

NAME : N. ASHA
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LANGUAGES PROFICIENCY

READ : TAMIL, ENGLISH & HINDI
 WRITE : TAMIL & ENGLISH
 SPEAK : TAMIL & ENGLISH

1. QUALIFICATION

S. No.	DEGREE / DIPLOMA / CERTIFICATE	DISCIPLINE	NAME OF THE INSTITUTION	YEAR OF PASSING
1.	UG	BUSINESS ADMINISTRATION (BBA)	N. S. COLLEGE, THENI	2005
2.	PG	MANAGEMENT	FATIMA COLLEGE, MADURAI	2007
3.		COMMERCE (M.COM.)	MADURAI KAMARAJ UNIVERSITY, MADURAI	2016
4.	M.PHIL.	MANAGEMENT	PERIYAR UNIVERSITY	2008
5.	SET	MANAGEMENT	-	AUG. 2010
6.	NET	MANAGEMENT	-	JUNE 2012
7.	PH.D.	MANAGEMENT	MADURAI KAMARAJ UNIVERSITY, MADURAI	SUBMITTED ON JAN. 2019
8.	CERTIFICATE IN BASIC COUNSELING AND PSYCHOTHERAPY SKILLS (CBCPS)	INDUSTRIAL PSYCHOLOGY AND COUNSELING	THE VALLIAMMAL INSTITUTION (TVI), MADURAI	MAR. 2015

2. TEACHING EXPERIENCE

S. No.	INSTITUTION	FROM – TO (PERIOD)
1.	ASSISTANT PROFESSOR, FATIMA COLLEGE (AUTONOMOUS), MADURAI	2007 - TILL DATE

3. POSITION HELD IN FATIMA

S. No.	NAME OF THE POSITION	DURATION
1.	FACULTY IN-CHARGE FOR DRIVING	2009 - 2010
2.	E-CONTENT CELL MEMBER	2012 - TILL DATE
3.	IQAC – EXTENDED COMMITTEE MEMBER	2013 - TILL DATE
4.	STUDENTS COUNSELLOR	2013 - TILL DATE
5.	STAFF SECRETARY	2018 - 2019
6.	MEMBER, FATIMA COLLEGE ALUMNAE ASSOCIATION (FCAA)	2017 - TILL DATE

4. POSITION HELD OUTSIDE

S. No.	NAME OF THE POSITION	NAME OF THE INSTITUTION	DURATION
1.	EXTERNAL EXAMINER	MEENAKSHI COLLEGE (AUTONOMOUS), MADURAI	MAR. 2015 - TILL DATE
2.	EXTERNAL EXAMINER	RL INSTITUTE OF MANAGEMENT STUDIES, MADURAI	MAR. 2013 - TILL DATE
3.	EXTERNAL EXAMINER	KALASALINGAM UNIVERSITY, KRISHNANKOIL	DEC. 2016 - TILL DATE
4.	EXTERNAL EXAMINER	LADY DOAK COLLEGE, MADURAI	APR. 2017 - TILL DATE
5.	EXTERNAL EXAMINER	SOURASTRA COLLEGE, MADURAI	APR. 2017 - TILL DATE

