

CURRICULUM VITAE

Dr R. Neelaiah
Assistant Professor
Department of Commerce
Govt. Degree College for Men (A)
Kadapa, YSR Dist.
Andhra Pradesh – 516 004
Mobile: +919492426281
Email: dr.neelu09@gmail.com



Current status:

- Assistant Professor, Department of Commerce, Govt. College for Men (Autonomous), Kadapa, YSR (dist.). Andhra Pradesh. From Oct. 2014 to till date
- Head of Department (HoD) of Commerce, Govt. College for Men (Autonomous), Kadapa, YSR (dist.). Andhra Pradesh. From June 2017 to Aug 2018.
- Chairmen of Board of Studies (BoS) of Commerce, Govt. College for Men (Autonomous), Kadapa, YSR (dist.). Andhra Pradesh. From June 2017 to Aug 2018.
- M.Com course Coordinator, Govt. College for Men (Autonomous), Kadapa, YSR (dist.). Andhra Pradesh. From June 2017 to Nov. 2018. & from Dece. 2021 to till date
- Associate NCC Officer (ANO), Govt. College for Men (Autonomous), Kadapa, YSR (dist.). Andhra Pradesh. From June 2015 to till date

Teaching Experience:

- Assistant Professor, Dept. of Humanities, S.K University College of Engineering, S.K University, Anantapur. From 2009 to 2011
- Assistant Professor, Department of Commerce, M.V.S Govt. Arts & Science College (UG & PG), Telangana. Andhra Pradesh. From Dec. 2011 to Feb 2014
- Assistant Professor, Department of Commerce, Govt. Degree College, Nandikotkur, Kurnool (dist). Andhra Pradesh. From Feb. 2014 to Sept. 2014

Academic Activities:

- BoS member of SKR & SKR Govt. Degree College for Women (Autonomous), Kadapa From 2018 to 2022
- BoS member of Sri Ramakrishna Degree College (Autonomous), Nandyal, Kurnool, Andhra Pradesh-518 501. From 2018 to 2021
- BoS member of KSN Govt. Degree College for Women (Autonomous), Anantapur, Andhra Pradesh-516 001. From 2022 to till today
- Paper Setter and valuator of Various Universities and Autonomous Colleges like Sri Venkateswara University, Tirupathi, Sri Krishnadevaraya University, Anantapur, Krishna University, Rajamandri, KVR Govt Degree College for Women, Kurnool, Govt College, Anantapuramu, Govt. Degree College, Srikakulam. DKW Govt. College for Women, Nellore. SKR & SKR Govt. Degree College for Women, Kadapa.
- Worked as a Academic Councilor for UG & P.G Courses, Dr.B.R.R Ambedkar Open University, Hyderabad from 2011 to till date.
- Worked as a M.Com course Coordinator at M.V.S Govt. Arts & Science College, Telangana. Telangana. From August. 2013 to Feb 2014.
- Worked as a Managing Editor, MVS Journal of Multi Disciplinary Research Published by MVS Govt. Arts & Science College, Telangana, from June 2012 to Feb 2014

Departmental Test

- Passed The Account Test for Executive Officers (141), November 2014. With H.T No.22004663.

Fellowships:

- **Indian Council of Social Science Research (ICSSR)** Doctoral Fellowship from 2008.

Awards/ Certificates:

- Meritorious Certificate received from **C. Hari Kiran, IAS, Kadapa District Collector and Magistrate** on the occasion of 71st Republic Day Celebrations on 26-01-2020.
- Attributed **Lieutenant Rank** From Director General of NCC, New Delhi on 1st December 2016.

Research Experience:

- Demonstrated academic leadership by guiding and mentoring 4 research scholars (2 full-time & 2 Part-time) at Yogi Vemana University, Kadapa, promoting research excellence and professional development.
- Worked as a research investigator and supervisor in **APRPRP** (Indira Kranthi Patham) base line study and midterm, APDPIP midterm study in Kadapa and Anantapur Districts, under guidance of Prof. G. Galab, Department of **Centre for Economic and Social Studies** (CESS), Hyderabad.
- Worked as a research investigator and team leader in **Fodder Innovation Project** under guidance Dr. V. Leela Prasad, visiting scientist **International Livestock Research Institute** (ILRI), Hyderabad.
- Worked as a research investigator in Agrarian **Studies** under guidance of Prof. V.K Ramachandran, **Indian Statistical Institute**, Kolkata
- Worked as a research investigator in study of **ICDS** beneficiaries and variation between **CARE** adopt **ICDS** centers and **Govt. ICDS** centers, Department of **Glocal Qualitative Research Institute**, Hyderabad.
- Worked as a research investigator study on **Handloom and Power Loom Weavers** under guidance of Prof. G. Galab, Department of **Centre for Economic and Social Studies** (CESS), Hyderabad.
- Worked as a research investigator in study of **Housing beneficiaries** under guidance of Prof. G. Galab, Department of **Centre for Economic and Social Studies** (CESS), Hyderabad.
- Worked as a research investigator study in **Rajiv Palle Bata Programme** under guidance of Prof. G. Galab, Department of **Centre for Economic and Social Studies** (CESS), Hyderabad.
- Worked as a research investigator study in **Young Lives Project** under guidance of Prof. G. Galab, Department of **Centre for Economic and Social Studies** (CESS), Hyderabad.

