CURRICULAM VITAE

Dr. K. Raja Alias Pranmalai

Professor

Specialisation:

Rural Industries and management

Entrepreneurship

Business Law

Rural Marketing

Experience: 29 Years ,5 months



Content

S.No.	Particulars	Page Number
1	General Profile	2
2.	Educational Qualifications	2
3.	Training Programmes/ Refresher Courses Attended	3
4.	Extra-Curricular Activities	3
5.	Teaching & Research Experience	4
6.	Administrative Experiences	5
7	Seminars / Workshops / Training Programs Conducted	6
8	Project Undertaken	10
9	Experiences in Starting New Courses / Programmes	10
10	Corporate Social Responsibility	10
11	Resource Person (Inaugural Address / Guest Lecture/ Talks Delivered)	11
12	List of Publications -	12
13	Guidance and Counselling Given to Rural Women and Youth to become Entrepreneurs	20
14	Some Important Pictures	21
15	Academic References	20
16	Current Areas of Research:	24

1. GENERAL PROFILE:

1.	Name	:	Dr. K. RAJA ALIAS PRANMALAI
2.	Father Name	:	S.P. Karuppanan (Late)
3.	Native Village	:	Koothappanpatti, Navinipatti (PO), Melur Taluk, Madurai Dist.
4.	Religion	:	Hindu
5.	Community	:	Backward Class
6.	Mother Tongue	:	Tamil
7.	Marital Status	:	Married
8.	Date of Birth	:	27.11.1966, 58 Years
9.	**Present Position**	:	**Professor,** **Department of Rural Industries & Management,** **Gandhigram Rural Institute** **Deemed to be University,** **Gandhigram – 624 302** **DINDIGUL DISTRICT**

2. EDUCATIONAL QUALIFICATIONS:

S.No	Degree	Subject	Name of the Institution	Year	% of marks
1.	B. A	Rural Industries & Management	The Gandhigram Rural University	April 1988	63%
2.	M.A	Rural Economics and Extension Education	The Gandhigram Rural University	May 1990	67%
3.	M.Phil.	Economics	University of Madras	September 1992	65%
4.	Ph.D.	Industrial Economics	The Gandhigram Rural University	April 2006	Commended
5	MBA	Management	Madurai Kamarajar University	May2021	76%

3. TRAINING PROGRAMMES/ REFRESHER COURSES ATTENDED

Particulars	Period		No. of Days
	From	To	
a. Orientation Course Participated 48th orientation Course Organized by the **Academic Staff College**, Pondicherry University, **Pondicherry.**	03.06.1998	30.06.1998	28
b. Refresher Courses 1. Participated Refresher Course on Leading Issues in **Economics -** Organized by Academic Staff College, **Madurai Kamaraj University**, Madurai.	07.11.2000	27.11.2000	21
2. Participated Refresher Course on "**Management of Small Enterprises"** Organized by Dept of RIM, GRU.	02.05.2002	22.05.2002	21
3. Participated Refresher Course on **Environmental Studies organized** by **Academic Staff College**, Madurai Kamaraj University, Madurai.	23.09.2006	12.10.2006	21
4. Attended the Cluster Development Training Programme at **Entrepreneurship Development** Institute of India (EDI), **Ahmadabad**, Gujarat State.	15.01.2007	20.01.2007	6
5. **Personality Development Course**, organized by world Community Centre, Temple of consciousness Trust, Dindigul.	20.11.2010	01.12.2010	10
6. Attended Faculty Development Programme on **Entrepreneurship Development**, organized by EDI, Ahmadabad, Regional office, **Bangalore.**	17.01.2011	28.01.2011	12
7. Faculty development programme , organized by Mother Tereasa womens university, Kodaikanal	17.02 2014	21.02.2014	05

4. EXTRA CURRICULAR ACTIVITIES

- NCC Captain ('A' Certificate),1980, Government boys' higher secondary school, Melur madurai District
- District Level Volley Ball Player, Dindigul District-1987
- Captain Soft Ball Team 1983-Government boys' higher secondary school, Melur madurai District
- Captain Volley Ball Team 1985- Government boys' higher secondary school, Melur madurai District

5. TEACHING & RESEARCH EXPERIENCE:

(A) **Teaching** : Under Graduate – 29 Yrs
: Post Graduate – 29Yrs

(B) **Research Guidance**

Ph.D Awarded	-	07
Ph.D Guidance	-	04
M.Phil Degree Awarded	-	09
M.A.Degree Guided	-	30
M.B.A Degree Guided	-	36
B.B.A Degree Guided	-	86

(C) Membership in Scientific Bodies / Associations

1. Member, Indian Economic Association
2. Member, Association of Economists of Tamil Nadu
3. Advisory Committee Member, Tiny and Small-Scale Industries Association, Dindigul District.

(D) Membership in Academic Bodies

1. Member Board of studies, Department of Rural Industries and Management, Gandhigram Rural Institute, (DU), Dindigul. .
2. Member Academic Council, GRI, Gandhigram.
3. Member of the Board of studies, Maudari Kamaraj university Maduari.
4. Member of Board of studies Department of Management studies– Fatima college, Maduari.
5. Director i/c, Center for the study of social Inclusion – Gandhigram Rural Institute, deemed to be university,Gandhigram
6. Member, Library committee - Gandhigram Rural Institute, deemed to be university, Gandhigram
7. Member, selection Teacher committee, Madurai Kamaraj University, Maduari.

