

## Updated Biodata



Photo

Name : Dr.K.Pushpa Veni  
Department :Business Administration  
Designation : Assistant Professor  
Address :6/949/16,"Jai-Keerthi Bhavan"  
ITPT Colony,Perali Road,Virudhunagar  
Phone : 8072104049  
Email :pushpaveni@vhnsnc.edu.in  
Mobile : 9843393838  
Experience in Teaching :16 years  
Experience in Research :11years  
Education Qualification : M.B.A.,P.G.D.C.A.,Ph.D(NET)(SLET)

Titles of Dissertation

M.Phil. :---

Ph.D. :A Study on Consumer Decision Making Policies in buying Life Insurance Policies in Kanya Kumari District.

Areas of Specialization: Finance with Marketing

Courses Attended:

1. Orientation Course- In University of Kerela,Trivandrum from 01-05-2008 to 28-05-2008
- 2.UGC Sponsored Orientation Course attended in University of Chennai from 05.05.2016 to 01.06.2016

3. UGC-HRDC Refresher Course attended in University of Kerela from 10-11-2016 to 01-12-2016.
4. UGC-HRDC Refresher Course attended in Maulana Azad National Urdu University from 04-08-2021 to 17-08-2021.
5. UGC-HRDC Refresher Course attended in University of Hyderabad from 17-12-2022 to 31-12-2022.

Project:

**UGC Major Research Project** Applied in August 2014, MRP ID-MRP-MAJOR-MANA- 2014-63464, on the topic "Role of Micro Insurance in Socio-Economic Upliftment of Rural Households in South Tamilnadu".

ICSSR Major Research Project Applied

#### **Seminars, Workshops and Conferences Attended**

1. Conference attended on titled "Bancassurance : An Emerging Concept in India" in national Conference on Service Sector" organized by the Department of Management studies, Kalasalingam University, Krishnankoil on 7<sup>th</sup> & 8<sup>th</sup> March, 2008.
2. Conference attended on Presented Paper titled "Micro Insurance-A depth Study in Micro Finance" in National seminar on "Micro credit-A tool to eradicate poverty in Rural Areas" Sponsored by UGC organized by the Department of Economics, Devanga Arts College, Aruppukottai on 24<sup>th</sup> & 25<sup>th</sup> September, 2009.
3. Conference attended on titled "Indian perspective of Retail Industry- Opportunities and Challenges" in National seminar on "Emerging Trends in Retail Market in India" organized by the Department of Management studies ,Government Arts College, Paramakudi on 28<sup>th</sup> March, 2008.
4. Conference attended on the topic "Organisational Climate in TVS Sundaram Fasteners Limited, Krishnapuram" in the National Conference on Facets of Functional Management Organized by the Department of Management Studies, VHNSN College, Virudhunagar on 27<sup>th</sup> September, 2013.
5. Conference attended on the topic" Consumer buying attitude towards digital marketing users in Virudhunagar in the National Conference on Impact of

Information Communication Technology on Consumerism Organized by the Department of Commerce, VHNSN College, Virudhunagar on December,2013.

6. Conference attended titled “Competition in Insurance Industry” in National seminar on “Managing the future” organized by the Department of Management studies, Sourashtra College, Madurai on 8<sup>th</sup> March, 2008.
7. Conference attended titled “Globalisation and its Impact on Insurance Industry in India-Opportunities and Challenges” in National Conference on “Globalisation: Prospects and Problems” organized by the Department of Economics, Sourashtra College, Madurai on February, 2008.
8. Conference attended titled “Insurance Education-A Need for Employability” in National seminar on “Enhancing the quality and Accessibility of Higher Education Through ICT ” organized by the IQAC, VHNSN College, Virudhunagar on 23<sup>rd</sup> January, 2009.
9. Conference attended in the National level seminar on Quality sustenance in Higher Education through accreditation held on 26<sup>th</sup> September, 2008 at VHNSN College, Virudhunagar.
10. Conference attended in a two day National work shop on Emerging trends in Advertising” organized by Department of Management studies and Department of English, Fathima College, Madurai on 10<sup>th</sup> & 11<sup>th</sup> December , 2007.
11. Conference attended in a two days Southern Regional seminar on “Leadership in Management” in Madurai organized by Department of Management studies, Madurai Kamaraj University and PSG Institute of Management in association of Indian Management Schools on 8<sup>th</sup> & 9<sup>th</sup> August 2008.
12. Conference attended in a two day National work shop on Computer usage for Multivariate Analysis” organized by Department of Management studies, VHNSN College, on 12<sup>th</sup> October, 2007. Conference Attended on the topic “A study on E-Governance Action Plan in India” in the international conference on Business Innovation & Sustainable Development organised by Department of Management studies, Nehru Institute of Technology, Coimbatore held on 4<sup>th</sup> October 2016.