Research Projects:

UGC Minor Research Project entitled **Women Empowerment through Micro-finance (SHGs) – A case study of Mahabubnagar district.**

Books/Journals Published:

- **Poverty Alleviation Through Self-Help Groups in Anantapur District of Andhra Pradesh**, Anchor Publishers, Hamburg, Germany, 2017, ISBN (e Book):978396067661.4 and ISBN[P] -978396067161.9

Books Edited

- **Micro-finance Growth and Impact**, Manjeera Publishing House, Govt. Degree College, Zaheerabad, Telangana. ISBN:9788193033449, 2015

International Journals: 26

1. Journal of Xi'an University of Architecture & Technology, paper title **A Study Of Effectiveness Of Brand Preference On Consumers With Reference To TVS Motors**, Volume XIV, Issue 12, 2022, ISSN: 1006-7930; Scopus indexed, Impact Factor: 6.514; IC Value: 5.16; ISI Value: 2.286, UGC SI. No 41602.
2. International Journal of Wutan Huatan Jisuan Jishu, Paper Title- **A Study of Hrd Climate in Penna Cement Industries Ltd, Tadipatri**, Volume 19, Issue 11, NOVEMBER/2023, ISSN. 1006-7930, Scopus indexed Impact factor 5.75, UGC SI. No 43602.
3. Journal of Composition Theory (JAC), **A Study Of Customer Preferences In Choosing Spencer's**, Volume XVI, Issue XI, NOVEMBER 2023, ISSN. **0731-6755**, Scopus indexed Impact Factor 6.106, UGC SI. No 44128.
4. Positif Journal, Paper Title- **A Study Of Human Resource Audit At Lanco Industries Ltd.**, Vol 23, Issue 11, 2023, ISSN No: 0048-4911, UGC Approved No. 44192, Scopus indexed, Impact Factor:6.104,
5. Journal of Interdisciplinary Cycle Research, Paper Title- **A Study On Working Capital Management With Special Reference To Amara Raja Batteries Ltd – Tirupati**, Volume XV, Issue XI, November 2023, ISSN NO: 0022-1945, Scopus indexed, Impact Factor:7.104
6. Strad Research, Paper Title-**A Study Of Ratio Analysis At Rayalaseema Spinning Mills Ltd.** VOLUME 10, ISSUE 11, 2023, ISSN: 0039-2049, Scopus indexed, Impact Factor: 6.501.
7. GRADIVA REVIEW JOURNAL, Paper Title - **A Study On Compensation Management At Zuari Cement –Yerraguntla**, VOLUME 9 ISSUE 11 2023, ISSN NO : 0363-8057, Scopus indexed, Impact Factor: 6.302.
8. Goya Journal, Paper Title - **A Study Of Employees Absenteeism With Special Reference To A1 Exporters Pvt. Ltd.** Volume 16, Issue 11, 2023, ISSN NO 0017 – 2715, Scopus indexed, Impact Factor: 7.415.
9. METSZET Journal, Paper Title - **A Study Of Employee Job Satisfaction At Ananta Pvc Pipes-Anantapur**, Volume 8, Issue 10, 2023, ISSN NO. 2061 – 2710, Scopus indexed, Impact Factor: 6.512.
10. METSZET JOURNAL, Paper Title - **A Study Of Ratio Analysis At Mangampeta Barytes**, VOLUME – 8, ISSUE-11, 2023, ISSN:2061-2710, Scopus indexed, Impact Factor: 6.124
11. International Journal of Innovative Research in Technology [IJIRT], paper title **Role of Self-Help Groups (SHGs) In Socio Economic Upliftment of Women**, Volume: 8,

Issue: 8, January: 2022, ISSN: 2349-6002; Impact Factor: 5.87(2022); UGC SI. No 47859. Page No.115-119.

