

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJR
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<p style="text-align: center;">COVID-19 IMPACT ON CHILDREN AND ON THEIR EDUCATION</p> <p style="text-align: center;"><i>Dr. CH. MOHANA BABU & Dr. P.BALARAM BABU</i></p>	1
2.	<p style="text-align: center;">IMPACT OF CELL PHONES ON THE STUDENTS</p> <p style="text-align: center;"><i>A. KIRAN KUMAR</i></p>	8
3.	<p style="text-align: center;">A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS SELECT HOUSEHOLD DURABLES IN RAJKOT DISTRICT</p> <p style="text-align: center;"><i>ALANKAR TRIVEDI</i></p>	11
	REQUEST FOR FEEDBACK & DISCLAIMER	15

FOUNDER PATRON**Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR**Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**Dr. PARVEEN KUMAR**

Professor, Department of Computer Science, NIMS University, Jaipur

CO-EDITOR**Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

EDITORIAL ADVISORY BOARD**Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

Dr. CLIFFORD OBIYO OFURUM

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

Dr. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

Dr. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. VIRENDRA KUMAR SHRIVASTAVA

Director, Asia Pacific Institute of Information Technology, Panipat

Dr. VIJAYPAL SINGH DHAKA

Professor & Head, Department of Computer & Communication Engineering, Manipal University, Jaipur

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

Dr. EGWAKHE A. JOHNSON

Professor & Director, Babcock Centre for Executive Development, Babcock University, Nigeria

Dr. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

MUDENDA COLLINS

Head, Operations & Supply Chain, School of Business, The Copperbelt University, Zambia

Dr. JAYASHREE SHANTARAM PATIL (DAKE)

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

Dr. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

P. SARVAHARANA

Asst. Registrar, Indian Institute of Technology (IIT), Madras

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

Dr. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

Dr. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

Dr. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

Dr. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. ASHISH CHOPRA

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDIEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. SAMBHAVNA

Faculty, I.I.T.M., Delhi

Dr. LALIT KUMAR

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- 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.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

COVID-19 IMPACT ON CHILDREN AND ON THEIR EDUCATION

Dr. CH. MOHANA BABU
ASST. PROFESSOR
MRPG COLLEGE
VIZIANAGARAM

Dr. P. BALARAM BABU
PRINCIPAL
MSS LAW COLLEGE
CHADERGHAT

ABSTRACT

Very quickly, Corona virus (COVID-19) has changed how students are taught the world over. Those progressions give us a brief look at how training could improve and the more awful-in the long run. There have been various declarations suspending participation at schools and colleges. This risk-control decision has driven a huge number of students into temporary home-schooling circumstances, in India. These changes have certainly caused a degree of inconvenience, but they have additionally incited new examples of educational innovation. The training scene has moved from the thought of a particular way, towards a significantly more flexible comprehension of how we need to navigate the precarious situation between online and offline learning. Quite suddenly, teachers in the classrooms are learning to redistribute, benefit and liberate learners through technology. At one level, online classes will connect students, and on another, create limitations. This has caused us to consider the disparity in bandwidth, gadgets and devices, yet in addition in the way that most guardians don't have the opportunity or capacity to help their youngsters in this endeavor. If schools do not focus on adapting teaching materials that can reach the last child, then the consequence could be a generation of young illiterate which will be detrimental for the society at large. This investigation proposes focused on intercessions to make a positive space for concentrate among students from the weak area of society. Procedures are desperately expected to manufacture strong instruction framework in India that will guarantee to build up the aptitude for employability and the profitability of the young minds.

KEYWORDS

Covid-19, lockdown, e-learning.

JEL CODES

Q54, I12, I29.

INTRODUCTION

The impact of lockdown on Children:

- The level contamination to them
- Whether to send them School or not?
- Could they maintain physical distance?
- Severe stress on the parents.

The World which was shut down its door since last two months are just now unlocking their conditions. The schools are opened in certain nations, whereas in some other countries they are getting ready to open the schools. The guardians getting disarray whether to send their kids to schools after reopening and what precautions are to be taken? The level of impact of Covid on them. Shall they recoup early from it? The amount they will spread it? What the scientists say about it? Any research is conducting on this issue? Are the confounding and interesting things running in the minds of the parents?

OBJECTIVES OF STUDY

1. To understand and evaluate the learning process through online.
2. To study and understand the challenges of children and parents.
3. To study and understand health related issues on children.
4. To understand different methods of teaching by various educational institutions.

RESEARCH METHODOLOGY

The research study has been undertaken on well-set methodology comprising of collection of information from secondary sources. The published material related to the covid-19 on children education and its impact is available based on articles published in magazines and also available on UNICEF website and on internet. The application part of the system is quite Limited.

DISCUSSION**How much impingement on youngsters?**

England, scientists denoted that, only 2% or fewer youngsters of 18 years are infected from Corona in China, Italy and America where the effect of Covid is extreme. But few analysts state that in view of shutdown of schools, fewer children were affected with this virus. The Honkong specialists state that the tests made on children are very low because the symptoms of Corona are less in them. The schools should be opened only after taking proper protective steps to prevent to spread the virus among others in the general public. It was published in "Lancet" journal that according to the study made in Shenjen in China in the month of March, the symptoms to below 10 years of children is less though the contagious disease infecting them. In Italy, South Korea and Ice land, where the tests are more it was seen that the indications are less among them.

Children Carry the Virus very Less Amount

An examination uncovered that a 9 years infected boy in the Alph mountain territory of France, though attended 3 schools none of those schools were infected. A few Virologists studied the school children of Singapore, where the schools were opened without shutting down during Corona infected time on "Little Kids... Virus Spread". They discovered only 8% of infection they brought when compared with other adults of the family members. Different studies narrated that, the children face the virus more efficiently than the adults. The S-2 enzyme which attracts the virus more is discovered very less amount in children. As such the effects in children infected are not recognizable every time and sometimes in a very less number of times. Only a few are suffering severely and out them very number are expired. There is another contention that, children under 15 years of age, very often infected with virus and suffering from cough, cold and asthma which now transforms into antibodies and battles with Cov-2. The creation of cytokines in kids is extremely less after virus infection. Due to this reason the inward organs of

the children are not getting harmed. Different examinations uncovered that on the other hand the creation of cytokines in adults is numerous speeding up like storm and deaths are more among adults. On a whole we need to take a lot of care before sending the children to schools like disinfecting the vehicles in which they travel and where they sit in the class- rooms.

This is the Lose at Present

Due to lockdown 157 cores of school children were away from schools in almost all in 190 nations of the world. The kids of the poor countries are not supplying the afternoon lunch, which may impact on their health. In 37 countries about 12 cores of kids were not received measles vaccination. The World Health Organization as of late proclaimed that they couldn't immunize 40% of the kids in India.

UNICEF States There is a Nutritional Deficiency in '4' Cores of Children

The Impact of Corona on Kids is Progressively significant. Because of this pandemic infection the helpless families lost their positions which make more difficulty for kids. The UNICEF conveyed its anxiety saying that, there is credibility of dietary deficiency among '4' cores of youths, which may provoke inadequacy in nutritional diet and their development. Further, it expressed at this point in our country about 15.8 cores of youngsters are in a helpless state, and due to the Corona Virus within the coming a half year another '7' cores of individuals may go down ward to helpless condition of living. The UNICEF making an examination on "The Impact of Corona on the eventual fate of South Asia's Children" has recommended the administration the means to take legitimate consideration.

The schools are being opened in various countries because of the economic system of the entire world depends on the reopening of schools. If the schools will not be rescheduled, then one of the parents has to stay in the home to take care of their children. So it is the main reason to open the primary schools, the Day Care Centers in Denmark, Germany including in other Nations. It is noteworthy that in Sweden the schools were not closed at all. But it has taken utmost care to maintain the physical distance and sanitization.

Danger of life for kids

(In addition, there is danger of life for 6 thousand children in 118 Nations). Health, safety services are become weak due to Covid-19 affecting on general medical treatment. UNICEF becomes worries that, this causes more deaths in children. It quoted the research results of John Haskins Bloomberg School of Public Health researchers which were published in Lancet Global Health Journal. The study reveals that daily in an addition 6 thousand below five years of children may die in the low and middle class income groups in 118 Nations. In the weaker countries, it damaged the health services chain already. A decrease to approach the hospitals is shown during lockdown, curfews and non-availability of public transport. It affects severely on the services like family planning, post natal care of the children, immunization to children, etc., resulting in the deaths of the children which may lead to a dangerous situation says the study.

A World of New Studies

This Covid epidemic has completely changed the teaching and practice procedures existed in academic field. The UNESCO also informed in its recent report that crores of students are losing the traditional practice in academic field. Many countries are now aware of the fact that classroom teaching is not possible right now. They comprehend the loss in case the educational institutions are frozen and as such they are sharpening the alternative procedures. The educational institutions have come forward to use in full swing the Information Communication technologies (ICT) which got significance in academic field last since a decade. As a result, teaching through online are accelerated for the students remaining in the houses.

