

## C V - Dr. P. Veeraiah



**Name** : **DR. PUNNAM VEERAI AH**  
**Father's Name** : Shri Punnam Buchaiah  
**Date of Birth** : 03.05.1967  
(3<sup>rd</sup> May Ninteen Hundred Sixty Seven)  
**Age** : 44 years  
**Sex** : Male  
**Marital Status** : Married  
**Nationality** : Indian  
**Community** : Other Backward Category (OBC)  
**Present Basic Pay** : Pay Rs. 25,040/- Grade Pay Rs. 7,000/-  
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Business and Commerce Division,  
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(Post & Vill.) Kogilvai, (Mandal) Atmakur,  
(Vai) Deshaipet, (Dist) Warangal - 506 006 (A.P.)

### **Educational Qualifications :**

- Ph.D in Commerce, 2002, Dept. of Commerce and Business Management, Kakatiya University, Warangal Topic "Price Behaviour and Cost Effectiveness of Selected Crops - A Study on North Telangana Region".
- M.Phil in Commerce, 1997, Dept. of Commerce and Business Management, Kakatiya University, Warangal Topic "Price Behaviour in Agricultural Markets - A Case Study of AMC, Warangal".
- M.Com., 1993, Dept. of Commerce and Business Management, Kakatiya University, Warangal (with specialisation in Cost Accounting).
- M.B.A., 2000, Dr. B.R. Ambedkar Open University, Hyderabad (with specialisation in Financial Management).
- B.Com., 1991, Kakatiya Government College, Hanamkonda, Warangal (with specialisation of Cost Accounting and Income Tax).
- Intermediate (CEC), 1988, Government Juniouir College, Hanamkonda, Warangal.
- SSC, 1985, Zilla Pharishad Secondary School, Damera, (Dist) Warangal

### **Technical Qualification**

- Post Graduate Diploma in Computer Methods and Programming, 1998, Andhra Pradesh Productivity Council, Warangal Branch

### **Additional Qualification**

- Qualified the National Eligibility Test (NET), November 1994

### **Present Occupation**

- Assistant Professor (Sr. Scale), Business and Commerce Division, PSS Central Institute of Vocational Education (a constituent unit of NCERT under MHRD, Government of India) 131, Zone-II, M.P. Nagar, Bhopal-462011 (M.P.)

## **Professional Experience**

- 5 years experience as Part Time/Contractual Lecturer in University Arts and Science College, Kakatiya University, Warangal.
- 4 years of experience as a Assistant Professor at PSS Central Institute of Vocational Education (a constituent unit of NCERT under MHRD, Government of India), Bhopal
- 8 years of experience as a Assistant Professor (Sr. Scale) at PSS Central Institute of Vocational Education (a constituent unit of NCERT under MHRD, Government of India), Bhopal

## **Research Experience**

- Worked as Project Assistant in U.G.C. Sponsored Major Research Project on “Management Control Systems in Central Public Sector Undertakings”, Dept. of Commerce and Business Management, Kakatiya University, Warangal.
- Worked as Coordinator in the Research Oriented Programme “Development of District Vocational Education and Training Plan for Warangal District of Andhra Pradesh”, PSS Central Institute of Vocational Education (NCERT), Bhopal.
- Worked as Coordinator in the Research Oriented Programme “Development of District Vocational Education and Training Plan for Pondicherry District of Pondicherry Union Territory”, PSS Central Institute of Vocational Education (NCERT), Bhopal.
- Worked as Coordinator in the Research Oriented Programme “Capacity Building Programme on Vocational Education for the Key Functionaries of Pondicherry UT”, PSS Central Institute of Vocational Education (NCERT), Bhopal.

## **Training Acquired**

- Attended in the Training Programme “Direct Trainer Skills” from 7-11 July, 2003 at RCVN Noronha, Academy of Administration, Madhya Pradesh, Bhopal.
- Attended in the UGC – Orientation Course organised by the UGC – Academic Staff College, Devi Ahilya Vishwa Vidyalaya, Indore during 27<sup>th</sup> November to 24<sup>th</sup> December, 2004 and obtained Grade- “A”.
- Attended the UGC-Refresher Course in Commerce & Management from December 26, 2007 to January 15, 2008 at UGC-Academic Staff College, G.N. D. University, Amritsar and obtained Grade-“A”.
- Attended the UGC-Refresher Course in Commerce from 03-23 February, 2009 at UGC-Academic Staff College, Pune University, Pune and obtained Grade-“A”.

