

CURRICULUM VITAE



OBJECTIVE:

To become an excellent and dedicated Teacher - researcher.

PERSONAL PROFILE:

Name : **Dr. D. RAJASEKARAN**
Gender : Male
Date of Birth : 10th May 1989
Educational Qualification : M.Com., M.Phil., PGDCA., Ph.D., NET
Total Teaching Experience : 11 Years
Permanent Address : 12A PeriyaGounder Street, Pongaliyur,
Kottur (PO), Pollachi (TK), Coimbatore - 642114
Mobile number : 9976048847
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dr Rajasekaran@ngmc.org

ACADEMIC DETAILS:

Degree/Diploma	Institution	University	Year of Completion	Percentage/ Awarded
UGC – NET	National Testing Agency(NTA)	UGC	2020	Qualified
Ph.D.	N.G.M. College, Pollachi.	Bharathiar University	2019	Awarded
P.G.D.C.A.	Bharathiar University	Bharathiar University	2014	61.40
M.Phil.	N.G.M. College, Pollachi.	Bharathiar University	2013	66.67
M.Com.	Govt. Arts College, Udumalpet.	Bharathiar University	2011	75.41
B.Com.	Sree Ramu College of Arts and Science, Pollachi	Bharathiar University	2009	66.50

TEACHING EXPERIENCE:

Name of the Institution	Designation	From	To	Total years of Service
NGM College, Pollachi. Coimbatore	Assistant Professor in Commerce(Professional Accounting)	12.09.2013	31.05.2023	10 years
NGM College, Pollachi. Coimbatore	Assistant Professor in Commerce – Banking and Insurance	1.6.2023	Till date	1 year
Total Experience				11 Years

RESEARCH:

- **Research Experience** : 11 years
- **Copyright** : 1 Copyright received from **Government of India** for the book of *Emotional Intelligence of Physical Education Teachers*
- **Recognized Research Guide** :i) M.Phil.- Bharathiar University, Coimbatore
ii) Ph.D. - Bharathiar University, Coimbatore
- **Research under Guidance** : M.Phil.– Nil Ph.D. - 1
- **Research Guided** : M.Phil. – 1 Ph.D. - Nil
- **Statistical Guidance Rendered** : M.Phil. – 8 Ph.D.– 28
- **Editorial Board member** : i) International Journal of Commerce and Management
ii) International Conference Proceedings on Emerging Trends in Science and Technology, NGM College.
- **Edited Volumes** :

S.No	Name of the Event	Title of the Proceeding	Organized by	Date and Year	Volume No.	ISBN
1.	International Conference	Emerging Trends in Science and Technology	Dept. of Biological Science, Physical Science and Computational Science	27 th Oct. 2021	III	978-81-953602-2-2
2.	International	Emerging	Dept. of Biological	27 th Oct.	IV	978-81-

	Conference	Trends in Science and Technology	Science, Physical Science and Computational Science, NGM College, Pollachi	2021		953602-3-9
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• **Publications** :

Book Published	Published in				Conference Proceedings	Total Publications
	Book Chapter	National Journal	International Journal	UGC Care List Journal		
2	1	2	6	7	16	34

i) Books Publication:

a) Book 1:

- **Book Name** : Emotional Intelligence of Physical Education Teachers
- **Publisher Name** : Bluerose Publishers Pvt. Ltd, New Delhi
- **Month and Year** : August, 2022
- **ISBN** : 978-93-5427-984-3

b) Book 2:

- **Book Name** : Job Satisfaction of Physical Education Teachers
- **Publisher Name** : Iterative International Publishers, Karnataka.
- **Month and Year** : October, 2023
- **ISBN** : 978-93-5747-547-1

ii) Book Chapter Publication:

- Published a Chapter titled “AI Tools and Applications for Women’s Safety, in IGI Global”, Jan 2024, ISSN: 2327-0411; eISSN: 2327-042X

iii) Articles Publication:

- Published a research article titled “INFLUENCER MARKETING: KEY DRIVERS OF FEMALE CONSUMER PERCEPTION”, in Madhya Bharti -Humanities and Social Sciences, Vol. 85, Issue No. 1, July to December 2024, ISSN: 0974-0066.

