

NAME	<b>Dr.P.SELVARAJU</b>			
Designation	<b>Assistant Professor &amp; Head</b>			
Address for communication with E-Mail & Mobile No.	Department of Co-operative Management, Rajiv Gandhi Arts and Science College, Thavalakuppam, Abishegapakkam-Post, Puducherry-605007. e-mail: <a href="mailto:mpselvaraju@gmail.com">mpselvaraju@gmail.com</a> Mobile No. 94433 85777			
Educational Qualification (from UG Level onwards)	<b>Degree</b>	<b>Institution/University</b>	<b>Month &amp; Year of Passing</b>	<b>Class</b>
	Ph.D	Sri Ramakrishna Mission Vidyalaya College of Arts and Science (Autonomous)-Affiliated to Bharathiar University, Coimbatore-641046	April -2013	Highly Commended
	M.Phil	Sri Ramakrishna Mission Vidyalaya College of Arts and Science (Autonomous)-Affiliated to Bharathiar University, Coimbatore-641046	May, 2008	Highly Commended
	M.A ( Co-op)	Sri Ramakrishna Mission Vidyalaya College of Arts and Science (Autonomous)-Affiliated to Bharathiar University, Coimbatore-641046	May, 2004	First Class (73.25 %)
	MBA	Tamil Nadu Open University (TNOU), Chennai-25	January 2008	First Class (67.33 %)
	PGDCA	Bharathiar University, Coimbatore-641046	May 2013	First Class (66.8 %)
Teaching Experience	UG:	Years: 15 Months: 04	PG:	Years: 8 Months: 7
Research Experience/Area of Specialisation	Co-operative Management ( Co-operative Credit )			
No. of Papers Presented in Conference/ Seminars/ Symposia	National:	16	International:	15
No. of Papers Published in Journals/Books	National:	10	International:	07

No. of Conference/ Seminars/Symposia Organized	Workshop:	02	Seminar:		Confer ence:	
No. of Conference/ Seminars/Symposia Attended	Workshop:	10	FDP:	02	Confer ence:	05
Refresher course attended	01					
Orientation course attended	01					

Details of Papers Presented in  
Conference/ Seminars/  
Symposia

**International Level**

- One Day International Conference on Emerging Trends in Co-operatives: Challenges & Opportunities, *Co-operative Start-up and turn-up for young India- A need of the hour*, Department of Co-operation, The Quaide Milleth College for Men, Medavakkam, Chennai-600 100, 09.09.2019.
- Two Days International Conference Youth Leadership with Technological Improvements for Sustainable Development, *Role of Co-operative Entrepreneurship in Achieving Sustainable Development Goals: A Review and Assertion*, P.G & research Dept. of Commerce, Vivekananda College of Arts and Science for Women ( Autonomous) , Sangiri Campus, Namakkal-637 205, 09-10, January 2019.
- One Day International Conference on “*Personality Development for Graduates*”, *Man-making Education: Essential attributes for Graduates* (Absentia), Poompuhar College (Autonomous), Melaiyur-609107, 19.09.2018.
- International Conference on Innovative Marketing Strategies for Sustainable Growth, *Co-operative Marketing: An Economic Model for Sustainability of Rural India*, Department of Commerce with CA & PA, Sankara College of Science and Commerce, Coimbatore, 16.09.2015.
- International Conference on Emerging Strategies for Green Marketing in Consumer Co-operatives, *A Study on Green Marketing Implementation through Business Organizations in India*, Department of Cooperation, Vellalar College for Women, Erode-9, Tamil Nadu, 09.09.2015.
- International Conference on Emerging Strategies for Green Marketing in Consumer Co-operatives, *MIS and Online Marketing: Essential Green Marketing Strategies for Consumer Co-operatives*, Department of Cooperation, Vellalar College for Women, Erode-9, Tamil Nadu, 09.09.2015.
- International Seminar on “The Role of Social Enterprises in the Globalized Economy, *The Influence Co-operative Drive World Wide*, Department of Co-operation, Tiruppur Kumaran College for Women, Tiruppur-687, 25.08.2015.