13. Conference Attended on the topic “A study on Availability and Utility of Rural credit with special reference to Banking customers in virudhunagar Taluk” in the international conference on “Make in India-Initiatives, Ideas and Challenges” organised by Department of Commerce(SF), VHNSN College (Autonomous), Virudhunagar held on 19-08-2016.
14. Conference Attended on the topic “A study on GST; A Move to prevent cascading of Tax in India”, in the National conference on “GOODS AND SERVICES TAX “organized by Department of Commerce, VHNSN College, Virudhunagar held on 19-01- 2017.
15. Conference Attended on the topic”A study on Employment Generation through E-Governance Sector in Tamilnadu”, in the National conference on “ START UP INDIA –AWAY TO STAND UP INDIA”organised by Department of Commerce, VHNSN College, Virudhunagar held on 04-03- 2017.
16. Conference Attended on the topic “A study on Digital Marketing of Eco-friendly products in sivakasi town”, in the National conference on “ Impact of Digitalisation in Future” organized by Department of Information Technology and Management, Arulanandar College,Karumathur held on 03-03-2017.
17. Participated in the One Day Conference on”Entrepreneurial Traits” Organised by department of Commerce held on 6<sup>th</sup> February,2020.
18. Participated in the National Science Day Exhibition Organised by School of Biotechnology and department of Youth Welfare held on 27<sup>th</sup> February,2020,at our University.
19. Participated in the Three Days Online Course on “Application of Parametric Test in Research” from 20<sup>th</sup> May 2020 to 22 nd May 2020.

### **Papers Presented**

1. Presented a paper titled “Globalisation and its Impact on Insurance Industry in India-Opportunities and Challenges” in National Conference on “Globalisation: Prospects and Problems” organized by the Department of Economics, Sourashtra College, Madurai on February, 2008.
2. Presented a paper titled “Competition in Insurance Industry” in National seminar on “Managing the future” organized by the Department of Management studies, Sourashtra College, Madurai on 8<sup>th</sup> March, 2008.

3. Presented a paper titled “Bancassurance: An Emerging Concept in India” in national Conference on Service Sector” organized by the Department of Management studies, Kalasalingam University, Krishnankoil on 7<sup>th</sup> & 8<sup>th</sup> March, 2008.
4. Presented a paper titled “Indian perspective of Retail Industry- Opportunities and Challenges” in National seminar on “Emerging Trends in Retail Market in India” organized by the Department of Management studies ,Government Arts College, Paramakudi on 28<sup>th</sup> March, 2008.
5. Presented a paper titled “Insurance Education-A Need for Employability” in National seminar on “Enhancing the quality and Accessibility of Higher Education Through ICT ” organized by the IQAC, VHNSN College, Virudhunagar on 23<sup>rd</sup> January, 2009.
6. Presented a paper titled “Micro Insurance-A depth Study in Micro Finance” in National seminar on “Micro credit-A tool to eradicate poverty in Rural Areas” Sponsored by UGC organized by the Department of Economics, Devanga Arts College, Aruppukottai on 24<sup>th</sup> & 25<sup>th</sup> September, 2009.
7. Paper presented on the topic ”Organisational Climate in TVS Sundaram Fasteners Limited, Krishnapuram” in the National Conference on Facets of Functional Management Organized by the Department of Management Studies, VHNSN College, Virudhunagar on 27<sup>th</sup> September,2013.
8. Paper presented on the topic” Consumer buying attitude towards digital marketing users in Virudhunagar in the National Conference on Impact of Information Communication Technology on Consumerism Organized by the Department of Commerce, VHNSN College, Virudhunagar on December,2013.
9. Presentation of paper in national level conference on "innovative trends in computing & technology "organized by department of information technology & management, arul anandar college,karumathur,in the topic”micro credit and women's empowerment”July 2014.
10. Presentation of paper in national level conference on "MANAGING FOR TOMORROW-EMERGING TRENDS,ISSUES AND CHALLENGES"organized

