

**Name: Smt. PAKKI ROJA**

**Address:** Flat No. 1, II Floor, Sri Vatsa Enclave,  
Ganesh Nagar, Kommadi Junction, Visakhapatnam.

**Phone No.:** 9491053449      **e-mail:** [pr.roja@yahoo.in](mailto:pr.roja@yahoo.in)  
[proja@gvpcdpgc.edu.in](mailto:proja@gvpcdpgc.edu.in)



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### **Career Objective:**

Seeking a position to utilize my academic skills and abilities in the educational field and work for the development of the organization while being resourceful, innovative and hard working.

### **Educational Qualification:**

- |             |   |
|-------------|---|
| <b>2005</b> | <b>M. Phil. in Commerce.</b><br>Utkal University, BBSR.<br>Result – Pass,<br>Average Marks- 66.6%.  |
| <b>2004</b> | <b>Master of Commerce,</b><br>Utkal University, BBSR.<br>Result – First Class,<br>Average Marks- 70%.   |
| <b>2002</b> | <b>Bachelor of Commerce,</b><br>B.J.B. Autonomous College, Utkal University, BBSR.<br>Result -First Class Distinction,<br>Average Marks- 67%. |
| <b>1999</b> | <b>AISSCE-Commerce, CBSE,</b><br>Kendriya Vidyalaya No-2, BBSR,<br>Result -First Class,<br>Average Marks- 62%.                                |
| <b>1997</b> | <b>AISSE, CBSE,</b><br>Kendriya Vidyalaya No-1, BBSR,<br>Result - Second Class,<br>Average Marks- 49%.  |

**UGC- NET 26<sup>th</sup> Dec. 2010: Attained Eligibility For Lecturership,**  
**Commerce.**

**Computer Knowledge:** DIT-NIIT and E-ACCOUNTANT (MSME, GOI).

**PhD. ENROLLMENT:** Enrolled in Dr. B. R. Ambedkar University, Srikakulam, under the guidance of Prof.G.Tulasi Rao.

**Awards:**

- **BEST PROGRAMME OFFICER AT STATE LEVEL** for the year 2017 by Govt. of Andhra Pradesh State NSS cell on NSS Day - 24 September 2017 at SV University, Tirupati.
- **ONE OF SOUTH INDIA'S YOUNGEST, MOST INSPIRING TEACHER** by Indian Express Edex 40 Under 40 on 3<sup>rd</sup> June 2017 at Chennai.
- **BEST PROGRAMME OFFICER AT DISTRICT LEVEL** for the year 2015-16 by NSS Andhra University Visakhapatnam on NSS Day - 24 September 2016.

**Job Experience:**

- Working in Gayatri Vidya Parishad College for Degree and P.G. Courses (Autonomous) Visakhapatnam, as "ASST. PROFESSOR IN COMMERCE" from 2.8.2012 to till date.
- Worked in St. Joseph College for Women, Visakhapatnam, as "LECTURER IN COMMERCE" from 2.11.2010 to 20.11.2011.

**FDP:**

- Participated in International Faculty Development Programme on "Enhancing Digital Proficiency:A Platform for Refing the Research and Teaching Skills" conducted by Adikavi Nannaya University from 12-8-2020 to 16-8-2020.
- Participated in FDP on "Re-think and Redesign of Curriculum Teaching Methods and Mode of Teaching in Post COVID Senario conducted by Acharya Nagarjuna University, Guntur and YRF –Mumbai from 19-06-2020 to 23-06-2020.

- **NPTEL-FDP:** Successfully completed NPTEL-FDP (Jan-April 2019) on “ Financial Institutions and Markets”
- Participated in Faculty Development Program conducted by IBS Business school on 22<sup>nd</sup> July 2017 at Visakhapatnam.
- Participated in Faculty Development Program conducted by IBS Business school on 29<sup>th</sup> July 2016 at Visakhapatnam.

