

D.N.R. SCHOOL OF BUSINESS MANAGEMENT

(Approved by AICTE, New Delhi & Affiliated to JNTUK, Kakinada)

Bhimavaram, West Godavari District. (A.P.), 534 202.

Personal Profile



1. Name : Dr. Datla Venkatapathi Raju
2. Designation : Principal
3. Father's Name: : Dr. Datla Narasimha Raju
4. Age & Date of Birth : 50years, 15-06-1965
5. Educational Qualifications : Ph.D in Management studies,
Andhra University (2000).
M.B.A , Andhra University (1989)
B.A, Andhra University (1986)
B.L., Andhra University (1992)
M.Com, Andhra University (2008)
6. Teaching Experience : 2 years in RITAMS Degree College, Tanuku
as Lecturer.
16 years in D.N.R. College – PG Courses,
as Assistant Professor.
5 Years in D.N.R. College – PG Courses,
as Associate Professor.
Presently working as Professor & Principal
DNR School of Business Management
Bhimavaram. Pin 534 202., W. G. Dt.
Altogether 23 Years of Teaching Experience.
7. Publications :
 - a) Books : **MUTUAL FUNDS IN INDIA**
Investor's perceptions
Author – Dr. D.Venkatapathi Raju,
Published by Quality Publishing
Company, Bhopal, year 2001.
 - b) Research Publications : Abstract of Doctoral Dissertation
Mutual Funds - Perceptions of Urban and
Rural Investors in West Godavari District. Published by the
Journal of Finance India Vol. XV No:3, September'
2001, Pages – 980 to 986.

c) Other Publications

Marketing of Mutual Fund Products,

Published by the Souvenir of **National Seminar** on Strategic Dimensions of services marketing in the New Millennium. November 3rd & 4th '2000. Organised by DCMS, Andhra University.

Mutual Funds – Investor's Perceptions

National Seminar on "Financial Markets in India – Problems and Prospects" organized by Kakatiya University, Warangal.

Micro Credit – A Miracle for Self Help.

Published by the Souvenir of UGC Sponsored **National Seminar** on Organisation of Rural Credit Organised by the Dept. of Commerce, P.G Courses, DNR. College, Bhimavaram.

: CRM in Banking Sector – The Need of the Hour

published by the Souvenir of **National Seminar** on "Dynamics of Banking Sector Reforms: Emerging Issues, Challenges & Strategies". Sponsored by AICTE, UGC & IBA and organized by DCMS. AU, Visakhapatnam.

: Conceptual Evaluation of Micro Finance in India – A Case study of West Godavari District.

Published by Souvenir of **National Seminar** on “Micro Finance – An instrument of Women Empowerment” sponsored by DNR College Association and organized by the P.G.Dept. of Economics, DNR College, Bhimavaram.

: Self Help Groups and Micro Finance – A Review

published by the Souvenir of **UGC** Sponsored **National Seminar** on “Women Empowerment – Issues and Challenges” organized by KGRL College, Bhimavaram.

: Awareness of Consumer Rights – A Study on Rural Consumers

published by the Souvenir of **UGC** Sponsored **National Seminar** on “Consumerism and Awareness of Consumer Rights – The Scenario and Challenges” organized by the Dept. of Commerce, DNR College, Bhimavaram.