by department of Business Administration, arul anandar college,karumathur,in the topic”A Study on Service Quality Gap With Spcial Reference To Life Insurance Companies in Kanya kumari District”March 2015.

11. Presentation of paper in State level conference “ERFOLG "organized by department of management, Sri Vidhya Engineering college, Virudhunagar, in the topic”A Study on Impact of Face Book Among the Employees”January 2015.
12. Paper presented in Interational Conference on “Strategies for Sustainable Growth of E-Commerce”on July,2015 conducted by the Department of Commerce(SF), VHNSN College, Virudhunagar on the topic” Consumer Buying Behaviour Towards E-Tailing in Madurai city” .
13. Presented a Paper on the topic “A study on E-Governance Action Plan in India” in the international conference on Business Innovation & Sustainable Development organised by Department of Management studies, Nehru Institute of Technology, Coimbatore held on 4<sup>th</sup> October 2016.
14. Presented a paper on the topic “A study on Availability and Utility of Rural credit with special reference to Banking customers in virudhunagar Taluk” in the international conference on “Make in India-Initiatives, Ideas and Challenges” organiesd by Department of Commerce(SF), VHNSN College (Autonomous), Virudhunagar held on 19-08-2016.
15. Presented a paper on the topic “A study on GST; A Move to prevent cascading of Tax in India”, in the National conference on “GOODS AND SERVICES TAX “organized by Department of Commerce, VHNSN College, Virudhunagar held on 19-01- 2017.
16. Presented a paper on the topic”A study on Employment Generation through E-Governance Sector in Tamilnadu”, in the National conference on “ START UP INDIA –AWAY TO STAND UP INDIA”organised by Department of Commerce, VHNSN College, Virudhunagar held on 04-03- 2017.
17. Presented a paper on the topic “A study on Digital Marketing of Eco-friendly products in sivakasi town”, in the National conference on “ Impact of Digitalisation in Future” organized by Department of Information Technology and Management, Arulanandar College,Karumathur held on 03-03-2017.

18. Participated in the Webinar on "Skill Development & Start-Up Schemes in India" Organised by department of Management Studies & Institution's Innovation Council(IIC),Nesamony Memorial Christian College,Marthandam held on 6<sup>th</sup> July,2021.