6. ADMINISTRATIVE EXPERIENCES

1. **Member of Senate**, Gandhigram Rural Institute from 2008 to 2011
2. **Director, Centre for Entrepreneurship Development. From January 2010 to July 2017.**
3. Served as the **Officer on Special Duty** to the **Estate Office** of the Gandhigram Rural University from 28.06.2006 to October 2006.
4. Member **Academic Council** from **2006 – 2007 to till date**
5. **Member NAAC Rehearsal Committee- 08.08.2016.**
6. **Member, Board of Studies, Department of RIM, GRI, Gandhigram.**
7. **Member Alumini Cell Advisory Committee.**
8. Served as a **Deputy Warden** in Dr.S.Radhakrishnan **Hostel** from August 2000 to October 2002.
9. **NSS Programme Officer** since September 2005 – 2011.
10. Member in **Sports Committee**, GRU, Gandhigram from March 2006 to April 2008,2017 to2020
11. Programme Officer, **Red Ribbon Club** from October 2005 – September 2007.
12. Served as the **Deputy Superintendent** for the **Semester Examinations** from November 24.11.2000 to 02.12.2000.
13. Executive Member in **GRU Alumni Association** from March **2005 to 2015.**

14. Served as the **Deputy Superintendent** for the **Semester Examination** from April 15 to 30 **May 2006**
15. Served as the **Deputy Superintendent** for the **Semester Examinations November 2007.**
16. **Chief Superintendent** of Semester Examinations from April 27 to May 9th 2012.
17. **Chairman**, Central valuation of Semester Examination in November 2011, Gandhigram Rural Institute

18. **Board of Director** GRU Students Co-operative Stores from May 2008 - November 2011.

7. SEMINARS / WORKSHOPS / TRAINING PROGRAMS CONDUCTED

A. Seminars Organized -2

I. National Level

1. UGC sponsored National Seminar on **"Interface between Industry and Higher Education Institutions to Face Global Competition" – 13th and 14th March 2008.**
2. UGC sponsored National Seminar on **"Impact of Globalization on Rural Entrepreneurship in India issues and challenges, January 28, 29.01.2013".**

II. Regional Level - 6

1. Regional Seminar on **NSIC Schemes for SME's Entrepreneurs to face Global Competition –** 26th June, 2007.
2. **Problems and Prospects of Fancy Bags Manufacturing Industry** 3rd October 2006.
3. **The Role of National Small Industries Corporation (NSIC) in promoting Small Scale Industries 16 February 2006.**
4. Seminar on **Rural Marketing** - from 4th January to 6th January 2006.
5. Served as an organizing committee member for the seminar on **Research Projects in Rural Industries and Management organized by Dr.M.Soundarapandian,** Reader, GRU, Gandhigram 27.03.1997.
6. **Served as organizing committee member for the seminar on Extension Strategies in Rural Industries and Management organized by Dr.N.Meenakshisundaram, Professor** Department of RIM, GRU, Gandhigram on 15.10.1997.

B. Workshops Organized -2

1. **Management Development Programme** on Entrepreneurial Avenues in **Micro Small and Medium Enterprises,** (MSME's), Jointly Organized by CED, GRI, Gandhigram and Hall Mark Business School Trichy – From 02.11.2011 to 04.11.2011 (Three days) for MBA graduates.
2. **Management Development Programme** on Entrepreneurial Opportunities in Small Scale Sector, Jointly Organized by CED, GRI, Gandhigram, and Pavendar Bharadhidasan Institute of Engineering and Technology, Trichy. **01.02.2011 to 03.02.2011** (two days) for MBA graduates of various colleges. (About more than 400 hundred Students attended the Programme)

C. TRAINING PROGRAMS ORGANIZED:

S. No	Types of Training	Sponsored / Funded	No. of Beneficiary	Beneficiaries	Period		No. of. Days
					From	To	
1	Awareness cum Training on Mushroom cultivation	NSS, GRU	40	SHG Members of Kallupatti and Chettiapatti	24.12.2005	24.12.2005	1
2	Awareness programme on poultry farming	NSS, GRU	40	Farmers, Kallupatti	26.12.2005	26.12.2005	1
3	Awareness programme on Teracnut cup & plate making	NSS, GRU	40	SHG Members, Kallupatti	28.12.2005	28.12.2005	1
4	Bee Keeping training	KVIC Mumbai	25	Rural Youth, NSS Volunteers and SHG Members	15.09.2006	29.09.2006	15
5	Training on washing & Cleaning powder	GRU	40	SHG Member, Mettupatty	30.12.2007	30.12.2007	1
6	Awareness Programme on Labour Welfare Schemes for Weavers	NSS, GRU	40	Weavers Mettupatty	02.01.2008	02.01.2008	1
7	Training on Washing, Cleaning powder & phenyl making	GRU	40	Rural Youth and SHG Members, K.Pudupatti	13.08.2008	14.08.2008	2
8		Central Board for Workers	25			07.10.2008	2

	Workers Education Training for farm workers	Education, Ministry of Labour & Employment		Women SHGs, Dindigul	06.10.2008		
9	Tailoring (Basic)	NLC Neyveli	25	Project Affected People of NLC	15.11.2010	30.12.2010	45
10	Fruit and Vegetable Processing Training	Ministry Food Processing	25	Women Dindigul District	15.02.2010	30.03.2010	45
11	Skill Up gradation Training to GRI Attenders	GRI	21	Attenders of GRI	27.05.2010	16.06.2010	21
12	Hand Made Paper Training	NLC Neyveli	25	PAP's of NLC	21.09.2010	26.09.2010	07
13	Catering Training	NLC Neyveli	25	PAP's NLC	06.02.2011	15.02.2011	15
14	Tailoring Training	CED, GRI	100	Women of AthooTaluk	01.07.2010	30.06.2011	one year
15	Employment Recruitment Camp for 10th and +2 Pass (or) Failed students organized by CED, GRI, Gandhigram.	Murugappa Group of Companies, Chennai.	125	Rural Youth	12.02.2011	-	01
16	Entrepreneurship Development Awareness Programme	NLC Neyveli	25	PAP's	06.03.2011	08.03.2011	03
17	Fruit Processing Training	GRU	25	SHG's Uluppakudi	14.08.2012	-	01
18	Washing Powder and Cleaning Powder Training	GRU	25	SHG's Women Uluppakudi	15.08.2012	-	01
19	Awareness Programme on Bio-Manure preparation	GRU	25	SHG's Women Uluppakudi	16.08.2012	-	01
20			75			-	01