- Published a research article titled “GST: A SWOC Analysis - Tear the String and Check of GST, in VISION: Journal of Indian Taxation”, Vol. 11, Issue No. 1, Jan to June 2024, ISSN: 2395-2571, DOI: 10.17492/jpi.vision.v11i1.1112407
- Published a research article titled “Job Satisfaction of Teachers working in Self-financing Colleges, in Madhya Bharti -Humanities and Social Sciences”, Vol. 84, Issue No. 12, July to December 2023, ISSN : 0974-0066
- Published a research article titled “Determinants of Job Satisfaction of Physical Education Teachers in Coimbatore District, in A Journal of Composition Theory”, Vol. XV, Issue No. 8, 2022, ISSN : 0731 6755
- Published a research article titled, “A Study on Purchase Influence in Television Advertisement – With Special Reference to Non-Durables (Tooth Paste, Shampoo, Bath Soaps and Talcum Powder)”, in “ANVESAK”, Volume No. 51, Issue No. 01(i), 2021. ISSN : 0378 - 4568
- An Article titled, “Factors Influencing Dividend Payout in Select Cement Companies in India”, Published in “*Wesleyan Journal of Research*”. Volume No. 13, Issue No. 51, 2020. ISSN : 0975 - 1386
- A research Paper titled, “Determinants of Emotional Intelligence of Physical Education Teachers”, Published in “*SAMBOTHI*”, Volume No. 43, Issue No. 01, 2020. ISSN : 2249 6661
- Published an article titled, ”Determinants of Dividend Policy in Indian Automobile Industry”, in *History Research Journal*, Volume No. 5, Issue No. 6, 2019. ISSN : 0976 5425
- A research article titled, “Job Satisfaction of Physical Education Teachers in Coimbatore District”, Published in *International Journal of Scientific Research and Review*. Volume 7, Issue 12, 2018. ISSN: 2279-543X
- Published a research article titled, “Emotional Intelligence of Physical Education Teachers in Coimbatore District”, in *International Journal of Scientific Research and Modern Education (IJSRME)*. Volume 3, Issue 2, 2018. ISSN: 2455-5630
- Published a research article titled, “Customer Opinion about Online Advertising”, in *International Journal of Recent Research and Applied Studies*. Volume 5, Issue 4(11), 2018. ISSN: 2349-4891

- Published a research article titled, “Customer Perception on Online Advertising”, in *International Journal of Computational Research and Development (IJCRD)*. Volume 3, Issue 1, 2018. ISSN: 2456-3137.
- Published a research article titled, “Applications of Dividend Model”, in *International Journal of Current Research and Modern Education*. Volume 2, Issue 1, 2017. ISSN: 2455-5428.
- Published a research article titled, “Factors affecting Dividend – A Study with specific reference to Indian Inorganic Industry”, in *A Journal of Business and Management*. Volume-5, Issue -1 Jan-June 2016. ISSN: 2230-7257
- Published a research article entitled, “Determinants of Dividend in Fertilizer Industry”, in *AE International Journal of Multidisciplinary Research* 2015. ISSN: 2348 - 6724

iv) Proceedings Publication in Conferences/Seminars:

- Published a Collaborative research paper titled, “*Exploring the Tapestry of faith: Religion and Spirituality in India: An Emirical Study*”, in International Level Conference on “Periodical Changes in Culture, Society and Ecology” Organized by LINCOLN University College (Malaysia), PSG College of Arts and Science (Coimbatore), G.T.N. Arts College (Dindigul), E.M.G. Yadhav Womens College (Madurai) and Ayya Nadar Janaki Ammal College (Sivakasi) on 27th May, 2024. ISSN : 2583-309X
- Published a research paper titled, “Digital Transformations in Business”, in ICSSR Sponsored National Level Conference on “India 2.0: Vision for India 2047 – Digital Ecosystem & Harnessing Artificial Intelligence” Organized by NGM College, Pollachi from 24th Jan., 2023 ISBN : 978-93-94004-31-3
- Published a research article titled, “Human Health and Social Care Activities”, in ICSSR Sponsored National Level Conference on “Envisioning a Self-Reliant Rural India for Sustainable Economic Development” Organized by NGM College, Pollachi from 12th Oct. to 13th Oct., 2023 ISBN : 978-93-94004-84-9
- Published a research article titled, “Skill Development in Schools and Higher Educations”, in ICSSR Sponsored National Level Conference on “Envisioning a Self-Reliant Rural India for Sustainable Economic Development” Organized by NGM College, Pollachi from 12th Oct. to 13th Oct., 2023 ISBN : 978-93-94004-84-9
- Published a research article titled, “Impact Of National Education Policy (Nep2020) In Higher Education Institutions In India”, in ICSSR Sponsored National Level Conference

on “Impact of New Education Policy Among Future Generation” Organized by NGM College, Pollachi on 10th August, 2023 ISBN : 978-93-94004-26-2