**Paper Presented:**

19. Presented a paper titled "**Teaching Effectiveness of College Teachers in Relation to their Emotional Intelligence**" in the '*International Seminar on Startup India-Challenges and Opportunities*' at E.M.G.Yadava Women's College, Madurai on 31.08.2019.
20. Paper presented on the topic "**Sustainable development of e-Governance system in urban and rural areas of India**" paper presented in one day seminar on 26<sup>th</sup> September 2019 in "**Evolution of Business Management Ethos in India**" ISBN: 978-81-942052-1-0 p 125-131.
21. Paper presented on the topic "**M-Governance – A Need of Emerging Channel in Service Delivery**" in one day state level seminar "**Digital Literacy and its Impact on Indian Economy**" at V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar, September 27, 2019.
22. Paper presented on the topic, "**A Study on citizen's perception about transparency in e-Governance centre at Tuticorin district**" in two day **International Conference** entitled as "Global Issues in Business and IoT" at J.J. College of Arts and Science (Autonomous), Pudukkottai held on 25<sup>th</sup> and 26<sup>th</sup> September 2019 and the paper published in '**The International Journal of Analytical and Experimental Modal Analysis**' (**Scopus Indexed**) **UGC-CARE Group 'A'** Journals list – Serial No. 36272. Vol. XI, Issue IX, ISSN: 0886-9367, September, 2019.
23. Paper presented on the topic "**Sustainable development of e-Governance system in urban and rural areas of India**" in one day seminar entitled as "**Evolution of Business Management Ethos in India**" on 26<sup>th</sup> September 2019
24. Paper presented on the topic, "**Users's Satisfaction about Project Components used in e-Governance centres at Tuticorin district**" in two day **International online Conference** on "CSR, Economy and Financial Markets towards Sustainability - 2020" organised by International Open Access Technical Group with The Journal Association for Academic Scholars –Singapore/Dubai/India on 4<sup>th</sup> and 5<sup>th</sup> September 2020 and the paper published in '**African Journal of Business and Economic Research**' (**UGC-CARE JOURNAL** and **SCOPUS INDEXED**) Adonis and Abbey Publishers, Serial No. 778. Vol. 15, Issue 3, No. 3, ISSN: 1750-4554, September, 2020.
25. Paper presented on the topic "**Citizen's Satisfaction on Service Location of E-Governance Centre at Tuticorin District, Tamil Nadu**" in ESN International Conference on Multidisciplinary Research and Innovation(ICMRI-2020) Held between September 03 and September 09, 2020 at Hotel Turyaa, Chennai. Organized by ESN Publications ,Universal University-USA.

### **Research Publications:**

1. **Dr.K.Pushpa Veni, February 2015**, ISBN Edited Book published by the Department of Commerce, VHNSN College, Virudhunagar on the topic” Consumer buying attitude towards digital marketing users in Virudhunagar in the National Conference on Impact of Information Communication Technology on December,2013.
2. **Dr.K.Pushpa Veni, February 2015**,ISBN Edited Book published by the Department of Management Studies , VHNSN College, Virudhunagar, Contemporary Practices in Business Management on the topic “The Power of Green “ on March,2014.
3. **Dr.K.Pushpa Veni, February 2015**,ISBN Edited Book published by Dr.R.Neelamegam,Professor, Department of Management Studies,VHNSN College, Virudhunagar, Vistas of Business Management on the topic “SERVQUAL GAP ANALYSIS- in perception of consumer in buying life insurance policies “ on March,2014.
4. **Dr.K.Pushpa Veni, February 2015**, International Journal of Marketing, Financial Services & Management Research, ISSN 2277-3622,”Green Marketing Practice-Its Impact on Environmental Safety” Vol.3 (2), February (2014).

### **In the year-2014-15**

#### **Publication in International journals**

1. **Dr.K.Pushpa Veni, February 2015**, “ Review of Research Journal”-A Monthly Multi disciplinary Researcn Journal, in the topic”A study on youngster Brand preference towards Telecom Service providers in Madurai city”,ISSN.No. 2249-894X.
2. **Dr.K.Pushpa Veni, February 2015**,International journal of Marketing,financial services &Management Research,ISSN.No. 2277 3622 Vol.3(2),February(2014) on the title”Green Marketing Practice-Its impact on Environmental Safety”.
3. **Dr.K.Pushpa Veni, February 2015**,Pinnacle International Journal of Research, ” Organisational Climate in TVS Sundaram Fasteners Limited,Krishnapuram“ Vol.3(6),July (2012).
4. **Dr.K.Pushpa Veni, February 2015**Dr.K.Pushpa Veni, **March 2015**, “micro credit and women's empowerment”Published in National Edison-"innovative trends in



computing & technology " issued by Arul Anandar college,karumathur,ISBN : no: 978-93-80686-03-5,page number: 387-391

