



Dr. V.C.JEYARATHA

Assistant Professor
PG Department of Commerce
Holy Cross Home Science College, Thoothukudi
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Contact No : 8098264176
Date of Joining: 17/06/2019

Education : M.Com., PhD

Specialization: marketing

EDUCATION & CREDENTIALS

Degree	College / University	Specialization	Year of Passed	Class
Ph.D	V.O.Chidambaram College, Thoothukudi	Marketing	2014	Awarded
M.Com	Kamaraj College, Thoothukudi	Marketing	1991	I
B.Com	VVV College, Virudhunagar	Marketing	1989	II

THESES/DISSERTATION:

➤ **Ph.D. Thesis:**

“A study on advertising awareness among college students affiliated by manonmaniam sundaranar university Tirunelveli”.

Duration: 5 years 2 months

POSITION HELD:

Co-ordinator in Eco club, Anti -Drugs & Anti Sexual Harassment Cell, Member in Magazine Committee Doctoral Committee member under Manonmaniam Sundaranar University Tirunelveli.

DC Member in APC College and Holy Cross Home Science College, Thoothukudi under Manonmaniam Sundaranar University Tirunelveli.

TEACHING EXPERIENCE:

- UG: 5. Years 2 months
- PG:: 5 years 2 months

PARTICIPATION IN NATIONAL/ INTERNATIONAL SEMINOR CONFERENCE

- Participation in the 8thNational Conference on “Ethics in Business and Corporate Governance” on 15.12.2010 Organized by Commerce Wing –D.D.E. Annamalai University, Annamalainagar-608002.
- Participation in the State Level Seminar on “Modern Banking Reforms” held at The Madurai DiraviyamThayumanavar Hindu College, Tirunelveli, on 12.01.2011. Organized by PG & Research Department of commerce, The Madurai DiraviyamThayumanavar Hindu College, Tirunelveli..
- Participation in the UGC Sponsored International Seminar on “Emerging Dimensions of Banking Sector in the Global Scenario” held at Manonmaniam Sundaranar University, Tirunelveli, on 21.01.2011-22.01.2011. Organized by Department of commerce, Manonmaniam Sundaranar University, Tirunelveli.
- Participation in the 4thInternational Conference on “Micro Finance-ICOMFI-2011” during 27.01.2011-29.01.2011 Organized by Department of Commerce, School of Management, Pondicherry University, Puducherry.

PAPER PRESENTED IN NATIONAL/ INTERNATIONAL SEMINOR CONFERENCE

- Presented in the National Level Seminar on “Trends in Accounting, Taxation & Management Today and Tomorrow held at St.Mary’s College Thoothukudi, on 9.12.2010-.10.12.2010. Organized by PG Department of commerce, St.Mary’s

College Thoothukudi

- Global Research Conference A study on caveat emptor cape forum,by & for you trust & publications

PAPER PUBLISHED IN JOURNAL:

- Paper published in the title of “Consumers’ Confidence Level In Food Safety And Quality Marks And Its Impact On Safe And Unsafe Food” International Journal of Journal of Emerging Technologies and Innovative Research (JETIR)Volume - 6, Issue - 6, June 2019, ISSN: -2349-5162,pp.776-781.
- Paper published in the title of “Impact Of Intellectual Property On Selected Industries / Sectors” Our Heritage (UGC Care Journal)ISSN: 0474-9030 Vol-68, Special Issue-55
- Paper published in the title of “Different Schemes And Benefits For Empowering Women Entrepreneurship” Our Heritage (UGC Care Journal)ISSN: 0474-9030 Vol-68, Special Issue-55
- Paper published in the title of “Food Adulteration-An Over View
- Paper published in the title of “A Study On Women Entrepreneurs Engaged In Food Processing”
- Paper published in the title of “Knowledge And Practices Of Food Handlers: It’s Impact On Health Of Consumers. A Study With Special Reference To Food Borne Diseases”
- Paper published in the title of “Certification of Products in E-Commerce Websites Using Rule Based Decision tree.”
- Paper published in the title of “Buying Behaviour of Consumers towards the impact of celebrity endorsement –A study with special reference to Thoothukudi city.”
- Paper published in the title of “Pros and Cons of Social Media at Lockdown period of Covid-19 in India” Shanlax publication.

