

## **Topic - "Assessing Impact of Flood on Small Business Units - Case of Kalady".**

### **Introduction**

The trail of devastation left by the recent floods in Kerala included 12 lakh people rendered homeless and more than 300 dead. According to initial estimates, property worth more than Rs 20,000 crore has been lost and insurance companies have already received claims worth Rs 1,000 crore. While the floods wreaked havoc on the finances of people living in the state, they could also have an impact on the portfolios of thousands of others elsewhere as stocks of companies with links to Kerala. Kerala is in the midst of unprecedented flood havoc. The calamity has caused immeasurable misery and devastation. Many lives were lost. Hundreds of homes were totally destroyed and many more were damaged. For the first time in history, 27 dams in the State had to be opened. Never before had the State witnessed a calamity of this magnitude.

The floods have imposed a wide impact on the business and trade in many areas of Kerala among which Kalady was prominent. The business organisations in spite of their volume of trade or nature and size of existence be in one way or another was affected with the recent floods. Hence the researcher found it highly relevant to conduct a study so as to assess the impact of flood on business organisations operating in Kalady area. The study also concentrates on the different initiatives and remedial measures taken up by the Government and other institutions towards recovery of the losses made by the organisations and their further survival.

## **Objectives of the study**

1. To assess the impact of flood on small business units operating in Kalady.
2. To study about the kind of disaster management strategies adopted by the business units in Kalady.
3. To know the help / assistances provided by Government in overcoming the crisis.

## **RESEARCH QUESTIONS AND HYPOTHESES**

This study tries to answer the following three research questions:

- Does flood proneness affect the business activities?
- Does flood affect the sales of business units tremendously?
- Do business units have effective disaster management strategies? What is the Role of Government in providing aid to overcome post flood crisis?

Given the above three research questions, the study tries to test the following hypotheses –

H1: Flood Proneness does not influence the business activities.

H2: Flood proneness does not affect the sales of business units tremendously.

H3: Business units do not follow effective disaster management strategies.

H4: There is no significant assistance provided by Government in overcoming post floods crisis.

## **Population/ Sample of the study**

The total number of registered business units operating in Kalady as on 31<sup>st</sup> March. 2019 is 957 out of which 282 are large business organisations and 675 are small scale units. The study covers only small business units hence the population of the study is 675 and sample selected for the study is 50. The small business units comprises of shops, bakeries, hotels, etc.