5. **Dr.K.Pushpa Veni, February 2015**Paper published in ISBN Edited Book published by the Department of Commerce(SF), VHNSN College, Virudhunagar on the topic" Consumer Buying Behaviour Towards E-Tailing in Madurai city" in the Interational Conference on "Strategies for Sustainable Growth of E-Commerce"on July,2015.
6. **Dr.K.Pushpa Veni, December, 2014**"A Study on Service Quality Gap With Spcial Reference To Life Insurance Companies in Kanya kumari District" Published paper in national edison "MANAGING FOR TOMORROW-EMERGING TRENDS,ISSUES AND CHALLENGES" issued by department of Business Administration, arul anandar college,karumathur. ISBN : no: 978-93-80686-03-2,page number: 38-49

#### **In the year 2015-16**

- 1) **Dr.K.Pusha Veni, February 2015**, "A study on Youngster Brand Preference towards telecom Service Providers in Madurai city" published in International Recognition Research Journal"Review of Research", ISSN 2249-894X,February,2015
- 2) **Dr.K.Pusha Veni, December 2015**, "A study consumer Buying Behaviour towards E-Retailing in Madurai City" published in college Sadhana-Journal for Bloomers of Research , ISSN 0974-6838,December,2015
- 3) **Dr.K.Pushpa Veni,October 2015**, "A study on Consumer Awarness about E-Banking in Madurai City" published in Edited Book- Innovative Practices in Functional Management, ISBN :978-93-81723-47-0,October,2015
- 4) **Dr.K.Pushpa Veni,October 2015**, "A study on Growth and Problems of Small Scale Enterprises in India" published in Edited Book- Innovative Practices in Functional Management, ISBN :978-93-81723-47-0,October,2015.

#### **In the year 2016-17**

##### **Publication in International Journal**

1. "A study on E-Governance Action Plan in India" in the international conference on Business Innovation & Sustainable Development published in the journal Vol 1,

Issue 10 ISSN 22307974 by Department of Management studies, Nehru Institute of Technology, Coimbatore on 4<sup>th</sup> October 2016.

2. “A study on Availability and Utility of Rural credit with special reference to Banking customers in virudhunagar Taluk” in the international conference on “Make in India-Initiatives, Ideas and Challenges” published in the journal first Edition on August 2016, ISBN 978-93-81723-54-8 by Department of Commerce(SF), VHNSN College (Autonomous), Virudhunagar on August 2016.

### **Publication in National Journal**

1. “A study on Consumer awareness towards Eco-friendly Products in sivakasi” published in Edited Book- Business Management Practices in Emerging Indian Economy, ISBN :978-93-81723-47-0, published by Department of Management Studies, VHNSN College (Autonomous), Virudhunagar on 16-02-2017.
2. “A study on Perception of Investors on Service Quality of Bancassurance:A Study with special reference to SBI Branch at Sivakasi” published in Edited Book-Business Management Practices in Emerging Indian Economy, ISBN :978-93-81723-47-0, published by Department of Management Studies, VHNSN College (Autonomous), Virudhunagar on 16-02-2017.
3. A study on customer’s Satisfaction towards E-CRM Strategies followed by selected Banks in Madurai City” published in Edited Book- Business Management Practices in Emerging Indian Economy, ISBN :978-93-81723-47-1, published by Department of Management Studies, VHNSN College (Autonomous), Virudhunagar on 16-02-2017.
4. A study on Employment Generation through E-Governance Sector in Tamilnadu”, in the National conference on “ START UP INDIA –AWAY TO STAND UP INDIA in the Edited Book ISBN :978-93-81723-47-3, published by Department of Commerce, VHNSN College, Virudhunagar on March 2017.
5. A study on GST; A Move to prevent cascading of Tax in India”, in the National conference on “GOODS AND SERVICES TAX in the Edited Book ISBN :978-93-81723-47-5, published by Department of Commerce, VHNSN College, Virudhunagar on JANUARY 2017.

