How Health and Economics can merge for Innovative Welfare of Bottom of the Pyramid: An Economics Perspective of Poverty eradication during COVID-19?

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Abstract: The paper is more focused on solution measures and idea generation rather than mere cries over viruses and healthcare. The article establishes the facts and tries to uphold ethics and issues concerning labour movements and mobility in times of crisis, death of traditional economics, COVID attack on the economy and sustainable entrepreneurship, ethics of public policymakers, lies, data and global journey over CSR in times of innovative healthcare and rush to produce medicine. When news media and global pandemic solutions focus on deaths and treatment, the paper addresses hidden treasures of development economics, behavioural economics with a touch of ethics and CSR. Issue of NGO, company responsibility amidst growing tensions is also studied effectively. The paper tries to generate a new idea for integration of ethics, poverty, and innovation and foster a dynamic chart for going ahead amidst rising COVID cases and disruption. No one can deny the fact of poverty lining being neglected, midst global cries over COVID deaths. Have we forgotten poor children and women? The paper tries to bring in a confluence of thoughts from the perspective of healthcare services as well as economic analysis to provide innovative solutions to healthcare payers and budget implementation. It is, in fact, imperative to note that behavioural aspects change over demographies and borders. A planned borderless world regarding health economics is not sustainable and proper research is required regarding the same.

Keywords: health economics, demography, behavioural economics, poverty, the bottom of the pyramid, covid-19