

# NIRMALA COLLEGE FOR WOMEN (AUTONOMOUS)

## COIMBATORE

### STAFF PROFILE

**NAME** : DR.SR.A.ADAIKKALA MARY

**DESIGNATION** : Assistant Professor

**DEPARTMENT** : Economics

**QUALIFICATION** : M.A, Ph.D.,

**EXPERIENCE** : 9 Years

**AREAS OF SPECIALIZATION** : Rural development

**E-MAIL** : [marypunitha13@gmail.com](mailto:marypunitha13@gmail.com)

#### ACADEMIC QUALIFICATIONS:

DEGREE	YEAR OF COMPLETION	NAME OF THE INSTITUTION	CLASS
Bachelor's Degree	April 2013	Nirmala College for Women, Coimbatore.	First class with Distinction
Master's Degree	April 2015	Holy Cross College, Trichy.	First class
Ph. D	2022	Government Arts College, Coimbatore.	Highly Commendable

#### RESEARCH PUBLICATIONS:

##### INTERNATIONAL:

1. Dr. K. Jayanthi & Sr. Adaikkala Mary, "Physical and Financial Performance of SHG – Bank Linkage Programme in India" The International Journal for Economics and Business Management, December 2018, Vol.8, No.1, Pp. 126-133, ISSN: 2250-2750.
2. Sr. Adaikkala Mary & Dr. K. Jayanthi, "Impact Assessment of Pradhan Mantri Gram Sadak Yojana (PMGSY) in Coimbatore District" International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL), February 2019, Vol.7, Pp. 185-191, ISSN (P): 2347-

4564; ISSN (O): 2321-8878, Impact Factor: 3.7985; ICV Factor: 42.56; NAAS Rating: 3.10; UGC Approved Journal – 40890.

3. A. Adaikkala Mary & Dr. D Elango, “An Evaluation of Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA) implemented in Tamil Nadu” The International journal of analytical and experimental modal analysis, An UGC-CARE Approved Group-II Journal, An ISO: 7021-2008 Certified Journal, Volume XII, Issue VIII, August/2020, ISSN NO:0886-9367, Impact Factor: 6.3, Pp.2014-2022.
4. A. Adaikkala Mary & Dr. D Elango, “An Empirical Study on Performance of MGNREGA in Tamil Nadu” Kala: The Journal of Indian Arts History Congress, UGC CARE Group I Journal, ISSN: 0975-7945, Volume-26, No.2(I): 2020-2021, Pp.155-161.
5. A. Adaikkala Mary “Performance evaluation of Mahatma Gandhi National Rural Employment Guarantee Scheme in Tamil Nadu”, GIS SCIENCE JOURNAL, ISSN NO: 1869-9391, Volume 8, ISSUE 2, 2021, pp 766-772, Impact Factor-6.1.
6. Dr.R.Anbuselvi and Dr. A.Adaikkala Mary “Women Dropout in Higher Education: A Societal Analysis in Coimbatore District, Tamilnadu India” International Journal for Multidisciplinary Research (IJFMR), E-ISSN:2582-2160, Vol:7, Issue 2, March-April 2025.
7. A.Adaikkala Mary, N.Krishnaveni and R.Meenakshi “A Study on Rural Health Care for Women in Neigunam Village” Indian Journal of Natural Sciences, ISSN:0976-0997, Vol.16, Issue 90, Page: 97070-97079, June 2025.

#### **NATIONAL:**

1. A. Adaikkala Mary, “Critical Evaluation of Implementation of INDIRA AWAAS YOJANA (IAY)” Nirmala Annual Research Congress (NARC-2018) 4<sup>th</sup> December 2018, pp. 380-383. ISBN-978-93-5321-859-1
2. A. Adaikkala Mary, “Analyzing the Implementation of Mahatma Gandhi National Rural Employment Guarantee Act in Tamil Nadu” Nirmala Annual Research Congress (NARC 2019) 27<sup>th</sup> November 2019, pp. 63-68. ISBN -978-93-5391-196-6.