## **Programmes Conducted In PSSCIVE, Bhopal:**

### **Development - Workshops, Working Group Meetings etc.**

- As Coordinator : 25
- As Resource Person : 14

### **Training for Vocational Teachers**

- As Coordinator : 09
- As Resource Person : Nil

### **Extension - Orientation, Capacity Building, Sensitization etc.**

- As Coordinator : 13
- As Resource Person : 21

## **Research - District Plans and Surveys etc.**

- As Coordinator : 08
- As Resource Person : Nil

## **Papers Presented**

- Attended the 55<sup>th</sup> All India Commerce Conference from 18-20 October, 2002 at College of Commerce & Management Studies, M.L. Sukhadia University, Udaipur and present the paper under the technical session on Financial Sector Reforms "Impact of Reforms in the Financial Sector on the flow of Institutional Credit to Agriculture".
- Attended the 56<sup>th</sup> All India Commerce Conference during 25-27 December, 2003 at North Maharashtra University, Jalgaon and presented the following papers:
  - Impact of Economic Reforms on Indian Agricultural Sector - Special Reference to Issues on Co-operatives
  - Online Learning and Teaching with Technology - A Study on E-Learning Courses
- Attended the National Seminar on "Emerging Dimensions of Banking and Insurance Sectors" during 23-24 January, 2004 at University Arts Science College, Kakatiya University, Warangal and presented the following papers:
  - Emerging Trends in Banking Culture in India - A Study
  - Privatisation of Insurance Sector - A Study of Impact on Consumers
- Attended the 57<sup>th</sup> All India Commerce Conference during 26-28 December, 2004 at MKHS Gujarati Girls College, Indore and presented the following papers:
  - Indian Economy Growing in Future - A Study on Tenth Five-Year Plan.
  - Legal Environment of Business - A Study on Foreign Investment in India
- Attended the National Seminar on "Vocational Education and Training: Present Practices and Future Directions" during 4-5 July, 2006 at Ravindra Bhawan, Bhopal and present the paper under the technical session Research and Conceptual Papers "Evaluation of Students Progress in Vocational Education - A Study organized by PSS Central Institute of Vocational Education (NCERT), Bhopal"
- Attended the 59<sup>th</sup> All India Commerce Conference from 28-30 December, 2006 at Faculty of Commerce & Management Studies, Andhra University, Visakhapatnam and present the paper titled "Branding Strategies in Rural Marketing".
- Attended the National Seminar on "Emerging Dimensions in Service Sector Management" during 20-21 January, 2007 at Department of Commerce and Business Management, Kakatiya University, Warangal and presented the paper titled "Management of Banking Services - Special Reference to State Bank of India".
- Attended the National Seminar on "Management of Change in the Context of Ever - Changing Frontiers of Open and Distance Learning - Experiences and Expectations" during 22-23 January, 2007 at School of Distance Learning and Continuing Education, Kakatiya University, Warangal and presented the paper titled " Vocational Technical and Management Education - Opportunities and Challenges".
- Attended the National Vocational Technical Exhibition, Conference & Seminar - 2007 and presented paper entitled "Need of Industry Institute Interaction in Vocational and Technical Education" during 2-3 May, 2007 at Pune.

