

PERSONAL PROFILE

NAME (in CAPITAL LETTER) : Mrs. POORNIMA.M

Designation : Assistant Professor

Department : Commerce

Official Address : Assistant Professor
Department of Commerce & Management
Government First Grade College, Kavour
Mangalore- 575 015

Residential Address : "Samruddi", D.No. 1-194/1(3)
Kadamboddy, post Hosabettu kulai

Marital Status : Married

Mother Tongue : Tulu

Blood Group : O+

Languages Known : Kannada, English, Hindi, Tulu

Date of Appointment : 03/11/2003
(Government Service)

Contact Number : 8762822995

E-mail : poornimamk1969@gmail.com

Educational Qualification:

Degree	University	Year of Completion
M.Com	Mangalore University	1993
M.Phil	Alagappa university	2008

Departmental Exams Completed:

Exams Cleared	Year of Completion
General Law Part-II	2004
Accounts Higher	2004
General Law Part-I	2004
Computer Literacy Test-KEONICS	17.12.2016

Orientation/Refresher and Short Term Courses Attended:

Course Attended	University	Date/Year of completion
UGC Sponsored Orientation Programme	Academic Staff College, University of Mysoor	7-10-2004 to 3-11-2004
UGC Sponsored Refresher Course in Commerce & Management	Academic Staff College, University of Mysoor	29-10-2009to 18-11-2009
UGC Sponsored Refresher Course in Commerce & Management	Academic Staff College, Bangalore University	22-01-2012 to 13-02-2012
UGC Sponsored Refresher Course in Commerce & Management	Academic Staff College, University of Mysoor	9-12-2014 to 29-12-2014
UGC Sponsored Short Term Course-One Week Contact/Hands on Experience Programme for ARPIT Learners	UGC-Human Resource Development Centre, Kannur University, Kannur, Kerala	06-03-2020 to 12-03-2020
9 th Online Short-Term Course on E-Content Development	UGC-Human Resource Development Centre, Gujarat University Ahmedabad	28-05-2020 to 03-06-2020
Attended National Level One Week Online Faculty Development Programme on “Impact of Covid-19 on Indian Economy and Industry”	organized by Sangolli Rayanna First Grade Constituent College of Rani Channamma University, Belagavi.	14.05.2020 to 20.05. 2020
Participated In the training programme of college teachers Counseling	NIMHANCE Bangalore	21-7-2008 to 26-7-2008
Participated in the training programme for NSS Programmme Officers,	NSS Empanelled Training Institution for Karnataka ,Karnataka State Open University Mysore	16.02.2013 to 22.2.2013

Experience as a Lecturer :

Sl.No	Institution	Position held	From	To
1	Government First Grade College, Bettampady	Part time Lecturer	15.6.1993	31.3.2002
2	Government First Grade College, Vittal	Part time Lecturer	3.7.1993	31.3.2002
3	Government First Grade College, Udupi	Assistant Professor	3.11.2003	17.11.2003
4	Government First Grade College, Kavour, Mangalore	Assistant Professor	18.11.2003	Till date

Professional/Acedemic body Membership (If any) :

Sl.No	Professional/Acedamic boby	Member since	Type of Membership (Annual/Life Member)
1	KGCTA	2012	Life Member
2	FOBMAT	2016	Life Member
3	MUCTA	2016	Life Membership

Details about Paper presentation in various Seminars/Conferences

Sl. No.	Title of the Paper presented	Title of Conference/ Seminar, etc.	Organized by	Level of Organization
1	“Social Entrepreneurship –A Path to Social Change: A Profile of selected Social Entrepreneurs	Social Entrepreneurship- A Gateway of Societal Transformation	SDM College of Business Management on 11 th February 2020	National Conference
2	“Start-up an Opportunity for Young Entrepreneurs”	Augmenting Employability Skills in Management Education	SDM College of Business Management on 30 th January 2020	National Seminar
3	“Future of Neuro Marketing with Nano Marketing”	Innovation and Digitalization- Strategies for Global Collaboration	Centre for Post-Graduate Studies & Research, St. Agnes College (Autonomous) on 20 th January 2020	International Conference
4	Awareness among Youth about Green Product –A Study with Reference to Dakshina Kannada District	Contemporary innovations in Industry and Commerce ICIIC	Department Of Post Graduate Studies and research in commerce ,Mangalore University,22 nd &23 rd February 2019	International Conference
5	A Study on Issues and Challenges of ICT in Student Learning and evaluation with reference to university affiliated to Colleges in Mangalore City	Preparing for the Future :Learning and Teaching Management	Justice KS Hegde Institute of Management ,NITTE ,on 29 th and 30 th December 2018	International Conference
6	Impact of Electronic Commerce on the Sporting goods Market : A study of Dakshina Kannada District.	Application of Sports Sciences in Physical Education	Department of Physical Education and Internal Quality assurance Cell, GFGC Kavor,17 th March 2018	National Conference
7	Women Entrepreneur –A Ray of Hope	Human Rights of Women and Transgenders vis – a-vis Technology and Modernity	,Government First Grade College , Haleyangadi 11 th January 2017	National Conference
8	Digital India ;Opportunities for Entrepreneurship	“Digital Economy –Challenges and	Government First Grade College and PG Centre	National Conference