COMPETITION ORGANIZED:

- A State Level Intercollegiate Fest- HERACLES '20 Organized by Department of Commerce on 1st Feb 2020 at Holy Cross Home Science College, Thoothukudi.

WEBINAR PARTICIPATED

- National Webinar on “HR Analytics” organized by The Oxford College of Business management on 24th August 20
- Webinar on “Problem solving using online tools” organized by Dayananda Sagar College of Arts, Science and Commerce on 17th August 20
- Webinar on “Effective use of library E-Resources” organized by St. Ann's Degree & PG College for Women on 13th August 20
- Webinar on “Greatness of a Human Being for professional Endeavours” organized by Holy Cross Home Science College, Thoothukudi on 22nd July 20
- Webinar on “Post Covid Scenario education centre, Challenge's & Opportunities” organized by Don Bosco College of Arts & Science on 26th June 20
- Webinar on “My work My passion” organized by Holy Cross Home Science College, Thoothukudi on 19th June 20
- Webinar on “Awareness quiz on COVID – 19” organized by University of Jammu on 23rd June 20
- Webinar on “Career awareness program on CSEET” organized by Ayya Nadar Janaki Ammal College on 14th June 20
- Webinar on “Turn Your Thesis into Articles” organized by St. Xavier's College of Education on 16th April 20
- Webinar on “Recent Research trends in Deep learning through Google” organized by Govt. College for Women Atonomus on 12th April 20
- Webinar on “Building of Positivity” organized by Shadah Women's College of Engineering & Technology on 15th June 20
- National Webinar on “National Level Online Quiz Contest-II” organized by St. Joseph's College of Arts & Science on 22nd May 20
- Webinar on “Thirst Optimists – A Commerce Quiz organized by V.H.N.

SenthikumaraNadar College on 19th May 20

- National Webinar on “National Level E -Quiz for NET/SET aspirants in Commerce” organized by Sri Paramakalyani College on 17th May 20
- Webinar on “COVID – 19 pandemic Awareness & Prevention Online Quiz Competition” organized by Manonmaniam Sundaranar University on Month of May20
- National Webinar on “National Level Accountancy Quiz Series” organized by St. John’s College of Arts & Science on Month of May 2020
- Webinar on “Fashion Your Future With Right Investment Choices” organized by Sri Parasakthi College For Women on 29th May 20
- International Webinar on “Green Energy and Technology” organized by King’s Engineering College on 19th June 20
- National Webinar on “National Quiz on Archeological Excavation” organized by Kamaraj College 23rd May 20
- Webinar on “Digital Marketing 101” organized by Indian Institute of National Education on 12th May 20
- Webinar on “The Impact of COVID – 19 on Banking Sector A Global Scenario” organized by VOC College on 29th May 20
- Webinar on “Current Trends in Commerce Education” organized by V. O. Chidambaram College on 28th December 20
- Webinar on “National Education Policy 2020” organized by Holy Cross Home Science College on 20th Feb 21
- Webinar on “Road Map for Patent Creation” organized by Holy Cross Home Science College on 10th March 2021
- State level Seminar on “Agriculture Competitiveness and Structural Challenges” organized by Sri Sarada College for Women on 27th March 21
- International Webinar on “battling the covid wave” organized by the department of humanities, The Bhopal School of Social Sciences on 10 May, 2021.
- Webinar on “COVID Vaccination – Facts vs Fears” organized by the PG & Research Department of Commerce, Holy Cross Home Science College on 7th May, 2021