## **PRESENTATIONS IN CONFERENCE:**

### **NATIONAL:**

1. “Critical Evaluation of Implementation of INDIRA AWAAS YOJANA (IAY)” Nirmala Annual Research Congress (NARC-2018) 4<sup>th</sup> December 2018, pp. 380-383. ISBN-978-93-5321-859-1.
2. “Performance Evaluation of Mahatma Gandhi National Rural Employment Guarantee Scheme in Tamil Nadu” National Conference on Growth with Stability – Economic Prospects and Challenges in India, Department of Economics, Madras Christian College, Tambaram, Chennai on 22<sup>nd</sup> November 2019.
3. “Analyzing the Implementation of Mahatma Gandhi National Rural Employment Guarantee Act in Tamil Nadu” Nirmala Annual Research Congress (NARC-2019) 27<sup>th</sup> November 2019, pp. 63-68. ISBN -978-93-5391-196-6.
4. “Impact of Covid-19 on the livelihood of fishermen in Samandhampettai, Nagapattinam District, Tamil Nadu” International Virtual Conference on the “Impact of Covid-19 on Informal sector” held on 18<sup>th</sup> November 2022 organized by the PG and Research Department of Economics, Government Arts College (Autonomous), Coimbatore-641018.
5. “A study on Rural Health Care for Women in Neigunam Village, Tiruchirappalli District” International Conference on Contemporary Approaches in Sciences and Humanities: Future Prospects (ICCASH-2023) on 2<sup>nd</sup> and 3<sup>rd</sup> February, 2023 at Nirmala College for Women (Autonomous), Coimbatore-18.
6. “A Study on work-life balance of Women Entrepreneurs in Coimbatore District” Virtual International Conference on “Sustainable Evolution of Indian Economy” organized by PG and Research, Department of Commerce, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai-600 001 on 30<sup>th</sup> August 2023
7. “Study on the role of technology in women’s health and Wellness in Coimbatore” International Conference on “Women’s Equality, Protection, and Empowerment” SHEROES FEST-2024 Organized by Nirmala College for Women, Coimbatore from 24<sup>th</sup> to 26<sup>th</sup> August 2024.

**PARTICIPATION IN CONFERENCES:**

<b>S. No.</b>	<b>Name of the Conference</b>	<b>Name of the Sponsoring Agency</b>	<b>Date</b>
1	National Conference on Connecting Users to Library Resources Through Innovative Technologies (SALIS 2024)	Department of Library, Nirmala College for Women, Coimbatore and Society for the Advancement of Library and Information Science (SALIS), Chennai.	04.10.2024 to 05.10.2024

**PARTICIPATION IN WORKSHOPS:**

<b>S. No.</b>	<b>Name of the Workshop</b>	<b>Name of the Sponsoring Agency</b>	<b>Date</b>
1	Regional Workshop on Research Methodology	St. Joseph's College, Trichy	06.02.2015
2	Open Access E Resources for Research & INFLIBNET Resources	Department of Library and Information Sciences, Nirmala College for Women, Coimbatore	9.11.2018
3	Statistics and Econometrics for Researchers in Social Sciences, Commerce and Management (Working with R, SPSS and Eviews Softwares)	Department of Social Sciences, School of Social Sciences and Languages, Vellore Institute of Technology, Vellore	17.03.2018 to 18.03.2018
4	Course on Healing the Inner Child (64 Contact Hours)	Anugraha Institute of Counselling, Psychotherapy and Research	08.07.2018 to 15.07.2018

5	Social media a Boon or Bane for Life?	Loyola Institute of Frontier Energy (LIFE), Loyola College, Chennai	24.11.2018
6	Symposium on Research Methodology and Funding Agencies Recent Trends	Department of History, Nirmala College for Women, Coimbatore	22.01.2019
7	UGC funded Workshop on Intellectual Property Rights, Patents and Copyrights	IQAC, Nirmala College for Women, Coimbatore	02.02.2019
8	ICSSR Sponsored One day National level symposium on "Exploration of Research Innovations: Its Trends and Challenges"	Nirmala College for Women, Coimbatore	11.01.2020
9	Workshop on "Revised Guidelines for the Accreditation Process of NAAC"	Internal Quality Assurance Cell, Nirmala College for Women (Autonomous), Coimbatore	07.03.2020
10	Workshop on the Innovative Eco-System, Incubation Centres and Start-Ups for Higher Education Institutions	Internal Quality Assurance Cell, Nirmala College for Women (Autonomous), Coimbatore	19.03.2020
11	National Commission for Women, New Delhi, Legal Awareness Programme	PG and Research Department of History and Department of Economics, Nirmala College for Women, Coimbatore-18	06.02.2020
12	Webinar on How to use Turnitin Software for your Research "Turnitin online on Campus"	Guru Nanak Institute of Management Studies (Approved by Aicet, New Delhi & Affiliated to University of Mumbai)	04.05.2020
13	Webinar on Intellectual Property Rights (A cutting Edge in today's world)	Department of Electrical and Electronics Engineering, Excel College of Engineering and	05.05.2020