5. AREAS OF SPECIALIZATION

➤ **FINANCE AND MARKETING**

6. ORIENTATION/REFRESHER/TRAINING PROGRAMMES/FDP ATTENDED

S. No.	PROGRAMME	THEME	ORGANIZED BY	DATE
1.	FACULTY DEVELOPMENT PROGRAMME	STUDENTS COUNSELING & GUIDANCE	DEPARTMENT OF MANAGEMENT STUDIES, FATIMA COLLEGE (AUTONOMOUS), MADURAI	MAR. 19, 2012
2.	OUT-BOUND TRAINING PROGRAMME	PSYCHO SPIRITUAL INTEGRATION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	FEB. 05 & 06, 2014
3.	RESIDENTIAL TRAINING PROGRAMME	BASIC COUNSELING AND PSYCHOTHERAPY SKILLS	IGINP AND CESC, MAJAGRAM, MADURAI	DEC. 06 & 07, 2014
4.	OUT-BOUND TRAINING PROGRAMME	PSYCHO SPIRITUAL INTEGRATION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	SEP. 10 & 11, 2015
5.	FACULTY DEVELOPMENT PROGRAMME	RESEARCH ORIENTATION & PHILOSOPHY: CHALLENGES AND WAY FORWARD	THIAGARAJAR SCHOOL OF MANAGEMENT (TSM), MADURAI	AUG. 13, 2016
6.	FACULTY INDUCTION PROGRAMME	-	IQAC, FATIMA COLLEGE, MADURAI	JUNE 13 - 15, 2019
7.	FACULTY DEVELOPMENT PROGRAMME	ENTREPRENEURSHIP DEVELOPMENT	EDII AND MADURAI KAMARAJ UNIVERSITY, MADURAI	NOV. 21 - 23, 2019

7. NATIONAL/INTERNATIONAL SEMINAR, WORKSHOP, CONFERENCE & SYMPOSIUM

S. No.	PROGRAMME & THEME	ORGANIZED BY	DATE	PARTICIPATED / PRESENTED	TITLE OF THE PAPER
1.	NATIONAL LEVEL ON "CORPORATE SOCIAL RESPONSIBILITY"	FATIMA COLLEGE, MADURAI	FEB. 2006	PRESENTED	CORPORATE ETIQUETTES IN MNC'S
2.	WORKSHOP ON "UNDERSTANDING & HANDLING STRESS"	TOP KIDS, MADURAI	AUG. 10 & 11, 2009	PARTICIPATED	-