12. International Journal of Research and Analytical Reviews [IJRAR], Paper Title- **Challenges in Indian Higher Education System: Prospective**, Vol.7, Issue 2, June 2020, ISSN. 2348-1269, Impact factor 5.75, UGC SI. No 43602.
13. International Journal of Scientific Research in Engineering and Management [IJSREM], **Socio-Economic Status of Scheduled Tribes in India**, Vol.04, Issue. 06, June 2020, ISSN. 2582-3930, Impact Factor 4.106,
14. Shanlax International Journal of Economics, Paper Title- **The Impact of GST (Goods and Services Tax) in India**, Vol.6, No.1, December 2017, UGC Approved No. 44192, Impact Factor:3.104, ISSN No. 2319-961X.
15. International Conference Proceedings, on **Human Trafficking in Asian Counties: Dynamics and Dimensions**, Paper Title- **Human Trafficking in India: An Overview**, August 2016. Page No-162-165.
16. MITS International Journal of Business Research, Paper Title- **A Study on Self -Help Groups At Work in Anantapur District of Andhra Pradesh**, Vol: 2 Issue:2, July-Dec 2015, page No-28-37, ISSN-2349-1701.
17. Management Trends, Paper title- **Impact of Watershed Programme on The Living Conditions of Farmers - A Case Study of Mudigubba Mandal in Anantapur District of Andhra Pradesh**, Vol.II, No. 1 & 2, June & Dece-2015, page No.21-30, ISSN: 0973 9203
18. Management Trends, Paper title **YSR Contribution to Women Empowerment- A Case Study of Anantapur District of Andhra Pradesh**, Vol.II, No. 1&2, June & Dece-2014, page No.21-30, ISSN: 0973 9203
19. Radix International Journal of Research in Marketing (RIJM), Paper Title **Consumer Rights in India- An Overview**, Vol.2, Issue 5, May 2013. Page No 1-9, ISSN: 2250-3986.
20. International Journal of Multidisciplinary Research (IJMR), Paper Title **Reaching People with Health Education through Distance Mode**, Vol.1, Issue 12(IV), March 2013. Page No 58-60, ISSN: 2277-9302.
21. Daniel Lazer, Natarajan, Malabika Deo, **Micro Finance Enabling Empowerment**, Chennai, Vijay Nicole Imprints Private Ltd, 2010, page Numbers 412- 422, ISBN- 978-81-8209-265-5, Content – **A study on Self-Help Groups at work in Andhra Pradesh**.
22. Rudra P. Pradan, **Infrastructure Policy and Micro – Finance**, Macmillan Advance Research Series, 2010, page No. 1-20, ISBN- **023033217X**, Content: **A Study on Socio Economic Conditions of Self-Help Groups in Anantapur District of Andhra Pradesh**
23. Rudra P. Pradan, **Infrastructure Finance: Issues and Challenges**, Macmillan Advance Research Series, 2010, page No. 337-349, ISBN- **0230332153** Content: **Global Financial Crisis – Impact on India**

24. Pragadeeswara. S, Soundararajan. K, Sudha. G, Balamurali.B, Sumathy.V., **Human Resource Management Practices for Organisational Growth**, Swathika Pathippagam, Karuppur, Tamil Nadu, 2010, page no: 196-203, Content: **Human Resources for Micro-finance Industry**
25. Daniel Lazer, Natarajan, Malabika Deo., **Embodiment of Empowerment SHG**, Vijay Nicole Imprints Private Ltd, 2011, ISBN- 978-81-8209-277-8 page No: 81-87, Content: **Operating Efficiency of SHG at Pulivendula Mandal in YSR Kadapa District of Andhra Pradesh**
26. Suresh.N, Thandava Gowda. TN, Visalakshi. S., **India Inc: Challenges and Opportunities**, Excel Indian Publishers, New Delhi, 2011, Page No:556-562, Content: **Self-Help Groups Bank Linkage Programme: An Experience of Andhra Pradesh**

National: 14

1. Masualamani, **GST in India Implications** Content- **Role of Goods and Service Tax. Roshan publications, Vishakhapatnam**, ISBN:978-93-87540-39-5
2. Uma Devi.K & Venkata Krishnaiah.N, **GST Reforms in India – Its Impact**, Paramount Publishing House, Hyderabad, A.P, 2018, page No. 186-190, Content – **Implication of Goods and Services Tax in India**, ISBN: 978-93-85100-91-8.
3. Venkata Rami Reddy.P & Gangadhar Balangonda., **Human Rights through the Ages- Challenges in the Present Scenario**, Roshan Publications, Visakhapatnam, Andhra Pradesh, 2017, page No.72-76, Content- **Human Rights of Children of India**. ISBN:978-93-86251-48-0
4. Venkata Rami Reddy.P & Gangadhar Balangonda., **Human Rights through the Ages- Challenges in the Present Scenario**, Roshan Publications, Visakhapatnam, Andhra Pradesh, 2017, page No.77- 80, Content-**Ethics and Values in Business Education- Across Cultural Perspective**. ISBN:978-93-86251-48-0
5. Venkata Rami Reddy.P & Gangadhar Balangonda., **Human Rights through the Ages- Challenges in the Present Scenario**, Roshan Publications, Visakhapatnam, Andhra Pradesh, 2017, page No.81- 86, Content- **Violation of Human rights of Women: An Overview**, ISBN:978-93-86251-48-0.
6. ILN C. Rao, **Globalization Impact on Indian Economy, Society & Culture**, Research India Press, New Delhi, 2016, Page No.173-191, Content- **Evaluation of Performance of Banking Sector during Pre and Post Globalization Periods**, ISBN-978-93-5171-052-3.
7. Siva Parvathi.N., **Women in India Through The Ages- A Glance**, research India Press, New Delhi, 2016, page No.279-282, Content-**Women Empowerment Through Self-help Groups in Andhra Pradesh.**, ISBN-978-935171-082-0
8. **Abdul khaddar.S**, Swachh Bharat – Role of Society **Content: Swachh Bharat Abhiyan: Its Serious Business Opportunity**, 11 Dec 2015,ISBN: 978-93-85100-50-5,