- Webinar on “Financial Empowerment Through Wealth Creation” organized by Department of Commerce, The University of Burdwan, West Bengal in Collaboration with Association of Mutual Funds in India(AMFI), on May 05,2021
- Webinar on “Restoring the Earth” organized by IQAC and Department of Environmental Science, SIES(Nerul) College of Arts, Science and Commerce held on April 22,2021
- State Level Webinar entitled “naac criteria 3.4.7: E-Content Development” organized by the Internal Quality Assurance Cell, Aditanar College of Arts and Science on 08th May 2021
- National level Webinar on “ start your own business via amazon” organised by synergy - entrepreneurship development cell, shrimathi devkunvar nanalal bhatt vaishnav college for women (autonomous) on 12th may 2021.
- National level Webinar on “Explaining: Quality Mandate for Higher Education Institutions in India organized by Valluvar college of Science and Management on 21.05.2021
- Webinar on “basics of capital market” Organized by Govt. Degree College Kargil, Ladakh in Collaboration with central Depository Services Limited(CDSL) & Bombay Stock Exchange (BSE), on May 20,2021
- State level webinar on personality management organised by department of commerce - akcas krishnankoil on 22nd may,2021
- POWER SEMINAR on intelletual property rights organized by the PG & Research Department of Commerce, Holy Cross Home Science College, Thoothukudi in Association with ICT Academy on 22nd May, 2021
- National Level Webinar on professionalism among faculty members in higher education Organized By Department of Business Administration and IQAC, Soundarya Institute of Management & Science on 24th May 2021
- International Webinar on INTELLECTUAL PROPERTY RIGHTS-3 organised by Seshadripuram Evening Degree College in Association with Stetson University, Florida, US and University of Technology, Sydney, Australia held on 24th May 2021

- Webinar on “Biodiversity Loss What can we do?” Organised by Govt. Degree College Uttersoo held on 20th May 2021.
- eliezed jordan memorial college leh kadakh, department of commerce has organized webinar on “investor’s protection and awarness” in Collaboration with Central Depository Services limited(CDSL) & Bombay Stock Exchange (BSE) on May 24,2021
- National Webinar Series on Capital Markets Awareness organised by the Department of Management Studies and the IQAC, Christ Nagar College, Maranalloor, Trivandrum, in association with Bombay Stock Exchange on 24 May 2021.
- National webinar on “strategy for managing personal finance including mutual funds during and after covid-19” organized in joint collaboration of Department of Commerce and IQAC, Govt. Hrangbana College, Aizawl, Mizoram and Association of Mutual Funds in India(AMFI) n 19th May 2021.
- International Webinar on Contagion Effect of COVID-19 Outbreak : An Analysis of the Indian Economy organised by the Department of Commerce, Sree Narayana College for Women, Kollam on 28 May 2021.
- "National Webinar on "Current 2021 trends in Entrepreneurship" Organized by Department of Commerce (CA/EC/SF) & M.Com(CA), Ayya Nadar Janaki Ammal College, Sivakasi held on 28.05.2021
- Govt. College for Woman Udampur(J&K) In collaboration with Association of Mutual Funds in India has organized a National Webinar on “Mutual Funds – A Tool for Financial Empowerment” held on 25th May 2021
- National Webinar on “Role of Nature is Sustainable Development in Context with Covid-19” organized by Social Science Council & National Service Scheme(NSS) in collaboration with IQAC on 31st May 2021
- Radha Krishan Arya College Nawanshahr,Doaba,Punjab Organised National Webinar on “Introduction to Mutual Funds” held on May 31,2021
- Global Institute of Statistical Solutions(GISS) organized a International online workshop on “Basis Statistical Analysis and its Interpretation using SPSS” from June

4th-6th 2021.