	EDP awareness Camp for unemployed youth in Athoor Taluk, Dindigul.	DIC Dindigul District		Unemployed youth and women	08.10.2012		
21	EDP awareness Camp for unemployed youth in Athoor Taluk, Dindigul.	DIC Dindigul District	325	Unemployed youth and women	22.10.2012	-	01
22	Beautician Training	EDI, Chennai	25	Unemployed women	13.11.2013	14.12.2013	30
23	Napkin Manufacturing Training	EDI, Chennai	25	Unemployed women	14.11.2013	15.11.2013	30
24	Entrepreneurial Motivation	CED, GRI	35	Tailoring Training Women	28.03.2013	-	01
25	Basic Tailoring Training	VIT Vellore	25	*Kallikkampatti*	27.06.2014	11.08.2014	45
26	Basic Tailoring Training	VIT Vellore	25	Panjampatti	27.06.2014	11.08.2014	45
27	Skill Development Training for Rural Women	Rotary Club, Dindigul	20	Rural Women	31.07.2014	-	01
28	Beautician Training for PAP's of Neyveli	CSR Department, NLC, Neyveli.	25	PAP's of Neyveli	02.08.2014	19.08.2014	10
29	Tailoring Basic (Uyyakodanvi Village)	CSR Department, NLC, Neyveli.	25	PAP's of Neyveli	04.08.2014	19.09.2014	40
30	Tailoring Basic (Muthunai Village)	CSR Department, NLC, Neyveli.	25	PAP's of Neyveli	04.08.2014	19.09.2014	40
31	Beautician Course (Advance level)	CED, GRI and Dept. of NLC, Neyveli	25	PAP's of Neyveli	01.02.2016	11.02.2016	25
32			25			27.01.2016	10

	Beautician Training for Peoples of Surrounding Villages of Neyveli	, CED, GRI and Dept. of CSR NLC, Neyveli		PAP's of Neyveli	12.01.2016		
33	Tailoring (Basic Course)	, CED, GRI and Dept. of CSR NLC, Neyveli	25	Mandara kuppam	11.01.2016	29.03.2016	45
34	Tailoring (Basic Course)	CED, GRI and Dept of CSR NLC, Neyveli	25	Gandhi Nagar, Neyveli	11.01.2016	02.03.2016	45
35	Computer Hardware and Software Service	CED, GRI and Dept of CSR NLC, Neyveli	25	PAP's of Neyveli	22.01.2016	08.02.2016	15
36	Tailoring (Basic)	CED, GRI	100	Surrounding Village Women	01.07.2016	12.07.2017	One Year

8.PROJECT UNDERTAKEN:

Base line survey on watershed in Dindigul District under DPAP, funded by DRDA Dindigul District – Rs. 1.5 Lakhs, during 2007 - 2008.

9. EXPERIENCES IN STARTING NEW COURSES / PROGRAMMES

- Involved in framing syllabus for B.B.A and MBA in Rural Industries and Management Course during 2005-2006 and Revised during 2011 – 2012 and revised during 2014-2015 and 2016-2017,2018-2019,2024-2025
- Involved in framing syllabus for M.B.A in Rural Industries and Management Course during 2005 – 2006 and revised during 2011 - 2012 and revised during 2014-2015,2018-2019,2024-2025
- Involved in Framing syllabus for MBA functional Elective paper, Marketing Management – 2011,2024-2025

10.CORPORATE SOCIAL RESPONSIBILITY

S.No	Particulars	Nos.
1.	No. of Village Placement Camps organized for students	20
2.	No. of Training Programs Organized	36
3.	No. of Self Help Groups Formed	04
4.	No. of Eye Camps Organized	04
5.	No. of Trainees become Trainer	10
6.	No. of Trainees become Entrepreneur	10
7.	No. of Vetnary Camps Organized	04
8	Served as the **Deputy Superintendent** for the **Semester Examinations** from November 24.11.2000 to 02.12.2000.	-
9	Served as a **Deputy Warden** in Dr.S.Radhakrishnan **Hostel** from August 2000 to October 2002.	-
10	**NSS Programme Officer** since September 2005 – 2011.	-
11	Served as the **Officer on Special Duty** to the **Estate Office** of the Gandhigram Rural University from 28.06.2006 to October 2006. Member in **Sports Committee**, GRU, Gandhigram from March 2006 to April 2008	-
12	Programme Officer, **Red Ribbon Club** from October 2005 – September 2007.	-
13	Executive Member in **GRU Alumni Association** Since March **2005 to till date.**	-
14	Served as the Deputy Superintendent for the Semester Examination from April 15 to 30 May 2006	-
15	Served as the Deputy Superintendent for the Semester Examination from November 2007	-
16	Served as the **Deputy Superintendent** for the **Semester Examinations November 2007**	-
17	Board of Director **GRU Students Co-operative Stores** from **May, 2008 - November 2011**	-
18	Member of Senate -2008 to 2011	-
19	Head of the Department (October,2017 to October 2020	-
20	Director, Centre for Entrepreneurship Development -2010 to 2017	-
21	Member Board of Studies, Dept of Rural Industries and Management, GRI,Gandhigram	-
22	Member Board of Studies, Dept of Economics, Manner Thirumalai Naikker College Madurai	-
23	Member Board of Studies, Dept of Rural Development Science, Arul Anandhar College Madurai	-
24	Member academic Council,GRI	-
25	Boys Hostel Deputy Warden, GRI	-

VIII. Involvement in Extension Activities as village placement programme Coordinator and Camp Incharge

I. Village Extension Work carried out in the following villages

1. Thunganampatti, Vadamadurai Block - 1998.
2. K. Pudupatti Vadamadurai Block - 1999.
3. K.Pudupatti Vadamadurai Block - 2008.
4. Anaipatti, Nilakottai Block - 2000.
5. Vilampatti, Nilakottai Block – 2001.
6. Annumandharayan Kottai, Athoor Block - 2002.
7. Annumandharayan Kottai, Athoor Block - 2003.
8. Annumandharayan Kottai, Athoor Block - 2004.
9. Mettupatti, VPP, Athoor Block – 2005.
10. Chettiapatti NSS Camp – Athoor Block – 2006.
11. Mettupatti - N.S.S. Camp Athoor Block – 2008.
12. Anaipatti, Nilakottai Block – 2007
13. Kallikkampatti N.S.S. Camp Athoor Block – 2010.
14. Kannivadi Pudupatti, Reddiyar Chatram Block – 2009.
15. Kannivadi Pudupatti, Reddiyar Chatram Block – 2010.
16. Pithalaipatti – Athoor block -2011.
17. Uluppakudi, Natham Block – August – 2012.
18. Kalikkampatti, Athoor Block – December - 2013.
19. Kalikkampatti, Athoor Block – December – 2014.
20. Kalikkampatti, Athoor Block- December – 2014.
21. J. Sakkaiyanakanur,Nilakkotti block-2022,2023,2024