### **STTP:**

- 11/05/2020 to 15/05/2020 : Successfully completed One Week STTP on Advanced Research Methodology conducted by Rest Society for Research International, Krishnagiri, Tamilnadu, India.
- 18-05-2020 to 22-05-2020 : Successfully completed One Week STTP on "Statistical Analysis for Research" conducted by Rest Society for Research International, Krishnagiri, Tamilnadu, India.
- 01-06-2020 to 06-06-2020: Successfully completed One Week STTP on "Statistical Analysis in SPSS Software" conducted by Rest Society for Research International, Krishnagiri, Tamilnadu, India.

### **Training of Trainers Programme :**

- Participated in T.O.T Programme on LISTEN(Life Skills Training and Education) organised by Regional directorate of NSS Bhubaneswar at ETI, OUAT Bhubaneswar Odisha, from **19<sup>th</sup> to 23<sup>th</sup> September 2016.**

### **Workshop Participated :**

- Participated in workshop on Case Study Methodology organized by Department of Commerce & Management Studies, Andhra University , Visakhapatnam on **27<sup>th</sup> February 2018**.
- Participated in UNICEF- SBCC (Social and Behaviour Change Communication) Training Programme from **15<sup>th</sup>-17<sup>th</sup> February 2017** at hotel KEYS, Visakhapatnam.
- Attended **workshop** on “**Choice Based Credit System (CBCS)**” conducted by Andhra University, Visakhapatnam and Sponsored by Rashtriya Uchchar Shiksha Abhiyan (**RUSA**) on **27 April 2016**.
- The Three Day Authors Workshop on “ *Preparation Of Course Material Of Management Courses And Three Year Degree Course In Commerce*” on **10<sup>th</sup>-12<sup>th</sup> February 2006** at DDCE, Utkal University, Bhubaneswar.

### **Conferences :**

- **World Congress on Women:**  
8<sup>th</sup> September 2019 – participated in World Congress on Women 2019 conducted by Bio Genesis health cluster at JN Tata Auditorium, IISc, Bengaluru.
- Represented NSS- Andhra University as NSS -PO at Delhi in Unicef Dhaara SBCC seminar **on 16<sup>th</sup> MAY 2018**.
- Two –Day National Conference on Youth in contemporary society: attitudes of exclusion and attempts for inclusion organized by Center for Study Exclusion and Inclusive Policy at Andhra University on **23<sup>rd</sup>-24<sup>th</sup> March 2018**; presented a plenary talk.

## **Paper Published :**

- Modern Initiatives in Banking Sector –Strategic Perspectives – article titled ‘**Crypto currencies are a dream for cyber criminals**’ published in International Journal of Research Culture Society (**UGC Approved**) Special issue -13<sup>th</sup> April 2018.  
Impact Factor : 3.449                      ISSN : 2456: 6683
- Globalization & E-Commerce -Paper published in page no. 29 English in VISHW MAITRI- International seminar Souvenir dated **9<sup>th</sup>-10<sup>th</sup> December 2016**.              ISBN: 978-93-83637-60-7.
- “**Green Banking: Flouncing Across the Globe**” in International Journal of Multidisciplinary Educational Research, P-58, Volume 3, Issue 12(3), **December 2014**. (ISSN 2277 – 7881; Impact Factor: 2.735).

## **Co-Author :**

- **BRAND MANAGEMENT**  
For III B.Com. -Elective- Semester-V.  
Common for all UG Courses, All universities in Andhra Pradesh As per new CBCS SYLLABUS w.e.f .2015-16.  
HIMALAYA PUBLISHING HOUSE.
- **BUSINESS ORGANISATION**  
For I B.Com. - Semester-I.  
common for all UG courses, all universities in Andhra Pradesh as per new CBCS SYLLABUS w.e.f .2015-16.  
HIMALAYA PUBLISHING HOUSE.