- National Level Webinar on "Familiarizing Digital Literature to Digital Natives" organized by Department of English, dr.mgr Educational and Research Institute, Adayalampattu Phase II Campus, Chennai on 8th June 2021
- National Webinar on "Strategy for Managing Personal Finance including Mutual Funds" organized by Department of Commerce, Govt. Degree College Billawar in Collaboration with Association of Mutual Fund of India(AMFI) on June 1st 2021.
- Webinar on "basic cryptography"organized by the Department of Mathematics, JP College Of Arts And Science, Ayikudi,Tenkasi district on 09/06/2021.
- National Webinar on "Strategy for managing Personal Finance including Mutual Funds" organized by Department of commerce, seth ghasiram gopikishan badruka educational society's, badruka college of commerce & arts kachiguda, hyderabad. & iqac in collaboration with Association of Mutual Funds of India (AMFI) held on 09-06- 2021.
- "Innovative Teaching Practices in Higher Education" Webinar Conducted by Faculty Academic Forum of tmm college of arts & science, kulathur on 11.06.2021.
- National Webinar on "Let us Talk About our personal Finance" organized by Department of commerce, Telangana Social Welfare Residential Degree College for Women Bhadradi, Kothagudem in collaboration with association of Mutual Funds of India(AMFI) held on 04-06-2021
- Webinar on "descriptive and inferential statistics for social science research" on 14/06/2021 Organized by PG & Research Department of Commerce in association with IQAC, The Quaide Milleth College for Men, Medavakkam, Chennai
- International Webinar on " should teachers and students be friends on social media ? "held on 15/06/2021 , Organized by Department of Mathematics Virudhunagar Hindu Nadars' Senthikumara Nadar College(Autonomous), Virudhunagar
- Central University of Jammu; Jammu Organised National Webinar on How to Invest in IPO held on June 11.2021.
- Two Weeks Virtual National Faculty Development Programme from 01 June 2021 to

14 June 2021 Organized by Department of Commerce, srm institute of science and technology faculty of science and humanities

- Webinar titled “challenges in financial commitment after covid” on 1st day of mgr covid-19 cowinwewin, organized by Department of Financial Planning, Dr.M.G.R Educational and Research Institute, Deemed to be University on 14-06-2021.
- Two Day National Level Faculty Development Programme for Educational Leaders organized by the Department of Commerce, madurai gandhi nmr subbaraman college for women in association with IQAC during 11 June, 2021 and 12 June, 2021.
- Pragyani International University in Collaboration with association of Mutual funds in India (AMFI) organizing a National Webinar on “Strategy for managing Personal Finance including mutual Funds on 14th June 2021.
- Five Days Online International Professional Development Programme on “Scholarly Publishing: Swirls Unfurled” held from 14th June 2021 to 18th June 2021 Organized by The Delany Library, Patrician College of Arts & Science, Chennai, Tamilnadu, India.
- National level webinar on “Importance of IPR with reference to social Media” organized by the Intellectual Property Rights (IPR) Cell of SNGC ON 22-06-2021
- National Level Webinar on “Steps to Build an Iconic Career” organized by the Department of Computer Science (S.F) Aditanar College of Arts and Science, Tiruchendur on 21-06-2021
- National Level Online Faculty Development Programme on Content Development organized by Angels College of Education, Nammakkal from 31.05.2021 to 02.06.2021
- Webinar “Financial Empowerment Through Wealth Creation” organized by Department of Political Science Central Institute of Buddhist Studies (Deemed to be University) in collaboration with Association of Mutual (AMFI), on June 28, 2021
- Webinar on “Building on Nature: Area-Based Conservation as a key tool for Delivering SDG’s in observance of world environment day organized by for centre for Sustainable Development & the centre for Extension Activities –NSS/YRC/RRC

Geetha Jeevan Arts & Science College, Kurukkusalai, Thoothukudi on 05-06-2021

- State Level Webinar on “How to plan for start-up ventures; legal and Ethical steps” organized by The Department of Business Administration, Sadakathulla Appa College (Autonomous), Rahmath Nagar, Tirunelveli, Tamilnadu, India on Monday the 14th June 2021.
- Two days online summit on “Enhancing Women Empowerment through Entrepreneurship” organized by Entrepreneurship Development cell, Department of Management studies on 21st and 22nd June 2021
- Workshop on creation of Research ID’s, organized by PG & Research Department of Commerce in Association with Patrician Research Committee on 03-07-2021
- Webinar on Outlook on Covid Vaccination organized by the internal Quality Assurance cell, Holy Cross Home Science College, Thoothukudi on 03-07-2021
- State level Webinar on “SDG #2: Zero Hunger-Working together to achieve a world without poverty & Hunger by 2030” organized by the centre for sustainable Development, Geetha Jeevan Arts and Science College, Kurukusalai, Thoothukudi on 08-06-2021
- NAAC Sponsored Two Days National Level Online Seminar on “NAAC Accreditation in new paradigm: A key to Quality enhancement in Higher Education” organized by the internal quality Assurance cell, Holy Cross Home Science College, Thoothukudi.
- National Webinar on “Reproductive Health of Rural Women” jointly organized by the Department of English and Centre for Rural Development 12th July 2021.
- Webinar on World Population Day-2021 Organized by Department of Economics, Sri Sarada College for Women, Tirunelveli on 11th July 2021.
- Webinar on “Financial Planning and Investment Opportunities” organized by Govt. Degree College Nubra.Leh, Ladakh in Collaboration with central depository services (India) Ltd (CDSL) & Bombay Stock Exchange (BSE) on July 08,2021
- International Webinar on “Revisiting Language and Literature: Post pandemic” conducted by the Department of English on 13th July 2021.
- Online Faculty Development Program on “Tricks and Tips for Research IDs