- International Conference on Global Finance : Issues and Challenges., *Rural Financial System and Co-operatives in India: Challenges and Issues*, PG Department of Finance and Computer Applications S.N.R. Sons College, Coimbatore-641 006, 27<sup>th</sup> August, 2014.
- Conference on “Global Economy and Economic Reforms in India”, *Impact of Co-operative movement on Indian Economy with Statistical Background*, P.G & Research department of Commerce, Hindusthan college of Arts and Science, Coimbatore, 07 February, 2014.
- Conference on Economic Recession and Strategies for Co-operatives, *The TCMS-Genius in Marketing Co-operatives*, Tiruppur Kumaran College for Women, Tiruppur-641, 06 -07 September, 2012.
- Conference on Preparing World Class Teachers Through Online Education: *The Future is Now!, Teaching of Online Banking-Need of the Hour*, Sri Ramakrishna Mission Vidyalaya College of Education , Coimbatore-20, 20-21 April,2012.
- 7<sup>th</sup> International Conference on E-Governance, *Presented My PhD Research Work in the Doctoral Forum*, Indian Institute of Management(IIM), Bangalore, Karnataka, 22-24 April,2010.
- 3<sup>rd</sup> International Conference on Micro Finance, *Micro Credit Operations of the Urban Cooperatives Banks in Coimbatore District*, Dept.of Commerce & School of Management, Pondicherry University, 22-24 January,2010.
- Conference on Corporate Social Responsibility in the Globalised Scenario, *Community Development Programme and CSR- A Case Study of MALCO*, Department of Commerce, Holy Cross College, Tiruchirappalli-620 002, Tamil Nadu., 22-24 January,2009.

### ***National Level***

- Two days national conference on India-Pakistan: Futuristic Trade & Economics Relations, *India's Trade Relationship with Pakistan during SAPTA and SAFTA – An Analysis*, P.G & research Dept. of Commerce, Vivekananda College of Arts and Science for Women ( Autonomous) , Thiruchengode, Namakkal-637 205, 12-13 March, 2019.
- National conference on Multidisciplinary Contemporary Research (NCMCR-18), *“Working Performance of the Urban Co-operative Banks (UCBs) in Western Ghats District of Tamil Nadu- An Empirical Evidence”*, Joseph Arts and Science College, Villupuram, Tamil Nadu, 10.03.2018.
- ICSSR sponsored national seminar on Women Empowerment and Rural Entrepreneurial in the Formation of Self-Help Groups: Challenges and Opportunities, *Kudumbashree: A Lesson Note and Design for Women Empowerment (Absentia)*, P.G and Research Department of Co-operation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore-641 020, 16.02.2018.
- National Seminar on Problems and Prospectus of Rural Banking and Impact on Empowerment of Rural Households, *Co-operation and Rural Empowerment in India- A Holistic Approach*, P.G and Research Department of Commerce with IT& PA, 18.12.2014.
- National Conference on “Innovations in Banking”, *Kiosk: A Revolutionary New Face of Innovative Banking (Absentia)*, Department of Commerce (CA), Sri Ramakrishna Mission Vidyalaya CAS, Coimbatore-641 020, 28<sup>th</sup> August, 28<sup>th</sup> August, 2014.
- National Seminar on Co-operative Enterprises for Sustainable Development, *Basic Human Needs and Co-operative Enterprises in India – An Analysis*, Department of Co-operation Tiruppur Kumaran College for Women, Tiruppur- 641687, 27<sup>th</sup> August, 2014.
- ICSSR Sponsored Two-Day National Seminar on “Non-Performing Assets of Indian Banking System”, *Pattern and Perceptions of Defaulted Member Borrowers of Urban Co-operative Banks (UCBs) in Coimbatore District, Tamilnadu – A Study*, Department of Commerce, PKR Arts College for Women, 23<sup>rd</sup> August, 2014.
- Seminar on Cooperative Enterprises: Promoting Indian Economy, *Best Practices by TCMS*, Department of Cooperation, Sri Ramakrishna Mission Vidyalaya CAS, Coimbatore-641 020, 21<sup>st</sup> & 22<sup>nd</sup> August, 2013.
