



Dr. P. GEETHA, MA., M.Phil., PGDCA, DPS, Ph.D.,
Head & Associate Professor of Economics
Sri G.V.G. Visalakshi College for Women (Autonomous)
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Academic Background

- + Ph.D. in Economics from PSG College of Arts & Science, Coimbatore, Tamil Nadu
- + M.Phil. in Economics from Bharathiar University, Coimbatore, Tamil Nadu
- + M.A. in Economics from Sri GVG Visalakshi College for Women (Autonomous), Udumalpet, Tirupur
- + PGDCA from Bharathiar University, Coimbatore, Tamil Nadu
- + Diploma in Population Sciences, International Institute of Population Sciences, Mumbai

Work Experience

- + 2000 till date – Started as Lecturer and is currently working as Associate Professor at Sri GVG Visalakshi College for Women (Autonomous), Udumalpet, Tamil Nadu
- + 1995-1999 – Served as Sergeant Major Instructor (SMI)/ Girl Cadet Instructor in the National Cadet Corps

Areas of Research Interest

- + Economics of Human Resources, Labour Economics

Funded Projects

- + **Principal Investigator** – UGC Funded Minor Project on “Occupational Health Hazards and Psychosocial Problems of the Unorganized Workers in the Construction Industry in Udumalpet Taluk, Tirupur District, Tamil Nadu” 2013-2014-Rs.1,00,000.
- + **Co-Investigator** – Minor Research Project on “Impact of SHG based Micro Finance on Empowerment of Women in Coimbatore District with Special Reference to Udumalpet Taluk” (August 2006-2007), Amount Rs. 45,000 sanctioned by Malcolm & Elizabeth Adiseshiah Trust, Chennai.

Publications

Book/ Book Chapters

- + Dr. P. Geetha, Dr. S. Sripriya, Dr. J. Geethamani & Dr. R. Anbuselvi, (April 2022) **Business Economics**, Scientific International Publishing House, 978-93-94002-72-2

- ✚ “Dynamics and Challenges of Youth Participation”, *Population Growth – A Boon or Bane: An Economic Outlook*, Ed: Dr. S. Theenathayalan, Dr. S. Karthikeyan, L Ordaine Nuovo Publication, 2019 ISBN: 978-93-86782-90-8.
- ✚ “GI Protection for Indian Handicrafts – Roadmap for Socio-Economic Development”- *Insight of IPR- Concepts and Issues* Ed: Dr. R. Radhika, Dr. S. Sundari Bai, Dr. Mallika Baskar, Bonfring Publications, 2016, ISBN:978-93-86176-42-4

Journals / Conference Proceedings

- ✚ Dr. P. Geetha & Dr. S. Shenbagavalli, “Integrated and Transformative Teaching - Learning through Digital Convergence” in *Defining, Designing and Developing Learning Outcomes - based Curriculum Framework in Arts & Science Colleges*, KG College of Arts and Science, Coimbatore, 978-93-5578-229-8, November 2021,
- ✚ Dr. P. Geetha & Priya S, “A Study on Unorganized Women Entrepreneurs in Palakkad District, Kerala”, *Tribal Studies: A Journal of Council of Analytical Tribal Studies (COATS)*, 2321-3396, June 2021
- ✚ S. Priya & Dr. P. Geetha, “The Work Environment of Unorganised Women Entrepreneurs in Palakkad District, Kerala”, *Studies in Indian Place Names (SIPN)*, Vol.40, Issue.23, February 2020, Pp 530-538
- ✚ P. Geetha & R. Anbuselvi, “Economic Assessment of Groundwater Pollution With Special Reference to Tirupur District”, *International Journal of Scientific Research & Engineering Trends*, Volume 5, Issue 3, May-June-2019, ISSN (Online): 2395-566X
- ✚ “Rural Livelihood Strategies and the Five Capitals: A Comparative Study of Select Villages in Tamil Nadu” *EPRA International Journal of Economic and Business Review*, Vol. 4, Issue. 6, June 2016, e-ISSN : 2347 - 9671, p- ISSN : 2349 – 0187, Inno Space (SJIF) Impact Factor :5.509 (Morocco) ISI Impact Factor : 1.259 (Dubai, UAE).
- ✚ “Socio-economic, Psychological and Health Problems of Rural Elderly Women in Periyamottanuthu Village, Dindigul District – A Case Study”, *Wide Spectrum Research Journal*, June 2015, ISSN 2250 – 2815
- ✚ “A Study of Health Hazards faced by Street Vendors in Coimbatore”, *Shanlax International Journal of Economics*, Special Issue, Vol. 1, February 2013. ISSN:2319 – 961X. pp. 41-50.
- ✚ “Impact of Higher Education on Human Rights” - *International Journal of Applied*