### **Research Publications and Paper Presentations 2019-20 :**

#### **I) UGC listed Journal Publication:**

1. Paper Published in **UGC Care Listed Journal** an paper titled “**Teaching Effectiveness of College Teachers in Relation to their Emotional Intelligence**” in the International journal of Analytical and Experimental Modal Analysis, ISSN:0886-9367, Vol.XI, Issue.VIII. on August 2019.

#### **UGC –Care listed Journal Publication(Scopus Indexed) :**

1. Paper published on the topic, “**A Study on citizen’s perception about transparency in e-Governance centre at Tuticorin district**” in ‘**The International Journal of Analytical and Experimental Modal Analysis**’ (**Scopus Indexed**) **UGC-CARE Group ‘A’ Journals list** – Serial No. 36272. Vol. XI, Issue IX, ISSN: 0886-9367, September, 2019.

#### **Peer Reviewed Journal – International :**

1.Paper published on the topic “**A study on Peoples’ Perception about Comforting Services in e-Governance centres at Kovilpatti and its Environs**” in **SPRINGER NATURE SWITZERLAND AG 2020 - Lecture Notes on Data Engineering and Communications Technologies, ISSN: 2367-4512**,D. J. Hemanth et al. (Eds.): **COMET 2019, LNDECT 35**, pp. 1405–1414, 2020.(<https://doi.org/10.1007/978-3-030-32150-5>), held on **2<sup>nd</sup> International Conference for “Phoenixes on Emerging Current Trends in Engineering and Management”** at Panimalar Engineering College, Chennai held on 22<sup>nd</sup> & 23<sup>rd</sup> March 2019.

#### **Journal Publication- National**

1. Sreekanth C S, and Dr. K Pushpa Veni (2019), “**Journal of Interdisciplinary Cycle Research**” – Kudumbashree Scheme an instrument for the development of women entrepreneurship” Volume XI, Issue XII, December 2019, ISSN No: 0022-1945
2. Sreekanth C S, and Dr. K Pushpa Veni (2019), “**Journal of kicma reach**” - Talent Management- A Dynamic Capital for Business Burgeon.

#### **ISBN –Publications :**

1. Paper published on the topic “**Sustainable development of e-Governance system in urban and rural areas of India**” in one day seminar entitled as “**Evolution of Business Management Ethos in India**” on 26<sup>th</sup> September 2019 in (Pg.125-131) ISBN: 978-81-942052-1-0

#### **Research Publications and Paper Presentations 2020-21 :**

#### **I) UGC listed Journal Publication:**

- 1.**Research Paper Published in UGC Care Listed Journal** of the Maharaja Sayajirao University of Baroda, on the title “**The impact of Emotional**

**Intelligence and job stress on the performance of College Teachers”**  
ISSN: 0025-0422, Volume-54, No.2 (IV) on September 2020, Pg: 75-79.

**Peer Reviewed Journal – International :**

1. Paper published on the topic, **“Users’s Satisfaction about Project Components used in e-Governance centres at Tuticorin district”** in two day **International online Conference** on “CSR, Economy and Financial Markets towards Sustainability - 2020” organised by International Open Access Technical Group with The Journal Association for Academic Scholars –Singapore/Dubai/India on 4<sup>th</sup> and 5<sup>th</sup> September 2020 and the paper published in **‘African Journal of Business and Economic Research’ (UGC-CAREJOURNAL and SCOPUS INDEXED)** Adonis and Abbey Publishers, Serial No. 778. Vol. 15, Issue 3, No. 3, ISSN: 1750-4554, September, 2020.
2. Paper published on the topic **“Citizen’s Satisfaction on Service Location of E-Governance Centre at Tuticorin District, Tamil Nadu”** in ESN International Conference on Multidisciplinary Research and Innovation (ICMRI-2020) Held between September 03 and September 09, 2020 at Hotel Turyaa, Chennai. Organized by ESN Publications, Universal University-USA.

**ISBN –Publications :**

1. Paper published on the topic **“E-Governance – A Paradigm Shift Through a Cultural Transformation”** in **Book chapter** entitled “Innovative Developments in Arts, Social and Management Sciences: Challenges & Opportunities” V.H.N.SenthikumaraNadar College (Autonomous), Virudhunagar, Tamilnadu, ISBN: 978-81-942052-8-9, December, 2020.