As in light of the fact that there is no particular methodology for web-based instructing, the educational institutions are instructing in the way as they feel right. The Union Minister for Human Resources Mr. Ramesh Pokhryal is additionally expressed this is an intricate procedure, and there is a need to comprehend the deficiencies and the challenge that needs to be dutifully reflected in the latest situation. Considering the objections of the guardians, the ministry has issued the guidelines on the improper online training which creates undesirable circumstance among the kids. It has indicated that the teachings for pre-primary level students is daily half an hour, from 1st to 8th standard students daily at 45 minutes two times, 9th to 12th standard students daily four times at 30 minutes to 45 minutes.

These following are better

- Reopening of schools means not to make them to sit together in groups. New methods of sitting arrangements must be undertaken.
- The bench and chairs should be arranged in proper distance maintaining physical distance.
- There is no surprise, if all the students of a classroom divided into two groups and to held class for each group 4 days in a week.
- Arrangements may be made to take half of the periods through on line. This may workable for non-public schools yet the government school may confront troublesome at first.
- It is mandate for every student to wear mask and cleaning hands.
- The school premises should be disinfected in a regular way and availability of sanitizers to students.
- The play grounds must be for additional time.

What the other Nations are doing

- In France they imposed restrictions limiting 15 students in every class room and every one of them should wear masks.
- In Denmark and in Germany the students should wear masks and arranged the chairs of the students at six feet distance which is obligatory.
- In Taiwan they arranged cardboards between students to keep them physical distance. The schools were not shut in Sweden, the students are maintaining physical distance, using masks and sanitizing hands.
- In China, the students attending the schools are fully disinfecting along with their school bags and every time changing their masks.
- Only 2% of the schools were opened in Britain
- In Australia, the schools are opened taking proper precautions for 2nd term exams and it was left to parents whether to send their kids to school or not.
- In Austria, the school management divided the students into two groups' i.e A and B. The 'A' group students have to attend on Monday to Wednesday of 1st week of the month. 'B' group has to attend on Thursday and Friday of the 1st week. In 2nd week of the month the 'B' group has to attend 3 days and 'A' group two days. Online classes to the students unable to attend the classes.
- In many countries they are teaching only 20 students out of 40.
- In the New street of Germany, in a reputed school the management supplied Corona Kits to all the students to self-examine the results.
- In India, now it is summer vacation. But arrangements are being in progress to conduct the 10th and other examinations maintaining physical distance. Many schools are teaching the students on online.

How to Maintain Physical Distance in Study Place

Naturally, in the schools, colleges and Universities situated in cities and towns, the strength of the students is more. Now the problem arises, how to make the seating arrangements, how to maintain proper physical distance. The rooms are designed to accommodate 1:40 students per class, but whereas in most schools, the management are accommodating 1:50 or 60 in each class and at present it is not possible to extend more classrooms. In some private schools in many areas all the classrooms are maintained in one building. Now how to divide one classroom students into 3 parts is the big question. Even in government and private universities maintaining of physical distance is creating a big problem, because minimum in each class there are 30 students are accommodated when there is 5.5 lacks of student is in university. About 12 thousand of students are staying in Hostels. The authorities state it is not easy to maintain physical distance in the universities.

What the experts suggest

- The previous educator of SCERT and educationist Mr. Upendra Reddy calls attention to that, at present to get education all relies upon teachers just rather ought to be utilized more the Information and Technology, alongside the Libraries and PC labs which ought to be reinforce more and significance should be given for self-learning and focus.
- The Ex-Additional Director of School Education Mr. Gopal Reddy indicated that the classes must be run on web based instructing and on shift system.
- The TRTF Honorary President Mr. Pratap Reddy communicated his perspectives that, in some private schools the students are above 3000, so it is only the answer to teach by expanding the classrooms, online teaching courses and shift system.

- The Children's Rights Association State Honorary President Mr Achuta Rao says that, the Nursery, LKG and UKG sessions of coming year may be shut down due to Corona. Further, he narrated that the kids cannot comprehend about the upkeep of physical separation between them, so in the event that they won't go to one year, nothing will be lost.

Working days and syllabus should be shorten

- Teaching in shift system in crowded schools.
- Books to be provided to student houses.
- Ajim Premji Foundation's guidelines to the schools opened.

Ajim Premji foundation specified that, as in this new academic session schools are going to be opened with shortening working days accordingly the teaching scheduled should be reorganized. Further, it stated to supply the required teaching and notebooks along with teaching materials to their home of the students. Allotting a separate budget for Hygiene and Sanitation is necessary. It specified that, keeping in view of the previous lessons, the lessons of the upcoming year should be prepared in the teaching material. Ajim Premji Foundation released some guidelines on "what should be done by the schools - crucial matters" during Corona time.

When the number of Students exceeds

The students can learn more by close and personal instructing. Now the technology is only the alternative for teaching. All the students from infected families of Corona should be accommodated in the school. Combined teaching schedule should be prepared. The classrooms should be divided into more or less students in a class according to the admission number. The students belong from Red, Green or Orange zones, all should be allowed to attend the school on the basis of alternative days or on shift wise. Only the students specified on the day of the week should attend the school. Lunch should be provided to the students attended and for the absentees of the school ration items or food packets should be supplied.

Classroom Management Model

- Compulsory teaching lessons must be taken into account while reducing the syllabus and opportunity should be given to read the remaining things.
- There should be appraisal of the student's progress every time. If it is not possible to conduct the annual examinations, then by this appraisal grades can be allotted.
- There must be 5 hours of teaching for 1 to 3rd class students' significance ought to be given for Mathematics and Languages.
- There must be 6 hours of teaching for 4 and 5th class students and significance ought to be given for the subjects Mathematics, Languages and Environment.
- For 6 to 8th class students weekly 10 hours teaching ought to be given and focus must be made on Mathematics, Languages, Science and Social Studies.
- For 9 and 10 class students for all subject 3 hours teaching in every week must be allotted. These teaching hours should be included the self-learning time in home and class room studies.

The Government Machinery should do:

- District Educational Authorities have to issue rules and local situation guidelines.
- There should be availability of soap, water and masks to school students, teachers and staff.
- Instead of conducting 10th examinations alternative plans must be prepared along with SCERT teaching courses.
- School educational department should prepare guidelines to conduct the village schools along with Red, Orange and Green Zones.

Technical Inequalities

The Corona virus becomes endemic without any vaccine. The people worried much as because it has the character of spreading from person to person. Significantly with respect to their kids the guardians stress is not at all less than any other. As such the online education system has come to the light as an alternative option for education. It is also not quite going well. The difficulties are coming into light one after another. The educational institutions are mentally upsetting all including students, their parents and also the teachers. Is the online education reaching to all? The village and tribal students are away from it. At present there is already social and financial inequalities prevailing in the society and now the technical inequalities are newly entered.

Disturbances in e-teaching

- It is difficult to read books and to write long answers by Smartphone.
- Only 10% of families do have smart phones in village areas.
- The phones are not available to children as their parents carry phones with them.
- Internet is now available 42% in cities and 15% to village people.
- Trouble with power outage.

94% do not have smart phones

- Internet facility is zero
- Online learning is difficult for them

94% of the students from South Indian States like Andhra Pradesh, Telangana, Karnataka and Tamilnadu do not have personal smart phones to learn online education. The Internet facilities are also not available. This has been uncovered in the survey conducted recently by 'Cry' the Children's Rights Association. Their representatives had examined with 5,987 students in the middle of the age of 11-18 years during the months of May and June. The Association led the overview to know basically for what number of kids the internet learning is accessible during this season of shutting down of schools because of this Covid disease.

In the study when contrasted and different states Karnataka is some way or another chicken in the gut. Among 1145 students who responded from that State 9% are having individual PDAs. In Tamilnadu most minimal percent i.e. on 3% has individual telephones. The yearly salary of 95% of the groups of the students done the overview is under one lakh which makes stress. The Survey says that with this small pay it is hard for them to buy smart phones or to make their kids to learn through on the web.

Confusion in online lessons

Corona-infected education system is breaking new ground. By now in entire world the online school bell is ringing. For the children and young those unable to stay in their houses nor able to go outside, the online classes are nectarines but they need commitment and lack of it leads to apostates. There are more benefits of online classes. Most importantly the students cannot lose their academic year. It diminished the endeavors of going to schools or colleges as such the time is spared. The classroom has come to home. If one uses this online benefit as opportunity then it will become successful. To get achievement of this online instructions from both sides, then the holy relation between a Teacher and a Student ought to be seen appropriately and for it the collaboration of guardians is more significant. Though there is availability of the world's entire knowledge in the web, it can't be tallied with the knowledge depicted by a teacher directly. Despite the fact that there is accessibility of the world's whole information in the web, it can't be counted with the information portrayed by any teacher straightforwardly. There is accessibility of books, you tube video's which describes in detail and through it any one becomes a learned individual, yet it has a few confinements. The immediate teachings of an instructor are considered as lessons in light of the fact that an educator considering his students limit, need, understandings and profundity of the subject will teach the lessons. So, there is a saying that the education learnt without a teacher will not sparkle. In our oldest Indian culture, the significance given to a teacher cannot be compared. The Foreigner's excessively concurred with it and they are attempting to working up the teacher and student's relationship. The teacher's must sincere towards their disciples.

