

Entrepreneurship amidst COVID-19: Challenges and Resilience

The department of Commerce, J.D.S.G.College, Bokakhat has organized a National Webinar on “**Entrepreneurship amidst COVID-19: Challenges and Resilience**” on the 7th July, 2021. In this webinar, Prof. Ajanta Borgohain Rajkonwar, Department of Commerce, Dibrugarh University and Dr. Subha Rani Borkotoky Sarmah, Retired Principal, Joya Gogoi College, Khumtai have participated as Resource Person in this webinar. The practitioner, Mrs. Rupjyoti Saikia Gogoi of Progressive Entrepreneur & Entrepreneur has taken part as Special Guest in the webinar. Mr. Deepjyoti Das & Dr. Anjali Devi, Assistant prof. Deptt. Of Commerce, J.D.S.G.College, Bokakhat have jointly coordinated the webinar. In the current context of COVID-19 pandemic cross the world, the flexibilities as well as the challenges in the entrepreneurial activities has been an emerging issue in the different countries, regions and states in the world. Due to the frequent and pro-longed Lockdown, Travel Restriction and other restrictive activities under the COVID-19 pandemic in the state of Assam as in other parts of the country, a large number of employees/workers, particularly in informal sectors of the economy had to bypass their current occupations and are in search of some alternative occupations for their livelihood and even for their survival. Against this backdrop, this webinar has been organized to discuss the current scenario and suggest some remedial measures for the same. In our state, many entrepreneurs engaged in various activities such as hotel and restaurant operators, lodge owners, tourists’ guides, Jip and safari drivers tourism sector had to shift their occupations to others in agriculture and retailing businesses. They are bound to search for alternative ways of livelihood during the pandemic period, as by dint of their current occupations, they could no longer support their families even at a subsistence level. Many workers serving in factories and companies have to relinquish their jobs due to inability of the owners to pay them regularly and even by amount to sustain their personal and working life. They have come back to their native residential places and engage in some retailing and farming activities to maintain their families. The webinar suggest the government intervention to revive the economy by recovering the existing enterprises and industries; and suggest to provide financial support to the displaced small entrepreneurs to run some new economic activities at their own to sustain their life.