3.	INTERNATIONAL CONFERENCE ON "PARADIGM SHIFT IN CONTEMPORARY MANAGEMENT EDUCATION"	FATIMA COLLEGE, MADURAI	JAN. 12, 2010	PRESENTED	INNOVATIVE TEACHING METHODOLOGIES
4.	INTERNATIONAL CONFERENCE ON "GLOBAL RECESSION AND ITS IMPACT"	FATIMA COLLEGE, MADURAI	JAN. 22, 2010	PRESENTED	IMPACT OF GLOBAL RECESSION IN INDIAN COMPANIES
5.	STATE LEVEL SEMINAR ON "IMPACT OF GLOBAL MELTDOWN IN INDIAN ECONOMY"	NADAR SARASWATHY COLLEGE, THENI	Oct. 09, 2010	PRESENTED	GLOBAL MELTDOWN IN BANKING SECTOR
6.	NATIONAL CONFERENCE ON "EMERGING TRENDS IN GLOBAL BUSINESS"	RVS INSTITUTE OF MANAGEMENT STUDIES, COIMBATORE	Sep. 15, 2012	PRESENTED	A STUDY ON CRITICAL SUCCESS FACTORS IN IMPLEMENTING ERP IN RURAL BUSINESS
7.	NATIONAL WORKSHOP ON "CORPORATE RESEARCH"	FATIMA COLLEGE, MADURAI	OCT. 25, 2013	PARTICIPATED	-
8.	NATIONAL CONFERENCE ON "BUSINESS AND PROFESSIONAL ETHICS – A 21ST CENTURY PERSPECTIVE"	FATIMA COLLEGE, MADURAI	SEP. 17, 2011	PRESENTED	ERP ETIQUETTES IN BUSINESS
9.	INTERNATIONAL SUMMIT ON "BUSINESS INNOVATIONS"	FATIMA COLLEGE, MADURAI	AUG. 12 - 17, 2013	PRESENTED	ERP IN FINANCIAL INNOVATIONS
10.	UGC SPONSORED TWO-DAY NATIONAL CONFERENCE ON "NATIONAL PARADIGM FOR CORPORATE SUSTENANCE – 3PS (PLANET, PEOPLE AND PROFIT MANAGEMENT)"	GOVT. OF PUDUCHERRY, POST GRADUATE & RESEARCH DEPARTMENT OF CORPORATE SECRETARYSHIP, BHARATHIDASAN GOVT. COLLEGE FOR WOMEN (AUTONOMOUS), PUDUCHERRY IN COLLABORATION WITH SIRC OF ICSI, CHENNAI	JULY 25 & 26, 2014	PRESENTED	A RESEARCH ON CHANNEL MEMBERS PREFERENCE TOWARDS "E-SCM – A SUSTAINABILITY FOR BUSINESS" IN MADURAI DISTRICT
11.	INTERNATIONAL CONFERENCE ON "SOCIAL MEDIA FOR SERVICE SECTOR"	FATIMA COLLEGE, MADURAI	AUG. 20 & 21, 2014	PRESENTED	ROLE OF ERP IN SOCIAL MEDIA
12.	NATIONAL SEMINAR ON "NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA"	MADURAI KAMARAJ UNIVERSITY, MADURAI	JAN. 29 & 30, 2015	PRESENTED	INVESTMENT ATTITUDE ON GREEN BUSINESS PRACTICES IN SUPPLY CHAIN MANAGEMENT
13.	INTERNATIONAL CONFERENCE ON "INNOVATIVE HR PRACTICES IN CORPORATE WORLD"	DEPARTMENT OF MANAGEMENT, RATHINAM COLLEGE OF ARTS AND SCIENCE, COIMBATORE	AUG. 19, 2015	PRESENTED	GREEN BUSINESS PRACTICES IN MSES – SIMPLIFIED GENERAL REFLECTION
14.	NATIONAL CONFERENCE ON "INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD"	FATIMA COLLEGE, MADURAI	OCT. 01, 2015	PRESENTED	GREEN BUSINESS PRACTICES IN INDIA
15.	UGC SPONSORED ONE DAY NATIONAL SEMINAR ON "CURRENT SCENARIO IN BUSINESS MANAGEMENT AND TECHNOLOGY: A GROWTH POLE FOR PROMOTING RURAL ENTERPRISES (NSCSBMT – 2015)"	THE GANDHIGRAM RURAL INSTITUTE - DEEMED UNIVERSITY, GANDHIGRAM	DEC. 09, 2015	PRESENTED	MICRO AND SMALL ENTERPRISES PREFERENCE ABOUT GREEN BUSINESS PRACTICES WITH SPECIAL REFERENCE TO TAMILNADU
16.	WORKSHOP ON "CAPITAL AWARENESS PROGRAMME"	BOMBAY STOCK EXCHANGE (BSE) & DEPARTMENT OF MBA, FATIMA COLLEGE, MADURAI	JULY 23, 2016	ORGANISED	

17.	ONE-DAY STATE LEVEL WORKSHOP ON "APPROPRIATE STATISTICAL TESTS IN HYPOTHESIS TESTING"	MADURAI INSTITUTE OF SOCIAL SCIENCES, MADURAI	FEB. 04, 2016	PARTICIPATED	-
18.	ONE –DAY SEMINAR ON "IMPLICATIONS OF NEW EDUCATIONAL POLICY : A DISCLOSURE"	IQAC, FATIMA COLLEGE, MADURAI	AUG. 10, 2016	PARTICIPATED	-
19.	TWO-DAY INTERNATIONAL CONFERENCE ON "MANAGING DISASTER – A STRATEGIC PERSPECTIVE"	FATIMA COLLEGE, MADURAI	SEP. 29 & 30, 2016	PRESENTED	GREEN TECHNOLOGY DURING DISASTERS
20.	SYMPOSIUM ON "ENHANCING RESEARCH SKILLS"	FATIMA COLLEGE, MADURAI	DEC. 12, 2017	ORGANISED	-
21.	INTERNATIONAL CONFERENCE ON "DIGITAL MARKETING – A GLOBAL PERSPECTIVE"	FATIMA COLLEGE, MADURAI	AUG. 10, 2018	PRESENTED	GREEN TECHNOLOGIES FOR DIGITAL MARKETING – A SIMPLIFIED REFLEXIONS
22.	SYMPOSIUM ON "EXPLORING IMPORT AND EXPORT BUSINESS OPPORTUNITIES"	FATIMA COLLEGE, MADURAI	SEP. 18, 2018	PARTICIPATED	-
23	WORKSHOP ON "CORPORATE GROOMING"	FATIMA COLLEGE (AUTONOMOUS), MADURAI	OCT. 08, 2018	PARTICIPATED	-
24.	NATIONAL CONFERENCE ON BUSINESS ANALYTICS - A ROAD MAP TO INNOVATIVE ENTREPRENEURSHIP	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE, MADURAI	SEP. 06, 2019	PRESENTED	GREEN BUSINESS IN ENTREPRENEURSHIP
25.	WORKSHOP ON "360 DEGREE CAREER DEVELOPMENT"	DEPT. OF MANAGEMENT STUDIES FATIMA COLLEGE, MADURAI	SEP. 18, 2019	PARTICIPATED	-

