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• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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PERFORMANCE OF CONSUMER REDRESSAL AGENCIES IN HIMACHAL PRADESH

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Dr. DEVINDER SHARMA PROFESSOR DEPARTMENT OF COMMERCE HIMACHAL PRADESH UNIVERSITY SHIMLA

ABSTRACT

Consumer disputes redressal mechanism has been established by the Government under Consumer Protection Act, 1986 to provide simple, speedy and inexpensive justice to the common and aggrieved consumers. This mechanism includes the agencies at District, State and National levels to resolve the grievances of consumers. As per provisions of the Act, Himachal Pradesh Government has established Consumer Disputes Redressal Commission (CDRCs) at State and District levels to provide justice to the consumers. Since their inception, State Consumer Disputes Redressal Commission (CDRC) and District Consumer Disputes Redressal Commissions (CDRCs) of Himachal Pradesh are meant for resolving the complaints of the consumers but cases of consumer disputes remain pending at both levels. This paper attempts to evaluate the performance of Himachal Pradesh Consumer Disputes Redressal Commission in term of disposal of cases by them. For analyzing the performance of the Commission, data have been analyzed with the help of percentage, correlation coefficient, mean and interpreted accordingly.

COVID-19 PANDEMIC AND INFRASTRUCTURE MANAGEMENT IN TECHNOPARK

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ABSTRACT

The world is still grappling with economic, social and public health challenges posed by the COVID-19 pandemic, Kerala's IT sector was not badly affected as other sectors. The industry was able to withstand the worst of times successfully as the revenue has increased to Rs 125.43 Crores (10% increase) during the FY2019- 20. Kerala has made significant progress in terms of investments, infrastructure development and employment generation through various initiatives for the promotion of IT industry. Technopark has shown steady growth in export, revenue generation and employment from 2010-2020 amidst the outbreak of Covid-19. IT companies are shifting to a hybrid working system where they combine work from home and work from the office. Creation of small work-sharing facilities in different regions across Kerala with Net connectivity, electricity and laptops facility established by the government in collaboration with Kerala IT Parks helps professionals to 'Work Near Home' (WNH). Prefabricated incubation facility at the Technopark campus was designed to assist businesses with beginning work and getting up to speed, prior to their office space becoming operational.

ANALYSIS OF COVID 19 AND ITS IMPACT ON MEDIA & ENTERTAINMENT INDUSTRY IN INDIA

Dr. HARENDRA KUMAR D. Litt. RESEARCH SCHOLAR KUMAUN UNIVERSITY NAINITAL

ABSTRACT

The dissimilarity among segments of Media & Entertainment sector has become more prominent with the experience of the lockdown. Marketing spend has moved noticeably towards digital media and away from three main traditional segments like Print, FM radio and to some extent Television also. The inception of the global pandemic and ensuing lockdown has dealt a severe blow to the Indian economy. The present study is an attempt to locate the M & E present status and their focuses for the major undertaken and the collision of the crisis.

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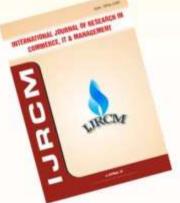
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