An instructor peruses the exercise ahead of time and attempts to process it with his huge experience which he depicts its substance as needs be to his students. It is an additional benefit to the students, if that teacher is a good researcher with fine communication skills.

From teacher's side, it is separate to teach in the classroom and teaching through online. They need to envision the student's psychological state ahead of time and to clarify the exercises in like manner. In fact, a good teacher can grasp how far the students could comprehend the lesson taught by him. So, it is not hard to any teacher to instruct through web. A student will get success fruit, if a teacher keeps consistently the three basics like commitment, sincerity and responsibility. On the off chance that, his pattern is to circumvent something educating in light of the fact that it is important to instruct, then it will not be helpful in any way. From student's side the full achievement of online guidelines relies totally upon them. One ought not to think whole this procedure is just for time pass in light of the

fact that the vast majority of the students are not indicating enthusiasm towards online classes. It is seen that, in numerous houses, not long after awakening from bed the children used to sit before the PC and washing the teeth, taking the breakfast and so forth is being done when the classes are going on one side. This is because of guardian's indiscretion. One ought to recollect that online classes mean the whole world watches our families' propensities. Keeping the video on mute, they are accomplishing their work. In the case of kids, the parents are seen feeding milk or breakfast and the guardians are moving in their houses wearing small formals at which the other children are watching and laughing is the objection by the teachers'. Due to all these reasons the online education becomes derided. The education turns men into another form and teaches to act with wisdom. So, while learning such education how can it be tolerable if behave without wisdom? And a result everybody will get loss. Most significantly it is the duty of the parents. They must strive to get up two hours before the online classes begin and to finish the kid's toilet etc. They have to prepare them as if they are attending the regular school before making them to sit for online classes. While the online classes are running none should allowed to that side arranging lonely place for them. They need to watch their children to become familiar with the exercises with focus and to check them to quit playing any games in the PC during that time. As we feel the schools are blessed place and follow discipline there, similar to it one ought to follow similarly in-home exercises and such order and blessedness will prompt a brilliant eventual fate of our children or else it will ruin their lives.

Classes in two stages

- In August to December first stage
- From January to May 2nd stage
- Ajim Premji Foundation's Report for Gurukula School maintenance.

How to manage the Gurukula schools in this Corona affected time are the questions and doubt emerging within the minds of all. In this regard Ajim Premji Foundation prepared a report. It has included in its report the precautions and maintenance procedures which should be taken jointly by the State Governments, Education, Welfare and Health Departments. It indicated that, the primary school students of 5th, 6th and 7th, high school students of 8th, 9th and 10th classes should be divided into two divisions and allow them to attend Gurukulas in two stages. Further it has stated that, while the students are in houses, they should be supplied with required materials, postal stamps and envelopes to send their assignments by post also to be supplied them. It advised to change the Gurukulas budget due to Corona background.

Throughout Physical distance

Compulsorily, there must be maintained the physical distance between students in classrooms and dormitories. As the classes will be conducted in two stages only 50% of teachers should be available in the campus. The students who are reading from home must be made into groups and always to talk with them, teaching the lessons and to resolving their doubts. They must be complied to maintain the physical distance in dining halls. The students are to be accommodated depending on the availability of bathrooms and toilets. To increase the awareness about Corona, speeches must be given by the exports of health and safety persons.

These safety measures are mandatory

- Everyday screening is compulsory to all the students and staff working in Gurukulas.
- After arrival of the students they should be kept in quarantine during first 14 days as per rule and their health condition should be reviewed.
- Every day the students must sanitize and wash their hands in a customary way.
- The full details of the visitors must be enlisted and they should be kept in a isolated room.
- The parents have to come only on the specific day and they must maintain the physical distance.
- Facilities must be made to remain the Gurukula teachers within the campus along with their families.

Teaching should be like the following

First Phase – August to December

- In this phase the 8th, 9th, 10th and inter students have to attend the school.
- During this time the students of 5th to 7th should be allowed to read staying in their home providing the study materials.
- Instead of smart phones it will be better to teach through community radio framework and accordingly the Education and Welfare departments must prepare the teaching subjects.
- Arrangements must be made to read and prepare assignments by the students staying in their houses.

Second Phase – January to May

- After calling the primary (5-7) students to school sending back to the 1st phase students to their homes.
- If there are proper security arrangements then the Inter students can also be called to attend.
- The study materials should be provided to the 1st phase students to read staying in their home.
- The teachers must conduct video and audio conferences.

Along with resolving the student's doubts they must get back the assignments.

Tele schooling

Around the world about 6 cores of students studying from home through online due to Corona background. Like you tube, Google Classroom zooms, big blue button etc., platforms, helping them to learn through web. Byju's, Adda 247, Khan Academy, Duel links apps now focusing on school subjects instead of competitive learning courses. As per the report of the International Telecommunications Union about 150 cores of school children are learning through online in 165 countries of the world. Corona in one manner made online courses quick. Lockdown made the establishment of the advanced learning exceptionally solid. Preparing special courses for holidays these platforms hooked the students strongly. Not only Delhi, Mumbai National Universities but also Foreign Universities like Howard Universities also conducting special certificate courses on online at free of cost. AICTE started about 50 free of cost online courses, Machine Learning, Data Analytics; Java Programmers etc, are also included in it. Regardless of whether schools are revived, it expects time to keep up the social separation and for sanitizer's arrangements. After providing the necessary infrastructure and appointing required staff there may be a hike in school fees. As such in this regard, there are contentions to decrease the teaching subjects of the schools and the remaining to teach through web.

Waiting for decision

Usually every year, the academic session starts from the 2nd week of June. The government has not released any alternative guidelines yet. The private and corporate educational institutions are, keeping the anxiety of the parents extracting more fees in the name of online classes and doing business with more swing. The students of government schools at village level are in confused state without any classes.

No academic calendar yet released for them. The situation now is not in favor to run the common schools by Central and State governments. They are trying to teach half of the subjects through web and now it is questionable of the technical preparedness of both the students and teachers. It is doubtful, whether there is availability of possible lessons, strategies and skills for teaching through online. It is also a fact that the students from LKG to 5th standard are not willing to sit before mobile phones, laptops or tabs. Despite the fact that it isn't so helpful, due to school administrators' pressure the guardians are willing for online education. The online classes are by one way or another helpful for the upper classes and college level students, but it may affect the vision and may cause depression, the medical professional's warning raising nervousness among the parents. As such the Karnataka as well as Maharashtra governments disallowed the online classes from LKG to 7th standard students. As of late funds are allocated to Prime Minister's E-training program under Atma Nirbar India Scheme by Human resource department of Central government to provide the online education to the school level students. Despite the fact to supply one TV Channel, YouTube etc., media instruments to each and every classroom it has not been actualized. Just as it, the CBSE board has also come forward with a slogan "One country-one digital platform-one classroom-one channel" under which it will provide online instruction classes, providing one channel to each class from class-I to 12th standard which will facilitate 33 cores of students of this Nation, but it has also not yet been implemented.

The state governments have to provide all the students TV, Community Radio, Edusat, other satellites, Swayam Prabha, Kishore Manch, DD, Disha T.V., Jio apps etc., without internet aid and provide the courses to the technical students through Mukhti Vidya Vani.

Life Safety Lessons

In general, the number of students is very less in government schools. They can be taught their lessons maintaining the physical separation and obligatorily adhering to the guidelines

of wearing the masks and utilizing sanitizers. They should teach about the health education compulsorily due to Corona background. The questions brought up in the online classes

can be gotten out asking the teachers right now. For physically Handicap and visually impaired students' special digital lessons should be prepared. Eliminating, the unnecessary subjects from the student's academic calendar and to begin the courses like, life safety subjects like agriculture, Seri culture, fisheries, diary, and crafts related skills. The mid time meals in government schools have been stopped since last four months and the accumulated cash should be credited in the parent's accounts and to see that the kids should get a proper nutritional diet. It will constrain the collections of more fees by the private and corporate educational institutions. The teachers should get the online teaching syllabus, e-textbooks through public portals at free of cost then teachers can teach their subjects with good knowledge and skills. It makes possible to get the students the education without any inequalities.

Inevitable Condition

For one Giga Bite the world is paying about Rs.600/- yet in India it costs only Rs.18/-. At present half of the population in India has some awareness about the internet. The awareness progressed in the general public about computerized education due to cybercrimes and mishaps which are expanding every day. The Central Board of Secondary Education (CBSE) has released about Cyber Safety and precautions to be taken for student's health and safety due to the online instructions.