1. EYE Camps Organized - 04

S. No	Name of the Place	Year	Name of the Hospital	No. of Persons tested	No. of Persons Eye operated
1.	Chettiapatti	Jan 2006	Madurai Meenakshi Mission Hospital	120	4
2.	Anaipatti	Aug 2007	-- do --	150	6
3.	Mettupatti and Chinnalapati	Oct 2008	-- do --	120	7
4.	Mettupatti and Chinnalapati	Oct 2010	-- do --	150	6

2. Veterinary Camps Organised

1. Kanappadi pudupatti – vadamadurai Block-2008
2. T. Pudupatti – Near Kannivadi, Athoor Block -2009
3. T. Pudupatti – Near Kannivadi, Athoor Block-2010
4. Kallikkampatti – Athoor block 2013

11. RESOURCE PERSON (INAUGURAL ADDRESS / GUEST LECTURE/ TALKS DELIVERED)

1. Lecture delivered on "Stress Management to Attenders of GRI on 14/06/2010. This programme was co-ordinated by CED, GRI.

2. Lecture delivered on "How to form the Micro Enterprises" for project affected people of NLC, Neyveli on 30/07/2010 at Gandhigram Rural Institute, Gandhigram. This programme Co-ordinated by CED, GRI.

3. "Entrepreneurial Opportunities for Youth" Lecture delivered to management students of Hallmark Business School, Trichy on 23/09/2010 the Lecture held at RIM Premises. GRI, Gandhigram.

4. Lecture delivered on the "Role of Gandhigram in promoting Micro Enterprises Through Self Help Groups" to MBA students of Hall Mark Business School, Trichy on 05/10/2010 at GRI.

5. Lecture delivered on "How to be a successful Entrepreneur" for project affected people of NLC Neyveli. This programme was co-ordinated by CED, GRI on 21/09/2011.

6. Lecture delivered on “Entrepreneurial opportunities for Rural Youth and Women” Lecture was given to project affected people of NLC, Neyveli on 06/09/2011. This Programme is Co-ordinated by CED, GRI.

7. Lecture delivered on “Entrepreneurial Avenues in MSME Sector, to MBA students of Hall Mark Business School, Trichy, on 03/10/2011. This Programme was Jointly organized by CED, GRI and Hall Mark Business School, Trichy.

8. Lecture delivered on “Importance of motivation and councilling to Rural Entrepreneurs” to MBA students of Hall mark Business School, Trichy on 14/09/2012 at GRI.

9. Delivered special address on handicrafts and Bamboo cluster Development meeting held on 22.11.2012 at Eriodu, the programme organized by TTRP Trust, Dindigul.

10. Lecture delivered on “Rural Entrepreneurship Development” for the functionaries of NGO’s of Dindigul District, organized by Tamil Nadu Social Welfare Board, Chennai on 27.11.2012.

11. Lecture delivered on self-employment programme for youth, organized by Lakshmi College of Education Gandhi gram on 03.04.2013

12. Lecture delivered on Need for entrepreneurship programme for Rural Development sponsored by national institute of food technology entrepreneurship and management, ministry of food processing industries, govt of India, organized by voluntary association for people service on19-09-2014

13. Lecture delivered on How to identify and select potential area of entrepreneurship tools and techniques organized by entrepreneurships cell, Skathi college Oddanchatram and mother Terisha women university, kodaikanal on 17-02-2014

14. Lecture delivered on entrepreneurship programme for students on 3-03-2014 for home science students of Gandhigram rural institute-Deemed to be university,Gandhigram

15. Lecture delivered for sustainable development in Indian economy, in the UGC sponsored refresher course in economics, organized by school of economics, Madurai Kamaraj university on 18-09-2014

16. Delivered Special Lecture on "Product selection and Technology Assistance from R& D Labs", Entrepreneurship Awareness camp organized by PRIST School of Business, Thanjavur on 10.02.2016.

17. Lecture delivered on "Tips for successful Entrepreneurs", Skill Development Training to PAP's of NLC, organized by CED, GRI and NLC, Neyveli on 09.02.2016.

18. Lecture delivered on "Schemes and Programme for Entrepreneurship", Skill Development Training on computer repair and maintenance, organized by CED, GRI and NLC, Neyveli on 09.02.2016.

19. Lecture delivered on "Govt. Schemes and programmes for Micro Entrepreneurs", Skill Development Training on Tailoring and Beautician Courses, organised by CED, GRI and NLC, Neyveli on 08.02.2016.

20. Lecture delivered on Entrepreneurship in Education: Entrepreneurial Approaches in Education, organised by Alagappa University college of Education, Alagappa University, Karaikudi on 13.02.2017.

12. List of Publications

A. Books Published as single author: -5

S. No	Name of the author(s)	Title of the Book	Name of the Publisher	Place of Publication	ISBN/ ISSN	Date Month and year of Publication
1	K. Raja Alias Pranmalai	Management of Bee Keeping Industry	Uma Publication	Palani	978-81-910297-5-8	2010
2		Management of Trading and Non-Trading Organizations	Uma Publication	Palani	978-81-910297-5-8	2010
3		Globalisation and Higher Education In India	Serials	New Delhi – 110002	978-81-8387592-9	2011
4		Globalisation and Small Scale Industry Issues and Challenges	Serials	New Delhi – 110002	978-81-8387-591-2	2015
5		Management of Brick Industry	Serials Publication Pvt Ltd.,	New Delhi-110002	978-81-8387-568-4	2011

B. Books Published as Co-Author -1

S.No.	Title of the Book	Name of the Publisher	Place of Publications	ISBN/ISSN	Date Month and Year of Publication
1	Entrepreneurial Performance	Serials Publication Pvt Ltd.,	New Delhi-110002	978-81-8387-68-5	2014

