

## CURRICULUM VITAE

### DURGA DEVI. B

Assistant Professor,  
Department of Commerce,  
APC Mahalakshmi College for Women,  
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### Permanent Address

D/O Balan.A  
13 , Thiraviyapuram,  
First Street  
Thoothukudi-628 002  
Thoothukudi Dist  
Tamilnadu

### Educational Degrees

- M.Phil.* Department of Commerce, VOCHIDAMBARAM COLLEGE  
Thoothukudi.  
*University: MS University, 2013 -2014, 74%*  
Project: Awareness and attitudes of the consumers in buying Health drinks – A study special reference to Horlicks
- M.Com* Department of Commerce, St. Mary's College (autonomous)  
Thoothukudi.  
*University: MS University, 2011-2013, 77%*  
Project:
- B.Com* Department of Commerce, St. Mary's College (autonomous)  
Thoothukudi.  
*University: MS University, 2008-2011, 68%*  
Project:
- HSC* Department of Commerce, VGS Higher secondary school  
Thoothukudi.  
*University: Tamil Nadu State Board 2008, 82%*
- SSLC* CM Higher secondary school, Thoothukudi.  
*University: Tamil Nadu State Board 2006, 78%*

## **Present Position**

*Assistant Professor:* Department of Commerce, APC Mahalakshmi College for Women  
Thoothukudi- 628 008.

## **Professional Experience**

*Assistant Professor:* Department of Commerce, Holy Cross Home Science College,  
(June 2015 to April 2016) Thoothukudi- 628 003.

## **Paper publishing**

1. Problems & prospects public distribution system  
ISBN 978-93-80686-35-6, page No: 22  
(National seminars at VOChidambaram College, Thoothukudi).
2. Satisfaction level of BPL families in PDS. - ISBN 978-93-80686-35-6 , page No: 22  
(National seminars at VOChidambaram College, Thoothukudi).
3. Awareness & attitudes of the consumers in buying organic fruits & vegetables  
(International conference on economics, business, finance, Human Resource & Technology for sustainable Development (IEBFHT '13) in SAI RAM Institute of management studies, chennai).

## **Seminars /Workshop / Conference**

1. National seminars on "Trends in Accounting Taxation & Management - Today & Tomorrow " at St.Mary's College, Thoothukudi(9 & 10 Dec 2010).
2. Symposium on "Global Business" at St.Mary's college Thoothukudi in All India chamber of commerce & Industries & Tuticorin branch of SIRC of ICAI (20<sup>th</sup> Feb 2012).
3. One day seminar on "E-Resources - A Must in Today's Scholarly World" at St. Mary's College Thoothukudi on (19.10.2012)
4. "SPSS and its practical application in Research" UGC sponsored workshop at VOChidambaram college Thoothukudi.
5. National conference on "Higher Education in India: Emergency Needs & Challenges" held on VOChidambaram college Thoothukudi (26<sup>th</sup> & 27<sup>th</sup> March 2015).

## **Personal**

*Date of birth* : **March 23, 1991**

*Place of birth* : **Thoothukudi, Tamilnadu**

*Father's Name:* **A.Balan**

*Marital Status:* **Married**