

### Profile of Dr.C.Pitchai



- (i) Designation : Associate Professor in Cooperation
- (ii) Qualification : M.A., (Coop.Mgt.), M.B.A., Ph.D., FDP(M(IIMA)
- (iii) Experience : 23 Years
- (iv) Specialization : Cooperative Management, Marketing and HRM
- (v) E-mail ID : [cpitchai@gmail.com](mailto:cpitchai@gmail.com), [c.pitchai@ruraluni.ac.in](mailto:c.pitchai@ruraluni.ac.in)
- (vi) Research Guidance :

Degree	Awarded	Guiding
M.Phil.	-	-
Ph.D.	1	7

(vii) Publications:

Sl.No	Category	Total	For the Period 2010-2015
1	Books	4	3
2	Chapter in Books	1	1
3	No. of Papers in Edited Volumes/ Proceedings	8	6
4	No. of publications in International and National Journals	24	5

#### Select Publications

Sl. No	Title of the Article	Name of the Journal	I/N	ISBN/ISSN	Vol.	Pages	Date, Month and Year
1	Best Business Practices in Cooperatives	Dominant Publishers		978-93-84161-97-2			2015
2	Innovative Cooperative Ventures / Initiatives	Dominant Publishers		978-93-84161-96-5			2015

3	Marketing Challenges and Opportunities of Handicraft Industry Tamilnadu and its Implementation for Global Trade,	International Journal of Business Intelligence and Innovation		2348 4705	1 (1)	147- 148	September-2014
4	Recent Trends in Cooperative Law and Micro Finance	Dominant Publishers		978-93- 82-007- 54-8			2013
5	Strategy for Production and Marketing of Tamilnadu Handicraft Products in a Competitive Environment	Research Explorer		2250- 1940,	11(16)	339- 342	August, 2013

(viii) Sponsored Projects :

Major Projects handled so far		Major Projects handled during 2010-2015	
Nos.	Financial Outlay	Nos.	Financial Outlay
12	Rs.30 lakhs	2	Rs.5.5 lakhs

(ix) Details of the Project :

Sl.No	Title of the Project	Funding Agency	Duration	Amount (in lakhs)
1	Integrated Cooperative Development Project for Sivaganga District of Tamilnadu-2010. (Project Director).	National Cooperative Development Corporation, New Delhi.	2 years	Rs.2.50
2	Baseline Survey in Ariyalur District-2014 (Associate Project Director)	UltraTech Cements (Birla Group), Ariyalur	1 Year	Rs. 3.00

- (x) Seminars / Workshops / Conferences Organised during 2010-2015 (Joint Coordinator) : 2
- (xi) Seminars / Workshops / Conferences Attended during 2010-2015 : 18
- (xii) Invited talks in National / International Conferences (2010-2015) : 5

(xiii) Additional Responsibilities (2010-2015):

- Committee member MIS team for preparation of MIS for GRI
- Committee Member of IQAC
- Programme Officer NSS
- Committee Member on preparation of a proposal for University with Potential for Excellence (UPE).
- Committee Member in the Unassigned Grant Committee
- Committee Member in the XII Plan Merged Grant-Publication Committee
- Committee Member for SWOC analysis
- Committee Member Tournament and Sports committee
- Subcommittee member of the Sanitation Work Committee
- Co-Opting member of the Committee for preparation of Vision 2022 Document
- Preparation of Annual Report of GRI