		Opportunities.”	Shikaripura, 11 th March 2017.	
9	Awareness Level among Public about Digital India – A Study of Dakshina Kannada District.	“Envision India-Emerging Issues and Challenges organized.	IQAC ,Government First Grade College ,Kavoor 7 th April 2017	National Conference
10	Awareness Regarding CSR among college Students A Study with reference to Dakshina Kannada District	Emerging Ethical Issues and Concerns in Global Business Arena	Milagres College ,Mangalore,22 nd February 2016	National Conference
11	Status of Corporate Social Responsibility initiating by selected companies in India	Emerging Ethical Issues and Concerns in Global Business Arena	Milagres College ,Mangalore,22 nd February 2016	National Conference
12	Electronic Waste-Awareness among college students in Dakshina Kannada District	E-Waste Management – Challenges And Opportunities	Canara college ,Mangaluru,3 rd &4 th September 2015	National Conference
13	An Analysis of Swatch Bharath Abhiyan in selected Schools and colleges of Dakshina Kannada District	Green Marketing In India – Emerging Opportunities and Challenges	SDM College of Business Management ,21 August 2015	National Conference
14	Entrepreneurship Among Women –A Study with reference to D.K District	Women Empowerment Through Microfinance – Challenges and Prospectus	ST Agnes college (Autonomous) Mangalore 26 th and 27 september 2014	National Conference
15	“Globalization with Human Face”	“Human Rights, Indian Constitution and Globalization: An Interface”	GFGC, Haleyangadi,1 st February 2013	National Conference
16	“Human Rights Education-Issues and Education”	“Human Rights, Indian Constitution and Globalization: An Interface”	GFGC, Haleyangadi,on 1 st February 2013	National Conference
17	“Dalit women- the Down Trodden”	“Human Rights in the Emerging Era”	GFGC, Kavoor,10 th December 2012	State Conference
18	Entrepreneurship Education: An Analysis of the Issues and Challenges”	Industry – Instituiton partnership in higher education: New directions and paradigms.	Shree Gokarnanatheshwara College, Gandhinagar, Mangalore on 17 th and 18 th Feb 2011	National Conference
19	Impact of entrepreneurship Development Programmes on Minority Entrepreneurs	Role of Higher Education in Entrepreneurship	Department of MBA(IB) University College, Mangalore and	National Conference

	–A Study with reference to Dakshina Kannada District ,Karnataka.	Development in India”	Department of Business Administration, on 19 th and 20 th January 2011	
20	Economic Recession- Opportunities for Entrepreneurs”	Economic Revival: Business Perspectives and	Department of Business Administration, St. Joseph Engineering College, Vamanjoor, Mangalore. Opportunities’ on 29 th and 30 th April	National Conference
21	“ E- Marketing – An Innovative tool in transforming marketing”	Marketing Revolution :Emerging trends in Retail Marketing	Vidyodaya First Grade College, Mysore 16 th and 17 th Aug 2011	National Conference
22	Enterpreneural initiative among women- A study with reference to Mangalore city corporation area	”Empowerment on Women Issues and Challenges	Vidyodaya First Grade College, Mysore 26 & 27 th Aug 2011	National Conference
23	Economic Recession – Opportunities for Entrepreneurs	Economic Revival :Business Perspective And Opportunities	St.Joseph Engineering college ,Department of Business Administration Vamanjoor 29 th &30 th April 2010	National Conference