It has given guidelines to students how to be productive members of society and to develop for technical awareness. In this academic year it is inevitable for both government and private educational institutions to teach through online. So, awareness is an unquestionable requirement for the students about the computerized education. Doubts to be explained with respect to this but it is difficult to get clarified the doubts by the web. After getting instruction through web, it is essential for the students to utilize the facilities like e-mail, instant message and so forth to get clarified. If there is lack of full knowledge in such computerized correspondences to teachers, students and to their parents then the learning will not impressive and their practice will end incomplete.

The familiarity of technical knowledge is not constrained for education only, it is additionally valuable to provide or to receive any services like purchases any items and payments etc. This subject knowledge helps to escape from cyber criminals in the event of e-payments or e-commerce transactions. Having good knowledge helps anyone to get self-security by getting away from the trap of online cheaters while utilizing privacy and credit cards. In community the citizen as having rights and duties which he has to utilize those prudently, similarly he has to establish the responsibility and behavior while using the social media. These items will be instructed by the digital etiquette while using digital platform. The self-expressions, responding to the feelings of others, perception of the value of information received through the media and decent conduct is the things clarified by etiquette. The blended learning has come forward to co-ordinate the gap between online and offline because of lockdown during Covid. This is a new process. It is arguably true that as the students sitting before computers, laptops and smart phones continuously it affects their health and mental conditions. Importantly, the doctors are warning that, if the pre-primary and primary students watch the electronic and digital screens additional time, it might harm their vision. One ought to not think little of the impacts of over-observing even the other computerized equipment's. Keeping this in view the Central government has issued the guidelines. It is inevitable to aware about anti-viral biometric and security equipment's' to escape from digital crimes to aware about national and international acts in this field a handbook is accessible for the students. This book assists to increase the knowledge of a student how to maintain the online secrets using the digital equipment's' in a balanced way and also about the digital rights.

Knowledge is important

This is the right time to sharpen the techniques to build up the skills of the students in the digital policies and online education. To come out of this trouble both the Central and State governments have to take many programs mutually and independently.

It is hard to educate the primary students about the online techniques; the educational institutions have to conduct meetings through online as required with the guardians to guide them with vital insights and suggestions. It is not discerning to teach their students without instructing them properly on digital knowledge by certain schools. Some complaints have been received that the physically handicap students are getting obstacles in this digital lesson, it is very difficult for the guardians to spend money to provide internet to their children who were monetarily endured much during this Covid lockdown period. It is important to go ahead with activity plan despite the fact that Covid circumstance making snags. Teacher must build up their technical knowledge more. They need to look normally about the provisos of the online training. They have to practice patience and tolerance to coordinate with the students. The teachers can control the students and their parents appropriately in the event that they can gain proficiency with the expert aptitudes during this troublesome time. They have to get master information to clarify the specialized subjects are their current need. The teacher's need to get expert knowledge to explain the technical subjects are their present necessity. A joint exertion is important to all including governments, educational institutions, teachers, guardians and students work to make the students to sparkle in this changing circumstance and to keep the academic year securely.

Online lessons expanding self-destruction propensity among youth

Recently there are a number of incidents of suicide attempts happened and some died committing suicide.

- Disruptions in online classes
- Lessons are not discernible-students become worry
- Mental stress and non-satisfaction.

The Schools and Colleges are giving importance for online teachings because of closing of educational institution due to Covid endemic. Due to lack of specified instructions in this regard from government the classes are continuing from morning to evening. As a result, the students are getting mental stress unwittingly. As there as of now exists the health and mental pressure issues because of online classes, the ongoing suicide instances of students makes more tension.

Manipulation at once

Students are habituated for classroom education since childhood. As suddenly the circumstance changes the students are confronting trouble with online classes. The teachers' state the issues emerges as there is contrast between the between the classroom teachings and virtual teachings. The students' narrating that in the study hall-guidelines, it was simple for them to note or to comprehend while instructors delineates them on the chalkboard, however, now the exercises are showing through slides which makes troublesome them to compose the significant issues. They are requesting pre-recorded videos alongside school or school live instructions.

Parents-not to do certain things

The therapists state that 'the students are getting stress being not able to fathom the online classes which makes weight on their mind". Alongside this, the Obstacles on guidelines because of low transmission capacity in the web or mobile data can't listen the directions of the instructors makes more uneasiness to students. The exercises which are been comprehended by different students are not comprehension to them is the tension expanding among them and the youngsters get dread to ask their questions while there in the house. In the event that their seniors state at them it is a little thing and how you were unable to see, then they feel abnormal which makes them unfit to get clarify their doubts.

Alternative solutions are vital

The online classes can be continued after considering the alternative solutions instead of saying that the online instructions are not been clearly understandable. The exercises instructed by instructors or speakers can be recorded in the conceivable manner which can be listen again and makes it to comprehend During recreation time it will assist them with preparing notes on the necessary exercise. There is accessibility of many recorded videos to have a grasp on the online classes and by listening it one can learn exercises. They will get more time for virtual instructions if get sleep more time. One should take rest shutting eyes during the extra time in the middle of class to class. So that can get relaxation from the pressure fallen on eyes and psyche by the screen.

A voluntary organization World Vision Asia Pacific surveyed 24 States and 2 Union Territories, totally 119 districts from April 1st to May 15th at about 5,668 families and submitted a report. As per the report 67% family's income diminished so they only able to take 2 times meals in a day instead of 3 times a day. Finally, this impacts their kids who are losing nutritional food and also their education. Changes are found in their behavior because of stress.

The Teachers also warriors: (Technical Education Expert)

Due to Corona epidemic the schools were closed in 165 countries and about 6.30 cores of teachers were affected. The continuity of the education of 150 cores of children is the responsibility of these teachers. The effect of lock down impacted more on school children and teachers.

According to the statistics of 2016-17 in India there are 14 lacks of schools. 19 cores of children are in between 1st standard to 8th standard; in 9th to 10th standard 3.8 cores of the children are studying. Only the children in India are 29%. Out of them in between 6 – 14 years of age are 19.29%. According to the Right of Education Act (2009) the children from the age 6-14 years have the privilege to get education under this Act.

New Skills to teachers are mandatory

The UNESCO Statistics says that about 27 lacks of teachers were influenced by this Corona pestilence. They do not have certain skills to confront the present unexpected circumstance. The educators are confronting volatility as because 91 lacks of teachers out of 6.3 cores teachers in the world are not well trained. The Global School Leaders Form has gathered the responses of 1800 teachers from 12 nations of the world from April, seventh to fourteenth of 2020. In this overview it was obviously indicated that the educator emphatically accepts their obligations are more on them to upraise the students at this hour of emergency. As the schools are being shut down suddenly, the teachers are confronted uncertainty about their job security and roles to be maintained. Most of them do not have appropriate knowledge how to utilize the present technical data. They are not prepared to confront the teaching challenges after reopening of the schools. This epidemic brought suddenly the communications and digital knowledge onto the screen. It is apparent that to provide excellent education the role of mankind is exceptionally fundamental. The technical skills are not an alternative strategy for high standard knowledgeable teachers. The question here is that it is necessary for teachers to get a wide range of help to work during this type of unpredictable situation like Corona epidemic.

Ruler's perspective should change

In fact, the teacher's profession is a challenging job which currently transformed into more challenges. As a teacher needs to learn technical consumption, to learn new methods in teaching etc., so from various perspectives the instructor's job is generally significant. They might be brought in any capacity like teachers, headmasters, principals or directors they need to assume fundamental job at this emergency time. The teachers have to acknowledge the present situation with positive perspectives. They need to turn this circumstance as a possibility for their development and progress. Keeping their families in quarantine, they are setting up the lesson plan. There may be plausibility of raising certain problems of insomnia, fatigue, dryness of the eyes, blurred vision and headache and so forth, as they spare more time before computer screen.

Disadvantages of online education

The Main Disadvantage of online education is chances of distraction are very high. Students can easily lose track of their studies in online education since there are no face-to-face lectures and classmates to remind you about assignments. Until and unless you keep yourself motivated it takes a long time to complete your course or abandon your entire course.

The World Economic Forum reports a surge in the use of language apps, virtual tutoring, video conferencing tools, and online learning software in the last few months. India, too, is witnessing an e-learning boom. Classes on Zoom, WhatsApp and Skype are becoming the norm for students, parents and teachers. Yet this abrupt transition to on line hardly compensates for the classroom experience.

Further the report says several parents are not happy with this new setup. "They complain of increased screen time for children, which is now inevitable. There are a few parents who are not comfortable with technology themselves, they crib about it. So, their children, too, might look at it negatively. At times, classes get disturbed due to Internet Issues".

Nuclear families, especially, parents might have to miss work to take care of their children. Some of them could be healthcare professionals, who are desperately needed to mitigate the pandemic. There is pressure on teachers, too. Every teacher has a unique teaching style. Over a period, they would have built a rapport with the children. This is done through observing their body language in class, their interaction with classmates it may be different in small groups and large groups. Now, they just see them on computer screens and there could be a lot of disturbances.

