

FACULTY PROFILE

Name : **CMA. Dr.W.V.Balaji**

Designation : Principal

Department : PerunthalaivarKamarajar Arts College,
Kalitheerthalkuppam, Puducherry-605 107.

Date of Birth & Age: 24.11.1963, Age 53 Years

Pay band : Pay Band: 37400 – 67000 with AGP 10000

Residential Address : “Swarnalaya”
Plot No.20, Indira Nagar,
Nehru Nagar Extension,
Karaikal – 609 605.

Contact No : Office : 0413 - 2641381
Direct Line : 0413 - 2641882
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Email : drwvbalaji@gmail.com

Gender : Male

Religion : Hindu

Community : OBC

Academic Record :

| Degree | University | Institution | Year of Passing |
|----------------------|--|---|-----------------|
| B.Com | University of Madras | D.G.Vaishnav College, Chennai | 1985 |
| M.Com | University of Madras | Presidency College, Chennai | 1987 |
| M.Phil | University of Madras | D.G.Vaishnav College, Chennai | 1988 |
| CMA Associate Member | Institute of Cost Accountants of India, Kolkatta | SIRC of Institute of Cost and Works Accountants of India, Chennai | 1990 |
| Ph.D. | Bharathidasan University, Trichirappalli | T.B.M.L. College, Porayar, Tamil Nadu | 2012 |

Professional Record :

| Designation | Period | | Organization | Nature of Employment |
|---------------------------------|------------|------------|--|----------------------|
| | From | To | | |
| Assistant Professor of Commerce | 5.7.1989 | 14.3.1991 | Sir Theagaraya Evening College, Chennai | Temporary |
| Assistant Professor of Commerce | 15.3.1991 | 12.2.1999 | Arignar Anna Government Arts College, Karaikal | Permanent |
| Assistant Professor of Commerce | 13.2.1999 | 14.4.2006 | Avvaiyar Government College for Women, Karaikal | Permanent |
| Associate Professor of Commerce | 15.3.2006 | 31.05.2015 | Avvaiyar Government College for Women, Karaikal | Permanent |
| Principal | 01.06.2015 | 29.02.2016 | Kasthurba College for Women, Villianur, Puducherry | Deputation |
| Principal | 01.03.2016 | Till date | PerunthalaivarKamarajar Arts College, Kalitheerthalkuppam, Puducherry. | Deputation |

Research Guidance :M.Phil (Commerce)

| Sl.No. | Name of the Candidate | Title | University |
|--------|-------------------------------|--|---------------------------|
| 1. | Lakshmikantham @ Padmavathy S | Customer Perception towards E- Business | Periyar University, Salem |
| 2. | P. Uma Maheswari | Employees Safety and Welfare Measures at Henkel India Ltd., Karaikal | Periyar University, Salem |
| 3. | C. Sivasankar | Motivational Impact on Job Satisfaction of Employees with Special Reference to Henkel India Ltd., Karaikal | Periyar University, Salem |

Research Experience :

| Sl.No. | Degree | Title | University | Year |
|---------------|---------------|---|---|-------------|
| 1 | M.Phil | Performance Evaluation of Primary Cotton Handloom Weavers' Co-operative Society in Kancheepuram | University of Madras, Chennai | 1988 |
| 2. | Ph.D., | Organisational Effectiveness of Spinning Mills in the Union Territory of Puducherry | Bharathidasan University, Tiruchirappalli | 2012 |

Research Publications :

| Journal | Author | Year | Title | Journal/Book | Volume-Page |
|----------------|---------------|-------------|---|--|---------------------------------------|
| National | Main | 2009 | Micro Finance – A Holistic Approach to Poverty Alleviation | Co-operatives and Micro Finance, Serials Publications, New Delhi ISBN: 978-81-8387-251-5 | Page No.147-156 |
| International | Main | 2011 | India's trade in drugs and pharmaceuticals | International Journal of Commerce and Business Management | Volume 4: Issue 1, Page 172-174 |
| International | Main | 2011 | Influence of Socio-economic Characteristics on Interpersonal Managerial Role in Spinning Mills in the Union Territory of Puducherry | International Journal of Management Research and Technology | Volume 5, Number 1, January-June 2011 |