		Technology, Komarapalayam.	
14	Webinar on Covid 19 and Microeconomic Uncertainty: Fiscal and Monetary Response	Department of Economics, St.Paul's College, Kalamassery.	06.05.2020
15	Webinar on Mental Health and Psychosocial aspects of Covid Outbreak	Department of History, Sri GVG Visalakshi College for Women (Autonomous), Udumalpet 642 128, Tamil Nadu	07.05.2020
16	Workshop on Academic Integrity Dealing with Plagiarism	Rehoboth Academic Services, Bengaluru.	07.05.2020
17	Webinar on How to get Research Paper Published- A step by step Approach	Department of Business Administration, Don Bosco College (Co-Ed), Yelagiri Hills.	09.05.2020
18	Webinar on Valamana Nadu Athil Vungal Pangalippu	Arasu College of Education for Women & Ponkalamman College of Education, Karur.	10.05.2020
19	National level Webinar on Value Investing – Key to Create Long Term Wealth	St. Andrew's College of Arts, Science and Commerce, Department of BAF, BMS & M. Com, In association with LeapUp Edutech Pvt. Ltd.	13.05.2020
20	Webinar on Research Gateway	Department of BCA, Annai College of Arts & Science, Tiruchirappalli.	15.05.2020
21	Webinar on NAAC-The New Format-A Paradigm Shift	Faculty of Management Studies, Noorul Islam Centre for Higher Education, Thuckalay, Kanyakumari District.	12.06.2020
22	Webinar on THE 7 GIFTS OF THE HOLY SPIRIT	Catechism & Moral Instruction Committee, Nirmala College for Women, Coimbatore, Tamil Nadu, India.	15.06.2020 to 21.06.2020

23	Webinar on Women's Health through Ayurveda	Nirmala College for Women (Autonomous), Coimbatore - 641 018.	24.06.2020
24	International Webinar, IMPACT OF CORONA ON INDIAN ECONOMY	PG & RESEARCH DEPARTMENT OF ECONOMICS, Government Arts College (Autonomous), Coimbatore-18.	25.06.2020
25	International Webinar on New Normal in Economic Development of India	PG & Research Department of Economics, Holy Cross College (Autonomous), Tiruchirappalli-620002, Tamil Nadu, India.	13.07.2020
26	Ten Days Online National Level workshop on Research Methodology	IQAC, Shri Saraswathi College of Social Work, Washim and Indian Council of Social Science and Research (ICSSR), Western Regional Centre, Mumbai.	07.01.2025 to 18.01.2025

**PARTICIPATION IN ORIENTATION PROGRAMME/ INDUCTION PROGRAMME/ SHORT TERM COURSES:**

S. No.	Topic	Name of the Sponsoring Agency	Date
1	Strategic Trade and Protectionism – Theories	NPTEL-Swayam (IIT Roorkee)	Jan-Mar 2020
2	Online Orientation Programme on Awareness on Women Health	Department of Chemistry, Nirmala College for Women (Autonomous), Coimbatore.	11.05.2020
3	Online Training on 21 <sup>st</sup> Century Technology Skills Development for Teachers	District Institute of Education and Training, Vadalur, Cudalore District.	13.07.2020 to 17.07.2020
4	Outcome Based Education	School of Arts, Science and Commerce and Internal Quality Assurance Cell (IQAC), Rai University, Ahmedabad, Gujarat, India.	22.07.2020 to 24.07.2020