9. Mallikarjuna Rao.K., **Financial Inclusion for Inclusive Growth - Opportunities and Challenge**, Paramount Publishing House, Hyderabad-2014, page No.40-47, Content- **Financial Inclusion India: An analysis**, ISBN. 978-93-82163-67-1.
10. Indian Journal of Social Science Research, paper title **Role of Women in Agriculture Development – A Case Study of Kurnool District**, Volume -03, No.01, January – March, 2014, ISSN.2277-2227.
11. Journal of Social Welfare and Management, paper title **SHG: Micro-finance as a New Tool to Combat Poverty: An Empirical Study**, Vol. 5, No.2, April-June 2013. ISSN-0975-0231
12. Anuradha .L, Pragathi.K, Madhavi.K., **Stress Management at Work Place**, Archers & Elevators Publishing House, Bangalore.2013, Content: **Stress Management: An Overview**. ISBN.978-81-923134-0-1
13. Indian Journal of The Sociologist, Paper Title **Plight of Formers in Draught Prone Areas: A special focus on Andhra Pradesh**, Page No 86-97, Vol. III, No. I & II, 2009. ISSN 0975-170S.
14. Ramakrishna Reddy. G, Appa Rao.P.B, Rama Subba Reddy. M., **Micro- Finance and Poverty Alleviation**, Srirama publishers, 2010, page No. 145-157, Content: **Human Resource Interventions for Micro-Finance : Certain Issues and Concerns**

Seminars:

International: 13

1. Attended one day International Conference (Webinar) on **Pandemic Pedagogy in Higher Education of COVID-19**, Organised by Department of Education, Bharathiar University, Coimbatore in Association with Dept. of Education, Sikkim University, (A Central University) Gangtok, Sikkim, India. on 13th may 2020
2. International Conference on **Human Trafficking in Asian Counties: Dynamics and Dimensions**, organised by Dept. of political Science, Govt. College (UG & PG -Autonomous), Anantapuramu, presented paper titled **"Human Trafficking in India: An Overview**. on August 10-12, 2016
3. International Conference on **Sports management & Sports Engineering**, organised by sports management Research Institute, Ernakulam Kerala, presented paper titled **"Importance of Games and Sports in India an Overview"** on August 6th, 2016
4. International conference on **"Consumer Dynamics and Marketing Strategies in the Globalized Economic Era – Perspectives and Challenges"** organized by the Dept. of Management Studies, GRIET, Hyderabad, presented a paper titled **"Marketing Strategies for Women Self- Help Groups"** during 29-30 Oct.2013.
5. International Interdisciplinary Conference on Recent Trends in Commerce, Management, Engineering, Technology and social Sciences, organized by Choice College of Arts and Commerce, Pune, presented a paper titled **"Reaching People with Health Education through Distance Mode"** on 25th Feb. 2013

6. Fourth International Conference on **Micro Finance (ICOMFI-2011)** organised by Department of Commerce, School of Management, Pondicherry University, Pondicherry presented a paper “**Operating Efficiency of SHG at Pulivendula Mandal in YSR Kadapa District of Andhra Pradesh**” on 27th – 29th January 2011.
7. International Conference on **India Inc: Challenges and Opportunities** organised by Don Bosco Institute of Bio-Sciences & Management Studies, Kumbalgotu, Bangalore, presented a paper “**Self-Help Groups Bank Linkage Programme: An Experience of Andhra Pradesh**” on 3rd – 5th Jan. 2011.
8. International Conference on **Redefining the Role of Business, NGOs and Governments: A Mission for a Better Global Society** organised by Justice K. Hegde Institute of Management, NITTE, Mangalore, Karnataka presented a paper titled “**Women Empowerment Through Micro-Finance: A Case Study of Selected SHGs in Somala Mandal, Chittoor District of Andhra Pradesh**” on 29th – 30th December 2010.
9. Fourth International Doctoral Theses Conference organised by ICFAI Business School, Hyderabad presented paper titled “**Poverty alleviation Through Self-Help Groups in Anantapur District of Andhra Pradesh**” on Sept. 24-25, 2010.
10. International conference on **Management Practices for Sustainable growth (ICMPSG-2010)** organized by the Dept. of Management, Annamalai University, Chidambaram, presented a paper titled “**Human Resources for Micro-finance Industry**” on July 28th to 30th 2010.
11. International conference on **Management Practices for Sustainable growth (ICMPSG-2010)** organized by the Dept. of Management, Annamalai University, Chidambaram, presented a paper titled “**A Study on Working of Andhra Pradesh Social Welfare Residential Educational Institutional Society (APSWERIS) in A.P – A Case Study on Anantapur District**” on July 28th to 30th 2010.
12. International conference on **Infrastructure Finance (ICIF-2010)** organized by Vinod Gupta School of Management & RCG School of infrastructure Design and Management, IIT Kharagpur, presented a paper “**A Study on Socio Economic Conditions of Self-Help Groups in Anantapur District of Andhra Pradesh**” on June 03-05, 2010.
13. Third International conference on **MICRO FINANCE (ICOMFI-2010)** organized by the Dept. of Commerce, School of Management, Pondicherry University, Puducherry-14, presented a paper titled “**A study on Self-Help Groups at work in Andhra Pradesh**” on 22nd -24th January 2010.

National: 46

1. Attended one day National Seminar on **Evolution of Welfare schemes in Telengana state**, Organised by the Dept. of Economics, BRAOU, Hyderabad, Telangana on 10th & 11th Feb 2024.
2. Attended one day National Seminar on **Digital and Disruptive Technologies in India: Trends, Challenges and opportunities**, Organised by the Dept. of Commerce, Govt. Arts College (A), Anantapur, Andhra Pradesh, on 24th & 25th March 2023.