## **Seminar Presented:**

- **Two –Day National Seminar on Modern Initiatives In Banking Sector –Strategic Perspectives** organized by University College of Commerce & Business Management , Kakatiya University on **20<sup>th</sup>-21<sup>st</sup> April 2018** ; presented a paper on **“Crypto-Currencies are a dream for cyber criminals”**.
- **Two –Day National Seminar on “Human Resource Management and Inclusive Growth in 21<sup>st</sup> Century : Concerns and Challenges”** organized by Department of Commerce and Studies & CSSEIP , Andhra University , Visakhapatnam on **27<sup>th</sup> -28<sup>th</sup> February 2018** ; presented a paper titled **“Beyond ego radical ethically authentic leadership for the 21<sup>st</sup> century”**.
- **International Seminar (2 DAY UGC SPONSORED)** on “The Impact Of Globalization on Hindi and Other Indian Languages” jointly organized by St Josephs College For Women (A) And Dakshin Bharateeya Rajbhasha on **9<sup>th</sup>-10<sup>th</sup> December 2016**;presented paper titled **‘Globalization & E-Commerce’**.
- **National Seminar(2 DAY UGC SPONSORED)** on “Contours of Women Leadership in India” held on **4<sup>th</sup> - 5<sup>th</sup> December, 2015** by Dr. Durgabai Deshmukh Centre for Women’s Studies, Andhra University, Visakhapatnam and Regional Association for Women Studies (RAWS), India ; presented a Paper entitled **“Indian Women Leaders in Social Entrepreneurship”**
- **National Seminar (UGC SPONSORED)** on “Entrepreneurship Through Innovation” held on **20<sup>th</sup> -21<sup>st</sup> February, 2015** in Department Of Commerce And Management Studies, Andhra University, Visakhapatnam ; a Paper entitled **“Entrepreneurship Through Innovation In Mobile Commerce”**.
- **National Seminar (UGC SPONSORED)** on “Recent trends in Indian Banking” held on **30<sup>th</sup> December, 2014** in Department of Commerce Dr.V.S. Krishna Government Degree & P.G. College (A),Visakhapatnam ; presented a Paper entitled **“Banking in Balance with the Environment”**.
- **National Seminar (UGC SPONSORED)** on “Management Education And Entrepreneurshi Ractices In India: Imications For Socia Incusion” held on **30<sup>th</sup> April, 2014** in Department Of Commerce And Management Studies & Centre For Study Of Social Exclusion And Inclusive Policy, Andhra University, Visakhapatnam ; presented a Paper entitled **“Empowering Women Entrepreneurs For Social Inclusion”**.

- **National Seminar (UGC SPONSORED)** on “Role of Autonomy and Quality Assurance in Higher Education: Issues And Challenges.” held on **22<sup>nd</sup> & 23<sup>rd</sup> July, 2013** in Gayatri Vidya Parishad College for degree & PG Courses (A), Rushikonda Campus, Visakhapatnam; presented a paper entitled “**The Tools Of Quality Assurance In Higher Education**”.
- **National Seminar (UGC SPONSORED)** on “Role of FDI in Retail Sector in India” held on **8th-9th December, 2012** in Rajiv Gandhi degree & PG college, Rajahmundry ;presented a paper entitled “**The Structural And Regulatory Issues**”.
- **National Seminar (UGC SPONSORED)** on “ Entrepreneurship Development: Role of Institutional Agencies” held on **13<sup>th</sup> – 14<sup>th</sup> March, 2004** in P.G. Department of Commerce, Utkal University presented a paper entitled “**Role Of FDI In Entrepreneurship Development**”.
- **Commerce Seminar** held during the session **2003-04** in P.G. Department of Commerce, Utkal University ; presented a paper entitled “**Value Added Tax-Theory & Impact On Indian Economy**”.

#### **Dissertation:**

- Submitted to P.G. Dept. of Commerce, Utkal University on **January 2006** in partial Fulfillment of the Requirements for the Degree of Master of Philosophy Programme entitled “**Performance Appraisal in Public Enterprises -A case study of Orissa Power Generation Corporation Ltd. (OPGC)**”.
- Submitted to P.G. Dept. of Commerce, Utkal University on July 2004 in partial Fulfillment of the Requirements for the Degree of Master of Commerce Programme entitled “**The Principles of VAT & its Impact**”.

