

A Study On Effect Of Hartal On Vegetable Retailers With Special Reference To Kodungallur Town

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Political activism have a great impact on the economy. Political protests in the form of strikes, locally known as hartal, remain quite common in the Indian subcontinent countries. Such a form of protests is associated with a mass movement, intended to cause a total shutdown of economic activities and often results in coercion, violence, and damage to public and private properties. Retailing is one of the predominant sectors of economy of Kerala. The contributions from the retail sectors to the Gross Domestic Product (GDP) of India is high. This paper deals

with “**A study on effect of hartal on vegetable retailers with special reference to Kodungallur town**”. The vegetable retailers who sells the perishable goods face a great loss in their business during hartal days. The data are collected directly from the vegetable retailers inorder to analyze how the hartal effect their business.

Received: 19th March 2019

Revised and Accepted: 10th April 2019

Published: 30th June 2019