

TEACHER'S ACTIVITY REPORT 2019 - 2020.

FACULTY: Dr Neha Singhal **DEPARTMENT/ COMMITTEE:** Commerce **IQAC ACTIVITY No:** SVC/ 2019-20/COM/NS/2

NAME OF THE ACTIVITY:			
DATE	FACULTY	DEPARTMENT/COMMITTEE	COORDINATOR NAME
20 th June, 2020-15 th August, 2020	Dr Neha Singhal	Commerce	Dr. S. Krishnakumar
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
	Online	8	Indoor
SUPPORT/ASSISTANCE:			

BRIEF INFORMATION ABOUT THE ACTIVITY (**CRITERION NO. -**):1

TOPIC/SUBJECT OF THE ACTIVITY	STREAMING NOW-OTT IN THE TIMES OF COVID-19
OBJECTIVES	<p>The main objectives of this research work can be summed up as:</p> <ul style="list-style-type: none"> • To analyse consumer behaviour towards OTT platforms in India during and post coronavirus-induced lockdowns. • Determining quantitative and qualitative change in Indian audience's OTT content viewership before and after COVID-19 outbreak. • Analysing influence of demographic statistics in determining OTT viewership. • Studying consumer behaviour with respect to OTT platforms. • Studying ethics in OTT business practices and the subsequent influence on consumer practices. • Analysing impact of content on viewership figures, and importance of content regulation in the industry.
METHODOLOGY	<p>The present research work is empirical in nature and is primarily based on both primary and secondary sources of information. The secondary sources of information were used to develop the theoretical framework of study and therefore, a thorough study of various academic works in the field has been attempted. Various sources used in this connection are: books, research papers, study reports and articles which appeared in online and offline journals and newspapers also.</p> <p>Primary Source of information was the questionnaire-based survey of people living in Delhi and NCR region of India. The structured non-disguised questionnaire was distributed both online during the time period of July, 2020. Data was collected using both online due to ongoing pandemic.</p> <p>For the purpose of online collection of data, questionnaire was prepared in Google forms and an online link was created which was posted on social networking sites and e-mailed separately. The posted link can easily be accessed by simply clicking on it and when once the respondent is done with the task of filling up the questionnaire, it automatically asks for submission and all the responses were automatically collected in an Excel sheet. Respondents were given repeated reminders through phone calls and emails.</p>

OUTCOMES	The research indicated that COVID-19 pandemic has had a significant impact on consumer behaviour, with the lockdown increasing the usage and popularity of online streaming platforms. A strong correlation was found between the “effect of COVID-19” variable and the “behaviour” variable. The “content” variable (the type of content available) was also found to be one of the major variable in correlation with “effect of the COVID-19”. Hence it can be concluded that the pandemic has subsequently affected (positively) the behaviour of the people toward the OTT platforms.
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PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

Notice & Letters	Student list of participation	Activity report	Photos	Feedback form
Feedback analysis	News clip with details	Certificate	Any other	





IQAC Document No:	Criterion No:	Metric No:
Departmental file no	IQAC file No;	





NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Dr. Neha Singhal	Dr. S. Krishnakumar	

For Reference

Criterion I	Curricular Aspects (planning & Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

S.No	Name of the Student	Course
1.	Shreya Srivastava	B.Com
2.	Deepak Kumar	B.Com
3.	Tuhina Mishra	B.Com
4.	Arshita Singh	B.Com
5.	Kriti Sultania	B.Com
6.	Sachika Khurana	Eco (H)
7.	Aayush Jain	Eco (H)
8.	Araba Kongbam	Eco (H)

S.No	Name of the student	Course	Photo
1	Shreya Srivastava	Bcom (P)	
2	<i>Deepak Kumar</i>	<i>Bcom (P)</i>	
3	<i>Tuhina Mishra</i>	<i>Bcom(P)</i>	
4	<i>Arshita Singh</i>	<i>Bcom(P)</i>	

5	<i>Kriti Sultania</i>	<i>Bcom(P)</i>	
6	<i>Sachika Khurana</i>	<i>Eco(Hons)</i>	
7	<i>Araba Kongbam</i>	<i>Eco(Hons)</i>	
8	<i>Aayush Jain</i>	<i>Eco(Hons)</i>	

https://drive.google.com/file/d/190x_IB5dZgBbw-liFzhzq-hbbBKse1jp/view?usp=sharing