Conducting large-scale, high-stakes examinations however, will be more complicated. Most board and entrance examinations have been either postponed or suspended, causing disruptions in the academic calendar. The students who are slated to appear for next year's board exams, for instance, have already lost instructional time.

CONCLUSION**Online Pressure on Children**

Due to Corona endemic all the educational institutes were shut down resulting to online education. Inspire of the fact that numerous concealed issues are coming up in this process the management as well as the authorities of educational department still continuing this process to complete the academic year. It is the vital senses that plays important role to learn among the children from the age group of 5 to 10 years. By touching, observing and sometimes handling the items, listening sounds they can develop an idea about those. At the point when they are alongside different people, they can recognize the force of the issue by noticing their outward appearances, their motions and from the seriousness of the hints of the tone. At the point when they are in their schools, while talking and playing with co-students and learning from their educators, their essential detects impacts are more on their psychological turn of events. For their character improvement just as disposition constructing this is significant.

Learning the exercises through the PC or advanced mobile phone by viewing the electronic screen may influence more on the kids' brain, nature and even in their looks. Intellectually it pressurizes them more. The impact is more on minor kids. The logical development and thinking will deteriorate among them. The coherent turn of events and thinking will crumble among them. They will do not have their focus during the pressurized circumstance and unfit to comprehend the showing exercise and gradually they lose the interest on their studies. This creates tension among the guardians and instructors about this sort of children. At last the strain and uneasiness created among the parents and teachers falls upon the youngsters making greater force and tension on them. The youngsters communicate their detachment in their conduct and escapes from going to the online classes on a few or different pleas. Tenacity will increase among more youthful youngsters. The classroom training rehearsed by the instructor makes more interest to the students. There is no relationship proceeded among the schoolmates and educators because of this online class. The online classes making troubles even to teachers in the light of the fact that in the study hall they make the understudies to stroll on right way by conciliating or by reprimanding.

The issues of the more youthful (10-15 years) are unique. Their interest is more to learn various things. It makes threat on account of certain adolescents, as the electronic gadgets become convenient in the shape of online classes. These gadgets divert them to talk with companions, play games, watch pictures and so on in the event that they become adjusted to such awful expectations it will reduce the interest on schooling and makes them as extreme practices. In genuine our students been acclimated to gain from understanding books. Separate aptitudes are needed to learn by perusing, tuning in and to comprehend the data from Laptop screen. It requires some time to get familiar with the new abilities until it the students get befuddled and to confront certain issues.

It is the obligation of both the instructors and guardians to notice the changes in their conduct and disposition of their kids because of this online schooling and ought to comprehend their circumstance well and should co-operate accordingly and teach them the new skills. For the future benefit of their students, the Foreign Countries embracing certain new strides during this Corona aggravation period. The children need to wear uniform even in the houses when they do attend the online classes. They should keep all the basic things, for example, water, lunch boxes etc., on the table for not going to bring them during the online classes.

The School Management time to time training to the parents how to find a way to evade the awful effect of the electronic screen on their children. Certain things ought to be taken in India as well. After the online classes it is required obligation for the guardians to get their kids far from electronic contraptions. They ought to set up a decent plan during recreation time for their children. They should save separate hours for their games and for additional activities. The youngsters should be associated with doing tad works and they ought to be occupied with some movement constantly. Similar guidelines which were given them while they were going to schools ought to be given while they are to go to the online classes and ought to be seen to be followed. This will help them when in future the schools will reopen on customary premise.

REFERENCES

1. Ananya Mahapatra, Perna Sharma, (2020) "Education in times of COVID-19 pandemic: Academic stress and its psychosocial impact on children and adolescents in India"/Sage journals/ <https://doi.org/10.1177%2F0020764020961801>, viewed on May 01, 2021
2. Getzi Joel (2020): "Invisible corona and its visible impact on children" ActionAid Association (India), /<https://www.actionaidindia.org/blog/invisible-corona-visible-impact-children/>, viewed on May 01, 2021
3. Indian express, towards the child education/silent victim of Covid19/ <https://indianexpress.com/article/parenting/learning/early-childhood-education-a-silent-victim-of-Covid-19-7300641/>, viewed on May 01, 2021
4. Kaushik Deka and Shelly Anand/ Covid-19 fallout: The impact on education in India,/january4,2021/ <https://www.indiatoday.in/magazine/news-makers/story/20210111-school-of-hard-knocks-1755078-2021-01-03>, viewed on May 01, 2021
5. Pravat Kumar Jena (2020): "Impact of Pandemic Covid 19 on Education in India" international journal of current research/vol 12, issue 07/pp12582-12586, July 2020, /https://www.researchgate.net/publication/342123463_Impact_of_Pandemic_COVID-19_on_Education_in_India, viewed on May 01, 2021
6. UNESCO (2020): New drive to protect early childhood education in the context of the COVID-19 crisis/ <https://shar.es/aWnPS7>, viewed on May 01, 2021
7. UNICEF Data: Monitoring the situation of Children and women, (2020), <https://data.unicef.org/Covid-19-and-children>, viewed on May 01, 2021
8. Xavier Bonal and Sheila Gonzalez (2020): The impact of lockdown on the learning gap: "family and school divisions in times of crisis" /<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7490481/>, viewed on May 01, 2021

IMPACT OF CELL PHONES ON THE STUDENTS**A. KIRAN KUMAR****ASSOCIATE PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****DADI INSTITUTE OF ENGINEERING & TECHNOLOGY****ANAKAPALLE****ABSTRACT**

Youngsters are a pivotal section of a country's advancement. Their commitment hence is very required. Youngsters are social performers of progress and as the platitude goes "Youth are the pioneers of tomorrow, as well as the accomplices of today". In any case, today youth are getting to be slaves of contraptions as opposed to imagining, considering, and put on activity for their brilliant future ahead. In this way, in this setting scientist saw this as concentrate with the title "An examination on effect of mobile phones on scholarly accomplishment of degree understudies in Visakhapatnam district". The target of the investigation is to contemplate the effect of PDAs on understudies and the theory of the examination is "There is no huge effect of phones on degree understudies as for sexual orientation, territory, kind of administration, gathering, and medium of guideline". The agent arranged the Questionnaire involves 20 questions, with five focuses scaling emphatically concur, concur, nonpartisan, differ and unequivocally oppose this idea. An example of 100 degree understudies' are chosen. Today nearly India involved ahead of all comers in youth populace and second in phone utilization. This situation isn't adequate as we need our country to be monetarily created which is in the hands of youth. Along these lines we should bear them with success of country in their grasp rather than contraptions.

KEYWORDS

young, mobile phones, gadgets, educational attainment.

JEL CODES

I29, O33.

INTRODUCTION

India has perishable wealth in the shape of kids. The Youth of a Nation are the trustees of posterity. They ought to carry the job of nation constructing from their heart. Every activity from the heart is, in the end outcomes fulfillment. Youth is a talent, a perishable talent it should be molded by way of the mentors of the society.

Youth sounds environment within the minds of the citizens of a country. In our country this sound is extra than any other within the global. And we are proud to say that utmost teens are Indians. This is the real wealth of our country. They have to be a part of every activity in conjunction with the adults. Deem this as a imaginative and prescient for our society. This can be confirmed by the reality that many countries are able to attain regular boom and improvement with limited herbal resources thru the intelligence of their humans and the labor force. Young human beings are a vital phase of a state's improvement. Their contribution consequently is notably wished. Young humans are social actors of trade and because the pronouncing is going "young people aren't simplest the leaders of the following day, but additionally the partners of nowadays".

But these days, young people are getting slaves of gadgets rather than dreaming, thinking, and put on movement for their golden destiny in advance. So, in this context researcher viewed this as take a look at with the title "A have a look at on effect of cellular phones on academic fulfillment of diploma university students in Visakhapatnam district". With this purpose researcher portrayed the study with studies question like is cellphone a luxurious or a need, is impact of cellular telephone has a tremendous impact or a bad effect, is the cellular phone usage effecting the educational fulfillment of the students, is cellular telephone want for a pupil and so forth... In order to understand answers to these kind of questions researcher carried his research.

A device can be described as an instrument that enables the paintings of the hand and the attention. Tool plays a big role within the evaluation of effect of cell phone on degree students. They are important for comparing the cognitive & Non-cognitive improvement of the students.

A device of schooling as used the education is a devise or method with a purpose to facilitate the manner of measuring and concerning the traits of student. It is consequently very crucial that they must be as objective and best as viable.

The investigator prepared the existing device with hints of the manual. It is a questionnaire scheduled of score scaled type. Questionnaire accommodates of 20 questions, with five points scaling strongly agree, agree, neutral, disagree and strongly disagree. It turned into standardized with the aid of content validity and reliability through calculating r the usage of split halt method and it turned into calculated as 0.73, that is notably dependable. And for educational fulfillment, researcher accumulated the earlier than yr very last examination marks as they're in the starting of the educational session.

