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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> | 2 |
| 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> | 3 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 4 |

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

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- 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.

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

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COVID-19 IMPACT ON CHILDREN AND ON THEIR EDUCATION

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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.

IMPACT OF CELL PHONES ON THE STUDENTS

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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.

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

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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.

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Thanking you profoundly

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