Sl. No.	Type of Activity	Yearly/Semester wise
1	Participated Three day International Faculty Development Programme On Engaging Minds and Empowering Success in Modern Research Era .	26 th ,27 th 28 th August 2020.
2	Attended Training Programme for Consumer Club Co-coordinators organized by D.K. District Federation of Consumer organization in association	22.8.2019
3	Organised Inter Collegiate workshop on “Road Accidents –Civic Responcibilities” Organised by the Student council,Jagrathi Consumer Club IQAC,and Rotary Club Surathkal ,16 th February 2018	2018
4	Attended One Day Workshop on “Professional Values and Personality Development” Conducted by GFGC Kavoor ,10 th september	2016
5	Attended “Prajna 2016”An Orientation Programme for college Faculty ,held at Ramakrishna Math, Mangalore ,2 nd September	2016
6	Attended one Day Workshop on Revised B.Com Curriculum held at Sri Durga Parameshwari Temple First Grade College Kateel	2016
7	Attended One Day Workshop on Revised B.com Curriculum held at Vijaya College Mulky,11 th July	2015
8	Attended One Day University Level Workshop On “Sports Psychology and Athletics”Organised by Dept. of Physical Education of GFGC Kavoor,on 28 th March	2015

9	Attended in one Day inter collegiate workshop on Enhancing Employability Skills Organised by Government First Grade College Kavour, on 16 th March ,	2015
10	Member of Board of Examiner (BOE)- Mangalore University- BBM Course	2014
11	Participated in One Day Workshop on “Revised Syllabus of BBM 5 th semester of Mangalore University” on 28 th June 2014, at Sri Bhuvanendra College Karkala	2014
12	Attended “Feel teacher learning and development intervention” organized by CLHRD & Office of Joint Director, Collegiate education Mangalore division. 20 th January	2014
13	Participated in One Day Sahithya Kammata organized by the NSS in association with Central Library Mangalore , 24.1.2014	2014
14	Member of Board of Examiner (BOE)- Mangalore University- BBM Course	2013
15	Participated one day University level Inter collegiate workshop on Women Rights in the Emerging Era held at GFGC Kavour 12 th March	2013
16	Participated in One Day Workshop on “Revised Syllabus of BBM 1 st semester of Mangalore University” 14 th July ,SDM College of Business Management.	2012
17	Participated in One Day Workshop on “Revised Syllabus of BBM 2 nd semester of Mangalore University”, Dr. NSAM, First Grade College, Nitte, 15 th December	2012
18	Conducted socio-economic survey of the residents of Madhya. During the visit NSS Volunteers created awareness about the consumer rights and child rights.	2011
19	Organized One Day Sahithya Kammata organized by the NSS in association with Central Library Mangalore “26.2.2011	2011
20	Participated in One Day University Level Workshop on “Emerging Trends in Sports” organized by GFGC Kavour on 23.04.2010	2010
21	Participated in One Day Workshop on “Student Centered Teaching & Experiential Learning” organized by MUCTA on 29.10.2010	2010
22	Participated In the International Level Conference on “Redefining Roles of Business, NGOs and Governments: A Mission for a Better Global Society” on 29 th and 30 th December 2010 organised by JKSHIOM NITTE.	2010
23	Participated in two day National conference on “Industry-Institution partnership in Higher Education: New directions and paradigms” organized by Shree Gokarnanatheswara College Gandhinagar, Mangalore.	2010
24	Participated as a delegate in the International Conference on Redefining the Roles of business NGO’s and Government :A Mission for Better Global Society .” on 29 th and 30 th December	2010
25	Participated two days State level Work shop “Relevance of Information and Communication Technology in Teaching and Financial Accounts ,T Govinda Das College ,Surathkal 27 th 28 th August	2009

Research publication details with UGC notified journal

Year	Title of paper	Name of the Journal	Name of the author/s	Title of the Proceedings of the conference	Name of the Publisher	ISBN/ISSN number with UGC notified journal	Journals notified in UGC website
2016-2017	Digital India-A Mantra for Transformation- A Study about the Awareness level of College Students in Dakshina Kannada District, Karnataka	Indo Global journal of Applied Management Science	Mrs. Avitha Maria Quadras & Mrs. Poornima M	Vol. 5, Issue 1 March 2017	The Kongu Regional Educational & Research Foundation, Salem	ISSN: 2320-7892	Impact Factor: 3.002
2017-2018	Knowledge about Consumer Rights among General Public in Dakshina Kannada District	Royal Peer Reviewed Referred and UGC Listed Journal	Mrs. Avitha Maria Quadras & Mrs. Poornima M	Volume VI, Issue-II, Part VI June to November 2017	Ajanta Prakashan, Aurangabad	ISSN: 2278-8158	Journal No. 47037 Impact factor: 4.42
	Public Awareness towards goods and Service Tax (GST) in Dakshina Kannada District	Galaxy Link-An International Multi Disciplinary Half yearly Research Journal	Mrs. Poornima M	Volume VI, Issue-I, Part II November-April 2017-2018	Ajanta Prakashan, Aurangabad	ISSN: 2319-8508	Journal No. 47023 Impact factor: 4.361
	Perception of Students Towards the Adoption of E-Learning Methods in Learning –A Study with Reference to Mangalore City	Galaxy Link-An International Multi Disciplinary Half yearly Research Journal	Mrs. Poornima M	Volume VI, Issue-I, Part III November-April 2017-2018	Ajanta Prakashan, Aurangabad	ISSN: 2319-8508	Journal No. 47023 Impact factor: 4.361