8. RESEARCH GUIDANCE: (M.PHIL. GUIDED: 1)

S. No.	TITLE OF DISSERTATION	ORGANIZATION	STUDENT NAME	YEAR
1.	CONSUMER PREFERENCE TOWARDS READY TO EAT PRODUCTS	MANIMEGALAI	ANNAMALAI UNIVERSITY, CHIDAMBARAM	2010 - 2011

9. ARTICLES PUBLISHED IN JOURNALS / MAGAZINES

S. No.	JOURNAL NAME	TITLE OF THE ARTICLE	MONTH / YEAR	VOL. No.	ISS. No.	PAGE No.	ISSN	PUBLISHER	IMPACT FACTOR
1.	BUSINESS PLUS	CONSUMER PREFERENCE TOWARDS E-BIKE	JAN. 2011	1	2	15	0976 - 2183	SRI KALLEESWARI COLLEGE	-
2.	INTERNATIONAL JOURNAL IN COMMERCE AND MANAGEMEN	PREFERENCE TOWARDS APPLICATION OF ESCM IN MADURAI DISTRICT	APR. 2012	2	6	42	0976 - 2183	INSTITUTE OF IJCM	-
3.	SCIENTIFIC WORLD JOURNAL	CONCEPTUAL FRAMEWORK FOR THE MAPPING OF MANAGEMENT PROCESS WITH INFORMATION TECHNOLOGY IN A BUSINESS PROCESS	APR. 2015	2015	1	15	1537-744X	HINDAWAI PUBLISHING GROUP UNITED STATES OF AMERICA	-
4.	KAIZAN MAGAZINE	SOCIAL ERP	APR. 2015	1	5	3	-	DEPT. OF MBA, FATIMA COLLEGE, MADURAI	-

5.	TSM BUSINESS REVIEW	FACTORS INFLUENCING THE INDIAN PUBLISHING INDUSTRY TOWARDS MAKING INVESTMENTS IN GREEN ERP PRACTICES	JUNE 2015	3	1	4 - 6	2348 - 3784	THIYAGARAJAR SCHOOL OF MANAGEMENT, MADURAI	-
6.	KAIZAN MAGAZINE	GREEN MANUFACTURING	APR. 2016	1	6	3	-	DEPT. OF MBA, FATIMA COLLEGE, MADURAI	-
7.	INTERNATIONAL REVIEW OF APPLIED ENGINEERING RESEARCH (IRAER)	A STUDY ON ABANDONED WASTE AND ITS EXTERNALITIES TOWARDS GREEN MANAGEMENT WITH SPECIAL REFERENCE TO MADURAI	APR. 2016	5	1	25	2248 - 9967	RESEARCH FOUNDATION, GHAZIABAD, UTTARPRADESH	-
8.	TSM BUSINESS REVIEW	A RESEARCH ON EXAMINING CRITICAL SUCCESS FACTORS TOWARDS THE APPLICATION OF GREEN TECHNOLOGY IN RURAL BUSINESS BY RURAL PEOPLE IN MADURAI DISTRICT	DEC. 2016	4	2	8	2348 - 3784	THIYAGARAJAR SCHOOL OF MANAGEMENT, MADURAI.	-
9.	INTERNATIONAL JOURNAL OF YOGIC, HUMAN MOVEMENT AND SPORTS SCIENCES	NON-VIOLENT LIFESTYLE : GANDHIAN TENETS IN PATANJALI'S YOGIC OBSERVANCES	JAN. - JUN. 2019	4	1	56-58	2456 - 4419	AKINIK PUBLICATIONS DELHI	-