C.Articles Published in Books - 11

S. No.	Title of the Book	Name of the Publisher	Place of Publication	ISBN/ ISSN	Vol. No.	Page. No.	Date Month and year of Publication
1	Performance of Tamil Nadu Industrial Cooperative Bank, Chennai	A case study: Rural Industrial Management Edited by Dr.N.Meenakshisundarm Concept Publishing Company	New Delhi 110159	978-81-922811-0-	-	-	2006
2	The Role of Tamil Nadu Small Industries Development Corporation in Madurai District	Management of finance Kanishka Publishers New Delhi	New Delhi 110002.	ISBN-922833-0	-	-	2006
3	Impact of Globalization on Small Scale Industries	Serials	New Delhi	978-81-8387-591-2	-	9-21	2011
4	A Study on Expected ICT Impacts on Small & Medium Enterprises (SMEs)	Serials	New Delhi	978-81-8387-592-2	4	63-72	2011
5	Skill Oriented Education – An Need of an Hour	Serials	New Delhi	978-81-8387-592-2	4	219-230	2011
6	MSME and Higher Education Institutions-Some Issues	Serials	New Delhi	978-81-8387-592-2	4	231-236	2011
7	The Interface between Industry and Higher Education – Need of an Hour	Serials	New Delhi	978-81-8387-592-2	4	251-257	2011
8	Marketing Strategies for Rural Industries to Face Globalizations Era	Serials	New Delhi	978-81-8387592-2	4	258-266	2011
9	Impact of Globalization on Education in India	Serials	New Delhi	978-81-8387592-9	4	32-47	2011

10	The Role of Private Sector in Higher Education	Serials	New Delhi	978-81-8387592-9	4	172-181	2011
11	Rural Development through Rice Milling Industry cluster in Madurai Region of Tamil Nadu:Problelms and Prospects,	Agricultural Rural Development by JaynalUddin Ahmed, DVS Publisher H.B. Road	Panbazar, Gowhati Assam India	978-91-86307-44-1	-	17-31	February 2012

D. Articles Published in Journals, and Conference Proceedings etc., -9

S.No	Title of the Book	Name of the Publisher	ISBN/ ISSN	Vol. No.	Page. No.	Date Month and year of Publication
1.	Ensuring Community participation in Rural Development – an Experience of Gandhigram	Journal of Extension and Research	-	Vol V, No. 1.,	-	July 2002
2	Gandhiji and Khadi and Village Industries	Khadi Gramodyog Journal	-	Vol. XXXXIX, No. 3	80-87	December 2002
3	Rural Industries for Social Development	Journal of Extension and Research	-	Vol.5, no. 2,	68-76	January 2003
4	Non-Conventional Energy Schemes in India, A Training for Women on Non-Conventional Energy Instruments, ,	Energy Centre, GRI, Gandhigram	-	Vol - 1	75-89	2003
5	Socio – Economic Condition of Coir Spinning Entrepreneurs in Tamil Nadu.	State Level Congress Conference,	ISBN No. 817735986-X-Code No – P-0989	-	-	June 2011
6	Student Travel Insurance an Overview	National level conference on Emerging Trends Organized by Amman college of Arts and Science Dindigul,	ISBN NO.978-81-922811-0-0	01	-	September 2011

7	A Study on Agricultural marketing practices and constraints with special reference to paddy/Rice	Indian Journal of Applied Research	2249-555X	Vol 1 Issue-08	153-156	February 2012
8	Goods and Services Tax-Feasibility in India	Indian Journal of Research	2250-1991	Vol 1	84-85	August 2012
9	A study on agricultural marketing practices and constraints with special reference to Paddy/Rice	Indian Journal of Applied Research	2249-555X	Vol-1	153-156	2012
10	Goods and Service tax-Feasibility in India	Indian Journal of Research-Paripex	2250-1991	Vol -8686	84-84	2012
11	Coir workers and Human Rights Issues in Tamilnadu	Journal of Research, Extension and development.	2319-1899	Vol 1	111-116	2013
12	Study on the issues and challenges faced by micro small and medium enterprises (MSME) in India after Globalizations	International Journal of Scientific research	2277-8179	Vol 3	10-11	2014
13	Impact of Modern Management on Indian Economic growth	Management science	0.654	Vol-1	100-108	February 2017
14	A study on Issues and Challenges in India Hotel Industry	National seminar on Globalization and its impacts on Tourism and hospitality Education in India	ISBN-978-93-5351-192-0	Vol 1	85-92	2019
15	Service quality of staff training in hospitality sector	Printing area peer-reviewed international multilingual Research journal	2394 5303	Vol 2	022-029	2021

E. Paper Published in International Journals

S. no	Title of the Article	Name of the Journal	International / National	ISBN / ISSN	Volume	Pages	Date, Month and Year
1	Job Stress Management Among the Industrial Workers – A Study in Dindigul District	Sankhya International Journal of Management & Technology	International	0975-3915	03	563-9	September 2012
2	A study on the issues and challenges faced by Micro Small and Medium Enterprises (MSMEs) in India after Globalization	International Journal of Scientific Research (Impact Factor 1.8651)	International	2277-8179	03	10-11	April 2014
3	A Study on the organizational Climate in Vishnuram Textiles Limited, Dindigul.	International Journal of Applied Management Research	International	0974-8709	02	487-490	June 2014
4	A study on the Organization climate in Vishnuram Textile limited in Dindigul	International journal of Multi-Disciplinary Research	International	ISSN-2349-868	Vol.3	282-286	2016
5	A Study on The Repayment Strategy Of SHG's In Trichy District	Journal of managemat and science	international	ISSN 2250-1819	Vol;1	100-108	2017
6	A study on challenges and opportunities in MSMEs(micro small and medium enterprise)	Intetrnational journal of emerging techonologies and innovative research	International	ISSN 2349-5162	Vol; 5	462-467	2018
7	A study on government support for promoting the women entrepreneurs (MAME) through loan schems in india	Intetrnational journal of emerging techonologies and innovative research	International	ISSN 2349-5162	Vol; 5	538-543	2018
8	A study on problems faced by women entrepreneurs in tamil nadu with special reference to Trichy city	Journal of managemat and science	International	ISSN 2249-1260	Vol; 1	119-122	2018
9	Factors determining entrepreneurial competency – an analysis	International journal of management studies	International	ISSN-2249-0302	vol.V	83-90	2018
10	Determinants of an entrepreneurial performance of coir yarn spinners in Tamil Nadu- An analysis	International journal of advance research, ideas and innovations in technology	International	ISSN-2454-132X	vol.4	P.P 885-890	2018
11	Problems of Youth: A study of College students in context to their gender	National seminar on Crime Prevention strategy	International	ISBN 978-93-88398-65-7	Vol 1	01-06	2019

