



A STUDY OF PELLUCIDITY IN COMMUNICATION WITH THE STOCKHOLDERS AND SHAREHOLDER USING E- INVESTMENT OPERATION DURING COVID-19 PANDEMIC IN NAGPUR DISTRICT

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ABSTRACT

The research is based on Pellucidity in communication with the Stockholders and shareholder using e- Investment operation during COVID-19 pandemic in Nagpur District. The research discusses the opinion of the Stockholders and shareholders regarding the e-Investment operation Pellucidity and communication. Also the research analysis the problem face by the Stockholders and shareholder while using the e-Investment services during COVID-19 pandemic. The research evaluates the Stockholders and shareholders the between the activities undertaken through e-Investment service by the customers, the qualities of e-Investment services and the problem of e-Investment operation during COVID-19 pandemic.



KEYWORDS: COVID-19 pandemic , research analysis , Stockholders and shareholders .

INTRODUCTION

The COVID-19 pandemic in India is important for the overall pandemic of Covid illness 2019 (COVID-19) brought about by serious intense respiratory condition Covid 2 (SARS-CoV-2). The first instance of COVID-19 in Quite a while, which started from China, was accounted for on 30 January 2020. India right now has the biggest number of affirmed cases in Asia, and has the second-most noteworthy number of affirmed cases on the planet after the United States with more than 10.3 million announced instances of COVID-19 contamination and in excess of 154,000 passings as of February 2, 2021. The each day cases topped mid-September in India with more than 90,000 cases announced each day and have since come down to under 15,000 starting at 2021 January.

In July 2020, India's Ministry of Information and Broadcasting asserted the nation's case casualty rate was among the most reduced on the planet at 2.41% and "consistently declining". By mid-May 2020, six urban areas represented around half of all detailed cases in the nation – Mumbai, Delhi, Ahmedabad, Chennai, Pune and Kolkata. The last area to report its first case was Lakshadweep, on 19 January 2021, almost a year after the first revealed case in Quite a while. On 10 June, India's recuperations surpassed dynamic cases interestingly. Contamination rates began to drop essentially in September, and the quantity of every day new cases and dynamic cases began to decay quickly. A Government board on COVID-19 reported in October that the pandemic had crested in India, and may

go under control by February 2021. India has more than 30 enemy of COVID immunizations in different phases of advancement and a public inoculation drive was begun on 16 January 2021. India started the world's biggest Covid inoculation drive on January 16 and in 18 days the nation has effectively immunized over 4.1 million medical care laborers.

E-Investment operation is a business methodology that addresses the needs of participants to reduce costs while improving the quality of goods and services, product marketing and advertising, and increasing the speed of service delivery. Kalakota and Whinston (1996) have identified four principal reasons why e-Investment operation such as e-Investment and e-retailing has evolved. First, the cost of processing many types of financial and retail operations has been rising so rapidly that it is imperative to develop new ways to handle those operations. Second, competition in banking and retailing has become so intense that only those organizations that can provide superior consumer services, which in turn require sophisticated operation management, will continue to grow and prosper. Third, consumers themselves are feeding the fires of competition by demanding more services and greater convenience in their banking and shopping activities. Finally, the technology is at last in place to process electronic operations at faster speeds more easily and at less cost than consumers can process paper operations.

Table no. 1: How comfortable do you feel using e-Investment operation during COVID-19 pandemic?

Particulars	Frequency	Percentages
Very comfortable	82	54.89%
Somewhat comfortable	32	21.05%
Neither comfortable nor uncomfortable	06	3.76%
Somewhat uncomfortable	03	1.88%
Very uncomfortable	27	18.42%
Total	150	100%

The above table no. 1 shows that the how comfortable do you feel using e-Investment operation during COVID-19 pandemic in which among total Stockholders and shareholders the 54.89% of the Stockholders and shareholders feel very comfortable using e-Investment operations, 21.05% of the Stockholders and shareholders feel somewhat comfortable, 3.76% of the Stockholders and shareholders feel Neither comfortable nor uncomfortable, 1.88% of the Stockholders and shareholders feel Somewhat uncomfortable and 18.42% of the Stockholders and shareholders feel Very uncomfortable. In this inference the highest 54.89 % of the Stockholders and shareholders feel Very comfortable using e-Investment operations and the lowest 1.88% of the Stockholders and shareholders feels somewhat uncomfortable using e-Investment operations during COVID-19 pandemic.

Table no. 2: Opinion of the Stockholders and shareholders for the Frequency of usage on overall e- Investment operation during COVID-19 pandemic.

Particulars	Frequency	Percentages
Frequently	15	3.0%
Almost regular	53	10.6%
Sometimes/ Occasionally	326	65.2%
Almost Never	61	12.1%
Never	45	9.1%
Total	150	100%

The above table no. 2 shows that the Opinion of the Stockholders and shareholders for the use of Frequency on overall e- Investment operation during COVID-19 pandemic in which out of total the 65.2% of the respondent used e-Investment operation occasionally, averagely once in a month, 12.1% Stockholders and shareholders almost never have used any e-Investment operation. 10.6% of the

Stockholders and shareholders have said that they used e-Investment operation regularly but 9.1% Stockholders and shareholders have never used the banking services. Only 3.00% Stockholders and shareholders are using e-Investment operation frequently. This indicated the lack of e-Investment operation habits among the population during COVID-19 pandemic.

Table no. 3: Opinion of the respondent for facing Problem of Lack of Pellucidity and communication with investor and shareholder

Particulars	Frequency	Percentages
Strongly Agree	14	9.1%
Agree	86	57.6%
Neutral	02	1.5%
Disagree	39	25.8%
Strongly disagree	09	6.1%
Total	150	100%

The above table no. 3 shows that Opinion of the respondent for facing Problem of Lack of Pellucidity and communication Pellucidity and communication in which among the total Stockholders and shareholders during COVID-19 pandemic, 57.6% of the Stockholders and shareholders agree with the lack of Pellucidity and communication of e-Investment operation, 9.1% Stockholders and shareholders strongly agree with the lack of Pellucidity and communication among Stockholders and shareholders, 6.1% Stockholders and shareholder s strongly disagree, 25.8% Stockholders and shareholders disagree with the lack of Pellucidity and communication of e-Investment operation and 1.5% Stockholders and shareholder s neutral having no opinion about this question.

CONCLUSION

The research, it is revealed that it is quite difficult, if not impossible, to suggest that which adoption of e-Investment is best for Stockholders and shareholder s during COVID-19 pandemic. Some systems are quite similar, and differ only in some minor details. Thus there are lack of Pellucidity and communication factors affect the usage of e-Investment operation. Among all these user base is most important.

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