- Conference on Financial Services - Issues and Challenges, *NPA: Financial Inclusion in Co-operative Banks - A Study from the Coimbatore District*, Department of Commerce and Commerce with Computer Application, PKR Arts College for Women, Gobichettipalayam, Erode-638 476, 13<sup>th</sup> August, 2013.
- National Conference on "Innovative Management Practices for Global Competitiveness", *Green Banking Practices for Co-operative Finance*, Department of Management , Sri Vasavi College, Erode, 21<sup>st</sup> December, 2012.
- Seminar on Impact of Euro-Zone Debt Crisis on the Indian Economy, *Impact of NPA on UCBs Sector in India*, Vidyasagar College of Arts and Science, 27 February, 2012.
- Seminar on Cooperative Banking in a Competitive Environment (Problem and Prospects), *NPA-Notable Icon in Progressiveness of UCBs in India*, Vellalar College for Women, Erode-9, Tamil Nadu, 28-29 February, 2012.
- Seminar on Globalisation -Light and Shades on Banking Sector, *Effects of Globalization on Urban Cooperative Banks in India*, Department of Cooperation, Sri Ramakrishna Mission Vidyalaya CAS, Coimbatore-641 020, 28 March, 2009.
- Seminar on Cooperatives and Micro Finance- Cooperating Out of Poverty, *Micro Credit- A Historical Perspective*, P.G & Research Department of Cooperation, Transquebar Bishop ManikamLuthern College(TBML), Porayar-609 307, Nagai-Dt, Tamil Nadu, 23-24 August, 2007.
- Retail Sales Management and Customer Relationship Management, *Qualities, Duties and Responsibilities of Salesman*, The Erode District Consumer's Cooperative Wholesale Stores Ltd.,, Erode, Tamil Nadu, 21 July, 2007.
- Conference on Sustainable Rural Development Through Micro Credit, *NGOs-Gateway*

	<p>to Micro Finance, Commerce Wing, Annamalai University, Annamalai Nagar-608 002, Tamil Nadu, 78 May, 2007.</p> <ul style="list-style-type: none"> <li>• National Seminar on Transforming The Indian Rural Economy Through Self-Help Groups – Issues and Challenges, <i>Micro Credit- A Lifeline for the Poor Settings</i>, Department of Cooperation, Vellalar College for Women, Erode-9, Tamil Nadu, 8-9 February, 2007.</li> <li>• Seminar on Resents Trends in Insurance Sector, <i>Non-Life Insurance - An Agency in it..</i>, Gandhigram Rural University, Dindigul-624302, Tamil Nadu, 22.11.2006.</li> </ul>
Details of Papers Published in Journals/Books	<ul style="list-style-type: none"> <li>• Operational Efficiency of the Pondicherry Health Employees Co-operative Society – A Study, <i>Asian Review of Social Science</i>, ISSN: 2249-6319 Vol.7 No.2, 2018, pp.74-79, July-September 2018 (UGC Approved, Journal No. 63275).</li> <li>• Factors Influencing the Entrepreneurial Culture among the Rural College Students in Puducherry Region - A Study with Garrett Ranking Technique, <i>Asian Journal of Managerial Science</i>, ISSN: 2249-6300 Vol.7 No.1, 2018, July-September 2018 (UGC Approved Journal No. 45763).</li> <li>• Non-Performing Assets (NPAs) of Urban Co-operative Banks (UCBs) in Coimbatore District of Tamil Nadu: An Empirical Study, <i>Asian Journal of Managerial Science</i>, ISSN: 2249-6300 Vol.7 No.2, 2018, pp. 27-31, July-September 2018, UGC Approved Journal No. 45763).</li> <li>• 2 and 3 Tier Structure of Co-operative Credit (CC) in India: Current Status, Issues and Challenges, <i>Asian Journal of Managerial Science</i>, ISSN: 2249-6300 Vol.7 No.1, 2018, pp. 57-62, January-June 2018 (UGC Approved Journal No. 45763).</li> <li>• Working Performance of Urban Co-operative Banks (UCBs) in Coimbatore District, Tamil Nadu: A Study, <i>Asian Review of Social Sciences</i>, ISSN: 2249-6319 Vol.7 No.1, 2018, pp. 71-74, January-June 2018 (UGC Approved Journal No. 63275).