5	Economic Growth and Development	NPTEL-Swayam (IIT Guwahati)	Jan-Mar 2021
6	Foundation Course in Managerial Economics	NPTEL-Swayam AICTE	Jan-Mar 2022
7	International Trade – Theory and Empirics	NPTEL-Swayam AICTE	Jul – Oct 2022
8	Professional Development Programme on Implementation of NEP - 2020 for University and College Teachers	Indira Gandhi National Open University, Staff Training and Research Institute of Distance Education, New Delhi.	18.11.2022 to 26.11.2022
9	NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme	Sri Guru Tegh Bahadur Khalsa College, University of Delhi	06.02.2024 to 15.02.2024
10	Consumer Behaviour	NPTEL-Swayam AICTE	Jan-Mar 2025
11	Health Economics	NPTEL-Swayam AICTE	Jan – Apr 2025
12	Labour Economics- Theory and Practice	NPTEL-Swayam AICTE	Jul – Sep 2025
13	Principles of Economics	NPTEL-Swayam AICTE	Jul – Oct 2025
14	E-Business	NPTEL-Swayam AICTE	Jul – Oct 2025
15	One Month Training National Level Online Professional Certificate Trending Communication Skills	TuRight Technologies Pvt.Ltd., Bangalore, Karnataka.	Sep to Oct 2025
16	Faculty Induction Programme	UGC-Malaviya Mission Teacher Training Centre, Bharathidasan University, Tiruchirappalli.	22.01.2026 to 18.02.2026

**PARTICIPATION IN FACULTY DEVELOPMENT PROGRAMMES:**

<b>S. No.</b>	<b>Topic</b>	<b>Name of the Sponsoring Agency</b>	<b>Date</b>
1	Faculty Development Programme on Innovative Teaching Strategies	Curriculum Development Cell, Nirmala College for Women, Coimbatore	30.10.2019
2	FDP on Moodle Learning Management System	Keypeeyes College of Arts & Science, Kotagiri, The Nilgiris Association with Spoken Tutorial Project, IIT Bombay, MHRD.	29.04.2020-01.05.2020
3	FDP on Online College Management & Online Content Creation Tools	Lala Lajpat Rai College of Commerce & Economics and University of Mumbai with North Storm Academy.	30.04.2020-02.05.2020
4	FDP on How to write effective case study	Atmiya University, Rajkot, Gujarat	02.05.2020
5	FDP on Current Research Trends in Social Science	PSGR Krishnammal College for Women, Coimbatore.	03.05.2020 to 05.05.2020
6	FDP on Examinations in wake of COVID-19	Patrician College of arts and Science, Chennai.	08.05.2020
7	FDP on Faculty to Administrator	Cauvery College for Women, Trichy.	08.05.2020
8	FDP on Course and Curriculum Design in Higher Education	IQAC under PARAMARSH, Sri GVG Visalakshi College for Women, Udumalpet, Tamil Nadu.	08.05.2020
9	National Level FDP Program	North Storm Academy	13.05.2020 to 14.05.2020
10	FDP on Project Proposals for Funding Agencies (UGC STRIDE & ICSSR IMPRESS): Preparation and Submission Protocol	Patrician College Research Committee, Patrician College of arts and Science, Chennai.	16.05.2020 to 17.05.2020
11	FDP on Post Covid-19 Rejuvenation	Department of Commerce, Nirmala College for Women, Coimbatore.	18.05.2020 to 21.05.2020

12	FDP on Covid-19 Pandemic: Socio Economic & Culture Impact on the Society	Research Department of History, Nirmala College for Women, Coimbatore.	29.05.2020 to 30.05.2020
13	FDP on Scholarly Writing and Publishing Sources and Strategies	Research Department of Library and Information Science, Nirmala College for Women, Coimbatore.	10.06.2020
14	Faculty Development Programme e-Content Skill Development (Under DBT Scheme)	Nirmala College for Women, Coimbatore-18	14.06.2021 to 19.06.2021
15	FDP on Digital Age Pedagogy	The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore-18	16.06.2023
16	Faculty Enrichment Program on Learning Outcome based Curriculum Framework in the Context of NEP	The Internal Quality Assurance Cell, Nirmala College for Women, Coimbatore-18	04.12.2024
17	A Five Day National Level Online FDP on Beyond Boundaries: Driving Innovation in Research	Committee for Research Ethics, Publication and IPR, Auxilium College (Autonomous), Gandhi Nagar, Vellore in Collaboration with North East Institute of Social Sciences and Research, Dimapur, Nagaland.	26.12.2024 to 30.12.2024
18	International FDP on Futuristic Pathways in Technology and Computational Methodologies	Fuzzy Byte Association and Department of Computer Science, Mary Matha College of Arts and Science, Theni District-625604	06.01.2025 to 11.01.2025
19	5 days FDP Transforming Higher Education: Faculty Development Programme on Institutional Autonomy and NEP 2020 Implementation	IQAC, Mazharul Uloom College, Vellore.	10.05.2025 to 15.05.2025