- Published a research article titled, “Implementation of emerging ICT tools in teaching by higher education”, in ICSSR Sponsored National Level Conference on “Perspective of ICT Tools in Education” Organized by NGM College, Pollachi on 4th August, 2023 ISBN : 978-93-94004-27-6
- Published a research article titled, “Skill Development is an important factor in women's empowerment in India”, in ICSSR Sponsored National Level Conference on “Rural Women Empowerment through Skill Development” Organized by NGM College, Pollachi on 2nd August, 2023 ISBN : 978-93-5980-468-2
- Published a research article titled, “The Value of ICT Resources in Higher Education”, in ICSSR Sponsored National Level Conference on “Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047” Organized by NGM College, Pollachi on 21st July, 2023 ISBN : 978-93-94004-23-8
- Published a research article titled, “ICT Tools in Teaching and Learning”, in ICSSR Sponsored National Level Conference on “Perspective of ICT Tools in Education” Organized by NGM College, Pollachi on 4th August, 2023 ISBN : 978-93-94004-27-6
- Published a research article titled, “Digital Payments in India”, in ICSSR Sponsored National Level Conference on “Vision for Vishwa Guru India: Initiatives for Global Leadership By 2047” Organized by NGM College, Pollachi on 21st July, 2023, ISBN : 978-93-94004-24-5
- Published a research article titled, “College Students’ Perception of E-Learning”, in ICSSR Sponsored National Level Conference on “Implementation of ICT Skills for the Students for their Employment in Skill Based Jobs” Organized by NGM College, Pollachi in Dec. 2022. ISBN: 978-93-94522-16-5.
- Published a research article titled, “Awareness about Entrepreneurial Skills among College Students”, in National Conference on Economic Upsurge Through Entrepreneurship”, Organized by Karpagam Academy of Higher Education in Association with Coimbatore SIDCO Industrial Estate Manufacturers Welfare Association (COSIEMA) on 4th March. 2016. ISBN : 978-93-5406-199-8

- Published a research article titled, “Determinants of Dividend – A special reference to Indian organic Industry”, in National level Conference on “Changing Paradigms in Indian Business” Organized by NGM College, Pollachi on 24-25 march 2017.ISBN: 978-81-933882-0-4
- Published a paper entitled, ‘Financial Inclusion- An Impetus to Rural Development’, UGC-sponsored National Level Seminar on Financial Inclusion in India – Emerald Heights College for Women, Udthagamandalam, 21-22 March2012; An article published in a book titled, (Financial Inclusion), with ISBN: 978-81-910472-8-8

PARTICIPATION IN CONFERENCES / SEMINARS / FDP/PAPER PRESENTATION:

I) Faculty Development Program Attended:

i) Offline:-

- Participated in Eight days Faculty Development Program on “**ICT Integrated Evaluation in Outcome-Based Education**” organized by Association of Indian Universities (AIU) & AMET University from 05.01.2024 - 12.01.2024.
- Participated in Eleven days Faculty Development Program on “**Research Methodology & Data Analysis (PDP)**” organized by Seshadripuram Academy of Business Studies from 09.08.2023 to 19.08.2023.
- Participated in seven days Faculty Development Program on “**Quality Education for Nation Building**” organized by SIIMS – Business School from 31.07.2023 to 08.08.2023.
- Participated in Faculty Development Program on “**Public Financial Management – PFMS**”: A Practical Approach organized by Post Graduate and Research Department of Commerce (Self-financing) on 25th March 2022.
- Participated Six Days Faculty Training Program on “**SAKSHAM – IT Champion**” from 9th March to 14th March, 2015 at Bharathiar University.
- Participated in the Faculty Development Program on “**Business Analytics using R**” organized by centre for faculty development, Sakthi institute of Information and Management Studies, Pollachi, Coimbatore held on 26th December 2016.
- Participated in the One-day National Level Faculty Development Programme on “**Goods and Services Tax**” organized by PG Department of Commerce with Computer Application, NGM College, Pollachi in associated with Coimbatore Branch of SIRC of ICAI, Coimbatore on 5th August 2017 at NGM College, Pollachi, Coimbatore District.
- Attended the Faculty Development Programme, entitled “**Recent Trends in Higher Education in Science and Humanities to Rural Students**” from 12th to 14th June, 2019 at NGM College, Pollachi, and Coimbatore District.

