



Government of Puducherry
Tagore Government Arts and Science College
 Accredited at "A" Grade by NAAC
 Puducherry – 605008



Faculty Profile

1	Name	:	Dr. R. VELU RAJ		
2	Designation	:	Asst. Prof & HoD of Cooperative Management IQAC Coordinator RUSA (PM-USHA) Coordinator Placement Coordinator		
3	Employee ID	:	LA0131		
4	Date of Birth	:	03-12-1974		
5	Date of Joining in Regular Service	:	06-11-2003		
6	Mobile Number/ Phone number	:	9443601531		
7	e-mail id	:	velutac@yahoo.co.in , velutac@gmail.com		
8	Academic Record	:			
	Degree	Branch	University	Class	
	B. Cop.,	Cooperation	Gandhigram Rural Institute - (DTBU)	First	
	M.A.,	Cooperative Management	Gandhigram Rural Institute - (DTBU)	First	
	M.B.A.,	Finance	Annamalai University	First	
	P.G.Diploma.,	Marketing Management	Madurai Kamaraj University	First	
	M.Phil.,	Cooperative Management – R&D	Gandhigram Rural Institute - (DTBU)	Highly Commendable	
	Ph.D.,	Cooperative Management	Gandhigram Rural Institute - (DTBU)	Highly Commendable	
	SLET	Cooperation	Bharathidasan University	-	
9	Awards/ Fellowships	:			
	Name of the award/ Fellowship		Year	Agency	
	Merit award for First Rank in Accountancy		1992	St. Mary’s Hr. Sec. School	
	Canara Bank Gold Medal for First Rank in UG		1996	Gandhigram Rural Institute - (DTBU)	
	GRI - (DTBU) Gold Medal for First Rank in PG		1998	Gandhigram Rural Institute - (DTBU)	
	TN State Coop. Union Gold Medal for First Rank in PG		1999	TN State Coop. Union	
	Best Teacher Award		2024	Tagore Govt. Arts & Science College	
10	Publication	:	In Vancouver style		
	In Journals				
	1. Velu Raj. R, “For the Motion: In the opinion of the house, member controlled Cooperatives can alone ensure growth and sustainability“, Resume of Inter-University National Debate on Cooperation (33rd English & 16th Hindi) , National Cooperative Union of India, 1997-98, Pp-9.				
	2. Velu Raj. R, “Welfare of the Blinds: Need of the Hour”, Rural India , Sep.1999, Pp.220-222.				
	3. Velu Raj. R, “Lending Operations of Primary Agricultural Cooperative Banks in Rural Areas”, The Tamil Nadu Journal of Cooperation , Mar.2000, Pp27-31				
	4. Velu Raj. R, “Capital Investment Practices: A Case Study of South India Cooperative Spinning Mills Limited,”, Cooperative Perspective , Oct- Dec 2000, Vol.35(3), Pp 66-77.				
	5. Velu Raj. R, “Failure of Welfare Programmes?”, Annual Magazine , Dr.R.K.Shanmugam College of Arts and Science, Kallakurichi, Tamilnadu, Jan 2001, Pp101-102.				
	6. Velu Raj. R, “Capital Investment Practices: A case study of Cooperative Spinning Mills Limited “, Journal of Extension and Research , Jan 2001, Vol 3(1&2), Pp 93-100.				
	7. Velu Raj. R, “Emerging Need of Cooperative Education in Changing Scenario”, The Tamil Nadu Journal of Cooperation , Mar 2001, Pp 44-52.				

