



SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4th Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution
Tiruchirappalli - 620 002

Name : Ms S. Lavanya

Designation : Assistant Professor

Department : Economics

Qualification : M.A., M.Phil., SET.,

Experience : Teaching: 17 years

Area of Specialization(s) : Marketing

Email (Official ID) : lavanya@sigc.edu

Aadhaar Number : 7692 6376 6678

Academic Qualifications

| Degree | Branch | Institution / University Name | Year of Graduation |
|--------|-----------|---------------------------------------|--------------------|
| SET | Economics | Mother Teresa University , Kodaikanal | 2016 |
| M.Phil | Economics | Holy Cross College Tiruchirappalli | 2005 |
| M.A | Economics | Holy Cross College Tiruchirappalli | 2003 |
| B.A | Economics | Holy Cross College Tiruchirappalli | 2001 |

Research Publications (Indexed)

International

1. Published a paper on Alochana Chakra Journal,"A Comparative Analytical study on the Afforestation Programmers of Tamilnadu and Tiruchirappalli District From 2013 to 2018," ISSN No:2231-3990, vol. IX, Issue. V, May 2020, pp.5341-5346, Impact Factor :6.3 UGC-CARE GROUP-1Journal, <https://app.box.com/s/cr12z87mw02p1ttsg4edfrwyr/wbccd9>.
2. Published a paper on ,” India’S Public Distribution system and Pandemic” International Journal for multidciplinary Research, www.ijfmr.com ISSN:2582- 2160 VOL.7,Issue.1, January February 2025, pp,1-7 Impact Factor:9.24.Peer-reviewed journal.
<https://www.ijfmr.com/publication-archive.php?volume=7&issue=1>

Presentations in Conference

1. Presented a paper on “**CHANGES IN BHAVIORALPATTERNS**” in the ICSSR sponsored national seminar on The effect of covid -19 Pandemic on service sector sustainability and Growth” organized by the PG and Research Department of Economics, Holy Cross College (Autonomous), Trichy held on 28 September 2022.
2. Presented a paper “Impact of AI on Business Decision Making” at the two day International conference on Artificial Intelligence - Adoption and Application in Business held on January 09&10, 2024 at Bishop Heber College, Trichy-17.
3. Presented a Paper on ”Public Distribution System With the use of AI “ international conference on Artificial intelligence & Digital Transformation : Strategies for growth and Sustainability organised by Nilgiri College of Arts and Science College from 23.08.2024.

Participation in Conference

International

1. Attended in the Two days International Conference on “Blockchain Applications in Supply chain Management” organised by Sengamala Thayaar Educational Trust Women’s College from 10.09.2024 to 11.09.2024.

Participation in Seminars

1. Attended the one-day International Seminar on “Doctoral Research Workshop” conducted by Research India Foundation, Odisha from 24-30th December 2023.
2. Attended the one-day International Seminar on “Research Methodology in Practice” conducted by Research India Foundation, on 31st December 2023.

Participation in Workshop

1. MS.S.Lavanya, Assistant Professor, has participated in the National Workshop on “Strategies to find out Genuine Journals and their Indexation in different platforms” organized by PROGREZZ Academy, on 04.11.2024.
2. Ms.S.Lavanya, Assistant Professor, has participated in the Two days National Workshop on “Techniques for Writing Book Chapters Book And Review ” organized by PROGREZZ Academy, on 11.10.2024 & 12.10.2024.

Participation in Faculty Development Programme

1. Participated a” Faculty Development Programme in Security markets” on 15th February 2020 held on National institute of securities markets at Bharathidasan university.
2. Participated in an one day Faculty Development Programme on 25.07.23 organized by the PG and Research Department of Commerce, Shrimati Indira Gandhi College, Tiruchirappalli, under the topic “Teaching and Research Perspective of Finance”.
3. Six days national level FDP on “Trainer programmer on digital productivity and AI Fluency ” conducted by Naan mudhalvan in partnership with Microsoft team from 28/08/2023 to 01/09/2023.
4. Attended an Online FDP on “Dimensions of Economics Today” from 08.01.2024 to 12.01.2024 organised by P.G. and Research Department of Economics, Jamal Mohamed College (Autonomous), Tiruchiappalli.

5. Attended the Six days Faculty Development Program on Operational Logistics by Fleet And Vehicle Management Naan Mudhalvan from 7.01.2023 to 12.01.2024.
6. Participated in 5 days Online Faculty Development Programme on “Publish to Progress”, from 29th January to 2nd February, 2024 at PG and Research Department of Economics Holy Cross. Tiruchirappalli.
7. Participated in 10 days Malaviya Mission, Teacher Training Programme from 19th to 28th February, 2024 at Bharathidasan University, Tiruchirappalli.
8. Participated in 5 days Faculty Development Programme on Redefining Research Skills: Enriching Research and Publication from 01.04.24 to 05.04.24.
9. Attended in the Seven days Faculty Development programme organising optimizing Research Strategy towards academic productivity by Seethalakshmi Ramasamy College Trichy 23.09.2024 to 28.09.2024.
10. Attended in the Seven days Faculty Development programme organising optimizing Research Strategy towards academic productivity by Seethalakshmi Ramasamy College Trichy 23.09.2024 to 28.09.2024.
11. Attended the Six days Faculty Development Program on Operational Logistics by TNAPEX LOGISTICS Naan Mudhalvan from 18.12.2024 to 24.12.24.