Awards and Recognition

Received Best NSS Programme Officer State Award in the year 2012-13

Received Best NSS Programme Officer Award from Mangalore University in the year 2012-13

Received Best Co-ordinating Teacher/Director Consumer Club in College organized by D.K. District Federation of Consumer Organization in the year 2019-2020

Association in charge

Association In charge – Year wise (2021-2010)

Year	Association in charge
2020-21	Coordinator of internal exam and Attendance Shortage committee
	Coordinator of Consumer Club
	Coordinator of college calendar committee
	Women Harassment Prevention Cell- Committee Member
	Coordinator of Old Students Association
	Class Guide- Academic & personal counseling to students whenever required
2019-20	Coordinator of student parishad, student welfare officer.
	Coordinator of college calendar committee
	Coordinator of Time Table Committee
	Coordinator of student counseling
	Coordinator of internal exam and Attendance Shortage committee
	Coordinator of Consumer club
	Member of library Stock verification and Sports equipments committee
2018-19	Coordinator of student parishad, student welfare officer.
	Coordinator of college calendar committee
	Coordinator of Time Table Committee
	Coordinator of student counseling
	Class Guide- Academic & personal counseling to students whenever required.
	Women Harassment Prevention Cell- Committee Member
	Member of library Stock verification and Stock verification of College Furniture, committee
2017-18	Coordinator of student parishad ,student welfare officer.
	Coordinator Edusate Programme
	Coordinator of Time Table Committee
	Coordinator of student counseling
	Class Guide- Academic & personal counseling to students whenever required.
	Women Harassment Prevention Cell- Committee Member
	Member of library,Stock verification and of college furniture and other equipments committee
2016-17	Coordinator of College Magazine
	Coordinator of commerce and management Association
	Coordinator of student counseling
	Coordinator of Edusate programme
	Coordinator of Time Table Committee
	Member of library Stock verification and of college furniture and other equipments committee

	Class Guide- Academic & personal counseling to students whenever required.
2015-16	Coordinator of internal exam and attendance shortage
	Coordinator of student counseling
	Coordinator of Edusate programme
	Women Harassment Prevention Cell- Committee Member
	Coordinator of College Magazine
	Coordinator of Time Table Committee
	Class Guide- Academic & personal counseling to students whenever required.
	Coordinator, stock verification of office stationery and other equipments
2014-15	Coordinator of internal exam and attendance shortage
	Coordinator of student counseling
	Coordinator of Eco club
	Coordinator of silver film Association
	Coordinator of stock verification of science equipments
	Coordinator of old students Association
2013-14	Coordinator, Commerce association
	Class Guide- Academic & personal counseling to students whenever required.
	Coordinator, Student Parishad
	Coordinator, Human right cell
	Coordinator, Old Students Association
	Student welfare officer
2012-13	NSS Programme Officer
	Coordinator, Red Ribbon Club
	Class Guide- Academic & personal counseling to students whenever required.
	Coordinator, stock verification of science equipment and other equipments
	Coordinator, Old Students Association
	Editor of College Newsletter "Ankana"-collected and compiled the news and activity reports of college programmes- released by Joint Director
	Coordinator, Students Counseling
2011-12	NSS Programme Officer
	Coordinator, Red Ribbon Club
	Class Guide- Academic & personal counseling to students whenever required.
	Coordinator, stock verification of college furniture and other equipments
	Coordinator, Old Students Association
	Coordinator, Students Counseling
2010-11	NSS Programme Officer
	Coordinator, Red Ribbon Club
	Class Guide- Academic & personal counseling to students whenever required.
	Women Harassment Prevention Cell- Committee Member
	Coordinator, Students Counseling
	Coordinator, Old Students Association
	Coordinator, stock verification of office stationery and other equipments