8. Velu Raj. R, "Self Help Groups - An Alternative Approach to Empower Rural Women", **The Tamil Nadu Journal of Cooperation**, June 2001, Pp25-29.
9. Velu Raj. R, "Potentiality of Banks at the Grassroots: An Assessment", **Cooperative Perspective**, April-June 2002, Pp1-8.
10. Velu Raj. R, "Fundamental Management Dimensions of Cooperatives: An Analysis of Major Imperative Issues", **Indian Cooperative Review**, June 2003, Pp 239-247.
11. Velu Raj.R, "Essential Management Strategies for Cooperative Enterprises and Organizations in the Era of Open Market Economy", **The Cooperator**, Sep.2003, Pp 88-91.
12. Velu Raj. R, "Management Strategies for Cooperatives- Essence and Application for Sound Business," **The Tamil Nadu Journal of Cooperation**, Jan.2004, Pp 19-23.
13. Velu Raj. R, "Computerization and Networking (MIS) of Dairy Cooperative Organizations in Tamilnadu, **The Tamil Nadu Journal of Cooperation**, Mar.2004, Pp 25-32.
14. Velu Raj. R, "Profitability Analysis of Pondicherry State Cooperative Bank: A Study", **Journal of Banking and Finance**, Feb.2005, Pp 09 -15.
15. Velu Raj. R, "Role of Computer Business Centre: A Case Study of PCCS", **Indian Cooperative Review**, Apr.2007, Pp 45-48.
16. Velu Raj. R, "New Business Strategy to Cooperatives", **The Tamil Nadu Journal of Cooperation**, Nov.2007, Pp 22 -27.
17. Velu Raj. R, "Profitability of ICICI Bank", **International Journal of Commerce, Management and Economics**, May.2011, Pp 32 -38. (ISSN 2231-4245).
18. Velu Raj. R, "Marketing Mix Strategies: A Study of Ponlait Parlours in Puducherry Region", **Journal of Indian Management and Strategy**, Jan.2013, Pp 29 -35. (Indexed/Abstracted with Thomson Reuters/Web of Science (Emerging Sources Citation Index), Indian Citation Index (RII - 0.015), Scientific Journal Impact Factor.4.795, ISSN: 0973-9343 (O), 0973-9335 (P))
19. Velu Raj. R, "Quality of Work Life (QWL): A Literature Review", **GE International Journal of Management Research**, Vol.4 (4), April.2016, Pp 20 -28. (Scientific Journal Impact Factor.4.88, ISSN: 2321- 1709(O), 2394 – 4226(P))
20. Velu Raj. R, "Promotion of Tourism Cooperatives – A Pathway to Rural Livelihood", **The Tamil Nadu Journal of Cooperation**, Nov.2016, Pp 37-46.
21. Velu Raj. R, "Sustainable Tourism Through Cooperatives", **The Cooperator**, Apr.2017, Pp 29-31.
22. Velu Raj. R, "Rural Tourism Cooperatives: Business Priorities for Community Engagement", **Indian Journal of Rural Education and Engagement**, Oct. 2017, Pp 16-22.
23. Velu Raj. R, "Examining the Effectiveness of Women Empowerment in India's Rural Employment Guarantee Scheme", **International Multilingual Referred Research Journal**, Dec. 2017, Pp 440-449. (International Innovative Journal Impact Factor (IIJIF). 5.131 (2016-17), ISSN: 2319-9318)
24. Velu Raj. R, "A Comparative Study on WLB of Married Female Government and Private School Teachers of Puducherry", **International Journal of Advance Research, Ideas and Innovations in Technology**, Vol. 5(3), 2019, Pp 892-894. (Scientific Journal Impact Factor.4.135 (2016), ISSN: 2454-132X).
25. Velu Raj. R, "Work-Life Balance of Married Female Self Employers and Government Salary Earners in Puducherry: An Empirical Study", **International Journal of Management, Technology and Engineering**, Vol. 9(5), May.2019, Pp 3056-3063. (UGC approved Journal SI. No.45550, Thomson Reuters' Research ID: H-2418-2017 Indexed Journals, SCOPUS SUGGESTED JOURNAL ID: 50E4CF07B9164F83, Scientific Journal Impact Factor.6.3, ISSN NO: 2249-7455).
26. Velu Raj. R, "Positive Influence of Quality of Work Life (QWL) on Family Enrichment (FE): A Triangulated Model", **Journal of Interdisciplinary Cycle Research**, Vol. XI (XII), December. 2019, Pp 726-737. (UGC-CARE approved Group A Journals – Serial No. 21259, Scientific Journal Impact