</li> <li>• Kudumbashree: A Lesson Note and Design for Women Empowerment, <i>Journal of Management and Science</i>, ISSN 2249-1260, Special issue, No.1, February 2018, UGC Approved Journal No.49291.</li> <li>• Co-operative Marketing: An economic Model for Suitability of Rural India, <i>Innovative Marketing Strategy for Sustainable Growth: Issues and Challenges</i>, ISBN, 978-93-85477-14-0, Bonfring Publishers, September, 2015, S.No.53, 203-206 (International Conference Proceedings).</li> <li>• The Influence of Co-operative Drive World Wide, <i>International Proceedings on 'The Role of Social Enterprises in the Globalized Economy'</i> ISBN, 978-93-85477-14-0, Bonfring Publishers, August 2015, P.ID.14, 98-102, ISBN 9789385 477089.</li> <li>• A Study on Working Performance of Urban Co-operative Banks (UCBs) in Coimbatore District of Tamil Nadu, <i>Indian Co-operative Review</i>, ISSN 05739713, NUCI, New Delhi, April-2015, Vol.52, No.4, pp.303-309, UGC Approved Journal No. 63912.</li> <li>• Rural Financial System and Co-operatives in India: Challenges and Issues, Global Finance: Issues and Challenges, <i>International Conference Proceedings</i>, ISBN 978-93-5196-090-4, SNR P.G Dept. of Commerce, January 2015, S.No.2, 5-8, First Edition.</li> <li>• International Day of Cooperatives and its Background – For Cooperators, <i>Tamilnadu Journal of Cooperation</i>, Tamil Nadu Cooperative Union, November -2014, pp.12-18, Govt. In-house Journal</li> <li>• 2020 Vision for Co-operative Business Model - for All to Imbibe, <i>The Cooperator</i>, ISSN 05739713, NCUI, New Delhi, October 2014, Vol.52, No.4, pp.09-12, UGC Approved (Journal No. 63912)</li> <li>• Pattern and Perception of Defaulted Member Borrowers of Urban Co-operative Banks (UCBs) of the Coimbatore District in Tamil Nadu-A Study, <i>Indian Co-operative Review</i>, ISSN 05739713, NUCI, New Delhi, July-2014, Vol.52, No.1, pp.62-71, UGC Approved Journal No. 63912.</li> <li>• Basic Human Needs and Co-operative Enterprises in India – An Analysis, Co-operative Enterprises for Sustainable Development, <i>International Conference Proceedings</i>, ISBN 9789383 459681, August-2014, pp.107-114,</li> </ul>

	<ul style="list-style-type: none"> <li>• Ratio Analysis of NPA Management of Urban Co-operative Banks (UCBs) in Coimbatore District - An Analytical Study, <i>Indian Co-operative Review</i>, ISSN 05739713, NUCI, New Delhi, April-2014, Vol.51, No.4, pp.274-288, UGC Approved Journal No. 63912.</li> <li>• Popular Branded Products of Indian Dairy Co-operatives, <i>Tamilnadu Journal of Cooperation</i>, Tamil Nadu Cooperative Union, February-2014, pp.37-42, Govt.In-house Journal.</li> <li>• Best Practices by TCMS, Cooperative Enterprises: Promoting Indian Economy, ISBN: 9789382 338673, <i>Bonfring Publishers</i>, August, 2013, P.ID.NSCEPIE03, pp.8-12, UGC Seminar Proceedings.</li> <li>• International Year of Co-operatives -2013: A Reminder Again, <i>Tamilnadu Journal of Cooperation</i>, Tamil Nadu State Cooperative Union, December 2012, Govt.In-house Journal</li> <li>• TCMS: Genius in the Marketing Co-operatives, Economic Recession and Strategies of Co-operatives, <i>Proceedings of International Seminar</i>, ISBN: 978-93-82 338741, September 2012, pp. 106-110,</li> <li>• Micro Credit Operations of the Urban Cooperative Banks -A Case of Tamil Nadu State, <i>Indian Co-operative Review</i>, ISSN 05739713,NUCI, New Delhi, Vol.48, No.2, October 2011, p.113-123, UGC Approved Journal No. 63912</li> <li>• Non-Life Insurance –An Agency in it, Tamil Nadu Journal of Cooperation, <i>Tamil Nadu State Cooperative Union</i>, July 2008, P.65-69, Govt. In-house Journal.</li> <li>• Micro Credit – A Historical Perspective, Cooperatives and Micro Finance, ISBN: 978-81-8387-251-5, <i>Serial Publications</i>, New Delhi, 2009, <i>Authored in a Book – Chapter: 5</i>, pp.37-46.</li> <li>• Community Development Programme and CSR: A Case Study of MALCO, Professional Social Work – Perspectives on Practice and Extension, <i>Authors Press</i>, New Delhi, 2012, ISBN: 978-81-7273-633-0, <i>Authored in a Book - Chapter: 8</i>, p.74-86.</li> <li>• Micro Credit Operations in Alleviation of Urban Poverty, Paradigms in Social Science Research- A New Horizon, ISBN: 978-81-7273-581-4, <i>Authors Press</i>, New Delhi, 2011, <i>Authored in a Book - Chapter: 5</i>, pp.151-155.</li> </ul>