Seminars/Workshops/Conferences Organised :

| Sl. No. | Seminars/Workshops/Conferences | Organised by | Period |
|----------------|--|--|---------------|
| 1. | One Day Awareness Workshop on "Civil Service Examination" | Organising Committee Member - Organised by Senior Superintendent of Police, Karaikal Mr.A.Anto Alphonse IPS. | 12.05.12 |
| 2. | Workshop on 'Census Data Dissemination' Presented a discussion paper on "Ownership of the Household and Dwelling Rooms for Married Couples" . | Coordinator - Organised by Department of Commerce, AGCW and Directorate of Census Operations, Puducherry. | 11.07.12 |
| 3. | Workshop on "Financial and Economic Sector Reforms" with the following issues "Banking Sector Reforms – Current Indian Scenario", "Foreign Direct Investment in Multi brand Retail Trade", "Mutual Fund Industry in India – Recent Developments" and "Banking in Education." | Coordinator - Organised by Department of Commerce and Economics, AGCW, Karaikal | 28.09.12 |
| 4. | Motivation on Self Employment by Mrs.Charumathi, Department of Management Studies & Placement Officer, Pondicherry University | Coordinator - Organised by Department of Commerce, AGCW, Karaikal | 19.10.12 |
| 5. | Motivation Programme with Micro, Small and Medium Enterprises, Chennai, Mr.V.Rajaram, HRD Trainer gave motivation training to students on aspects of self-confidence, leadership, group behaviour etc., | Coordinator - Organized by Department of Commerce, AGCW and MSME, Chennai | 21.02.13 |

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| 6. | “Gearing up for Placement” by Dr.(Mrs.) LalithaRamakrishnan, Centre Head, Pondicherry University, Karaikal Campus. | Coordinator - Organised by Department of Commerce and Economics, AGCW, Karaikal | 04.03.13 |
| 7. | Reinforcing the theoretical knowledge in subjects like Entrepreneurial Development, Advertisement and Salesmanship, Marketing Accounting and Management with a practical application, ONE DAY BUSINESS was organised for the Commerce Students | Coordinator - Organised by Department of Commerce and Economics, AGCW, Karaikal | 04.04.13 |
| 8. | Awareness Programme on Disaster Management by National Disaster Response Force | Coordinator - Organized by Department of Commerce and National Disaster Response Force, Arakkonam | 19.07.13 |
| 9. | Training given to students on Soft Skills for BPO’s /CALL Centres Jobs with National Skill development programme | Coordinator - Organised by Department of Commerce and Pondicherry Multipurpose Social Service Society (PMSSS), Pondicherry. | 21.1.14 To 20.2.14 (30 days) |
| 10. | Management Development Programme on Accounts Management using Tally ERP9 given to students of Commerce by MSME, Chennai. | Coordinator - Organized by Department of Commerce, AGCW and Micro, Small and Medium Enterprises, Chennai | 27.01.14 to 31.01.14 (5 days) |
| 11. | Awareness programme on General Banking with Mr.Dale Johnson and Mr.LogaSaravanan, Asst.Manager, Indian Overseas Bank Regional Office, Nagapattinam. | Coordinator - Organised by Department of Commerce and Indian Overseas Bank, Nagapattinam | 28.01.14 |
| 12. | Soft skill programme by S.Krishnamourthy& Syed Nukman - Partner NDCS with RVS rise skills solution Pvt. Limited. | Coordinator - Organized by Department of Commerce, AGCW, Karaikal | 06.02.14 |

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| 13. | “Awareness on Employment Opportunities”. Mrs.Geetha, Employment Officer, Karaikal District gave Inaugural and Special Address | Coordinator - Organized by Department of Commerce and Tamil, AGCW, Karaikal | 25.08.14 |
| 14. | One Day awareness programme on “Women Entrepreneurship & Sexual Harassment” | Coordinator - Organized by Department of Commerce, AGCW, Karaikal | 13.02.15 |
| 15. | One Day Workshop on “Speak out for interviewing” | Coordinator - Organized by Department of Commerce, AGCW, Karaikal | 05.03.15 |
| 16. | Programme on “Budget Discussion 2015-16” | Coordinator - Organized by Department of Commerce, AGCW, Karaikal | 13.03.15 |
| 17. | Reinforcing the theoretical knowledge in subjects like Entrepreneurial Development, Advertisement and Salesmanship, Marketing Accounting and Management with a practical application, ONE DAY BUSINESS was organised for the Commerce Students | Coordinator - Organised by Department of Commerce, AGCW, Karaikal | 26.03.15 |
| 18. | One day awareness programme on “Sexual Harassment of Women at Work Place” | Convenor - Organised by Department of Historical Studies, Kasthurba College for Women, Puducherry | 27.08.15 |
| 19. | Seminar on “Gender and You” | Convenor - Organised by Department of Psychology, Kasthurba College for Women, Puducherry | 14.09.15 |
| 20. | Programme on “SeivialIlakkiangalKattumMakka IVazvial” | Convenor - Organised by Department of Tamil, Kasthurba College for Women, Puducherry | 23.09.15 |
| 21. | Seminar on “The English Language and the Indian Mind” | Convenor - Organised by Department of English, Kasthurba College for Women, Puducherry | 25.9.15 FN |

