemic, the electronics industry has faced a dual impact. The production facilities of the electronics parts have been halted owing to the logistics slowdown and unavailability of the workforce. On the other hand, various e-commerce companies have discontinued the delivery of non-essential items that include our electronics products that are affecting the electronics industry geographically that depend on local Government decisions.

The report analyzes the electronics industry on the basis of product type, application and the Personal electronics segment is expected to be most affected due to the coronavirus pandemic.

We have done surveys of Electronics (gadgets) shops / showroom / outlets in the Panvel Municipal corporation area & its details as follows –

Sr.No.	Name of the e-Gadgets Showroom / office / outlets	e-Gadgets sell increases after Covid 19	Impact of Covid 19 on overall business	Remark
1	Vijay Sales (Sector 2, Leela Madhav complex, Panvel)	Mobile, Tab, Laptop, Smartwatch & Oxymeter	Less impact on overall business after lockdown.	
2	Arcee (Vasant Smruti, Shivaji Chowk, Panvel)	Mobile, Tab, Laptop,	Less impact on overall business after lockdown.	
3	Kings Electronics (near Shivaji Chowk, Panvel)	Mobiles only	Huge loss / only 20% business due to online buying by customers	

4	Mamta Electronics (Kalamboli-Navi Mumbai)	Mobile, Tab, Laptop,	Less impact on overall business after lockdown.	Non- Android Mobiles not sale
5	Rameshwar Electronics (Agarwal Complex, near Shivaji Chowk, Panvel )	Dish TV Antenna & Mobile	Loss on overall business after lockdown due to increased prices of e- Gadgets..	

India & various countries are also affected by the COVID-19 outbreak and electronic industry. The shutdown of retail shops and showrooms of Big shops, major brands, supermarkets, and hypermarkets for a definite period of time is further anticipated to affect the sales of various electronics products. Some of the major electronics companies are affected due to COVID-19.

#### Sources Include

The report serves as a source of the market thoroughly integrating different shops in the Panvel Municipal corporation area.

#### The Report Covers

- Comprehensive research methodology & electronics shops of the Panvel Municipal corporation area.
- Detailed and extensive market segments with regional distribution.

#### Result and discussion: -

The unplanned lockdown consequent to the spread of COVID-19 has resulted in the plight of people in all sectors of Panvel Municipal corporation. Impact clearly shown on Electronic Gadgets also as selling & overall less business due to unavailability of customers. In today's age of Digitalization & online media, the sale of **Mobile phones, Tab-laptops increases** due to online study of schools, colleges & also due to Work from Home (WFH) of many Employees in all sectors. Whereas few owners of Electronics Gadgets offices have **less business due to online facilities available for buying & selling** with more discounts.

To overcome loss in Business, we need to introduce / implement New Devices **Oximeters & Smartwatches** (sales increased) in e-Gadgets shops / offices /showrooms. Also discounts need to be given as online facilities are available.

#### Conclusion: -

Survey says many shops are in profit because of their sales of electronic gadgets and on the other hand, some have to face loss due to online shopping, but **gadgets were in trend**. People started buying gadgets for education purposes, companies where COVID-19 has introduced the Work from Home concept, as gadgets were playing a vital role in pandemics. Both the positive and negative impacts of COVID-19 on Gadgets are discussed and some fruitful suggestions are also pointed to carry out.

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