12	Neuromarketing techniques in Indian medical tourism Industry	Studies in Indian Place names (UGC Care Journal) National conference on Innovation on business and Management Practices	International	2394-3114	Vol 40	55-61	2020
13	A study on challenges and Opportunities in Tourism Sector In India	Shanlax International Journal of Economics	International	ISSN:2319-961X,E-ISSN:2582-0192	Vol 10	39-43	2021
14	New bankruptcy code and its revolutionary impact	International journal of Multi-disciplinary researches	International	2349-8684	Vol 8	90-95	2021
15	Impact of employment on improvement of economic status of women workers in textile mills in Tamilnadu	Journal of the Asiatic society of mumbai	International	0972-0766	Vol XCV,no 49	99-108	2022
16	Satisfaction of the women workers on work environment and work place challenges in textile mills in Dindigul district	South India journal of social sciences	International	0972-8945	Vol XX, No.06	173-181	2022

F. Paper Presentation in Seminars - 52

S. No.	Title of the paper presented	Title of conference / Seminar / Workshop	Date	Organizer	International / National / State/ Regional/ College or University Level
1	Participated in a Seminar on Extension Strategies in Rural Industries and Management	Participated in a Seminar on Extension Strategies in Rural Industries and Management	15.10.1997	Department of RIM, GRI, Gandhigram.	Regional
2	Participated in a Seminar on "Research Projects in Rural Industries and Management"	Participated in a Seminar on "Research Projects in Rural Industries and Management"	27.03.1997	Department of RIM, GRI, Gandhigram.	Regional
3	Gandhian approach of rural industrialization practiced by KVIC	In the National Seminar on Development of Rural Industries in fifty years sponsored by KVIC Mumbai.	25.03.1998 To 26.03.1998	Department of Rural Industries and Management, GRI, Gandhigram.	National
4	Rural Industries – a Remedy for social Tensions.		13.03.1999 to	GRI, Gandhigram.	

		XXII Indian academy of Social Science Congress	18.03.1999		National
6	Energy consumption pattern in Small Scale Industries.	Rural Industrialization in India problems and prospects.	22.04.1999 To 23.04.1999	Department of RIM, GRI, Gandhigram.	Regional
8	The Role of Small Industries Development Corporation in Madurai District, Tamil Nadu – A Study.	Management of Finance in Small Enterprises	30.07.1999	The Department of Rural Industries and Management, GRI, Gandhigram.	National
9	Community Action Planning and Development process	Shastri Indo Canadian Institute and Canadian International Development Agency	23.02.2001 To 24.02.2001	Department of Economics and KVK-GRI, University of Madras, University	International
10	Marketing Strategies for Rural Industries to face Globalization era	Globalization and Rural Development	01.03.2001 To 02.03.2001	Department of Rural Development Sciences, Arulanandar College, Karumahur, Madurai.	National
11	Rural Higher Education Towards Sustainable Village Development and Gram Swaraj	Rural Higher Education Towards Sustainable Village Development and Gram Swaraj	22.06.2002 To 24.06.2002	GRI and National Council for Rural Institute Hyderabad held at Chennai.	National
12	Export Marketing strategies for Rural Industries to face Globalization	The Impact of Globalization on Tiny and Small Scale Enterprises	22.03.2002	Department of RIM	National
13	Strategies for sustainable Development of Cooperation in Tamil Nadu.	Strategies for sustainable Development of Cooperation in Tamil Nadu.	08.03.2002 To 09.03.2002	Department of Cooperation, GRI, Gandhigram.	Regional
14	The performance of Tamil Nadu ,Industries to face Globalization.	A Century of co-operation in India and its future challenges	29.03.2002 To 30.03.2002	A.V.V.M. Sripushpam College, Poondi, Thanjavur.	National
15	Participated and attended 85th Indian Economic Association Annual Conference	Participated and attended 85th Indian Economic Association Annual Conference	27.12.2002 To 29.12.2002	University of Kerala at Trivandrum	National
16	An Inquiry into the Defunct Bio-Gas Plant – A Micro Level Study.	Sustainable Energy Development	15.03.2003 To 16.03.2003	The Rural Energy Centre, Gandhigram Rural Institute, Gandhigram.	Regional

17	Unemployment and Social Tensions in Tamil Nadu.	X Annual conference of Academy of Public Affairs "Tamil Nadu in the New Millennium: Challenges and Responses"	28.11.2003 To 29.11.2003	University of Madras	National
18	Performance of Brick Worker's Cottage Industrial Co-operative Society. A Case Study	Indian Cooperative Movement: Status, Trend and Vision for 2020.	21.02.2005 To 22.02.2005	Department of Co-operation, GRI, Gandhigram.	National
19	Reach of Information Technology in Banking and Services towards Realization.	Recent Development and service marketing challenges	11.11.2006	Department of Management Studies, Crescent Engineering College, Chennai.	National
20	To Enhance the Competitiveness of Small and Medium Enterprises in Globalization	Globalization and Small & Medium enterprises opportunities and challenges	16.10.2006 To 17.10.2006	Department of RIM, GRI.	National
21	Management Development Programme on Case Writing	Department of Business Administration	27.10.2006 To 29.10.2006	Annamalai University, Chidambaram	National
22	Electronic Kisoks for Farmers through GIS enabled ICT.	ICT related research on "Serving Farmers and Saving Farming".	20.12.2006 To 21.12.2006	Department of Applied Research, GRI, Gandhigram.	National
23	Higher Education and problem of unemployment in India.	Interface between Industry and Higher Education Institutions to Face Global Competitions	13.03.2008 To 14.03.2008	Department of Rural Industries Management, GRI Gandhigram.	National
24	Vocational Educational System in some Developed countries.	Interface between Industry and Higher Education Institutions to Face Global Competitions	13.03.2008 To 14.03.2008	Department of Rural Industries Management, GRI Gandhigram.	National
25	Skill Oriented Education – Need of an hour	Interface between Industry and Higher Education Institutions to Face Global Competitions	13.03.2008 To 14.03.2008	Department of Rural Industries Management, GRI Gandhigram.	National
26	Interface between Industry and Higher Education	Interface between Industry and Higher Education Institutions to Face Global ompetitions	13.03.2008 To 14.03.2008	Department of Rural Industries Management, GRI Gandhigram.	National
27	Food Industry and Value added Tax	Food processing Industry in India Growth Potentials and challenges	22.10.2008 To 23.10.2008	Department of Rural Industries Management,	National