Generation” Organized by the Department of Commerce and Economics held on 13-07-2021

- International Level Student Development Programme on “Learn to Live” organized by the Department of Computer Science on July 13th 2021.
- National Level Executive Development Programme on “Life Skills and Social Entrepreneurship” Organized by the Department of Computer Science on July 15th 2021.
- International Webinar on the topic “The Effect of Intangible Assets on Consumer Behavior” Organized by Department of Commerce(SF), Rajapalayam Rajus’ College, Rajapalayam on 15th July 2021
- National Level Webinar on “Changing Face of Business-The New Never Normal” organized by the Department of Commerce V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar on 16th July 2021.
- National Level Webinar On “Strategy for Effectively managing Personal Finance and Creation of Wealth with Special Reference to Mutual Funds” organized by Department of Commerce and IQAC, Subarnarekha Mahavidyalaya, Jhargram, West Bengal in collaboration with Association of Mutual Funds in India (AMFI) on July 6th 2021
- Webinar on “Life Skills and Social Entrepreneurship” organized by Velalar College of Engineering and Technology (Autonomous), Thindal, Erode on 19th July 2021
- National Level Workshop on “Writing Effective Research Articles” organized by the Department of Computer Science on July 24th 2021.
- National Level Webinar on “Financial Planning and Investment Opportunities Including Mutual Funds” held on 17th July 2021
- International Level Webinar On “Covid-19 Business Impact and Evolving Perspectives” organized by PG Department of Commerce on July 28th 2021
- Webinar on “Financial Empowerment Through Wealth Creation” organized by Teachers’ Academy Group of Institutions in collaboration with Association of Mutual Funds in India(AMFI) on July 19th 2021.
- FDP ON HEIs June 2024 organised by IoT

Webinar Organized

- webinar on “Challenges and Complications in Research” organized by Department of Commerce, Holy Cross Home Science College, Thoothukudi on 27 th June 2020 in collaboration with Shanlax International Journal
- PG & Research Department of Commerce, Holy Cross Home Science College organized an “E-Quiz” on “Marketing” from 30th July 2020 to 2nd July, 2020.
- PG & Research Department of Commerce, Holy Cross Home Science College organized a webinar on “Digital Transformation-Need of the Hour” on 26th August 2020
- PG and Research Department of Commerce, Holy Cross Home Science College organized a guest lecture on “Training and Development in HRM” on 3 rd September 2020
- PG & Research Department of Commerce, Holy Cross Home Science College organized a webinar on “Dealing with Distractions during Adolescent Transformation” on 29th October 2020
- PG & Research Department of Commerce, Holy Cross Home Science College organized a webinar on “Healthy Environment with Medicinal Plants” on 13th March 2021
- Life skill and social entrepreneurship” organized by PG and Research department of commerce on July 27th 2021
- Investor awareness program” organized by PG and Research department of commerce on August 27th 2021
- SDP” organized by PG and Research department of commerce on September 23rd 2021
- Introduction to SPSS” organized by PG and Research department of commerce on April 23rd 2022
- Introduction to SPSS” organized by PG and Research department of commerce on April 23rd 2022
- FDP ICR” organized by PG and Research department of commerce on May 2nd 2022
- FDP on ICT tools for effective teaching and learning from 23 -28 th may2022
- PG & Research Department of Commerce, Holy Cross Home Science College organized guest lecture on Human Resource Management September 2023
- PG & Research Department of Commerce, Holy Cross Home Science College organized webinar on Entrepreneurial Development Competency on June 2024