## NSS PROFILE

**Name** : **PAKKI ROJA**

**Date of Birth**  
**(DD-MM-YYYY)** : 14-02-1982.

**Place of Birth** : Tangudubilli Village, Vizianagram District.

**Father's Name** : P. RAMARAO  
**Mother's Name** : P. PUSHPALATHA  
**Husband's Name** : R. SURYA KIRAN.

**Qualifications** : M.Com. M.Phil, UGC-NET 2010.

**Presently working at** : **Gayatri Vidya Parishad College for Degree and P.G. Courses (Autonomous) Visakhapatnam.**

**Designation** : Assistant Professor in Dept. of COMMERCE & NSS Programme Officer.

**Residence Address** : Flat No. 301, SR Elegance, Isukathota, Visakhapatnam.

**Mobile No.** : 9491053449

**E-Mail** : [pr.roja@yahoo.in](mailto:pr.roja@yahoo.in),

**Date of Joining as NSS Programme officer** : **02-10-2013.**

**Training and Orientation Course attended** : At Andhra University from 27-11-2013 to 03-12-2013.



## **AWARDS:**

- **24 September 2017-** awarded as **BEST PROGRAMME OFFICER AT STATE LEVEL** for the year 2017 by Govt. of Andhra Pradesh State NSS cell on NSS Day – 24<sup>th</sup> September 2017 at SV University, Tirupati.
- **3rd June 2017-** awarded as **ONE OF SOUTH INDIA’S YOUNGEST, MOST INSPIRING TEACHER** by Indian Express Edex 40 under 40 on 3<sup>rd</sup> June 2017 At Chennai
- **24 SEPTEMBER 2016-**awarded as **BEST PROGRAMME OFFICER AT DISTRICT LEVEL** for the year 2015-16 by NSS Andhra University Visakhapatnam on NSS Day – 24<sup>th</sup> September 2016.
- **ACTED** as **JUDGE** in ABN Andhra Jyothi Rangoli competition for the year 2017, 2019 & 2020, Visakhapatnam.

## **UNICEF PROJECTS:**

1. September 2020: Participated in UNICEF Project “Engagement of NSS Volunteers for Risk Communication and Community Engagement (RCCE) in Visakhapatnam.
2. 16 May 2018: Represented AU NSS at UNICEF Dhaara SBCC Seminar at Delhi.
3. 2019: Represented a success story in District Adolescent Conclave.
4. 2015 : Participated in UNICEF Project ‘Improving the lives of adolescents in Visakhapatnam district’ .

## **World Congress on Women:**

8<sup>th</sup> September 2019 – participated in World Congress on Women 2019 conducted by Bio Genesis health cluster at JN Tata Auditorium, IISc, Bengaluru.

**Regular Activities** : Organised

- Plantation programmes, **Source segregation awareness (Dry waste – wet waste)**
- **Cashless transactions awareness programmes,**
- Blood Donation Camps,
- Health camps,
- Clean & Green Programmes,
- Orientation classes, Group discussions, Literacy and cultural competitions,
- HIV/AIDS awareness programmes, Implementation of National Important Days, Anti-Drug Camps, Go to School campaign and Rallies, etc.

**Special Camps** : Organised 7 Special camps.

- i) 20-2-2014 to 26-2-2014 at Rushikonda.
- ii) 2-2-2015 to 8-2-2015 at Sri Krishnapuram Village.
- iii) 10-8-2015 to 16-8-2015 at AU Campus.
- iv) 24-12-2015 to 30-12-2015 at East Point Colony.

- v) 22-12-2016 to 28-12-2016 at East Point Colony.
- vi) 06-01-2019 to 12-01-2019 at East Point Colony.
- vii) 05-03-2020 to 11-03-2020 at Sri Krishnapuram Village.

### **Training of Trainers Programme :**

1. Participated in T.O.T Programme on LISTEN(Life Skills Training and Education) organised by Regional directorate of NSS Bhubaneswar at ETI,OUAT Bhubaneswar Odisha, from 19<sup>th</sup> to 23<sup>th</sup> September 2016.
2. Participated in T.O.T Programme on Youth Leadership and personality development organised by RGNIYD, Sriperembuder from 27<sup>th</sup> to 29<sup>th</sup> March, 2014.