The well-precise and identifiable institution is known population and the selected range of humans or objects is called a sample. A population consequently, can be defined as any identifiable and nicely- distinct organization of individuals. All primary school teachers, all university teachers, all university students and many others. Are examples of population?

A pattern in any variety of humans selected to represent the population in line with some rule or plan. Thus, a sample is a smaller illustration of the populace. A measure based totally upon a sample is known as a statistic.

For the present examination the examiner utilized stratified testing strategy.

OBJECTIVE OF THE STUDY

To study the impact of cell phones on the students.

HYPOTHESIS OF THE STUDY

H01: There is no significant impact of cell phones on degree students with respect to gender, locality, and type of management, group, and medium of instruction.

METHOD

Survey Method: Researcher adopted survey method to carry the research in a systematic way. The steps in survey method are:

Tool

A tool may be defined as an instrument that facilitates the work of the hand and the eye. Tool plays a significant role in the evaluation of impact of cell phone on degree students. They are important for evaluating the cognitive & Non-cognitive development of the students.

A tool of education as used the education is a devise or technique that will facilitate the process of measuring and regarding the characteristics of pupil. It is therefore very essential that they should be as objective and perfect as possible.

The investigator prepared the present tool with guidelines of the guide. It is a questionnaire scheduled of rating scaled type. Questionnaire comprises of 20 questions, with five points scaling strongly agree, agree, neutral, disagree and strongly disagree. It was standardized by means of content validity and reliability by

calculating r using split half method and it was calculated as 0.73, which is highly reliable. And for academic achievement, researcher collected the before year final exam marks as they are in the starting of the academic session.

Population

The well-specified and identifiable group is known population and the selected number of persons or objects is known as a sample. A population therefore, may be defined as any identifiable and well-specified group of individuals. All primary school teachers, all college teachers, all university students etc. are examples of population.

A sample in any number of persons selected to represent the population according to some rule or plan. Thus, a sample is a smaller representation of the population. A measure based upon a sample is known as a statistic.

Sampling method

For the present study the investigator used stratified sampling method.

Stratified Sample technique

In this technique, the universe or the whole populace is partitioned into various gatherings or 'Strata.' That are strata of science gathering and expressions gathering. Once the entire universe is partitioned into different gatherings certain number of things is taken from each gathering arbitrarily. In choosing the units at irregular out of various strata, we select them with a distinct reason or with a ponder expectation. In spite of the fact that the arrangement is finished with a reason, it is done indiscriminately. Consequently, A specimen of 100 degree understudies are chosen.

In the wake of finishing the poll the specialist controlled it for information gathering. The examiner has by and by moved toward the educators. The select instrument was circulated to them the agent by and by included the information accumulation lastly assembled 100 filled in surveys from degree understudies of Visakhapatnam district.

Factual Techniques Used

In the present examination speculations are confirmed under two segments one is utilizing the t-test regarding diverse statistic factors are considered and the information is breaking down.

Data Collection

After finalizing the questionnaire, the investigator administered it for data collection. The investigator has personally approached the teachers. The select tool was distributed to them the investigator personally involved the data collection and finally gathered 100 filled in questionnaires from degree students of Visakhapatnam district.

Statistical Techniques Used

In the present study hypotheses are verified under two sections one is using the t-test with respect to different demographic variables are considered and the data is analyzed.

Verification of Hypothesis

H₀₁: There is no significant impact of cell phones on degree students with respect to gender, locality, type of management, group, and medium of instruction. This hypothesis is verified by means of mean, SD and t-value as follows:

TABLE NO. 1: TABLE SHOWS THE T-VALUES OF DIFFERENT VARIABLES WITH RESPECT TO IMPACT OF CELL PHONES

VARIABLE	CATEGORY	N	MEAN	SD	DF	T-VALUE
GENDER	MALE	60	78.12	7.88	98	2.44**
	FEMALE	40	82.13	8.12		
LOCALITY	RURAL	32	72.19	8.29	98	4.56**
	URBAN	68	80.32	8.34		
TYPE OF MANAGEMENT	GOVT.	50	74.23	7.56	98	2.34*
	PVT.	50	78.12	9.01		
GROUP	SCIENCE	50	75.23	8.49	98	0.60@
	ARTS	50	76.23	7.99		
MEDIUM OF INSTRUCTION	ENGLISH	40	77.34	9.15	98	2.23*
	TELUGU	60	73.23	8.79		

@- Not significant; * - Significant at 0.05 level, ** - Significant at 0.01 level.

From the table it is clear that the impact of cell phone on degree students is significant and significant differences between different variables is analyzed as follows:

Check of Hypothesis

H₀₁: There is no huge effect of mobile phones on degree understudies as for sexual orientation, area, sort of administration, gathering, medium of guideline. This theory is confirmed by methods for mean, SD and t-esteem as takes after:

Case no.1: The calculated t-value is 2.44, between the variables male and female, it infers that there is significant mean difference between male and female degree students with respect to impact of cell phones at 0.05 level.

Interpretation: Females are using more cell-phones than the males and the impact on them is also more. If consider positive side it is useful for their safety, accumulation of latest knowledge but if considered in negative side it effects their health, continuous use of cell phones it is not suggestible in terms of time, health, education, safety etc.,

Case no.2: The calculated t-value is 4.56 which is significant at 0.01 level, hence there is significant mean difference between rural and urban degree students with respect to impact of cell phones.

Interpretation: in this case impact on urban students is more than the rural students. Usually rural students use the phone for communication purpose but urban use it for multipurpose. Hence the impact of cell phones in urban students is more compare to rural students.

Case no.3: The calculated t-value is 2.34 is significant at 0.05 level, thus there is significant mean difference between government and private degree students with respect to impact of cell phones.

Interpretation: The results infer that the private students are having more impact of cell phone compare to government students. Generally private college students can effort the latest technology gadgets compare to government students as their socio-economic status is more. Thus, generally high end mobiles are having multipurpose activities which the students to use it frequently and in turn they are effected by them positively and negatively.

Case no. 4: The t-value is 0.60, which is insignificant hence there is no significant mean difference between science and group students with respect to impact of cell phone.

Interpretation: the results infer that group is not a vital factor to study the impact of cell phones on degree students.

Case no. 5: The calculated t-value is 2.23, which is significant. Hence there is significant mean difference between English and Telugu medium degree students with respect to impact of cell phone.

Interpretation: Generally English medium students are more aware about the gadgets. They use them for multipurpose besides communication, SMS, mailing, surfing, video watching, audio listening etc., at the same the impact on them is more than the Telugu medium students who are unaware of latest applications of the gadgets.

Overall almost all the degree students are using cell phones. It became a necessity for them. Without a phone the day is almost dark for them. Some students are giving more importance to cell phones than books. Today almost India occupied first place in youth population and second in cell phone usage. This scenario is not

acceptable as we want our nation to be economically developed which is in the hands of youth. Thus, we should shoulder them with prosperity of nation in their hands instead of gadgets.

LIMITATIONS OF THE STUDY

1. Sample Size consider for this project is 100 respondents.
2. Sample Area considered for this project is Visakhapatnam district
3. Respondents are the students of degree College.
4. Only Youth have been targeted here.

FINDINGS

Researcher framed hypothesis to study the impact of cell phones on academic achievement of the degree students. Almost all the hypothesis is rejected. The results are:

HO1: There is no significant impact of cell phones on degree students with respect to gender, locality, and type of management, group, and medium of instruction.

Result

HO1 is rejected with respect to gender, locality, and type of management, medium of instruction and accepted in the case of group. Hence there is significant impact of cell phones on degree students with respect to gender, locality, and type of management, group, and medium of instruction and there is no significant impact of cell phones on degree students with respect to group.

CONCLUSION

The goal of this study was to further understand and examine the impact of Cell phone on degree student. We found that students who were using their mobile phone frequently during college hours are mild in their studies. Finally, students who were not using their mobile phones regularly are good at studies. Students are using the cell phones both productively and destructively.

Females are more addicted to phones and the same time they are lacking in their studies compare to boys. Urban students are more in phone usage both productively and destructively. Rural students are extremely using for communication purpose only. Private students are using latest gadgets for communication, texting, surfing, watching, listening music etc., that is they are almost filled their activities with cell phones compare to government students. Group of study is not differing in usage of cell phones. English medium students are more adequate in using the latest technologies as they had comfortable communication language compare to Telugu medium students.

Finally, Mobile phone has become necessity of every human being. One can't imagine the life without it. Being a part of today's technological world, chances are quite high that every student town a mobile phone. Just like everything, mobile phones have both positive and negative effects.