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| 22. | Seminar on “Empowerment of Rural Women Through Education” | Convenor - Organised by Department of English , Kasthurba College for Women, Puducherry | 25.09.15 AN |
| 23. | Seminar on “E-Publishing and Employment Opportunities” | Convenor - Organised by Department of English, Kasthurba College for Women, Puducherry | 28.09.15 |
| 24. | Workshop on “Social Work Skills” | Convenor - Organised by Department of Social Work , Kasthurba College for Women, Puducherry | 30.09.15 |
| 25. | Seminar on “Scope of Social Work Practice in Medical and Psychiatric Setting” | Convenor - Organised by Department of Social Work , Kasthurba College for Women, Puducherry | 01.10.15 |
| 26. | Seminar on “How to become a Writer” | Convenor - Organised by Department of Tamil, Kasthurba College for Women, Puducherry | 08.10.15 |
| 27. | Seminar on “Mental Health - Decoding Myths and Misconceptions” | Convenor - Organised by the Department of Psychology, Kasthurba College for Women, Puducherry | 15.10.15 |
| 28. | Awareness Programme on “Animation” | Convenor - Organised by Kasthurba College for Women and Amaze Multimedia College | 22.01.16 |
| 29. | Seminar on “Women Poet in Sangam Literature” | Convenor - Organised by Department of Tamil, Kasthurba College for Women, Puducherry | 03.02.16 |

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| 30. | Workshop on “Understanding Disability” | Convenor - Organised by Department of Social Work , Kasthurba College for Women, Puducherry | 04.02.16 |
| 31. | Seminar on “Sangakalamagalirvazhvia” | Convenor - Organised by Department of Tamil, Kasthurba College for Women, Puducherry | 8.02.16 |
| 32. | Seminar on “Social Value of Women” | Convenor - Organised by Department of Tamil, Kasthurba College for Women, Puducherry | 10.02.16 |
| 33. | Seminar on “Working with Families” | Convenor - Organised by Department of Psychology, Kasthurba College for Women, Puducherry | 15.02.16 FN |
| 34. | Sensitization Programme on "Suicide Prevention -How to get help & how to help" | Convenor - Organised by Department of Psychology, Kasthurba College for Women, Puducherry | 15.02.16 AN |
| 35. | Seminar on “Social Legislations: Towards Social Justice” | Convenor - Organised by Department of Social Work , Kasthurba College for Women, Puducherry | 16.02.16 |
| 36. | One day seminar on Communicative English for Careers | Convenor - Organised by Department of English , Kasthurba College for Women, Puducherry | 18.2.16 |
| 37. | One day workshop on “FEEL Employable” | Convenor - Organised by Department of English, Kasthurba College for Women, Puducherry | 26.2.16 |

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| 38. | ToT Programme on “Good Touch & Bad Touch” | Convenor - Organised by Department of Psychology, Kasthurba College for Women, Puducherry | 29.2.16 AN |
| 39. | A guest Lecture on “Net Working and Internet” | Convenor – Organised by Department of Computer Science, Perunthalaivar Kamarajar Arts College, Puducherry | 09.08.16 |
| 40. | “Financial Planning for Young Investors” | Convenor – Organised by Department of BBA Tourism, Perunthalaivar Kamarajar Arts College, Puducherry | 23.08.16 |
| 41. | A guest Lecture on “Tourism Business” | Convenor – Organised by Department of BBA Tourism, Perunthalaivar Kamarajar Arts College, Puducherry | 29.09.16 |
| 42. | Workshop on “Safety Diwali” | Convenor – Organised under National Service Scheme, Perunthalaivar Kamarajar Arts College, Puducherry | 25.10.16 |
| 43. | Seminar on “Essential Speaking Skills in French” | Convenor – Organised by Department of French, Perunthalaivar Kamarajar Arts College, Puducherry | 26.10.16 |
| 44. | One Day Workshop on “Puducherry Liberation Day” | Convenor – Organised by Department of Tamil, Perunthalaivar Kamarajar Arts College, Puducherry | 31.10.16 |
| 45. | Guest Lecture on “Event Management” | Convenor – Organised by Department of BBA Tourism, Perunthalaivar Kamarajar Arts College | 16.11.16 |

