

## Dr. C. PITCHAI



1. Designation : Professor
2. Centre / Department / School : COOPERATION, SoMS
3. Qualification : M.B.A., M.A. (Coop. Mgmt.), Ph.D., FDP (IIMA)
4. Experience (in years) : Teaching: 32 years  
Research: 32 years  
Area of Specialization : 1) Cooperative Management  
2) Rural Development & Extension  
3) Human Resources Management
5. Mobile Number : 9442053969
6. E-Mail ID : cpitchai@gmail.com, c.pitchai@ruraluniv.ac.in
7. Orcid ID : 0009-0002-7876-1005
8. Google Scholar ID : f0rPkeYAAAAJ
9. IRINS Link for detailed profile : 111334
10. **Research Guidance** :

Degree	Awarded		Guiding
	Total	For the period 2019-2024	
Ph.D.	2	1	8
PDF	1	1	-

### 11. Publications

S.No.	Category	Total	For the period 2019-2024
1.	No. of UGC CARE listed Publications	53	16
2.	Books published	13	4
3.	No. of chapters in Edited Volume/Proceedings	36	17

### Select Publications (2019-2024)

S.N o.	Title of the Article	Name of the Journal	I/N	ISBN/ ISSN	Vol.	Pg.	Month and Year
1.	Human Resource Management: Digital Transformation in Cooperatives	Shodha Prabha,	N	0974-8946	Vol. 47 (01) No.1	15-19	2022
2	Marketing Issues and Challenges Faced by the Dairy Cooperatives and Dairy – Based Farmer Producers Organisations (FPOs) in Tamil Nadu	International Journal of Research and Analytical Reviews (IJRAR)	I	2349-5138	Vol.10 (2)	289-296	Jun. 2023
3	Social Innovative Enterprises: Ubiquitous Cooperatives in the State of Tamil Nadu, India	Cooperatives and Social Innovation Experiences from the Asia Pacific Region	I	978-981-15-8880-8	-	183-200	Nov. 2020
4	Empowering Farmers: The Role of Dairy – Based Farmer Producers Organisations (FPOs)	Indian Journal of Agricultural Marketing	N	0971-8664	Vol.37 (3S)	203-213	Dec. 2023
5	Dairy Cooperatives and Farmer Producer Organisation: A Comparative Study	Indian Cooperative Review	N	00194581	Vol.61, No.3	53-59	Jan. 2024

12. **Sponsored Projects:**

Major Projects handled so far		Major Projects handled during 2019-2024	
Nos.	Financial Outlay (Rs.in lakhs)	Nos.	Financial Outlay (Rs.in lakhs)
21		5	15.25

13. No. of Seminars/Conferences/Workshops organized (2019-2024) : 7

14. No. of presentations in Seminars/Conferences (2019-2024) : 36

15. No. of Invited Talks in National / International Conferences (2019-2024) : 9

16. Visits Abroad (2019-2024):

- Visited Philippines Polytechnic University, Manila.

17. **Additional responsibilities (2019-2024):**

- Finance Officer
- Warden, Boys Hostel
- Nodal Officer, National Level Monitor, Ministry of Rural Development, GoI
- Member, IQAC
- Liaison Officer, Legal

19. **Awards / Honours / Recognitions / Achievements: (2019-2024):**

- Details of Awards and Honours (from recognized Govt. agencies) (2019-2024): Best Performance Award for framing Curriculum & Reading Material Preparation for the Diploma in Cooperative Management by Tamil Nadu Cooperative Union, Chennai

**Member in National Level Committees**

- ✓ Member in the National Level Committee for drafting the *New National Cooperation Policy (NCP) Document*, Ministry of Cooperation, GoI.
- ✓ Members in the Special Committee Constituted for *Creating a Separate Administrative Structure for Multi State Cooperative Societies (MSCS)*, Ministry of Agriculture & Farmers Welfare, GoI and National Cooperative Union of India, New Delhi.
- Member in the Module preparation Committee on 'Cooperative and Livelihood', Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussoorie.

**Tamil Nadu Cooperative Union (TNCU):**

- Framing the syllabus for BA Cooperation in Athoor Cooperative Arts and Science College, associated with the affiliation process with Madurai Kamaraj University
- State Level Management Committee for ICMs and Colleges under TNCU, Chennai.
- Expert Committee member in the preparation of Diploma in Cooperative Management Syllabus of Tamil Nadu Cooperative Union, and Karnataka State Cooperative Federation.
- Member of the State Level Management Committee of Tamil Nadu Cooperative Union for 25 JCTCs, Arts and Science College.