10. CHAPTERS PUBLISHED IN BOOKS

S. No.	BOOK NAME	TITLE OF THE CHAPTER	YEAR	PAGE No.	ISBN	PUBLISHER
1.	CONTEMPORARY TRENDS IN MANAGEMENT	A STUDY ON PREFERENCE OF E-BIKE AMONG WOMEN IN MADURAI CITY	2010 – 2011	41	86058-073-1998	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI
2.	WOMEN EMPOWERMENT	CHALLENGES FACED BY WOMEN IN IT INDUSTRY	2010 – 2011	132	978-93-81992-09-8	ANNA UNIVERSITY OF TECHNOLOGY, MADURAI
3.	SOCIAL MEDIA FOR SERVICE SECTOR	SOCIAL MEDIA INTERLINKED WITH ERP FOR FINANCIAL SERVICES	2014	18	978-1-63315-205-2	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI
4.	INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD	GREEN BUSINESS PRACTICES IN INDIA	2015	192	978-81-93023-488	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI
5.	NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA	INVESTMENT ATTITUDE ON GREEN BUSINESS PRACTICES IN SUPPLY CHAIN MANAGEMENT	2015	312	978-93-80657-40-0	SHANLAX PUBLICATIONS, MADURAI
6.	MANAGING DISASTER – A STRATEGIC PERSPECTIVE	GREEN TECHNOLOGY DURING DISASTERS	2016	230	978-8-1930-234-26	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI
7.	DIGITAL MARKETING – GLOBAL PERSPECTIVE	GREEN TECHNOLOGIES FOR DIGITAL MARKETING – A SIMPLIFIED REFLEXIONS	2018	20	978-93-87871-67-0	SHANLAX PUBLICATIONS, MADURAI

11. BOOKS PUBLISHED

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	GREEN MANAGEMENT	2014	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI	978-81-930234-9-5
2.	GANDHIAN MANAGEMENT	2016	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI	9788193023426

12. EDITED BOOKS

S. No.	BOOK NAME	YEAR	PUBLISHER	ISBN
1.	INTERNATIONAL CONFERENCE PROCEEDINGS ON "SOCIAL MEDIA IN SERVICE SECTOR"	2014	WBC PVT. LTD.	97-81-63315-205-2
2.	INDIAN WORLD-CLASS MANUFACTURING – THE ROAD AHEAD	2015	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI	978-81-93023-488
3.	MANAGING DISASTER – A STRATEGIC PERSPECTIVE	2016	WORLD LITERATURE BOOKS AND PUBLISHERS PRIVATE LIMITED, MADURAI	978-8-1930-234-26
4.	DIGITAL MARKETING – A GLOBAL PERSPECTIVE	2018	SHANLAX PUBLICATIONS, MADURAI	978-93-87871-67-0

13. REVIEW ON BOOKS/JOURNALS

S. No.	JOURNAL/BOOK NAME	AUTHOR	PUBLISHER	YEAR	DOI	PAGE NO. / CHAPTER
1.	ENTERPRISE INFORMATION SYSTEMS	DE - GAN ZHANG & WEN-BIN LI	TAYLOR AND FRANCIS, USA	JAN. 07, 2015	10.1080/17517575.2014.986221	ONLINE OPEN SOURCE DOCUMENT