				GRI Gandhigram.	
28	Managerial Strategies for sustainable growth and Development of SME's in India	--do--	--do--	--do--	International
29	A study on Impact of VAT on small and medium Enterprises in Dindigul District.	Financial sector Reforms in India.	12.03.2009 To 13.03.2009	Department of Economics, Periyar University, Salem.	National
30	Choice Based Credit System Regulations	Workshop on Choice Based Credit System Regulations	26.06.2009	Controller of Examinations, Gandhigram Rural Institute Deemed University, Gandhigram.	University Level
31	Importance of Statistical data for Development of Small-Scale Industries.	Development Statistics. The Dimensions and Dilemmas	25.03.2009 To 26.03.2009	Department of Applied Research, GRI, Gandhigram.	National
32	Management practices in Small Scale Industries	Management practices for Sustainable growth	28.07.2010 To 30.07.2010	Department of Business Administration Annamalai University, Chidambaram	International
33	Student Travel Insurance an Overview	Emerging Trends in Service Sectors	10.09.2011	Department of Commerce and Business Administration Amman College of Arts and Science Dindigul.	National
34	Sustainable Tourism	The Role of State holders in the Development of Tourism in India	02.05.2011	Arulmigu Palaniandavar Arts College for Women	National
35	Impact of Globalization on Indian Agro-Based Industries	Globalization and Indian Agriculture Challenges and Opportunities	17.02.2011 To 18.02.2011	Department of Economics, GRI and Gandhigram.	National
36	Challenges and opportunities of Rural Marketing in Kenya – Dairy Products	Rural Marketing a Road Map to Rural India.	17.12.2011 To 18.12.2011	Department of Rural Industries and Management, GRI, Gandhigram.	National
37	Climate Change in Agriculture, Adoption and mitigation strategies	Climate Change in Agriculture, Adoption and mitigation strategies	21.03.2012 To 23.03.2012	Faculty of Agriculture and Animal	International

				Husbandry, GRI, Gandhigram.	
38	Rural Development Through Rice Mill Industry cluster in Madurai District : problems and prospects	Emerging Markets and Issues in Management	16.03.2012	VIT Business School Vellore institute of Technology velour	International
39	Education as a tool for sustainable Development.	Sustainable Development Environmental Management	04.03.2012 To 06.03.2012	Rural Technology Centre, GRI, Gandhigram.	International
40	ICT for Rural Development,	U.G.C. Sponsored Symposia Organized by department of Rural Dvelopment,GRI	27.02.2012	Department of Rural Development, GRI, Gandhigram.	Regional
41	. Job stress management among the textile industrial workers – A study in Dindigul District	National Seminar on Business Innovation in Globalization era .	22.09.2012	A veriya Vandayar Memorial Shri Pushpam College, (Autonomous) Poondi, Thanjavur.	International
42	Significance of Human Rights Education	Human Rights Environment and Economic Development Existing and Emerging International Norms.	01.08.2012 To 02.08.2012	Department of Law University of Kerala	International
43	Imperatives of Ethical Cultural and Universal Values in Education for Human Excellence	Role of Teachers in promoting life Enriching values	20.04.2012 To 21.04.2012	Thiagarajan College of Preceptors Madurai.	International
44	sustainable development and environmental management	International Seminar on sustainable development and environmental management	2012	Gandhigram Rural Institute(deemed university	International
45	Climate Change In Agriculture Adaptation And Mitigation Strategies	International workshop on climate change in agriculture adaptation and Mitigation Strategies	2012	Gandhigram Rural Institute (deemed university	International
46	Environmental Education for sustainable growth – A New paradigm	Dynamics of Environmental Education and its impact in sustainable Rural development	22.03.2013 To 23.03.2013	St.Justin's College of Education Madurai	National
47	Role of ICT in rural Development – A Case Study of Madurai CPS Milling Clusters	Annual Conference of Association of Economist Tamil Nadu.	14.12.2013 To 15.12.2013	VIT Vellore	State
48	Role of CED in women Entrepreneurship		13&14,January 2013	NLC,Neyveli	National

		Globalisation and Rural Entrepreneurships issues and challenges			
49	Women Entrepreneurship Issues and Challenges	Globalisation and Rural Entrepreneurships issues and challenges	13 & 14 January 2013	NLC,Neyveli	National
50	A study on the Issues and Challenges faced by Micro, Small and Medium Entrepreneurs in India, After Globalization	National Conference on "Creativity and Innovation for Contemporary Managerial Issues"	26.03.2014	Peiryar, Maniammai University, Department of Management Studies	National
51	Corporate social responsibility by rural enterprises	Intranational conference on corporate social responsibility and social entrepreneurship and success	24.03.2014	VIT university vellore	International - 2014
52	Development Perspectives of Small, Medium Enterprises	Development Goals at the Grassroots: Policy Perspectives and Challenges	22 & 23, June, 2015	Faculty of Rural Social Sciences, GRI, Gandhigram	International
53	Issues and Challenges of Micro Soft Drinks Entrepreneurs in Athoor Taluk, Dindigul Dist.	Sustainability of Micro Enterprises in Rural Areas in the context of Globalization	26& 27, February, 2015	Dept of Rural Development, GRI, Gandhigram	National
54	Development perspectives of Small, Medium Enterprises	Development Goals at the Grassroots: Policy Perspectives and Challenges	22& 23, June, 2015	Faculty of Rural Social Sciences, GRI, Gandhigram	International
55	Participant	Faculty Development Programme	30th, June, 2015	International Quality Assurance Cell, GRI, Gandhigram	Regional
56	Issues and Challenges of Servant Women in Dindigul	Wash in India; Issues and Challenges	2015	Dept. of Economics, GRI, Gandhigram	National
57	Entrepreneurship opportunities in small scale sectors	Entrepreneurship opportunities in small scale sectors	2016	Pavendar Bharathidasan College of ENGG & TECH	State
58	Entrepreneurial opportunities for the youth in rural india	Entrepreneurial opportunities for the youth in rural india	2019	Gandhigram Rural Institute (deemed university)	State
59	FDIS Role in tourism sector in india	International conference on strategic human resource management	2019	Arts and science college, Erode	International
60	A study on issue and challenges in Indian hotel industries	National seminar on globalization and its impact	- 2019	Subbalakshmi lakshmipathy college of science maduari	National