Faculty Development Program:

- Faculty Development Program on “Quality enhancement strategies for higher education institution” organized by Sri Sarada college for women Salem on January 12th 2022
- Faculty Development Program on “One week virtual FDP on gender sensitization” ” organized by V.O.C College thoothukudi on March 21st 2022
- Faculty Development Program on “FDP on investor education” organized by Rathinam Coimbatore on January 23rd
- Faculty Development Program on “One day FDP on innovative teaching method” organized by R.G.C.M.S Mumbai on Feb 12th
- Faculty Development Program on “Essential Soft skill for impactful professional career” organized by Indian Institute of management & commerce on Feb 11th
- Faculty Development Program on “Recent advancement and emerging technology” organized by IIMT college of management Noida, U.P on Feb 3rd
- Faculty Development Program on “Enrichment of pedagogy in communicative English” organized by Idhaya college for women Sivagangai on March 20th
- Faculty Development Program on “Examining critical Frontiers in social science domain” organized by Guru Nanak college Chennai on March 28TH
- Faculty Development Program on “Water previous natural resource” organized by Bangalore Institute of Technology on March 26th
- Faculty Development Program on “Introduction to security market and mutual funds investing” organized by Christ college Karnataka on March 4th
- Faculty Development Program on “Industries institute interaction – A Holistic approach insight out” organized by S.R.M college Chennai on June 1st 2021
- Faculty Development Program on “Scholarly publishing swirls unfurled” organized by Patrician college of arts and science on June 14th 2021
- Faculty Development Program on “Successful writing of a research paper in scopes, Index journals” organized by Einstein college of arts & science Tirunelveli on Feb 25th.
- FDP on ,The new normalcy Phsycological Approaches into the teaching learning Process, organized by Department of Phsycology, Psg college of Coimbatore from 11- to 16 th july

- FDP on .Sustaiable approaches on Fashion industry organized byVIT Fashion Technology' Chennai 11-15th July
- FDP on AI enabled Teaching & learning inHEIS IOT held on 19/06/2024
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International Program:

- International Program on “Examining critical frontiers in social science domain” organized by Guru nanak college Chennai on March 28th 2022
- International Program on “Education has a gateway to an ethical and peaceful world” organized by Journal of Dharma , Edugroom India Foundation & globethics on March 22nd 2022
- International Program on “Leadership in vuca world” organized by Vuca foundation on April 22nd 2022
- International conference on shapining knowledge societies through higher education organized by CIBU technological Universities PHILLIPINES Chirist Delhi-Ncr INDIA, Bangalore from 15 to 16 june 2022
- Internation virtual workshop Janovi Made Simple by Acuman Foundation& Seva Acadamy 19/3/2024
- International Program on Effortless communication skills organized by by Acuman Foundation& Seva Acadamy 29/352024
- International Program Scratch programme overview organized by by Acuman Foundation& Seva Acadamy 25/42024
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National Program:

- National Program on “Strategy for managing finance including mutual funds” organized by Pragyaln international university in India on June 14th 2021
- National Program on “Multiple intelligence and learning style” organized by Prithvi association on February 8th 2022
- National Program on “Financial empowerment and career opportunity in fiancé and stock market” organized by Shree institute of progressive studies on January 10th 2022
- National Program on “Financial empowerment through wealth creation” organized by S.K. Roy college Assam on March 28th