Management Research, TISSL International Publications Vol. 3, Dec 2011- ISSN-09748709.

- + “Geo-conservation – The Rationale for Sustainable Land Management” *Peninsular Economist*, Vol.1, No. 2, 2010.
- + “Sen’s Manifesto for Universal Development, *Peninsular Economist*, Vol.1, No.2, 2009

Invited Talks/ Other Positions Held

- + **Resource Person** on “Reskilling and Upskilling the Labour Market for Digital Catch-up” at the National Seminar on Digitalization in India organized by the PG & Research Departments of Economics of Holy Cross College (Autonomous) and S.T. Hindu College, Nagercoil on 21st March, 2023.
- + **Resource Person** at the Workshop on Hands on Training for the Calculation of Course and Program Attainments organized by Internal Quality Assurance Cell of Bharathiar University on 9th March, 2023.
- + **Invited speaker** on “Partnering for Prosperity: The Role of Corporates and MSMEs in Building a Self-Reliant India” at the Two Days ICSSR Sponsored National Seminar on Self-Reliant India: A Pathway to Developed India Mission 2047, organized by G.T.N. Arts College (Autonomous) Dindigul on 05th & 06th January, 2023
- + Delivered a **Virtual Guest Lecture** on Balance of Payment of India – An Understanding for Department of Social Sciences, School of Social Sciences and Languages, Vellore Institute of Technology, Vellore on 29th April, 2022
- + **Delivered a Talk on** “Personal Finance & Investment Management for Beginners” at Sree Abiraami Arts and Science College for Women, Gudiyattam on 25.04.2022.
- + **Key Note Speaker** at the seminar on “Health and Economic Development” organised by the PG & Research Department of Economics, The Madura College, Madurai on 13.03.2020.
- + **Rapporteur** in the 39th Annual Conference of Association of Economists of Tamilnadu, on 23 & 24 October, 2017 organised by Mannar Thirumalai Naicker College, Madurai.
- + **Rapporteur** in the UGC Sponsored National Level Seminar on “Right to Health Care: Issues and Challenges” organised by PG and Research Department of Economics, Gobi Arts and Science College, Gobichettipalayam on 04& 05-02-2011.
- + **Lead Speaker** on “Fuel Choices for Cooking in Rural Indian Households” at the UGC sponsored National Level Seminar on “Rural Energy Management: Strategies And Policy

Options” organised by Department of Economics, Gandhigram Rural University – Gandhigram on 30 & 31-01-2009

✚ **Rapporteur** in the 29th Annual Conference of Association of Economists of Tamilnadu, on 22 & 23 November, 2008 organised by PSG College of Arts and Science, Coimbatore.

✚ **Quiz Master** in the All-India Radio Programme

Faculty Development Programmes/Workshops/ Trainings

✚ National Faculty Development Program under the aegis of Pandit Madan Mohan Malaviya National Mission for Teachers and Teaching (PMMMNTT), Ministry of Education, Government of India on RE-IMAGINING LEARNER COMPETENCIES FOR NEW AGE EDUCATION organized by Guru Angad Dev Teaching Learning Centre, SGTB Khalsa College, University of Delhi, & St. Xavier’s Institute of Education, Mumbai, 11-17.10.2022

✚ Attended One-Day Workshop on “Nuances on Documentation Process: Research Proposal, NAAC & NIRF” Organised by Tamil Nadu State Council for Higher Education, Chennai at Bharathiar University, Coimbatore on 08.08.2022

✚ Attended NAAC sponsored Seminar on “Emerging Trends in Quality Education: The Road Ahead” at Sri GVG Visalakshi College for Women on 27.06.2022 and 28.06.2022

✚ Participated in Three-day National Faculty Development Programme (FDP) on "Research Methodology for Social Sciences", organised by Indian Institute of Management and Commerce, Hyderabad, 17-19th May, 2021

✚ Attended Online Training Programme on “Research Methods in Gender and Labour Issues” organised by the V. V. Giri National Labour Institute, Noida, February 15-19, 2021.