- Paper presented by co-author entitled “Need of University Industry Interface in India” in the Seminar of 60<sup>th</sup> All India Commerce Conference from 27-29 December, 2007 at Department of Commerce, College of Commerce and Business Management, Osmania University, Hyderabad.
- Attended the National Seminar on “Rural Development Issues and Challenges” during 17-18 March, 2008 at IGNOU, New Delhi and presented the paper titled “Rural Development Issues and Challenges – A Study on NABARD’s Micro Finances Programmes”.
- Attended the UGC Sponsored National Seminar on Special Economic Zones – Opportunities and Challenges during 24-25 October, 2008 organized by Department of Commerce and Business Management, Lal Bahadur College, Warangal and presented the paper titled “ Performance of Special Economic Zones in Madhya Pradesh – Policy Framework”
- Attended the UGC Sponsered Three Days International Conference on “Changing Face of Emerging India and Impact on New Global Order” during 15-17 December, 2008 organized by Abeda Inamdar Senior College of Arts, Science and Commerce, Pune and presented the paper titled “Emerging Dimensions in Service Sector Practices the World Over”.
- Attended the 61<sup>st</sup> All India Commerce Conference during 27-29 December, 2008 at Dhanwate National College, Nagpur and presented the following papers:
  - Economic Growth Through Establishment of SEZs and AEZs in India.
  - Customer Relationship and Value Chain Management – A Study on Enterprise Solutions
- Attended the 62<sup>nd</sup> All India Commerce Conference from 10-12 October, 2009 at Maharshi Dayanand Saraswati University, Ajmer and presented the paper titled “Global Financial Crisis Impact on Indian Economy”.
- Attended the UGC Sponsored Two Days National Seminar on “Micro Finance and Poverty Alleviation” during 12-13 December, 2009 organized by Sri Ramakrishna Degree (Autonomous) College, Nandyal, Kurnool (Dist.) of Andhra Pradesh and presented the paper titled “Poverty Alleviation through the Micro Finance Organisations – Some Experiences of Self-Help Groups in Andhra Pradesh”.
- Paper presented by co-author entitled “International Travel Health Insurance Services – A Case Study of International Insurance Company” in the Three Days International Conference on “International Trade and Commerce” during 05-07 March, 2010 organized by Department of Commerce, Osmania University, Hyderabad.
- Attended the DRS – II, SAP - UGC Sponsored National Seminar on “Micro Finance in India – Issues and Challenges” on 30<sup>th</sup> March, 2010 organized by Department of Commerce, College of Commerce and Business Management, Osmania University, Hyderabad and presented the paper titled “Micro Finance and Self Help Groups : A Study in Warangal District”.
- Attended the 63<sup>rd</sup> All India Commerce Conference during 01-03 October, 2010 at Faculty of Commerce, Goa University, Goa and presented the following papers:
  - Historical Perspectives of Green Marketing in the World Over – A Study.
  - Commerce based Vocational Education and Training System in India – Some Issues and Challenges.
- Attended the Two Days National Seminar on “Strategies for Sustainable Competitive Advantage in a Globalized Era” during 08-09 October, 2010 organized by Faculty of Management Studies, Institute of Technology and

Management Universe, Gwalior (M.P.) and presented the paper titled "Retail Industry in Sustainable Competitive Advantage - A Study on Indian Situations".

- Attended the Two Days National Conference on "Ethics in Business and Corporate Governance" during 09-10 December, 2010 organized by R V Institute of Management, Bangalore and presented the paper titled "Ethical Sales and Marketing Practices of Pharmaceutical Products - A Case Study of Merck Pharmaceutical Company".
- Attended the Two Days Seminar on "Problems and Prospects of Environmental Education in the Schools of North East India" during 07-09 February, 2011 organized by North East Regional Institute of Education, NCERT, Shillong and presented the paper titled "Role of Center for Environmental Education in North Eastern Region - A Study".
- Attended the DRS - I, SAP - UGC Sponsored National Seminar on "Challenges of Corporate Governance in India - The Need for Proactive Approach" during 30 - 31 March, 2011 organized by Department of Commerce & Business Management, Kakatiya University, Warangal - 506 009(A. P.) and presented the paper titled "Business Ethics for Corporate Growth - A Case Study of Infosys".
- Attended the UGC Sponsored National Level Seminar on "Economic Reforms/ Global Economic Slowdown and Its Impact on Human Resources Development - Policies and Practices in India" during 04 - 05 May, 2011 organized by Dr. A. V. Baliga College of Commerce & Business Administration and P. G. Center for Studies in Commerce, Kumta and presented the paper titled "Recent Trends & Challenges in Human Resource Management - A Study".
- Attended the 64<sup>th</sup> All India Commerce Conference during 13-15 December, 2011 at Department of Commerce, School Management, Pondicherry University, Pondicherry and presented the following papers:
  - Activity based Learning in Commerce Education - With Special Reference to Vocational Commerce Education.
  - Planning to Implement MNREGS - A Study on UT of Pondicherry.

## **Publications**

### **Books & Curricula :**

- Veeraiah P. (2002) "Competency based Vocational Curriculum on Rural Marketing", PSSCIVE, Bhopal pp.1-47.
- Veeraiah P. (2004) "Competency based Vocational Curriculum on Export Import Practices and Documentation" PSSCIVE, Bhopal pp.1-32.
- Veeraiah P. and Others (2008) "Competency Based Vocational Curriculum on Marketing and Salesmanship" PSSCIVE, Bhopal pp.1-118.