- National Program on “Margin enunciates , language and resistance” organized by De paul institute of science & Technology Kerala on March 24th
- National Program on “Capacity building and skill enhancement workshop” organized by S.R.M College on March 16th
- National Program on “Indian council of social science” organized by M V Muthiah government arts college Dindigul on March 19th 2022
- National Program on “Indian council of social science” organized by M V Muthiah government arts college Dindigul on March 19th 2022
- National Program on “ICR Awareness mission” organized by Ministry of commerce and industry in India on March 3rd 2022
- National Program on “Unfolding vista in the language literature and psychology” organized by SRM institute Chennai on Febuary 14th 2022
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- National Program on “Financial empowerment through wealth” organized by Association of Mutual funds in India on March 22nd 2022.
- National IPR AwarenessMission on 29th july 2022
- Financial Effects in Teachers Education incovid pandemic ,association with Mutual funds in India on july 19th 2022
- NATIONAL LEVEL WEBINAR ON managing PERSONAL finance and Health CREATION ORGANISED BY lakshmi NARAYAN college of PHARMACY Bhopal on 25th july 2022
- National level webinar on Amazon lady women empowerment by IFIM ON 16/07/22
- National level webinar on MUSIC THEROPY by IFIM ON 13/07/22
- National level webinar on Mind mapping ever tried mapping your mind by IFIM ON 13/07/22
- Nationallevel webinar on generation gap by ifim on 14/07/22
- National level webinar
- National level webinar on rights vs duties by ifim on 4/07/22 on best practices do they make or break byifim on5/7/22
- National level webinar on consumerist to minimalist-A journey to pro environmentalist by IFIM ON 11/07/22

- National level webinar on Art of living till your last moment by IFIM ON 8/07/22
- National level webinar on Soft skills ,Are they hard to pick up by IFIM ON 7/07/22
- National level webinar on Reconnect to READING BY ifim on 6/07/22
- National level webinar online quiz Disasstar awarnss course quiz conducted by ashirwad education centre on 15/7/22

WORKSHOP

National level workshop on NAAC AND SSR; the format structure and process organized by IQAC h.n.b govt. P.G college NAINI {uP}

Online certificate course :

- Online certificate course on “Digital teaching technical” organized by ICAC academic on January 24th 2022

Award :

- Award held by “Eco champion award 2022 on social media” on 2022
- Award held by “TIP” on 2021
- ADJ Abdul kalam Education Award 2022
- Azadi ka Amrit Modern Freedom Fighters Excellence award 202 by TIP
- Excellence Records | Indian Achievers Forum of Excellence Records | social worker award 2023

Publishing:

- Publishing book by “Principles of Auditing” published on May 2022
- Publishing book corporate social responsibility on June 22 ISBN NO 978-93-5625-080-2
- Publishing book Customer relationship management on June 22 ISBN NO 978-93-5625-074-1
- Export & Import Documentation Procedures Alpha International, 978-93-5762-245-5
- Publishing article “Comprehension & Managing Strategies of work & stress in working environment” published by IJNS on April 2022.
- Publishing Chapter book “Healthy & Hygienic practise in thoothukudi during the fanatic period” published on 2022
- Impact of social entrepreneurship of corporates developing their brands, chapter book 978-81-19674-44-2, pp60-65, 2023

- Representation of Women in Leadership Roles: A Gender Equality, chapter book 978-81-19337-70-5,2023

A Study on Intellectual Property Rights and Its Significance for E-Commerce 978-93-6163-637-0

An analysis of the pharmaceutical sector, proceedings 978-93-6163-637-0

- A study on green HRM- A special reference with IT companies chapter book 978-93-95659-55-0,2023
- Intelligence Reforms: Reforming national Security through effective intelligence practices 978-61-962641-7-8, pp 372-376, 2024
- An overview of the research and strategic practices for HRM- Regarding the consequences of creating an organization chapter book, 968-81-965034-7-5, 2023
- Importance & source of information of consumer protection act 1986, Filosofia Italiana di analytica juniosta, vol-14 No-1 ISSN :2037-4445 2023

Impact of social entrepreneurship of corporates in developing their brands National Press Association New Delhi 978-81-19674-44-2 ISBN

Global Research Conference A study on caveat emptor case forum, by & for you trust & publications

- Patent published "Women socio empowerment and the growth of economic" on May 10th 2022
- patent 22/03/22 efficacy of steam inhalations using medicinal herbs in COVID-19 patients

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NPTEL:

- Completed NPTEL "Global Marketing" on Swayam course on May 10th 2022.
- IP Awareness Training programme under national IPR Awareness Mission organized by IP Office & MoE's Innovation Cell India on 12/04/2023