ii) Online:-

- Participated *Seven Days International Level Online Faculty Development Programme* on **"Research Perspectives on New Age Technologies"** Organized by Department of Computer Science, NGM College, Pollachi from 3rd Aug. to 10th Aug., 2021
- Participated a *Faculty Development Programme* on **"NAAC Awareness and Revised Accreditation Process"** Organized by Mother Theresa College of Engineering and Technology on 31st January 2022
- Attended *three days Faculty Development Programme* on **"Inculcating the Significance of Employability Skills in the Minds of the Teachers"** Organized by Career Counselling Cell in Association with IQAC, from 23rd to 25th Sept. 2021 under UGC - PARAMARSH Scheme at AyyaNadarJanakiAmmal College, Sivakasi.
- Participated in *National Level Five Days FDP* on **"Upskilling Personal Finance Planning"** Organized by the Department of Business Administration from 25th to 29th Oct. 2021 at Hindustan College of Arts and Science, Coimbatore.
- Participated in *Online Seven Day International Faculty Programme* on **"Next Generation Teachers"** Jointly Organized by Department of Business Administration and IQAC at NGM College, Pollachi, and Coimbatore.
- Attended a *Faculty Development webinar* under UGC PARAMARSH scheme on **"Technology Invasion for Quality Assurance in Higher Education - Special focus on NAAC RAF (Revised Academic Frame Work)"** on 27.09.2021 jointly organized by Internal Quality Assurance Cell and the Department of Commerce(Computer Applications),The Standard Fireworks Rajaratnam College for Women, Sivakasi.
- Participated in *Seven Days International Faculty Development Programme* on **"Changing Dimensions in Commerce Education"** Organized by PG Department of Commerce with Computer Applications in Association with IQAC from 20th to 27th Oct. 2021 at NGM College, Pollachi.
- Participated in *National Level Faculty Development Programme* on **"Emerging Initiative Trends in Quality Research Paper Writing and Publishing in Right Journals"** Organized by Research and Consultancy Cell, Sri G.V.G. Visalakshi College for Women, Udumalpet, Tirupur District

II Seminars /Webinars and Conferences:

i) Seminars and Conferences

- ✓ Participated in the National Seminar on *"Rural Women Empowerment through Skill Development"* held on 2nd August 2023 Organized by NGM College, Pollachi, and Coimbatore District.
- ✓ Attended Two-Days National Level Conference on *"Changing Paradigms in Indian Business"* from 24th to 25th March 2017 organized by NGM College, Pollachi, Coimbatore District.

- ✓ Attended the “*Regional Conference for CA Students*” held at Coimbatore on 20th and 21st December, 2013. Organized by Board of Studies, ICAI & hosted by The Coimbatore Branch of SIRC of ICAI & the Coimbatore Branch of SICASA.
- ✓ Participated in the National Seminar on “*Empowering the Youth to Enrich Mankind*” held on 29th January 2016 Organized by Department of Human Excellence, NGM College, Pollachi, and Coimbatore District.
- ✓ Participated in the State level Symposium entitled “*Indian Economy and Demonetization of Indian Currency*” Organized by Department of Commerce held on January 7th, 2017 at Pollachi College of Arts and Science, Pollachi, Coimbatore District.
- ✓ Participated in the State Level Symposium on “*Entrepreneurship in 4G Era*”, Organized by the Department of Commerce – Finance, NGM College, Pollachi on 16th March, 2017.

