

## BIO DATA

NAME & QUALIFICATION :Dr. R.LATHA .M.A., M. Phil., Ph.D.,

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Specialization : Agriculture

Total Teaching experience : 14 years



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### JOURNAL PUBLICATION:

- Published a paper on” Problems faced by the Farmers Cultivating Flowers in Tiruchirappalli District “ Selp Journal of Social Science, [www.selptrust.org](http://www.selptrust.org) ISSN:2349 -1655 VOL.IX ,Issue.37, April 2018, pp.40-42, Impact Factor:3.655, UGC approved Journal , <http://iaraindia.com>.
- Published a paper ”An Economic Study on Flower Cultivation in Andanallur Block in Tiruchirappalli District “ Research Explorer, [www.selptrust.org](http://www.selptrust.org) ISSN:2349 -1647 VOL.VI ,Issue.17, April-June 2018, pp.98-101, Impact Factor:2.014, UGC approved Journal , <http://iaraindia.com>.
- Published a paper ” An Economic study of Jasmine Cultivation in Ettarai Village in Tiruchirappalli District “ International Journal of Research and Analytical Reviews, [www.ijrar.com](http://www.ijrar.com),ISSN:2348 -1269 VOL.5 ,Issue.3, July 2018, pp.54a-59a, Impact Factor: 5.75, UGC approved Journal , [http://ijrar.com/upload-issue /ijrar-issue.2051.pdf](http://ijrar.com/upload-issue/ijrar-issue.2051.pdf).
- Published a paper an “Employment opportunities of Women in Flower cultivation at Andanallur Block in Tiruchirappalli District “ International Journal of Research in Engineering Application and Management, ISSN:2454 -9150 VOL.04 ,Issue.05, August 2018, pp.151-154, Impact Factor: 5.646, UGC approved Journal ,

<http://ijream.org/papers/IJREAMV0410541065.pdf>.

- Published a paper an,” Income and Expenditure of Rose Cultivation in Puliur Village in Tiruchirappalli District “ Adalya Journal, ISSN:1301 -2746, VOL.8 ,Issue10, October 2019, pp.1968- 1972, Impact Factor: 5.3, UGC approved Group-A Journal , <http://www.dropbox.com/s/oqx5x4p789fgvm/208-oct-2162.pdf>.
- Published a paper on” The Constraints faced by the Flower Cultivators in Marketing “ Think India Journal ISSN:0971 -1260, VOL.22 ,Issue.4, October-December-2019, pp.4752-4759, Impact Factor: 6.2, UGC Care list , <http://journals.eduindex.org/index.php/think india/article/view/9713s>.
- Published a book chapter on “Sustainable Development in floriculture in recent years” in the book title of “A Multidisciplinary Approach on future prospects of Sustainable development” (volume 2) on 28 october 2022.

#### **PAPER PRESENTATION**

- Participated National level seminar an Environment and sustainable development and presented a paper on “NGO’s and sustainable development in India” on 5<sup>th</sup> and 6<sup>th</sup> October 2009 held on Kundhavai Naachiya Govt. Arts college(women), Thanjavur-613007.
- participated National conference on recent trends in service marketing in India and presented paper on “Features of service marketing” on 9.9.2011 held at Niana Mohammed college of Arts and Science, Aranthangi.
- Attended a state level seminar and presented a paper an “Inflation in India, why? What? How?” on 30<sup>th</sup> Sep.2011 held at National College, Trichy-1.
- Participated an International conference on Business Innovations in the Globalization and presented a paper on “Challenges and Opportunities of Human resource ” on 22<sup>nd</sup> September 2012 held at A.V.V.M. Sri Puspham College Poondi.Thanjavur.

- Participated State level Seminar on HR Practices in India and presented a paper on “HR Practices in today’s situation in Private sector “ on 12/09/2014 Held at Srimad Andavan Arts and Science College Trichy.
- Participated National level Seminar on GST and presented a paper on “GST and its Impact on flower cultivation “on 4<sup>th</sup> and 5<sup>th</sup> October 2017 Held at National College Trichy.
  - Participated ICSSR Sponsored National Seminar on Women in Indian Agriculture and presented a paper on “Women and the Village Economy in Floriculture” On 5<sup>th</sup> and 6<sup>th</sup> March 2018 Held at A.V.V.M. Sri Pushpam College Poondi.Thanjavur .
  - Presented a paper on “Factors Affecting the Mental Health during Pandemic situation “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.

### **Workshop Attended**

- participated an orientation programme at Bharathidasan University on May 2011.
- Attended a workshop on “Five days Entrepreneurship Training workshop to college Teachers on 20.03.2013 to 25.03.2013 held on Institute for Entrepreneurship and carrier of development at Bharathidasan university.
- participated a workshop on “NAAC awareness programme conducted by primax foundation at Bangalore on July 2019.
- Participated a” Faculty Development Programme in Security markets” on 15th February 2020 at Bharathidasan university.

- participated an “Innovative Pedagogies of the Future in Teaching Learning Process” at Shrimati Indira Gandhi College, Trichy from 17.03.2022 to 19.03.2022.
- participated on faculty training through the “Naan Mudhalvan Program” held at Bharathidasan University from 30.01.2023 to 03.02.2023.
- Participated A One- Day National Conference on “India’s G20 Presidency and Global Economic Order: Trade, Investment and Sustainable Development” at Jamal Mohamed College (Autonomous), Tiruchirappalli on 06th March 2023.
- Participated 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”.
- Attended a faculty development program through the “Naan Mudhalvan Program” held at Bharathidasan University from 17.07.2023 to 21.07.2023.