20	5 days Virtual Faculty Development Program on “Cyber Physical Systems”	Department of Information Technology, Dr.M.G.R Educational and Research Institute, Chennai.	26.05.2025 to 30.05.2025
21	5 days National Level online FDP on Outcome Based Education, Binary Accreditation & Usage of AI	IQAC, St. Mary’s Centenary Degree College, Secunderabad, Telangana.	02.06.2025 to 06.06.2025
22	5 days Faculty Development Programme on “Artificial Intelligence: Global Trends, Technologies & Ethical Transformation	PG Department of Computer Science, Rajapalayam Rajus’ College, Rajapalayam.	15.09.2025 to 19.09.2025
23	5 Days National Virtual Faculty Development Programme (FDP) on Challenges and Issues of Applying Recent Tools and Techniques in Teaching and Research Pedagogy	Department of Business Administration, St.Joseph’s College (Arts & Science), Kovur, Chennai.	13.10.2025 to 17.10.2025
24	Five days National Virtual Faculty Development Programme on ‘Integrating Modern Tools and Ethical Practices for High Impact Research’	PG Department of Commerce, St.Joseph’s College (Arts & Science), Kovur, Chennai.	05.11.2025 to 11.11.2025
25	One-week National Online FDP On “Enhancing Teaching and Research Skills of Commerce Educators in the Backdrop of New-Age Technologies”	Department of PG Studies and Research in Commerce, Rani Channamma University, Vidyasangama-Belagavi.	10.11.2025 to 14.11.2025

26	One-week National Online FDP on “Holistic Research Skill Development for achieving SDGs with Indian Knowledge Systems: Model Building to Publication and Funding”	S.A. School of Management, Poonamallee-Avadi Road, Thiruverkadu, Chennai 600077.	17.11.2025 to 23.11.2025
27	FDP on Adapting to AI Driven Industry	A.K.D. Dharma Raja Women’s College, Rajapalayam.	15.12.2025 to 19.12.2025

### BOOK PUBLICATIONS:

1. Economics for Competitive Examinations –ISBN: 978-8-19837-414-1
2. MCQ on Public Finance – ISBN:978-81-984574-4-8
3. International Trade-ISBN: 978-81-993707-7-7

### MEMBERSHIP IN PROFESSIONAL BODIES:

1. Life Member, Association for Economist of Tamil Nadu
2. Movie Club - Co-Ordinator
3. AICUF-Co-Ordinator

### AWARDS AND ACHIEVEMENTS

- MA Economics (2015)  
V<sup>th</sup> Rank in Bharathidasan University  
Gold Medallist in Holy Cross College, Tiruchirappalli.

### OTHERS

#### Research Projects

Title of the Project	Name of the funding Agency	Duration
Causes and Consequences of Women Dropout in Higher Education Institutions in Coimbatore District	Nirmala College for Women, Coimbatore. (Seed Money)	6 Months

## Coursera

<b>S. No.</b>	<b>Date</b>	<b>Course Name</b>	<b>Organizer</b>
1	Nov 10, 2020	Feminism and Social Justice	University of California, Santa Cruz.
2	Nov 11, 2020	Introduction to Communication Science	University of Amsterdam.
3	Nov 17, 2020	Introduction to Economic Theories	Erasmus University, Rotterdam.
4	Nov 20, 2020	Inspiring and Motivating Individuals	University of Michigan.
5	Nov 20, 2020	Finance for Everyone: Value	McMaster University.
6	Nov 23, 2020	Global Health Policy	The University
7	Nov 23, 2020	Moral Foundations of Politics	Yale
8	Nov 25, 2020	Innovation Management	Erasmus University, Rotterdam.
9	Nov 25, 2020	Competitive Strategy	Ludwig-Maximilians-University Monchen.
10	Nov 26, 2020	An Introduction to Global Health	University of Copenhagen.
11	Nov 28, 2020	Managerial Economics and Business Analysis Capstone	Illinois
12	Dec 1, 2020	Evaluating Problems	Macquarie University, Sydney-Australia.