3. Attended one day National Seminar (Webinar) on **Impact of LAC and LOC on Indian Budget**, Organised by the Dept. of Economics and IQAC, SG Govt. Degree and PG College, Piler, Chittoor Dist., Andhra Pradesh on 14th July 2020.
4. National Commission for Women (NCW), New Delhi, Sponsored National Seminar on **“Issues Challenges and Prospects of Women Participation in Research and Development Activities in India:: past, Present and Future Scenario (ICPWRD-2020)”** organized by the Dept. of Business Management, Yogi Vemana University, Kadapa, A.P., on February 14-15, 2020 presented a paper titled **“Enhancing Women Participation in Economic Development”**
5. UGC Sponsored National Seminar on **“Commerce Education: New Horizons”** organized by the Dept. of Commerce, S.K University, Anantapur, A.P., on 30-04-2018 presented a paper titled **“Awareness on Consumer Rights”**
6. ICSSR Sponsored National Seminar on **“GST in India-Implications”** organized by the Dept. of Commerce, PVKN Govt. College, Chittoor, A.P., on 20th -21st April 2018 presented a paper titled **“Role of Goods and Services Tax”**
7. Indian Council of Historical Research, New Delhi, Sponsored National Seminar on **“Perspectives of Social Movements in Rayalaseema Region of Andhra Pradesh”** organized NTR Govt. Degree College, Valmikipuram, Chittoor Dist., A.P., on 06-07 March, 2018, presented a paper titled **“Socio Economic Status of Scheduled Tribes”**.
8. UGC Sponsored National Seminar on **“Biodiversity: Conservation, Emerging Trends and Challenges”** organized by the Dept. of Zoology, Govt. College (A), Anantapuramu, A.P., presented a paper titled **“Biodiversity: An Overview”** on 5th & 6th October, 2017.
9. ICSSR Sponsored National Seminar on **“Performance, problems And Prospects of MSMEs in India”** organized by the Dept. of Commerce, Govt. College (A), Anantapuramu, A.P., presented a paper titled **“Owners of Small Business Entrepreneurs of Anantapur District: An Emperical Study”** on 28 & 29 July, 2017.
10. UGC Sponsored National Seminar on **“Human Rights through the Ages-Challenges in the Present Scenario”** organized by the Dept. of IQAC, Govt. College for Women (A), Kadapa. A.P. presented a paper titled **“Ethics and Values in Business Education”** on 24 & 25march - 2017.
11. UGC Sponsored National Seminar on **“Wildlife Conservation-Endangered Species”** organized by the Dept. of Zoology, Govt. College for Men (A), Kadapa. A.P., presented a paper titled **“Wildlife Conservation: An Overview”** on 20th & 21st January, 2017.
12. UGC Sponsored National Seminar on **“Modern Trends in Chemistry Research”** organized by the Dept. of Chemistry, Govt. College for Men(A), Kadapa. A.P., presented a paper titled **“Modern Trends in Chemistry”** on 27 & 28, January, 2017.

13. UGC Sponsored National Seminar on “**Advanced Trends in Material Science**” organized by the Dept. of Physics, Govt. College for Men(A), Kadapa. A.P., on 10th March, 2017.
14. UGC and Andhra Pradesh Pollution Control Board Sponsored National Seminar on “**Swachh Bharat – Role of Society**” organized by the Dept. of Botany, Silver Jubilee Govt. College (A), Kurnool. A.P., presented a paper titled “**Swachh Bharat Abhiyan: Its Serious Business Opportunity**” on 11th December 2015.
15. ICHR Sponsored National Seminar on “**Royalaseema Identity, Development and Politics From 1953-2014**” organized by the Dept. of History, Govt. College for Women, Kadapa. A.P., presented a paper titled “**Royalaseema Identity: An Overview**” on 5th & 6th December 2015.
16. State level Seminar on “**Quality Enhancement in Govt. Degree Colleges – Role of Teachers**” organized by Govt. College teachers Association, Andhra University, Visakhapatnam on 10th October, 2015.
17. UGC Sponsored National Seminar on “**Emerging Trends in Service Sector in India**” organized by the Dept. of Commerce, Yogi Vemana University, Kadapa. A.P. presented a paper titled “**FDI’s in Real Estate Sector**” on 20th March 2015.
18. UGC Sponsored National Seminar on “**Environmental Hazards- Causes, Controlling Measures**” organized by the Dept. of Sciences, Govt. College for Men (A), Kadapa. A.P., presented a paper titled “**Environmental Pollution**” on 17th March 2015.
19. UGC Sponsored National Seminar on “**Challenges and Strategies for Consumer Protection**” organized by the Dept. of Commerce, Govt. College for Men (A), Kadapa. A.P., presented a paper titled “**Consumer Protection Act: Interpretation And Application**” on 13th March 2015.
20. UGC Sponsored National Seminar on “**Impact of Mining on Cropping Pattern and Environment**” organized by the Dept. of Environmental Studies, Govt. Degree College, Rajampeta, Kadapa. A.P., presented a paper titled “**Mining Pollution: An Overview**” on 6th & 7th March 2015.
21. UGC Sponsored National Seminar on “**Rural Women Empowerment-Sustainable Development**” organized by the Dept. of Economics, NTR Govt. Degree College, Telangana. Telangana, presented a paper titled “**Effective Marketing Strategies for Women through Self-Help Groups**” on 6th & 7th January 2015.
22. National Symposium on “**Natural Products and Biodiversity: Our Insurance For The Future**” Organised by Govt. College for Men, Kurnool & Science-Tech Foundation, Bengaluru. Paper titled “**Soil Pollution: Effects & Remedies**”
23. UGC Sponsored National Seminar on “**Indian Capital Market Role of SEBI in Investors Protection**” organized by the Dept. of Commerce, Govt. Degree College, Rajampeta, Kadapa dist. (A.P), presented a paper titled “**Foreign Capital Flow and Indian Capital Market: An Appraisal**” on 5th & 6th Sept. 2014.