	Factor.6.2, ISSN NO: 0022-1945).		
	27. Velu Raj. R, "Unified Payment Interface: A Unique Payment Interface in the Universe-Secondary Data Analysis", European Economic Letters , Vol. 13 (3), 2023, Pp 1259 - 1267. An International Blind-Peer-Reviewed Online Semi-Annual Journal, Simple Impact Factor: 0.278 , ISSN NO: 2323-5233). DOI: https://doi.org/10.52783/eel.v13i3.423 (https://doi.org/10.52783/eel.v13i3.423)		
	In Edited Books		
	1. Velu Raj. R, "Tree Growers Co-operatives", Environmental Issues, June 2003, Pp 167 – 170. 2. Velu Raj. R, "Rural Employment: A Case Study of CS Energy Food Manufacturing Cooperative", Rural Entrepreneurship, May 2005, Pp 224-265. 3. Velu Raj. R, "Business Diversification of PCCWs", Consumer Cooperatives, Nov 2009, Pp 124-136. 4. Velu Raj. R, "Why should Informal Cooperatives (SHGs) tread carefully?: Lessons from Formal Cooperatives", Innovative Management Strategies for Emerging Business Paradigms, Samy Publications, Kumbakonam, Feb 2013, Vol. 2, Pp 17 F, ISBN 978-81-909038-1-3. 5. Velu Raj. R, "Agricultural Cooperatives in Food Security Management", Food Security – Facts and Issues, 2014, Pp 165-177, ISBN: 978-93-50564-19-6, Discovery Publishing House Pvt. Ltd, New Delhi. 6. Velu Raj. R, "Dynamics of Cooperative Model: An intervention of Social Legislation and Human Rights", Cooperative Enterprises for Sustainable Development, Aug 2014, Pp 59-63, ISBN: 978-93-83459-68-1, Bonfring Publications, Coimbatore. 7. Velu Raj. R, "A Study on Self-Esteem Level of Govt. Employees and Private Sector Employees in Cuddalore Town, Tamilnadu, India", Research Dimension in Commerce and Management, 2014, Pp 94-106, ISBN: 978-93-84052-36-2, Bloomsburg India Publications, New Delhi. 8. Velu Raj. R, "Sustainable Livelihood Opportunities through Micro Enterprises Development for Empowering Rural Women", The Role of Social Enterprises in the Globalised Economy, 2015, Pp 43-46, ISBN: 978-93-85477-08-9, Bonfring Publications, Coimbatore. 9. Velu Raj. R, "Publishing Cooperatives: An Introspection towards Innovative Business Models", Innovative Cooperative Ventures/Initiatives, Indian Society for Studies in Cooperation, Dominant Publishers & Distributors Pvt. Ltd, 2015, ISBN 978-93-84161-96-5. 10. Velu Raj. R, "Coherences in Information, Communication and Technology (ICT) for Sustainable Livelihood Development of Cooperative Members: An Analysis", Digitalization of Economy & Cooperatives, Indian Society for Studies in Cooperation, 2018, Pp 112-121, ISBN 978-93-88017-07-7.		
	Books Published		
	1. Velu Raj. R, Funds Management – A Case of Cooperative Bank, Lambert Academic Publishing, ISBN No. 978-3-8484-3385-8. 2. Velu Raj. R, A Text Book on Goods and Services Tax (GST), Bharathi Publications, ISBN No. 978-93-921230-5-4. (2020)		
11	Doctoral Theses Guided & Awarded	:	2
12	Membership in Professional bodies	:	
	Life Member in Indian Society for Studies in Cooperation External Member for Ph.D Doctoral Committees in various Universities Subject Expert of Board of Studies in Cooperation in various Universities Member Educationist , VMC, KV No.1 Jipmer Campus, Puducherry		