<p>Details of Conference/ Seminars/Symposia Attended</p>	<ul style="list-style-type: none"> <li>• <i>Evolving Dynamics of Business in Post COVID Era</i>, P.G and Research Department Of Commerce, St. Joseph's College (Autonomous), Tiruchirappalli -620 002, 18.10.2021.</li> <li>• <i>One day International seminar on Eco-Conscientious Reflective Practices</i>, P.G &amp; Research Department of Home Science, Bharathidasan Govt. College for Women (Autonomous), Puducherry-605 003, 23. 02.2019.</li> <li>• <i>Two days seminar on “Consumer Protection, Education and Empowerment”</i>, Dept. of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Administration, New Delhi in Collaboration with CCS, IIPA, New Delhi, <i>Organized by IIPA, Puducherry Chapter</i>, 07-08, January 2019.</li> <li>• <i>One day seminar on “Basic concept of GST”</i>, Institute of Chartered Accounts of India (ICAI), Southern India Regional Chapter, ICAI Bhavan, Ilango Nagar, Puducherry-11, 01.07.2018.</li> <li>• <i>Three Days International conference on “Co-operatives in the Changing World of Work”</i>, Indian Institute of Management (IIM), Kozhikode, Kerala, INDIA, 29 April - 1 May, 2018.</li> <li>• <i>Two Days National Conference on A Meet tone up the future to innovate, educate and Elaborate</i>, Organized by the Pondicherry University and Govt. Arts and Science and Professional Collages of Puducherry held at Pondicherry Engineering College, Puducherry, 02-03. February 2018.</li> <li>• <i>One Day orientation programme on Demystifying Intellectual Property Rights for Innovators &amp; Entrepreneurs</i>, Organized by Entrepreneurship Development Cell (EDC), Govt. of Puducherry held at Pondicherry Engineering College, Puducherry, 14.02.2018.</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>National Seminar on “ The Element of Wisdom in Management”</i>, Ari Aurobindo Centre for Advanced Research (SACAR), Puducherry, 04.03.2017.</li> <li>• <i>National Symposium on Technology Enabled Higher Education: Opportunities and Challenges</i>, Indira Gandhi College of Arts and Science, Puducherry-9, 31.10.2015.</li> <li>• <i>RUSA Sponsored One Day workshop on “ Accreditation, Standards and Management in Higher Education”</i>, PKIET, Karaikal-609 603, 17.09.2015.</li> <li>• <i>International Workshop on Social Science Research Methodology</i>, Social Science Research Forum, Sri Ramakrishna Mission Vidyalaya College of Arts and Science (Autonomous), Coimbarire-20, 24<sup>th</sup> February,2014.</li> <li>• <i>Conference on "Synergies and Harmony between Indian Values and Modern Science</i>, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore-20, 14<sup>th</sup> September,2013.</li> <li>• <i>UGC Sponsored Workshop on "Electronic Resources for Effective Teaching, Learning and Research"</i>, Sri Ramakrishna Mission Vidyalaya College of Education , Coimbatore-20, 4<sup>th</sup> May,2013.</li> <li>• <i>One Day Workshop on " Achieving Human Excellence Through NSS"</i>, National Service Scheme, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore-20, 22 February,2013.</li> <li>• <i>One Seminar on "Working with Persons with Disabilities"</i>, Department of Social Work, Bharathiar University, Coimbatore-641 046, 14<sup>th</sup> September,2012.