ii) Webinars

- ✓ Attended a Webinar on “*Powers and Rights of Consumers*” SreeNagulan Research Training and Consultancy (SNRTC), on 15th August, 2023
- ✓ Attended a Webinar on “*Financial Empowerment through Wealth Creation*” Organized by Department of Management Studies, Baba Ghulam Shah Badshah University, Rajouri, J & K in Collaboration with Association of Mutual Funds in India (AMFI), on Dec. 22th 2021
- ✓ Attended One Day State Level webinar on “*Emotional Intelligence for Work Relationship*” organized by PG and Research Department of Commerce on 29th Oct. 2021 at Islamiah Women's Arts and Science College, Vaniyambadi, Tamilnadu
- ✓ Attended a National Level Seminar on “*Competition Issues in India*” Organized by PG and Research Department of Commerce & Sponsored by Competition Commission of India, New Delhi held on 25th Sept. 2021 at Gobi Arts and Science College, Erode.
- ✓ Attended One Day National Level Webinar on “Strategies for Personal Financial Management on 16th Dec. 2021 Jointly Organized by Vivekanand Institute of Management, Kalaburagi, Karnataka and Association of Mutual funds of India.

iii) Paper Presentation in Conferences:

- ✓ Presented a Paper titled “*Digital Transformations in Business*” in in ICSSR Sponsored National Level Conference on “**India 2.0: Vision for India 2047 – Digital Ecosystem & Harnessing Artificial Intelligence**” Organized by NGM College, Pollachi on 21st Jan, 2024
- ✓ Presented a Paper titled “*Impact of National Education Policy (NEP 2020) in Higher Education Institutions in India*” in in ICSSR Sponsored National Level Conference on “**Impact of New Education Policy Among Future Generation**” Organized by NGM College, Pollachi on 10th August, 2023
- ✓ Presented a Paper titled “*ICT Tools in Teaching and Learning*” in in ICSSR Sponsored National Level Conference on “**Perspective of ICT Tools in Education**” Organized by NGM College, Pollachi on 4th August, 2023

- ✓ Presented a Paper titled “*Skill Development is an important factor in women's empowerment in India*” in in ICSSR Sponsored National Level Conference on “**Rural Women Empowerment through Skill Development**” Organized by NGM College, Pollachi on 2nd August, 2023
- ✓ Presented a Paper titled “*Digital Payments in India*” in in ICSSR Sponsored National Level Conference on “**Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047**” Organized by NGM College, Pollachi on 21st July, 2023
- ✓ Presented a Paper titled “*The Value of ICT Resources in Higher Education*” in in ICSSR Sponsored National Level Conference on “**Vision for Vishwa Guru India: Initiatives for Global Leadership by 2047**” Organized by NGM College, Pollachi on 21st July, 2023
- ✓ Presented a Paper titled “*Factors Affecting Dividend*” – *A Study with Special Reference to Indian Inorganic Industry* in the National Conference on “**Skill India Initiative – Powering the Performers – A Global Perspective**” held at SreeSaraswathiThiyagaraja College, Pollachi on 9th October 2015.
- ✓ Presented a research paper titled “*Determinants of Dividend in Fertilizer Industry*” in the National Level Conference on “**Strategies for the Sustainable Industrial development-Road Map to Make in India**” organized by Department of Commerce and Administration, Vidyasagar College of Arts and Science, Udumalpet on February 23rd, 2015.
- ✓ Presented a Research paper entitled “*Awareness and entrepreneurial skills among College Students*” in the National Conference on “**Economic Upsurge through Entrepreneurship**” held at Department of Commerce, Karpagam Academy of Higher Education, Coimbatore on March 4th, 2020.
- ✓ Presented a Paper on “*Determinants of Emotional Intelligence of Physical Education Teachers*” in Online International Conference on “**Continuity, Consistency and Innovation in Applied Science and Humanities (ICCIASH – 2020)**”, Organized by St. Martin’s Engineering College, Dhulapally, Secunderabad, T.S, India on 13th and 14th August 2020.

III Workshops Attended

i) Offline

- Participated in International Online Workshop on “**SEM and CFS**” using **AMOS Software**” from July 9th to 11th, 2021.
- Participated Two day Workshop on “**Data Analytics for Research using SPSS and AMOS**” organized by Wisdom School of Management, Pollachi during 16th and 17th March 2018.
- Participated in the Two-day Workshop on “**Research Methods and Data Analysis using SPSS**” organized by the Post Graduate and Research Department of Commerce on 24th and 25th July, 2018 at NGM College, Pollachi, Coimbatore District.