24. UGC Sponsored National Seminar on “**Financial Inclusion for Inclusive Growth: Opportunities and Challenges**” organized by the Dept. of Commerce, Govt. Degree College, Zaheerabad, Medak dist. Telangana, presented a paper titled “**Financial Inclusion in India: An Analysis**” on 22nd & 23rd August, 2014.
25. UGC Sponsored National Seminar on “**Emerging Trends in Environmental Science and Technology**” organized by the Dept. of Environmental Science, Yogi Vemana University, Kadapa dist. (A.P), presented a paper titled “**Management of Environmental Pollution In India**” on 14th & 15th March, 2014.
26. UGC Sponsored National Seminar on “**Right to Information Act - Issues, Impact & Implementation**” organized by the Dept. of Journalism, & Communication, Yogi Vemana University, Kadapa dist. (A.P), presented a paper titled “**Limitations of the right to Information Act, 2005**” on 11th & 12th March, 2014.
27. UGC Sponsored National Seminar on “**Environmental protection and Management**” organized by the Dept. of Zoology, Yogi Vemana University, Kadapa dist. (A.P), presented a paper titled “**Environmental Pollution in Developing Countries**” on 14th 15th March, 2014.
28. UGC & ICSSR Sponsored National Seminar on “**The Growth of Non-Farm Sector in India: opportunities and Challenges**” organized by the Dept. of Economics, Govt. Degree College, Khairatabad (A.P), presented a paper titled “**Non-Farm Sector in India: An Overview**” on 10th January, 2014.
29. APSCHE & ICSSR Sponsored National Seminar on “**Evaluation of Inclusive Growth Strategies in Rural Development**” organized by the Dept. of Economics, Govt. Degree College, Armoor, Nizamabad dist. (A.P), presented a paper titled “**Inclusive Growth Strategies in Rural Areas**” on 7th & 8th Dece. 2013.
30. UGC Sponsored National Seminar on “**Impact of Micro-Finance on Self-Help Groups and Bank Linkage Programme on Rural Women**” organized by the Dept. of Commerce, PVKN Govt. College, Affiliated Sri Venkateswara University, Tirupati (A.P), presented a paper titled “**Impact of Micro-Finance on Rural Poor**” on 28th & 29th Dece. 2013.
31. UGC Sponsored National Seminar on “**Reforms in Examination System at Under Graduate Level**” organized by the Dept. of Commerce, Govt. Degree College, Affiliated Rayalaseema University, Kurnool (A.P), presented a paper titled “**Challenges in Indian Higher Education System**” on 19th & 20th July 2013.
32. National Seminar on “**Stress Management at Work Place**” organized by the Dept. of Business Management, VRSE College, Vijayavada (A.P), presented a paper titled “**Managing Job Stress – An Overview**” on 20th April, 2013.
33. UGC Sponsored National Seminar on “**Life Long Learning and Sustainable Development**” organized by the Dept. of Adult, Continuing Education & Extension, S.K University, Anantapur (A.P), presented a paper titled “**Development of Communication Skills**” on 1st – 2nd February 2013.
34. UGC Sponsored National Seminar on “**Food Security- A Sustainable Rural Development & Inclusive Growth**” organized by the Dept. of Economics, NTR Govt. Degree College, Affiliated Palamuru University, Telangana (A.P), presented a paper titled “**Rural and Urban Food Security ; Growth with Equity**” on 22nd & 23rd January 2013.
35. APSCHE National Seminar on **Communication – Contemporary Relevance** organised by Department of Commerce, S.V Post Graduate College, Anantapur