</li> <li>• <i>Methodology and Computer Applications in Social Sciences Research</i>, Department of Cooperation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore-20, 15 March,2012.</li> <li>• <i>UGC Funded One Day Workshop on Examination Reforms</i>, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore-20, 3 March, 2012.</li> <li>• <i>Workshop on Professionalizing Social Work Intervention in Disability Management</i> , Department of Social Work, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore-20, 24 February,2012.</li> <li>• <i>Seminar on Open Access Technology For Information Management</i>, St.Joseph's College, Tiruchirappalli-620 002, 12 February,2011.</li> <li>• <i>Seminar on Reforms of Rural Credit Cooperatives with Special reference to the Recommendations of the Task Force on Revival of Rural Credit Institutions</i> - Prof.Dr.A.Vaidyanathan Committee, Department of Cooperation, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore-20, 2 March,2010.</li> <li>• <i>Seminar on Modernization of Cooperative Banks</i>, Tiruppur Kumaran College for Women, Tiruppur-641 687, 1 March,2008.</li> </ul>
Details of Refresher course attended	<p>Attended the UGC-Sponsored Refresher Course in Commerce &amp; Management, UGC–Human Resource Development Centre, Bharathidasan University, Khajamalai Campus, Tiruchirappalli- 620 023, Tamil Nadu from 20.09.2019 (Friday) to 03.10.2019 (Thursday). Ref. ID: BDU / HRDC /542/ 2019.</p>
Details of Orientation course attended	<p>Attended the UGC Sponsored 106<sup>th</sup> Orientation Programme conducted by UGC Academic Staff College of Bharathiar University, Coimbatore -641 046 from 11.02.2015 to 10.03.2015.</p> <p>Application ID : 20145924, Registration No. : 106OC01.</p>
Other relevant information, if any (Achievements, Awards, etc.)	<ul style="list-style-type: none"> <li>• Attended short-term Course on “<i>Information Technology for Rural Development Professionals</i>” Organized by Centre for Information Technology &amp; Quantitative Techniques, <i>National Institute of Rural Development (NIRD)</i>, An Organization of the Ministry of Rural Development, Govt. of India , Hyderabad-500 030 during May 12-21, 2008.</li> </ul>

	<ul style="list-style-type: none"> <li>• Attended the short-term course on “<i>Research Methodology for Rural Development Professionals</i>” Organized by <i>National Institute of Rural Development (NIRD)</i>, An Organization of the Ministry of Rural Development, Govt. of India, Hyderabad-500 030 during June 08-17, 2009.</li> <li>• Attended the short term ‘<i>Refresher Course on Indian Co-operative Policy and Development for Faculty of Indian Universities / Colleges</i>’ from 02.07.2013 to 05.07.2013 &amp; 20.08.2017 to 26.08.2017 conducted by <i>National Centre for Co-operative Education of National Co-operative Union of India</i> (An Apex Institution in India to represent the entire Indian Co-operative Movement) , New Delhi -110 016.</li> <li>• Book published in the title “<i>Non-Performing Assets of the Urban Co-operative Banks in India</i>” with ISBN No.9 788193 828489.</li> <li>• Member in Board of Studies in Co-operation in <i>University of Madras, Chennai</i> for the period 2019-20 to 2021-2022 AY &amp; <i>MS University of Baroda, Gujarat</i> and various Autonomous Colleges.</li> <li>• <i>Individual Life Member</i>, Indian Society for Studies in Co-operation (ISSC), VAMNICOM, Pune-411 007, India.</li> <li>• Represented as special invitee to participate in the National Consultation on New Education Policy (NEP), Govt. of India organized by NCPCR, GoI &amp; APSCPR, Govt. of Andhra Pradesh held at Sri Venkateswara University on 24.02.2016</li> </ul>
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