**Research Publications and Paper Presentations 2021-22 :**

• **Peer Reviewed Journal - National Research Publication**

**Research Paper Published** in National Level **Rabindra Bharati Journal of Philosophy** of the Rabindra Bharati University, Barrackpur, Kolkata, on the title **“Effectiveness of E-Service Delivery System in E-Governance Centres in Thoothukudi District ”** ISSN No:09730087, Volume-XXII, No.01 on November 2021, Pg: 148-154.

**Books Published:**

Books Edited

1. Compiled a Book on “Legal Framework of Tourism and Hotel Management” for DDE-MBA Tourism and Hotel Management, Madurai Kamaraj University.

### **Ph.D and M.Phil Details:**

Degree	Awarded	Submitted	Guiding
Ph.D.	4	2	2
M.Phil	10	1	-

### **Acted as a Research Guide and Awarded Candidates**

- Dr.A.Muthumari on 21.07.2020
- Dr.R.Thanga Ganesh on 07.01.2021
- Dr.R.Indumathi on 27.10.2021
- Dr.P.Ramachandran on 25.02.2022

Invited Lectures Delivered: 6

Honours Achieved

- Recognized as a Research Supervisor to guide Ph.D scholars in Business Administration,by Madurai, Kamaraj University Madurai in the year 2014 onwards.

### **Extension Activities**

- Acting as NSS programme officer under Madurai Kamaraj University.
- Acting as Vice president in the Association of Department of Business Administration and organizes Guest Lectures for the BBA students.
- Acting as a member in college Research committee,Students Welfare Committee,Energy Management.
- **Training Programme Attended:**
  1. Completed the Short term Course on “Integration of ICT Tools in Teaching and Learning” organised by Senthil Research Advocacy forum of VHN Senthil Kumara Nadar College (Autonomous),Virudhunagar from 26.07.2021 to 30.07.2021.

2. Completed Two Days National workshop on Statistical and Interpretation using SPSS and AMOS organised by RUSA, Madurai Kamaraj University Madurai. On 25 & 26 March 2022.

**Acted as Resource Person/Guest Lecture given:**

- Acted as Convener in the National Webinar on “Unleashing the ‘AHA’ Moment” organised by Department of Business Administration, VHN Senthil Kumara Nadar College (Autonomous), Virudhunagar on 20.02.2021.
- Acted as Convener in the National Level E-quiz on Entrepreneurship held from 23.11.2021 to 26.11.2021.
- Acted as Convener in the “Guest Lecture on Turning Point” held on 17.11.2021.
- Acted as Convener in the “Guest Lecture on Rural Entrepreneurship” held on 18.03.2022.
- Acted as Convener in the “Guest Lecture on Sathika va Sakhiyae” held on 07.05.2022.
- Acted as Co-ordinator in International Women’s Day 2022 held on 08.03.2022.
- Acted as an External Examiner for Ph.D Thesis Evaluation for the candidate Ms.Mehta Rhuta at CU SHAH University,Gujarat on February,2021
- Acted as an External Examiner for Ph.D Thesis Evaluation for the candidate Mr.Rajeev Mishra at CU SHAH University, Gujarat on April 2021.
- Acted as Resource Person in the Webinar on “Environmental Sustainable Practices “organised by Arul Anandar College (Autonomous), Karumathur on 27 th August 2021.
- Acted as External Examiner in MBA Semester Project Viva-Voce Examinations at VVV College for Women on 04.03.2021.
- Acted as Resource Person in the Webinar on “Self Development Skills “ organised by Rajas International School , Nagercoil on 08 th January 2022.

**Other Achievements:**

**Certificate of Recognition from MGNCRE:**

Received Certificate of Honor for contribution in Beat Covid Campaign initiative as NSS programme officer from Mahatma Gandhi National Council of Rural Education,Hyderabad in July 2021.