- presented a paper **Inter-personal Dynamics and Communication Processes – Some Perspectives and Challenges**. On 29th – 30th Nov. 2010
36. IX A.P Sociological Society National Conference on **Suicides in Post – Modern India** organised by Department of Sociology, S. K University, Anantapur presented a paper titled “**Formers Suicides in Anantapur District of A.P**” on 22nd & 23rd Oct. 2010.
 37. National Seminar on **Natural Resource Management and Livelihoods in Drought Prone Areas**, organized by Rural Development, S.K University, Anantapur. Presented a paper **Plight of Farmers in Drought – Prone Areas – A Special Focus on Andhra Pradesh**. on March 22nd -23rd, 2010.
 38. ICSSR sponsored National Seminar on **Managing Inclusive Growth in India: A Look into the Socio Economic Perspectives**, organized by Department of Commerce & Business Administration, P.G Centre, P.B. Siddhartha College of Arts & Science, Vijayawada. Presented a paper **National Rural Employment Guarantee Scheme in Andhra Pradesh**. on 13th March, 2010.
 39. NCRI Sponsored National seminar on “**Promotion of Gram Carmi’s (Village Volunteers) through Rural Institutes in India**”. Organized by University College of Education, S.K University, Anantapur. Presented a paper titled “**Literacy Progress in India- An overview**”. On March 11th – 12th, 2010.
 40. XXVIII Annual National Conference on **Indian Society of Professional Social Work** Organized by Department of Social Work, C.V.L.N.R Degree & PG College, Anantapur, Presented a paper **Education: Background and perspective in India**. on 8th to 10th January 2010.
 41. UGC Sponsored National Seminar on **Micro Finance and Poverty Alleviation** organized by the Sri Ramakrishna Degree (Autonomous) College, Nandyal (A.P), presented a paper titled “**Self-Help Groups working in Anantapur District of Andhra Pradesh**”. on 12th & 13th December 2009.
 42. National level seminar on **Empowerment of Women: A Multidimensional Approach** held at Veerashiva College, Bellary, Karnataka. Presented a paper on “**Women Empowerment through Self-Help Groups**” on 11th & 12th Sept. 2009.
 43. UGC-SAP sponsored National seminar on **Insurance Industry: Issues and Challenges** organized by the Dept. of Business Administration, S.K. University, Anantapur (A.P), presented a paper titled “**Innovations of Insurance**” on 29th and 30th March, 2008.
 44. UGC Sponsored National Seminar on **Inclusive Rural Banking** (with special reference to Micro Finance and Self-Help Groups) organized by the Dept. of Commerce & Business Administration; Acharya Nagarjuna University, Guntur (A.P), presented a paper titled “**Self-Help Groups Bank Linkage**” on 15th & 16th March, 2007.
 45. UGC sponsored National seminar on **Innovations in Product Development - Challenges before Banking Sector** organized by the Department of Commerce, Osmania University College for Women, Hyderabad (A.P), presented a paper titled “**Strategies of Product Communication**” on 9th Sept. 2005.
 46. UGC sponsored National seminar on **Innovations in Knowledge Management** organized by the Dept. of Business Administration, S.K. University, Anantapur (A.P), presented a paper titled “**Knowledge is Power**”

Attended Workshops: 11

1. Two Day International Workshop on “**Research Methodology in Social Sciences**” Organised by Dept. of Business management, Yogi Vemana University, Kadapa, on August 13-14, 2019.
2. One Day Workshop on “**Accreditation & Autonomy**”, organized by MITS School of Business and Dept. of Computer Applications, Madanapalli, Chittoor Dist., A.P on 25th January 2018.
3. Two Day Lecture workshop on “**Current Trends in Plant Taxonomy & Conservation**”, organized by Dpt. Of Botany, Govt. College (A), Anantapuramu Dist., A.P on 5th & 6th January 2018.
4. Two Day Lecture workshop on “ **Recent Trends in Plant Taxonomy and Biodiversity & Conservation**” , organized by Dpt. of Botany, Govt. College for Men (A), Kadapa Dist., A.P on 12th & 13th July 2017.
5. Two Day UGC sponsored National Workshop on **English language and Literature-A Synchrony**, Organised by Dept. of English, Govt. College for Men (A), Kadapa, A.P on 29th & 30th Dec 2016.
6. One Day Workshop on **Happiness Initiative for Youth Empowerment**, organized by District Resource Centre (DRC), Govt. College for Men (A), Kadapa, A.P on 07th December 2016.
7. One week National Workshop on **Attitude Management** organized by Department of Management, Yogi Vemana University, A.P. from 12 to 17 March 2015.
8. One day UGC Sponsored Workshop on “**Recombinant DNA (rDNA) Technology**” Organized by Department of Biotechnology, Govt. College for Men (A), Kadapa 21st Feb, 2015.
9. One day Workshop on **Changing Paradigms in Management Studies**, Conducted on 31st January 2015, Organized by Department of Computer Applications & Management Studies, MITS, Madanapalli, Chittoor Dist, Andhra Pradesh.
10. National Level Workshop on **Emerging Trends in Image Processing** Organized by Department of Computer Science & Engineering, S.K.U College of Engineering & Technology, Anantapur, on 31st March, 2010.
11. Workshop on **Census Data Dissemination and Statistical Analysis** organized by the directorate of census operations; Hyderabad, A.P. from 11th to 22nd April 2005.

Training Programmes: 19

1. NCC Refresher Course Ref/SD-PT-1-145, Officers Training Academy (OTA), Kampte, Nagapur, from 3 Jun. 2024 to 23 Jun. 2024.
2. APITA online FDP Programme on **Microsoft Diversity Skilling Programme** with implementation partner InfiSpark Foundation from 18-12-2023 to 22-12-2023.

