

RESUME

B. JESINTHA



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CAREER OBJECTIVES

To work as a professional in a dynamic organization, this will provide me an opportunity to use my progressive skills and to improve my knowledge with latest trends.

ACADEMIC PROFILE

Degree	Institution	Board/University	Year of passing	Percentage
Ph.D	G.T.N Arts College Dindigul	Madurai kamaraj University	Awaiting for final Defence	-
M.phil	Directorate of Distance Education	Madurai kamaraj University	2007	56
M.com	G.T.N Arts College Dindigul.	Madurai kamaraj University	2004	63
B.com (CA)	Rama Prabha Arts and Science College, Dindigul.	Madurai kamaraj University	2002	71
HSC	St.Joseph's Girls Hr.Sec. School Dindigul.	State Board	1999	73
SSLC	St.Joseph's Girls Hr.Sec. School Dindigul.	State Board	1997	62

PROFESSIONAL EXPERIENCE

June 2009 to March 2010 – St. Antony’s College of Arts and Science for women - Dindigul.

- Taught Income Tax, Accounts, Tally and Value Education.
- Performed class teacher duties for B.Com (CA)

May 2008 to May 2009 – Suguna Poultry Farm Limited - Madurai.

- Worked as an Executive – Accounts in Department of Accounts.

June 2007 to April 2008 – Cadd Cae Computers – Dindigul

- Taught Ms –Office and Tally

April 2006 to May 2007 - SISI Educational Institution – Dindigul

- Taught Ms –Office, Tally

July 2004 to March 2006 – The Hindu (Franchisee) - Dindigul.

- Worked as an Advertisement Promoter in Department of Advertisements.

ACADEMIC ACHIEVEMENTS

- Got *First Class with Distinction* Award for “*Basic Counseling Skills*” At Velliammal Institution - *Department of Psychology* – Madurai.
- Got “A” Grade for “*TALLY-6.3*” at CSC Education Centre – Dindigul.

THESIS TITLE

M.phil - Performance Evaluation of ELGI Equipments Limited in Coimbatore.

Ph.D - A Study on Market Penetration of FMCG and Regional Products in the Rural Market.

PAPERS PRESENTED AND PUBLISHED

- Presented and published a paper on “***Market Penetration of FMCG in the Rural Markets – With Special Reference to Personal Care Products***” at International Journal of Creative Research Thoughts -2018.
- Participated in the “***Three day Train the Trainer National workshop on creating Alternative Digital Teaching Learning Environment in Higher Education Institutions***” organized by Fatima college, Madurai -2018.
- Published a paper on “***Market Penetration of FMCG and Regional Products in the Rural Markets – With Special Reference to Personal Care Products***” at International Journal of Marketing and Financial Management -2017.
- Participated in Two days Workshop on “***Research Methodology and Statistical Analysis using SPSS***” organized by G.T.N Arts College, Dindigul -2017.
- Participated / presented and published a paper on “***Challenges and Opportunities of FMCG and sector International Trade after the Economic Crisis***” at National Level Conference organized by Nadar Saraswathi College of Arts and Science, Theni -2013.
- Participated and presented a paper on “***Green Marketing and Sustainable Development Challenges and Opportunities***” at International Conference organized by Annai Mathammal Sheela Engineering College, Namakkal -2013.
- Participated in a National Conference on “***Consumer Protection***” organized by Civil Supplies and Consumer Protection Department, Sathyamangalam -2012
- Participated in “***Personal Dynamism in Organizational Development***” at International Conference organized by Bishop Heber College, Tiruchirapalli -2012.
- Presented a paper on “***A study on Market Penetration of FMCG and Regional Products in the Rural Market***” at Commerce Research Colloquium organized by G.T.N Arts College, Dindigul – 2011

LEISURE INTERESTS

- Gardening
- Reading books

B.Jesintha