REFERENCES

1. Andrew Lepp et.al. (2013). 'The relationship between cell phone use, academic performance, anxiety, and Satisfaction with Life in college students. *Computers in Human Behavior* Volume 31, February 2014, Pages 343–350.
2. Bianchi, A. & Phillips, J. G. (2005). Psychological predictors of problem mobile phone use. *Cyberpsychology & Behavior*, 8(1), 39-51. doi:10.1089/cpb.2005.8.39
3. Block, J. J. (2008). Issues for DSM-V: Internet addiction. *The American Journal of Psychiatry*, 165(3), 306-307. doi:10.1176/appi.ajp.2007.07101556.
4. Boies, S. C., Cooper, A., & Osborne, C. S. (2004). Variations in Internet-related problems and psychosocial functioning in online sexual activities: Implications for social and sexual development of young adults. *Cyber psychology & Behavior*, 7(2), 207-230. doi:10.1089/109493104323024474.
5. Butt, S., & Phillips, J. G. (2008). Personality and self-reported mobile phone use. *Computers in Human Behavior*, 24(2), 346-360. doi:10.1016/j.chb.2007.01.019
6. Campbell, Marilyn A. (2005) The impact of the mobile phone on young people's social life. In *Social Change in the 21st Century Conference*, QUT Carseldine
7. De Jong Gierveld, J., & Van Tilburg, T. (2006). A6-Item Scale for Overall, Emotional, and Social Loneliness: Confirmatory Tests on Survey Data. *Research on Aging*, 28(5), 582-598.
8. De Jong Gierveld, J., & Van Tilburg, T. (2010) The De Jong Gierveld short scales for emotional and social loneliness: Tested on data from 7 countries in the UNgenerations and gender surveys. *European Journal of Ageing*, 7(2), 121-130. doi:10.1007/s10433-010-0144-6
9. End, C.M., Worthman, S., Mathews, M.B. & Wetterau, K. (2010). Costly Cell Phones: The Impact of Cell Phone Rings on Academic Performance. *Teaching of Psychology*, 37(1), 55-57.
10. Jeffrey H. Kuznekoff & Scott Titsworth (2013), 'The Impact of Mobile Phone Usage on Student Learning'. *Communication Education* Vol. 62, No. 3, pp. 233-252.
11. Lenhart, A. (2010). Teens, cell phones and texting. Retrieved from <http://pewresearch.org-213>. Siddiqui, K. (2011). Personality influences mobile phone usage. *Interdisciplinary Journal of Contemporary Research In Business*, 3(3), 554-563.
12. Young, K. S. (1998). Internet addiction: The emergence of a new clinical disorder. *Cyberpsychology & Behavior*, 1(3), 237-244. doi:10.1089/cpb.1998.1.237

A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS SELECT HOUSEHOLD DURABLES IN RAJKOT DISTRICT

ALANKAR TRIVEDI
ASST. PROFESSOR
FACULTY OF MANAGEMENT STUDIES
MARWADI UNIVERSITY
RAJKOT

ABSTRACT

Consumer behavior study which arose in the 20th century still occupies a prime place in the minds of marketers, businesses etc. Knowing the taste and preference of your target market gives the company a necessary edge to succeed and sustain themselves in the long run. But despite all the saying knowing consumer's choice is not an easy task for researchers and academicians. The focus of present study is to examine the buying behavior of household durables namely television, refrigerator and washing machine which are found in most homes in the Rajkot District of Gujarat. It becomes very difficult for a person carrying its daily household chores without these devices. Not only these machines make a person's life easier by reducing physical workload but it also saves time so that resources can be devoted to other useful activities. In the current modern era a person gets influenced by different marketing messages through various sources like internet, newspaper, radio etc. So, it becomes important for a researcher to know which vectors affect the consumer the most and how it influences the final purchase decision. Because a single reason is not solely responsible for the purchase but multiple reasons are. On the organization side companies also not always play on a single variable but offer multiple reasons to consumers to buy their products. This research is focused on identifying the important parameters that governs the purchase behavior of consumer in select group of durables namely television, washing machine and refrigerator as the consumer cruises through the journey from need recognition to final decision.

KEYWORDS

Consumer behavior, refrigerator, television, washing machine.

JEL CODES

M31, M39.

INTRODUCTION

The English word 'Durable' simply means something that is able to withstand wear and tear and exist for a long time for e.g. house furniture, kitchen appliances etc. Thus, consumer durable can be thought of those items which help in household activities and stay as it is for a longer duration. The consumer durables chosen for this study are Television, Washing machine and Refrigerator only. This is because in any household they occupy a prime position for possession and are most sought after. The present study is carried out in the Rajkot district of Gujarat State. Off all the three household durables Refrigerator and Washing machines comes under white goods whereas television comes under brown goods. Consumer behavior, according to Philip Kotler and Kevin Lane Keller, is defined as the study of how individuals, groups, and organizations elect, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Buying behavior of consumers is of great interest to the organizations as its success or failure depends upon correctly analyzing the behavior and applying the learning in the market place. Consumer behavior is complex process which is a function of variables like income, age, gender, educational qualification, mood, time of buying, social-cultural-economic-political conditions prevailing etc. As per Philip Kotler and Kevin Lane Keller's model of consumer behavior Market stimulus enters the mind of consumers and a set psychological process combine along with the characteristics of consumer to arrive at the final decision. The marketer's job is to identify what processes happen inside the consumer's consciousness between the market stimuli and purchase decision. By correctly doing this company can carefully design strategies to attract consumers and succeed in marketplace. This is particularly important because modern consumers are having multiple options for their product need. Especially since the reforms of 1991, foreign firms have entered the Indian marketplace giving stiff competition to local companies and providing multiple choices to Indian consumers. Also, organizations at large spend considerable resources to attract consumers towards their products and services. Thus, it becomes imperative to correctly understand consumer behavior. The consumer durable market has seen constant growth in the past and even though the Covid-19 Pandemic has dampened the sales it is expected to grow in the future as well. On November 2020 Government of India approved Production Linked Incentive scheme for 10 sectors (including white goods) to boost local manufacturing capabilities to promote 'Atmanirbhar' initiative. This task is undertaken to satisfy the increasing demands for consumer durable goods in Indian market. Also, a lot of scope for growth is expected from the rural market as the demand for durables like refrigerators and consumer electronic goods including television are likely to witness an increased demand in the coming years as the rural electrification is achieved significantly. According to the surveys carried out by the Retailers Association of India (RAI) the consumer durable and electronics segment achieved yearly sales growth of 10% and 15% in the months of January and February 2021 respectively. CARE ratings have expected the growth momentum to continue in the future provided that there is not another pandemic induced lockdown. Thus, in view above mentioned data it becomes necessary to know the buying behavior of consumers as to which factors play the decisive role in final purchase decision for select household durables.

LITERATURE REVIEW

Ratika Rastogi and Sonia Chaudhary (2012), In their article on "Psychology and Buying Behaviour of Rural Consumers with Special Reference to Television, Washing Machine and Refrigerator in the Rural Areas of Meerut Region", concluded that large no. of rural consumers prefers the brands and their products because of the quality of the product and then the price of the product respectively. They also observed that brand awareness is higher in males as compared to females. Moreover, rural consumers prefer to buy new product of the same brand keeping in mind the quality of product they are already using of the same company.

Dr. Pranjal Bezborah and Mr. Subhadeep Chakraborty (2015) in their study of "Brand Preference of Consumers for Select Consumer Durables- A Study in Select Municipal Wards of Tinsukia Town" opined that today in the era of competition many brands of consumer durables are available in the market. So, onus is on the marketers to find out the factors influencing the brand preference of consumers for consumer durables and also to know the level of satisfaction customers of consumer durables. Their study reveals that several factors like cost effectiveness, brand status, product style and appearance and after sales services are important in influencing brand preference of consumers for consumer durables. The study also shows that customers are satisfied and loyal towards the brands of consumer durables that they are already using.

P. Sathya and C. Vijayasanthi (2016) in their paper "Consumer Behaviour towards Consumer Durable Goods in Thiruvavur District" inferred that the market for consumer durables is becoming more competitive now days. Therefore, the producer of durable products should understand consumer interest much to find higher sale of their products. Marketers communicate with consumers and try to convince through every possible media. Highly inevitable to produce goods as preferred by the customer, as he is the kingpin around whom the entire marketing activity revolves. Thus, a marketer who understands the behavior of the consumers and plan his marketing strategies to suit the needs and aspirations of the target market will definitely have an advantage over his competitors.

Anitha K (2018), In her paper on "Buying Behaviour of Refrigerators with Special Reference to Calicut City" observed that the consumers believe that company which provides high quality product with reasonable prices is preferable. Consumers of refrigerator mainly get information from the TV commercial. As refrigerator

became essential for the consumer day by day, many marketers are coming with this product in this electronic industry. So the market for refrigerator has become very competitive despite of having a good brand image and local presence. Organizations should also take much more attention and careful action to establish its product line in the market. Also, they should identify their customer’s behavior and keep the commitment with them strongly. To build a positive perception and awareness among the consumers about their product they have to be stronger in their promotional activities and should maintain a good relationship both internally and externally in their corporate life.