- Participated in the National Level Three Days Workshop on **“Data Analysis and Interpretation Structural Equation Modeling using AMOS and PLS”** on 20th, 21st and 22nd September 2019 organized by PG and Research Department of Commerce with International Business at Hindustan College of Arts and Science, Coimbatore.
- Participated in the One Day National Level Workshop on **“Scientific Research and Data Analytics”** organized by PG and Research Department of Commerce on 12th October, 2019 at NGM College, Pollachi, Coimbatore District.

ii) Online

- Attended *International Online Workshop on "Academic Writing and Ethical Issues"* Organized by Global Institute of Statistical Solutions from 16.09.2023 to 18.09.2023.
- Attended *One Day Workshop on "Blooms Taxonomy Based Question Paper Design for Outcome Based Education"* Organized by Department of Commerce in Association with IQAC on 27th Sept. 2021 under UGC - PARAMARSH Scheme at AyyaNadarJanakiAmmal College, Sivakasi.
- Participated in *One Day National Level Workshop on 'IPR Innovation and Research'* on October 25, 2021 organized jointly by Department of Electronics and Department of Mathematics, PhulsingNaikMahavidyalaya(Arts, Commerce & Science), Pusad.
- Participated in *Two days National Level Workshop on “Data Analysis using AMOS and E-Views”* Sponsored by ICSSR-SRC, Hyderabad and Organized by Alagappa Institute of Management, Alagappa University held on 7th and 8th Oct. 2021

OTHER ACADEMIC ASSIGNMENTS:

- Organized *Workshop on 'GST Practitioner with Tally ERP 9.0'* through MSME-Technology Development Centre, Chennai, organized by Department of Commerce – Professional Accounting from 15.3.2021 to 26.3.2021
- *IQAC* Coordinator in the Department of Commerce-PA from October 2013 onwards
- Acting as Coordinator for *Curriculum Development Cell(CDC)* for Department of Commerce -Professional Accounting from October 2013 onwards
- Coordinator for Departments Industrial visit from October 2013 onwards
- Serving as *ERP*. Co-ordinator for Department of Commerce-PA from September 2019 onwards

MEMBER:

- NAAC - III Criteria Manager for College
- *Board of studies*, NGM College from February 2014 to till date
- *Examiner in Central Valuation*, Bharathiar University, Coimbatore from 2016 onwards

- *Board of Question paper setters and Examiners* in Various Colleges paper valuation.
- Member in Alumni Association
- Serving as one of the members in *Certificate distribution Committee* in Graduation Day Celebrations.

EXTRA CURRICULAR ACTIVITIES:

- ✓ Won First Prize in *Carrom Board* competition among Teachers, Sakthi Group of Inter Collegiate tournament conducted in March 2014 at Vanavarayar Institute of Agriculture (VIA), Manakedavu Road, Pollachi.
- ✓ Won First Prize for *Carrom Board* competition among Teachers, Sakthi Group of Inter Collegiate tournament conducted in March 2017 at Sakthi Polytechnic College, Erode.
- ✓ Sakthi Group of Inter Collegiate tournament for teachers conducted in March 2019 at Kumaraguru College of Technology (KCT), Coimbatore and Won the following Prizes
 - First Prize : CHESS
 - Second Prize : Carrom Board
- ✓ Participated *Mini-Marathon* Organized by Department of Physical education, NGM College in August, 2016
- ✓ Participated and Won First Prize in **Chess** and **Carrom Board** Competitions Organized for Teachers as Intra-Collegiate Competition organized by Department of Physical Education, NGM College during 2016-'17:

REFERENCES:

- **Dr.P.Bruntha**
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PG and Research Department of Commerce,
NGM College
Pollachi – 642 001
Contact Number: 98420 51365
- **Dr.M.ChithiraiSelvan**
Assistant Professor
PG and Research Department of Commerce,
NGM College
Pollachi – 642 001
Contact No: 99427 43343

DECLARATION

I hereby declare that the particulars given above are true to the best of my knowledge.

Place: Pollachi

Date:

(RAJASEKARAN.D)