### **Papers, Articles, Conference Proceedings & Chapters:**

- Veeraiah P. and Shivanaga Sreenu I. (August 2004) "Changing Scenario in Insurance Sector in India - A Study on Life Insurance Corporation", The Insurance Times Vol. XXIV, No. 8, Kolkata pp.29-32 & 35-37 (**ISSN-0971-4480**).
- Veeraiah P. and Shivanaga Sreenu I (April 2005) "Strategies for Improving Rural Insurance Business in India", The Insurance Times, Vol. XXV No. 4, Kolkata pp.32-34 (**ISSN-0971-4480**).
- Veeraiah P. (2005) "Job Opportunities in Business and Commerce Vocational Area for Persons with Orthopedic and Hearing Impairments" in S.K. Goel(Project Coordinator) An Orientation Guide for Promotion of Vocational

Education and Training Among Persons with Disabilities, Bhopal: PSS Central Institute of Vocational Education (NCERT), Chapter-21, pp228-235.

- Veeraiah P. (2006) "Evaluation of Students Progress in Vocational Education - A Study" in Prof. R.G. Chouksey (Seminar Director) and Dr. Suniti Sanwal (Seminar Coordinator) National Seminar on Vocational Education and Training: Present Practices and Future Directions, Bhopal: PSS Central Institute of Vocational Education (NCERT) pp136-143.
- Veeraiah P. and Shivanaga Sreenu I. (October 2006) "Marketing Innovations Through Information Technology Techniques - A Study on Pharmaceutical Products", Indian Journal of Marketing, Vol. XXXVI No. 10, New Delhi pp.20-25 (**ISSN-0973-8703**).
- Veeraiah P. and Ratnakar G (November 2006) "Changing Scenario in Banking Sector in India - A Study", Banking Finance, Vol. XIX No. 11, Kolkata pp.13-18 (**ISSN-0971-4498**).
- Veeraiah P. and Shivanaga Sreenu I (January 2007) "Evaluation of Banks - A Study on World Bank Group", Banking Finance, Vol. XX No. 1, Kolkata pp.9-12 (**ISSN-0971-4498**).
- Veeraiah P. (May 2007) "Need of Industry Institute Interaction in Vocational and Technical Education" in the report of National Conference on Vocational Education: Trends & Issues, Higher & Technical Education, Maharashtra State pp.IN100-IN104.
- Veeraiah P., (2008) "Expansion of Vocational Education and Training - Survey" Indian Journal of Vocational Education, Vol.X, No. 1 & 2, Published by Joint Director, PSS Central Institute of Vocational Education, Bhopal (**ISSN-0972- 5830**).
- Veeraiah P., Shivanaga Sreenu I., and Kankaiah K. (October 2008) "Performance of Special Economic Zones in Madhya Pradesh - Policy Framework" in the Souvenir of UGC Sponsored National Seminar on Special Economic Zones - Opportunities and Challenges published by Department of Commerce and Business Management, Lal Bahadur College, Warangal pp.44-48.
- Veeraiah P., Naresh Reddy G., and Shivanaga Sreenu I. (December 2008) "Emerging Dimensions in Service Sector Practices the World Over" in the Changing Face of Emerging India and Its Impact on the New Global Order, Volume - II, Published by Abeda Inamdar Senior College, 2390 - B, K. B. Hidayatullah Road, Azam Campus Camp, Pune - 411001 pp.15-26 (**ISBN-97881-907408-0-7 set and ISBN-97881-907408-2-1 Volume II**).
- Veeraiah P., Satyanarayana Ch., and Shivanaga Sreenu I., (2011) "Global Financial Crisis - Causes and Impact on Indian Economy" in Annual Referred Journal "Envision - International Journal of Commerce and Management", No.3, 2011, Published by Apeejay College of Fine Arts, Mahavir Marg, Jalandhar - 144001 (**ISSN-0973-5976**).
- Veeraiah P., (2011), "Ethical Sales and Marketing Practices of Pharmaceutical Products - A Case Study of Merck Pharmaceutical Company" in the Book of "Ethics in Business and Corporate Governance", 2011, Published by Excel Books, New Delhi on Behalf of R V Institute of Management, Bangalore (**ISSN-978-81-7446-944-1**).
- Ramesh Ganta, Veeraiah P. and Vijaya Vardhini S., (October, 2011) "Vocational Education in India - Problems and Prospects" EDUTRACKS A Monthly Scanner of Trends in Education, Vol.11, No. 2, Published by Neelkamal Publications Pvt. Ltd., Sultan Bazar, Hyderabad (**ISSN-0972-9844**).