### **WORKSHOP:**

- 1. 24<sup>th</sup> May 2021:** Participated in One Day National online workshop on psychosocial counseling support and COVID 19 volunteer skills organized by MGNCRE, GOI.
- 2. 11<sup>th</sup> August 2021:** Participated in One Day Swachhta Action Plan online workshop organized by MGNCRE, GOI.
- 3. 30<sup>th</sup> March 2020:** Training of NSS Program Officers of AP on Risk Communication for Prevention of spread of COVID-19 hosted by UNICEF-C4D Hyderabad and CRU (NIRDPR AND UNICEF.)
- 4 UNICEF-SBCC Training from 15<sup>th</sup> to 17<sup>th</sup> at hotel KEYS, Visakhapatnam.

## **RESOURCE PERSON:**

1. **23<sup>rd</sup> January 2020:** Acted as resource person on ‘Life and Teachings of Mahatma Gandhi, Patriotism and Nation Building’ at VMRRDA Children Arena, Visakhapatnam in 12<sup>th</sup> Tribal Youth Exchange Programme , GOI.
2. Acted as Resource person for UNICEF Project ‘Improving the lives of adolescents in Visakhapatnam district’.

## **WEBINARS:**

1. 7<sup>th</sup> July 2020: Represented AU for webinar ‘*Ek Bharat Shreshtha Bharat*’ organised by Ministry of Youth Affairs Ministry of youth affairs to coordinate our college NSS Volunteers.
2. 15th April 2020: Attended webinar hosted by AU Coordinator Dr. Harinath sir on response and Containment measures for COVID-19.
3. 8th September 2020: webinar on Fit India for Program Officers conducted by AU-NSS.

**District -Level NSS Mega Camps:** Participated in 2 mega Camps. at A.U.

- i) 10-12-2014 to 16-12-2014.
- ii) 23-01-2015 to 29-01-2015

### **University Level NSS Youth Festivals:**

- Participated in **University Level** NSS Youth Festival conducted by A.U. on 27-01-2017.
- Participated in **University Level** NSS Youth Festival conducted by A.U. from 23-01-2016 to 24-01-2016.
- Participated in University Level Youth Festival conducted by M.S.N.Degree college, Kakinada on 5-2-2014 as contingent leader.

### **District Level NSS Youth Festivals:**

#### **Organized:**

**District Level** NSS Youth Festival On 11-01-2014 at Gayatri Vidya Parishad college for Degree and P.G.Course (Autonomous), Visakhapatnam.

#### **Participated:**

- Participated in **District Level** NSS Youth Festival conducted by A.U. on 24-01-2017.
- Participated in the **District Level** NSS Youth Festival On 22-01-2016 at Pydah Degree College for Women, Visakhapatnam.

### **Zonal Level NSS Youth Festival :**

#### **Organized:**

1. Zonal Youth Festival at Gayatri Vidya Parishad college for Degree and P.G. Courses (A), Visakhapatnam on 13-10-2012.

#### **Participated:**

1. Participated in Zonal Youth Festival at SVLNS Govt. Degree College, Bheemunipatnam on 23-01-2017.

2. Participated in Zonal Youth Festival at A.S.Raja Mahila Junior College Vizag on 09-01-2014.

**Blood Donation Camps :**

**Organised 3 Blood Donation Camps and Participated in 1 Mega Blood Donation Camps.**

**Eye Camps :** Organised **one** free Eye Screening Camp in association with VASAN eye care.

**HIV/AIDS Awareness Programmes :** Organised Rallies on AIDS Awareness.

**Other Camps Participated:**

- 1) Legal Awareness programme,
- 2) Human Rights programme,
- 3) Consumer awareness programme.

**Personal Profile:**

Name : P. ROJA.  
Date of Birth : 14th February 1982.  
Father's Name & Occupation : P. RAMARAO.  
Retd. Sr. Audit Officer, A.G. Orissa.  
Mother's Name : P.PUSHPALATA.  
Mother Tongue : TELUGU.  
Nationality : INDIAN.  
Religion : HINDU.  
Sex : FEMALE.  
Marital Status : MARRIED.  
Husband's Name : R. SURYAKIRAN

**Languages Known – English(R/W/S), Hindi (R/W/S), Telugu & Oriya (S).**

### **Declaration**

I do hereby declare that all the above statements furnished by me are true and correct to the best of my knowledge and beliefs.

PLACE: **VISAKHAPATNAM**

DATE: **4<sup>th</sup> October 2021**

**(P. ROJA)**