14. LECTURES DELIVERED

S. No.	PROGRAMME	THEME	ORGANIZED BY	DATE
1.	ONE-DAY SPECIAL LECTURE	SUPPLY CHAIN MANAGEMENT – GREEN INITIATIVES	DEPARTMENT OF COMMERCE, MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	FEB. 02, 2016
2.	ONE-DAY SPECIAL LECTURE	ENHANCING ENTREPRENEURIAL SKILLS	DEPARTMENT OF COMMERCE, MADURAI SIVAKASI NADARS PIONEER MEENAKSHI WOMEN'S COLLEGE, POOVANTHI	DEC. 20, 2017
3.	ONE-DAY SPECIAL LECTURE	INNOVATIVE TECHNIQUES IN GREEN ADVERTISING	DEPARTMENT OF BUSINESS ADMINISTRATION, MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE COLLEGE FOR WOMEN, MADURAI	JUNE 28, 2018

15. CONSULTANCY / RADIO TALK / TV SHOWS

S. No.	CONSULTANT / RADIO TALK / TV SHOWS	CONSULTANCY (ON/FOR) / THEMES	INSTITUTION / ORGANISATION	DATE
1.	CONSULTANCY (FACULTY INTERNSHIP)	EXPANSION OF CUSTOMER BASE	ICICI PRUDENTIAL, MADURAI	DEC. 14 - 19, 2009
2.	CONSULTANCY (FACULTY INTERNSHIP)	BUSINESS EXPANSION & DEMAT ACCOUNT MAINTENANCE	ADITHYA TRADING SOLUTIONS, MADURAI	DEC. 13 - 19, 2010

3.	CONSULTANCY (FACULTY INTERNSHIP)	MANPOWER PLANNING, RECRUITMENT AND TRAINING	BLISS MANAGEMENT SERVICES PVT. LTD., MADURAI	JAN. 09 - 14, 2011
4.	CONSULTANCY (FACULTY INTERNSHIP)	AUDITING AND CONTROLLING OF FINANCIAL ASSETS	G.A.S. ASSOCIATES, MADURAI	DEC. 09 - 14, 2012
5.	CONSULTANCY (FACULTY INTERNSHIP)	NEW FUND FORMATION & CLIENT MANAGEMENT	BIRLA SUN LIFE FINANCIAL SERVICES LTD.	DEC. 05 - 11, 2013
6.	CONSULTANCY (FACULTY INTERNSHIP)	IMPACT OF NEW CANVAS ON TEXTILE INDUSTRY	SRENI TEXTILES, MADURAI	DEC. 11 - 20, 2014
7.	CONSULTANCY (FACULTY INTERNSHIP)	FOREIGN CURRENCY TRADING	KARVY CONSULTANTS, MADURAI	DEC. 14 - 19, 2015
8.	CONSULTANCY (FACULTY INTERNSHIP)	IMPACT OF DEMONETIZATION ON FINANCIAL INFORMATION SYSTEM	ADVANCED ERP SOLUTIONS, MADURAI	NOV. 28 - DEC. 03, 2016
9.	CONSULTANCY (FACULTY INTERNSHIP)	EMPLOYEE MANAGEMENT AND INVENTORY MANAGEMENT	AAKASH CONSTRUCTION, MADURAI	DEC. 11 - 16, 2017
10.	CONSULTANCY (FACULTY INTERNSHIP)	EXPORT DOCUMENTATION	ESSAAAR PANELS, KARUR	NOV. 26 - DEC. 02, 2018
11.	CONSULTANCY (FACULTY INTERNSHIP)	BUSINESS ANALYTICS	AERP SOLUTIONS PVT. LTD., COIMBATORE	NOV. 25 - 30, 2019

16. AWARDS/ACHIEVEMENTS/HONOURS

S. No.	NAME OF THE AWARD	AWARD RECEIVED FOR	SPONSORS / SOURCE	DATE
1.	UNIVERSITY 2 ND RANK	UG - BACHELOR OF BUSINESS ADMINISTRATION (BBA)	MADURAI KAMARAJ UNIVERSITY, MADURAI	2005
2.	OVERALL PROFICIENCY	PG - MASTER OF BUSINESS ADMINISTRATION	FATIMA COLLEGE (AUTONOMOUS), MADURAI	2007
3.	GOLD MEDAL	PG (DISTANCE LEARNING PROGRAMME) – COMMERCE (M.COM.)	MADURAI KAMARAJ UNIVERSITY DISTANCE EDUCATION, MADURAI	2016