		on tourism and hospitality education in india			
61	Problems of youth; A study o f college students in context to their gender	National seminar on crime investigation strategies	2019	Annai Fatima college of arts and science maduari	National seminar
62	The future of food tourism in india	International seminar on entreprenueship in the hospitality and tourism industry	2022	Subbalakshmi lakshmipathy college of science maduari	International seminar
63	An analysis of the role of canara bank rural self-employment training institute (BRSETI), Dindigul	Rejuvenation of traditional crafts and skill in india; The scope and prespects of PM viswakarma scheme	2024	Gandhi gram rural institute (deemed to be a university)	National seminar
64	Future trends and innovation in AI for start ups	Navigating the artificial intelligence landscap opportunities and challenges for startups in india	2025	Gandhigram rural institute (deemed to be university)	National conference
65	Students well-being and mental health (holistic approaches to a supportive learning environment	Higher education intiatives trends techonologies and transformation (HEITTT)	2025	Justice basheer ahmd Sayeed college for women	National conference

13. GUIDANCE AND COUNSELLING GIVEN TO RURAL WOMEN AND YOUTH TO BECOME ENTREPRENEURS

14. ACADEMIC REFERENCES:

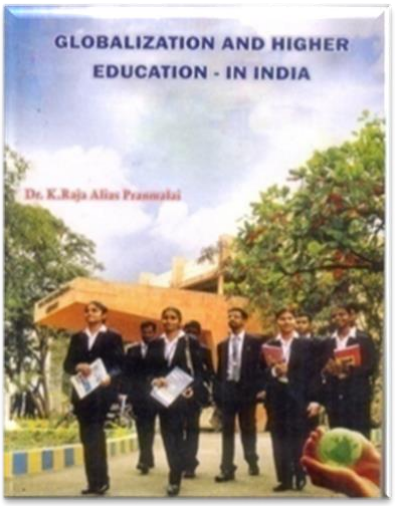
a) Dr. N. PANCHANATHAM
Vice-Chancellor
Gandhigram Rural Institute-(Deemed To Be University)
Gandhigram
Dindigul

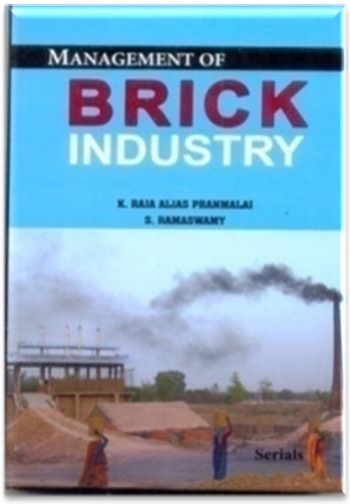
b) Dr.K.S.CHANDRA SEKAR
Vice-Chancellor
Cluster University of Jammu
Jammu And Kashmir State

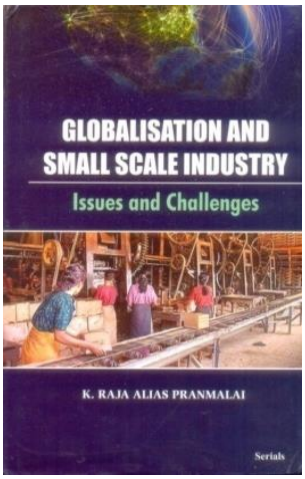
c) DR.S. SUBBAIAH

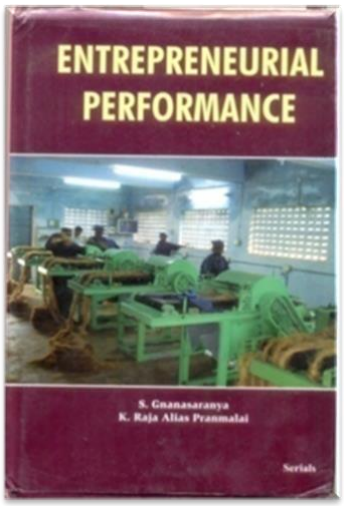
Vice -chanceller(Former)
Alagappa university
karaikudi

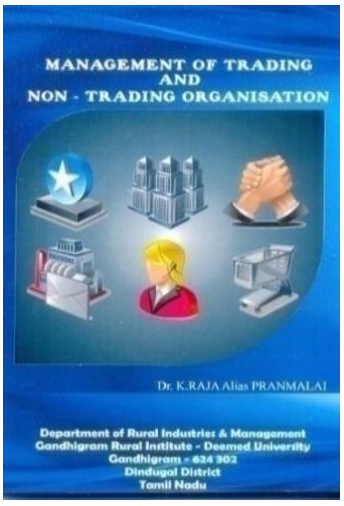
Book Publications -6

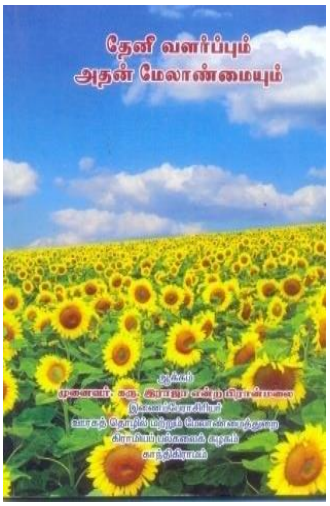












Gandhigram Rural Institute signed MOU with NLC in 2014



EDP Awareness Camp for Rural Youth organised by CED, GRI, Gandhigram and NYK, Dindigul 08.08.2016



Empowering Women Through CED



Tailoring



Flour Milling



Sanitary Napkin



Beautician

15.CURRENT AREAS OF RESEARCH:

- Entrepreneurship Development
- Cluster Approach for MSME's Development

Signature

(K. RAJA ALIAS PRANMALAI)