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| 46. | E-Publishing and Career Opportunities | Convenor – Organised by Department of English, PerunthalaivarKamarajar Arts College, Puducherry | 07.02.17 |
| 47. | Workshop on “Tamil Panpattu Adayaalangal” | Convenor – Organised by Department of Tamil, PerunthalaivarKamarajar Arts College, Puducherry | 21.02.17 |
| 48. | Programme on “Women an embodiments of virtues” and “Psychological problems faced by adolescents and their remedies” | Convenor – Organised under National Service Scheme, PerunthalaivarKamarajar Arts College, Puducherry | 08.03.17 |
| 49. | Awareness programme on “Cash Less Transactions” | Convenor – Organised by Placement Cell,PKAC & Air Tel Payments Bank, Puducherry | 13.03.17 & 22.03.17 |
| 50. | Programme on “Shaping the Future” | Convenor – Organised by Placement Cell, PKAC &Achariya Training Academy (ATA), Puducherry | 17.03.17 |
| 51. | “Consumer Awareness Programme” | Convenor – Organised under National Service Scheme, PerunthalaivarKamarajar Arts College, Puducherry | 27.03.17 |
| 52. | “Social Awareness and the Students” | Convenor – Organised under National Service Scheme, PerunthalaivarKamarajar Arts College, Puducherry | 28.03.17 |
| 53. | “Women Empowerment” | Convenor – Organised under National Service Scheme, PerunthalaivarKamarajar Arts College, Puducherry | 29.03.17 |

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| 54. | “Empowering Youth and Future Voters” | Convenor – Organised under National Service Scheme and Elections Department, Puducherry | 05.07.17 |
| 55. | Awareness Programme on “Environmental Hazards of Electronic Waste” | Convenor – Organised under National Service Scheme and NASSCOM Foundation, Puducherry | 12.07.17 |
| 56. | “Soft Skills and Creative Thinking” | Convenor – Organised by Department of English, PerunthalaivarKamarajar Arts College, Puducherry | 13.07.17 |

As participant:

| Sl. No. | Seminars/Workshops/ Conferences | Institute | Period |
|---------|--|---|--------------------------|
| 1. | Orientation Course | Academic Staff College, Pondicherry University | 2.08.1991 to 29.08.1991 |
| 2. | Refresher Course in Commerce on ‘Investment and Portfolio Management’ | Academic Staff College, Bharathiar University, Coimbatore | 11.01.1995 to 31.01.1995 |
| 3. | Refresher Course in Commerce | Academic Staff College, Pondicherry University | 04.12.2001 to 24.12.2001 |
| 4. | State Level Seminar on “Trends in English Language Teaching” | Sri Ramakrishna Mission Vidyalaya College of Education, Coimbatore | 04.03.2002 to 05.03.2002 |
| 5. | Refresher Course in Commerce on Business Studies Trends and Prospects | UGC Refresher Course Centre, Department of Commerce, Annamalai University | 6.11.2002 to 26.11.2002 |
| 6. | Cooperatives and Micro Finance- Cooperating out of Poverty- Presented a Paper: “Micro Finance – A Holistic Approach to Poverty | Post Graduate & Research Department of Co-operation, TBML College, Porayar, Tamilnadu | 23.8.2007 to 24.8.2007 |

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| | Alleviation” | | |
| 7. | National Knowledge Commission’s Report & Its Implications on Higher Education | KanchiMamunivar Centre for P.G. Studies, Puducherry | 26.7.2008 to 27.7.2008 |
| 8. | Training Programme on “E-Literacy (IT for Non-IT)” | ICT Academy of Puducherry An initiative of Govt. of India &Govt of Puducherry | 26.03.2013 to 28.03.2013 |
| 9. | International conference on “Innovations and initiatives in Teacher Education” | Kongunadu College of Education, Thottiyam, Trichy. | 24.01.2015 to 25.01.2015 |
| 10. | Workshop on “Accreditation, Standards and Management in Higher Education” | PerunthalaivarKamarajar Institute of Engineering and Technology (PKIET), Karaikal | 17.10.2015 |
| 11. | Seminar on “Higher Education at Crossroads” | Indian Institute of Public Administration, Puducherry (A Training Institute of Govt. of India) | 12.11.2015 |
| 12. | One day orientation Programme on “Implementation of CBCS for Under Graduate Courses in Arts, Science, Commerce and Education” | HRDC (ASC), Pondicherry University. Puducherry | 02.07.2016 |
| 13. | ICT Digital Youth Summit, Puducherry | Puducherry e-Governance Society, Directorate of Information Technology, Puducherry | 12.08.2016 |
| 14. | Two days Workshop on “Public Financial Management System (PFMS)” | Conference Hall, Pondicherry Engineering College, Puducherry | 22.09.2016 to 23.09.2016 |
| 15. | “Leadership Energy” by Rajeev Peshawaria | Organised by Lt.Governor, Lecture Hall, Raj Nivas, Puducherry | 21.12.2016 |
| 16. | First State Level “NAAC awareness Workshop” | Organised by State Level Quality Assurance Cell, BGCW | 10.01.2017 to 11.01.2017 |
| 17. | Programme on “Digi Locker” | Organised by Director of School Education, Chief Secretariat, Puducherry | 10.01.2017 |