3. UGC Sponsored Refresher Course in **Health Management** Organized by Academic Staff College, Sri Venkateswara University, Tirupati. From 10th – 23rd, August 2023
4. UGC Sponsored Refresher Course in **Indian Heritage and Culture** Organized by Academic Staff College, Sri Venkateswara University, Tirupati. From December 17th 2021 to 30th December 2021.
5. AICTE Training and Learning (ATAL) Academy Online Faculty Development Programme on "**Emotional Intelligence**" from 2021-1-18 to 2021-1-22 at Motilal Nehru Institute of Technology Allahabad.
6. AICTE Training and Learning (ATAL) Academy Online Faculty Development Programme on "**Management Information System**" from 2021-1-4 to 2021-1-8 at MEPCO Schlenk Engineering College.
7. AICTE Training and Learning (ATAL) Academy Online Faculty Development Programme on "**EDP on fostering start-up, innovation Entrepreneurship/ Intrapreneurship**" from 06-12-2021 to 10-12-2021.at Andhra University.
8. Andhra Pradesh Skill Development Corporation [APSSDC], 15 days Faculty Development Programme in **E - Commerce & Digital Marketing**, from 12th June 2020 to 27th June 2020.
9. DIKSHA, Department of Personal & Training, COVID-19 Training Programme on 26 April 2020.
10. NPTEL – AICTE 8 Weeks Faculty Development Programme on "**Innovation, Business Models and Entrepreneurship**" from Aug-Oct 2019.
11. UGC Sponsored Refresher Course in **Commerce and Management Studies** Organized by Academic Staff College, Sri Venkateswara University, Tirupati. From October 14th 2019 to 26th October 2019.
12. NPTEL – AICTE 4 Weeks Faculty Development Programme on "**Leadership**" from July-Aug 2019.
13. NCC PRCN Course Ser No. DC-35, Officers Training Academy (OTA), Kampt, Nagapur, from 26 Nov. 2018 to 23 Feb 2019.
14. UGC sponsored one day training programme on Choice Based Credit System (CBCS), Organized by Govt. College for Men (A), Kadapa. On 7th March 2015.
15. UGC Sponsored Refresher Course in Commerce and Management Studies Organized by Academic Staff College, Sri Venkateswara University, Tirupati. From October 13th 2014 to 1st November 2014.
16. UGC Sponsored Orientation Course, Organized by Academic Staff College, Osmania University, Hyderabad. From December 10th 2013 to 25th January 2014

17. UGC Sponsored Refresher Course in Environmental Studies (ID), Organized by Academic Staff College, Osmania University, Hyderabad. From August 1st to 25th 2012.
18. AICTE Staff Development programme on Developing Research Skills in Management Scholars, Conducted from 2nd to May 16th 2012, Organized by Department of Management Studies, GRIET, Hyderabad.
19. ICSSR (Indian Council of Social Sciences Research) Sponsored Twelve days course in “Research Methodology & Statistical Analysis”, organized by the Dept. of Commerce, S.K University, Anantapur (A.P).from 11th to 22nd April 2005.

Academic Profile:

- Awarded **Doctor of Philosophy (Ph.D.)** degree in January 2008 from Sri Krishnadevaraya University, Anantapur for Thesis entitled “Poverty Alleviation through Self-Help Groups in Anantapur District of Andhra Pradesh.
- Awarded **Master of Commerce (M.Com.)** degree in the year 2003 from Sri Krishnadevaraya University, Anantapur, with 64.4%
- Awarded **Master of Sociology (M.A)** degree in the year 2010 from Sri Krishnadevaraya University, Anantapur.with 60%
- Awarded **Master of Business Administration (MBA)**, degree in the year 2012 from S.K University, Anantapur (A.P). with 61%
- Awarded **LLB**, degree in the year 2011 from Sri Krishnadevaraya University, Anantapur (A.P). With 63%
- Awarded **Bachelor of Commerce (B.Com.)** degree in 2001 from Sri Venkateswara University, Thirupati, A.P., India with 64.25 %
- Qualified **APSET** (Andhra Pradesh State Eligibility Test) in **Management** in the year 2012.
- Qualified **APSET** (Andhra Pradesh State Eligibility Test) in **Commerce** in the year 2014.
- Qualified **UGCNET** (UGC National Eligibility Test) in **Commerce** in the year Dece. 2013 & Dece. 2014.

Certificate Courses:

- Awarded Course Certificate of **Innovation, Business Models and Entrepreneurship** from NPTEL-AICTE in the year Aug-Oct-2019.
- Awarded Course Certificate of **Leadership** from NPTEL-AICTE in the year Jul-Aug 2019.

Technical Qualifications:

1. PGDCA
2. Diploma in Software Management (DSM)
3. SPSS

Extra Curriculum Activities:

- Associate NCC Officer (ANO), Govt. College for Men (Autonomous), Kadapa, Kadapa (dist.). Andhra Pradesh. From June 2015 to till date
- NCC 'C' Certificate

Personal Profile:

Name : Dr. R. Neelaiah
Father's Name : R. Eswaraiah
Age & Date of Birth : 43 Years, 17-07-1981
Marital Status : Married
Citizenship : Indian
Religion ; Hindu
Caste : BC- 'A'
Languages Known : English, Telugu & Hindi

(DR.R. NEELAIAH)

Vidwan-ID : 148757