NEED OF THE STUDY

This study will identify the important factors that help in arriving at the final purchase decision with respect to consumer durables namely Television, Washing Machine and Refrigerator.

RESEARCH OBJECTIVES

1. To study the purchase behavior for selected consumer durables.
2. To study how marketing messages through TV or internet affect buying process

RESEARCH METHODOLOGY

The study is based on the primary data collected from 115 individuals in the district of Rajkot. The sampling method used was Convenience Sampling. The age group in the study was 20 to 60 and above. Information from respondents was obtained through a structured questionnaire. The research methodology followed for this study was descriptive in nature. The participants were asked to reveal various aspects of their buying process with respect to purchase of select consumer durables viz., Television, Washing machine & Refrigerator.

ANALYSIS

TABLE NO. 1		
Gender	Frequency	Percent
Male	66	57.4
Female	49	42.6
Total	115	100

From Table 1 we can see that males are the majority respondents (57.4) while females are the minority respondents (42.6%)

TABLE NO. 2		
Age	Frequency	Percent
20-30	98	85.2
31-40	5	4.3
41-50	9	7.8
51-60	2	1.7
61 & Above	1	0.9
Total	115	100

Table 2 tells us that most of the responses for this study came from young people from 20 to 30 age range while the middle age category of 41 to 50 was at distant 2nd position. Also, only 1 response came from the senior most categories of 61 & above.

TABLE NO. 3		
Education	Frequency	Percent
Graduation	96	83.5
PhD	2	1.7
Post-Graduation	17	14.8
Total	115	100

From Table 3 we can infer that persons with graduation accounted for most of the participants while Post-Graduation was at second followed by Doctoral respondents.

RELIABILITY TEST

TABLE NO. 4	
Reliability Statistics	
Cronbach's Alpha	N of Items
0.71	6

Post survey a reliability analysis was carried out to check the internal consistency of the test items. The value came out to be 0.710 which is acceptable and signifies that the measurement of the concept is valid.

TABLE 5: CHOOSE THAT BETWEEN PRICE AND QUALITY WHICH IS MORE IMPORTANT TO YOU

Price	1
Price but I give minor preference to Quality as well	14
Quality	29
Quality but I give minor preference to Price as well	71
Total	115

Table 5 shows that quality presides over price when it comes to buying consumer durable. Majority respondents (29 and 71) have shown major preference towards Quality with minor preference for Price (1 and 14).

IMPACT OF ADVERTISING ON PURCHASE DECISIONS FOR CONSUMER DURABLES

TABLE 6: T.V. ADVERTISEMENTS PLAY AN IMPORTANT ROLE IN MY DECISION TO BUY A PRODUCT

Strongly Disagree	8
Disagree	14
Neutral	54
Agree	27
Strongly Agree	12
Total	115

The above response table shows that Television advertisements does not account for a strong reason for the purchase of consumer durable. For most of the people (54) Television advertisements does not play important role for the purchase of consumer durable. However more people (39) did consider T.V. advertisements important for their purchase other than those who ignores them (22).

TABLE 7: ONLINE ADVERTISEMENTS ARE IMPORTANT IN MY DECISION TO BUY A PRODUCT

Strongly Disagree	13
Disagree	22
Neutral	48
Agree	22
Strongly Agree	10
Total	115

Table 7 shows that online advertisements do not play a big role in buying a consumer durable. Most of the respondents are neutral towards them and do not consider them important. Another interesting point is that almost equal number of participants consider online advertisements important (32) while other half (35) finds the unimportant.

TABLE NO. 8: I TRUST THE MESSAGE GIVEN BY ADVERTISEMENTS

Strongly Disagree	15
Disagree	32
Neutral	52
Agree	13
Strongly Agree	3
Total	115

We can infer from Table 8 that majority of the people (52) does not take message given by advertisements seriously. On the other hand, almost, same number of respondents (32 &15) do not trust the message given by the advertisement while a small chunk of participants does trust the messages by the advertisements

TABLE NO. 9: I PREFER BUYING ELECTRONIC DURABLE GOODS SUCH AS TELEVISION, REFRIGERATOR & WASHING MACHINE VIA

Offline Purchase from stores like Sales India, Vijay Sales etc.	103
Online Purchase from websites like Amazon, Flipkart etc.	12
Total	115

Significant information is revealed by the above matrix that big parts of respondents prefer offline purchase of consumer durables like washing machine, Television and Refrigerator. This is important because the survey was conducted during the partial lockdown phase to avoid the SPREAD of coronavirus. Only a small part of people prefers online purchase. This implies that buyers want to physically check and feel the product before buying to get an idea for the same.

IMPACT OF PROMOTIONAL SCHEMES ON PURCHASE DECISIONS FOR CONSUMER DURABLES

TABLE NO. 10: WARRANTY OR GUARANTEE INFLUENCE MY DECISION TO BUY CONSUMER DURABLE

Disagree	1
Neutral	13
Agree	44
Strongly Agree	57
Total	115

Table 10 tells us that warranty or guarantee does play an important role in purchase consideration of consumer durable (44 and 57) as it gives the buyer some level of assurance about the product performance.

TABLE NO. 11: DIFFERENT PROMOTIONAL SCHEMES LIKE DISCOUNT ON PRICE OF REFRIGERATOR IMPACT MY DECISION IN BUYING THE PRODUCT

Disagree	6
Neutral	34
Agree	43
Strongly Agree	32
Total	115

Above table shows that promotional schemes like discount on price of a consumer durable does have a positive impact on the buying process as majority of participants (43 and 32) find them important.

TABLE NO. 12: BRAND IS A MAJOR FACTOR THAT WILL INFLUENCE MY DECISION TOWARDS BUYING A CONSUMER DURABLE

Strongly Disagree	1
Disagree	1
Neutral	14
Agree	37
Strongly Agree	62
Total	115

From table 12 we can infer that brand has a big impact (37 and 62) on buying of a T.V. refrigerator or washing machine. A very small portion (1 & 1) considers brand unimportant.

FINDINGS

1. Quality of the product is the major factor in buying a consumer durable rather than the price.
2. Customers do not take advertisements seriously bit only use them to get information about the product.
3. Customers prefer buying consumer durables from brick mortar stores rather than from the internet.
4. Promotional Schemes positively correlate with the buying of consumer durable as buyers do find them fruitful.
5. Brand Image has a big positive impact on buying process.

SUGGESTIONS AND CONCLUSIONS

Competition in consumer durable industry is high and intense. Daily new products with innovative features are launched. Thus, Consumer durable manufacturing companies should focus greatly on improving their brand image rather than investing heavily in T.V. or internet advertisements. This can be done by providing quality products with reliable after sales service. As people for the past 3 decades have habituated in watching the commercials they do not take the message of

the advertisements seriously. Thus, it becomes necessary for the company to offer better quality products than their competitors to the consumers so that positive experience is generated as people give primary importance to quality. This will result in good word-of-the-mouth publicity for the company's products. Also, people prefer buying Television or refrigerator from brick and mortar stores rather than from internet. So, companies should increase its presence by more branches with good amenities. On the other hand, bundling different offers like extended warranty or a free product can increase sale but they should not be considered primary factor for the generating revenue. Thus, we can conclude that quality and physical presence have greater impact on buying of the consumer durable along with other factors like warranty or bundled product offer.

LIMITATIONS

The survey has fewer responses from older categories which limits its application.

The study was conducted in limited geographical area it should be expanded further to gain better understanding.

REFERENCES

1. Anitha K (2018), "Buying Behaviour Of Refrigerators with Special Reference to Calicut City", International Journal of Research In Commerce & Management, Vol. 9, Issue 3, pp 40-44
2. Dr. Pranjal Bezborah and Mr. Subhadeep Chakraborty (2015) "Brand Preference of Consumers for Select Consumer Durables- A Study in Select Municipal Wards of Tinsukia Town", Indian Journal of Research, July 2015, Vol. 4, Issue 7 pp 278-280
3. https://www.careratings.com/Uploads/media/31032021114441_Summer_sales_of_appliances_will_offset_COVID-19_impact_on_consumer_durables_sector_-_Money_Control.pdf, Viewed on May 22, 2021
4. <https://www.ibef.org/download/Consumer-Durables-March-2021.pdf>, Viewed on May 22, 2021
5. <https://www.ibef.org/industry/consumer-durables-presentation>, Viewed on May 22, 2021
6. <https://www.livemint.com/industry/consumer-durables-industry-hopeful-of-touching-pre-Covid-levels-in-fy22-11609243661237.html>, Viewed on May 22, 2021
7. Kotler, Keller., (2016), "Marketing Management", Pearson Education Limited, Noida
8. P. Sathya and C. Vijayasanthi (2016) "Consumer Behaviour towards Consumer Durable Goods in Thiruvapur District", International Journal of Science and Research, May 2016, Vol. 5, Issue 5, pp 1612-1616

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