✚ “Digital Teaching Techniques”, Sky Campus, ICT Academy, 29.06.2020 to 04.07.2020

✚ 7 Days National Online FDP on ‘Time Series and Panel Data Analysis’ from 20-26, July, 2020 organised by Teaching Learning Centre, Ramanujan College, University of Delhi in association with Indian Accounting Association, NCR Chapter.

✚ One Week National Online Faculty Development Program on “Multimedia enriched e-Content Development”, Guru Angan Dev - Teaching Learning Centre, SGTB Khalsa College, University of Delhi, 21-26.05.2020

✚ National Webinar series organised by IQAC and UGC Paramarsh Committee, Sri GVG Visalakshi College for Women, Udumalpet, 03.05.2020 -09.05.2020

✚ “Three Day Faculty Development Programme” at Anna University Regional Campus Coimbatore from 4th to 6th January 2017 organised by the Entrepreneurship Development

Institution (EDI), Government of Tamil Nādu and Entrepreneurship Development Cell, Anna University Regional Campus Coimbatore.

- ✦ Faculty Development Program for Learnwise WF101 is from 13th to 15th December 2017 at Anna University Regional Campus Coimbatore organised by the Entrepreneurship Development Institution (EDI), Government of Tamil Nādu and Entrepreneurship Development Cell, Anna University Regional Campus Coimbatore.

NPTEL Swayam Course

- ✦ “Organic Farming for Sustainable Agricultural Production”, IIT Kharagpur, September 2019

Research Guidance

- ✦ Guided Two Ph.D scholars
- ✦ Presently Guiding – 3 Ph.D scholars

Editorial Board Member

- ✦ Appointed as a Member in the Editorial Board in International Journal of Economics and Commerce Research (IJECR) 01.11.2022

Article Reviewer

- ✦ **Reviewer in Ethiopian Journal of Governance and Development**

Consultancy

- ✦ Provided effective guidance and support to Mentee Institutions under UGC Paramarsh Scheme seeking to improve their academic quality and reputation, and to navigate the complex processes involved in obtaining accreditation from NAAC.








Member in Board of Studies

- ✦ Sri GVG Visalakshi College for Women, Udumalpet
- ✦ Erode Arts College, Erode
- ✦ Sri Saradha College, Salem
- ✦ PSGR Krishnammal College for Women, Coimbatore

Member in Professional Bodies

- ✦ Life Member - Association of Economists of Tamil Nadu (AET), Trichy
- ✦ Life Member - Indian Association for Social Sciences and Health (IASSH)

Administrative Responsibilities

-  Standing Committee Member, UGC PARAMARSH Scheme – Mentor Institution
-  Member, NIRF Ranking
-  Coordinator, IPR Cell
-  Member, NAAC Team
-  Member, IQAC
-  Coordinator, Exam Committee
-  Coordinator, ED Cell

Awards and Recognitions

- ✚ **External Auditor** for the Academic Audit at KG College of Arts & Science, Coimbatore on 19/12/2020
- ✚ **International Level – Silver Medal** for securing II Rank in Diploma in Population Science, International Institute of Population Science, Mumbai, 2012
- ✚ **National Level - Director General's Plaque of Honour** by DG NCC, New Delhi at Women Officers Training School, Gwalior for standing First in the Order of Merit - Twice – **1996 & 1998**
- ✚ **Institutional Level – Best Performer Award** for the contribution towards NAAC Accreditation, 2018-19
- ✚ **Best Performer Award** for the efficient organization of Entrepreneurship Activities, 2016-17