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| 18. | Programme on “Government e-Market Place” | Directorate of Supplies and Disposal, Chennai, Ministry of Commerce and Industry, Govt. of India | 20.01.2017 |
| 19. | Raj Nivas Lecture Series | Organised by Lt.Governor, Lecture Hall, Raj Nivas, Puducherry | 15.02.2017 |
| 20. | One Day Training Programme for Govt. Officials on “E-Waste Awareness and Management” | National Institute of Electronics and Information Technology, Chennai | 10.03.2017 |
| 21. | Youth Leadership and Community Development & Disaster Management - 2017 | Nehru Yuva Kendra, Puducherry | 13.03.2017 |
| 22. | Good Governance and Responsive Administration | General Administration Department, Govt. of Puducherry | 22.03.2017 |

Other Relevant Information:

| Sl.No. | Designation | Institute | Period |
|--------|--|--|--------------------------|
| 1. | Guide and supervisor for M.Phil students | Periyar University, Salem | 2006 |
| 2. | Chief Superintendent | Pondicherry University Examinations, AGCW, KKL | 2012 |
| 3. | Chairman Question paper setting Board (B.Com) | Alagappa University, Karaikudi | 2013 |
| 4. | Chairman Question paper setting Board Certificate Programme in Tax Practice | Alagappa University, Karaikudi | 2013 |
| 5. | Member, Income tax Committee | AGCW, Karaikal | 2013 - 2015 |
| 6. | Placement Officer | Avvaiyar Govt. College for Women, Karaikal | 2013 |
| 7. | Member, Board of Studies (B.Com) | Pondicherry University | 2014- 2015 |
| 8. | Principal Incharge | Avvaiyar Govt. College for Women, Karaikal | At frequent Intervals |
| 9. | Member in Executive Body | Kendriya Vidyalaya Sangathan, Karaikal | 2011 -2014 |

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| 10. | Sector Officer and Special Executive Magistrate | General Elections to Puducherry Legislative Assembly | 2011 |
| 11. | Member of Internal Quality Assurance Cell (IQAC) | Avvaiyar Govt. College for Women, Karaikal | 2013-2014 |
| 12. | Juwairiya Begum, A had been awarded Karur Vysya Gold Medal during May 2010 Exam. and Krishna Priya, K during May 2012 | Department of Commerce, Avvaiyar Govt. College for Women, Karaikal | 2010 & 2012 |
| 13. | Examiner – Confidential Work at Commission’s office | Tamil Nadu Public Service Commission, Chennai | 2013 |
| 14. | Academic Council Member | Pondicherry University | 01.03.16 to Till Date |
| 15. | Core Member, Centralised Admission Procedures for Arts and Science Courses | CAPASC, Bharathidasan Govt. College for Women, Puducherry | 2016 – 2017 |
| 16. | Joint Convenor, Centralised Admission Procedures for Arts and Science Courses | CAPASC, Bharathidasan Govt. College for Women, Puducherry | 2017 – 2018 |
| 17. | Associate Member of Institute of Cost Accountants of India | Institute of Cost Accountants of India, Kolkatta | 2007 to Till date |

Social Responsibility

| Sl.No. | Designation | Institute | Period |
|--------|------------------|--|--------------------------|
| 1. | Vice - President | KudiyirupornalaSangam, Karaikal Reg. No.899/2010 | 17.05.2010 to 28.07.2014 |
| 2. | Vice-President | Village General Public Welfare Association, Karai Kovilpathu, Karaikal | 2015 |
| 3. | Secretary | Trident Resident Welfare Association, Karaikal Reg.No.345/2014 | 29.07.2014 to Till date |

(W.V.BALAJI)