8. Seminars, Conferences, Refresher Courses, etc. attended:

Name of the Seminar/Symposia/Conference, etc	Name of the Organizer	Duration		Nature of the Participation
		From	To	
SEMINARS				
1. Emerging trends & challenges in Indian Banking	Institute of Public Sector Management, A.U., Visakhapatnam.	19-07-1999	19-07-1999	Participated
2. National Seminar on Commerce Education in the New Millennium	Dept of Commerce and Management Studies, A.U, Visakhapatnam.	11-12-1999	12-12-1999	Participated
3. Seminar on Disinvestments	Institute of Public Sector Management, A.U. Visakhapatnam.	18-10-2000	19-10-2000	Presented paper on Issues in Disinvestment
4. National Seminar on Strategic dimensions of Services Marketing in the New Millennium	Dept of Commerce and Management Studies, A.U, Visakhapatnam.	3-11-2000	4-11-2000	Presented paper on “Marketing of Mutual Fund Products”
5. Seminar on Insurance Sector Reforms.	Dept of Commerce and Management Studies, A.U, Visakhapatnam. Sponsored by U.G.C	31-1-2001	31-1-2001	Participated
6. National Seminar on Small Industry Development in India	Dept of Commerce and Management Studies, A.U, Visakhapatnam. (U.G.C. Special Assistance Programme)	30-1-2003	31-1-2003	Participated
7. National Seminar on Environment – Law and Policy perspectives	NALSAR University of Law, Hyderabad and KGRL College, Bhimavaram.	21-02-2003	22-02-2003	Participated
8. Seminar on Citizen Charter	Consumer Awareness Rural Research Centre & D.N.R. College Association, Bhimavaram	27-09-2003	27-09-2003	Participated
9. Seminar on Consumer Education	Consumer Awareness Rural Research Centre & D.N.R. College Association, Bhimavaram	21-12-2003	20.12.2003	Participated
10. National Seminar on Banking Sector Reforms	KGRL College (Degree and P.G), Bhimavaram.	24-01-2004	25-01-2004	Participated
11. National Seminar on “Financial Markets in India – Problems and Prospects”	Kakatiya University, Subedari, Warangal.	18-03-2005	19-03-2005	Presented Paper on Mutual Funds – Investor’s Perceptions

12. A Two Days Seminar on “Entrepreneurship Development in the Globalised Environment Opportunities and Challenges”	Department of Commerce and Management Studies, Andhra University, Visakhapatnam. Held at Department of Transportation Conference Hall.	18-07-2005	19-07-2005	Participated
13. A Two Days National Seminar on “Human Rights in India: Perspective and Challenges”	P.G. Department of Politics, Sir C.R.R College, Eluru.	27-07-2005	28-07-2005	Participated
14. National Seminar on “Management Education: New Initiatives for Value Addition”	Department of Business Administration, K.B.N College, P.G. Centre, Vijayawada.	22-10-2005	23-10-2005	Participated
15. A One Day Seminar on “WTO and Agricultural Sector in India – Challenges and Prospects”	Organised by P.G. Department of Economics, D.N.R. College, Bhimavaram.	28-03-2006	---	Participated
16. UGC Sponsored National Seminar on Organisation of Rural Credit	Dept. of Commerce, P.G. Courses, DNR. College, Bhimavaram	16-09-2006	---	Presented Paper on “Micro Credit- A Miracle for Self Help”.
17. National Seminar on “Supply chain Management Strategies for Competitive Advantage”	Sponsored by AICTE and Organized by Ambedkar Institute of Management Studies (AIMS), at Hotel Palm Beach, Visakhapatnam	06-07-2007	07-07-2007	Participated
18. National Seminar on “Dynamics of Banking Sector Reforms: Emerging Issues, Challenges & Strategies”	Sponsored by AICTE, UGC & IBA. Organised by DCMS, Andhra University, Visakhapatnam	19-07-2009	21-07-2009	Participated & Presented a paper titled CRM in Banking Sector - The Need of the Hour
19. National Seminar on “Micro Finance-An Instrument of Women Empowerment”	Sponsored by DNR College Association, Bhimavaram	25-01-2010		Participated & Presented a paper titled Conceptual Evaluation of Microfinance in India – A case study of W.G.Dt.
20. National Seminar on “Women Empowerment – Issues and Challenges”	Sponsored by UGC, New Delhi, organized by KGRL College, Bhimavaram	29-01-2010	30-01-2010	Participated & Presented a paper on Self Help groups and Microfinance – A review.
21. National Seminar on “Consumerism and Awareness of Consumer Rights – The Scenario and Challenges”	Sponsored by UGC, New Delhi, organized by DNR College, Bhimavaram	03-02-2010		Participated & Presented a paper titled Awareness of Consumer Rights – A study on Rural Consumers
22. National Seminar on LAW and MANAGEMENT Policy Perspectives	Sponsored by Gitam University, Visakhapatnam	22-01-2011	23-01-2011	Participated and presented a paper on SEBI & IRDA A Role in Indian Capital Market
23. National Seminar on “SIX DECADES OF GROWTH AND DEVELOPMENT EXPERIENCE OF INDIAN ECONOMY- CHALLENGES AND PROSPECTS”.	Organized by Department of Economics, P.G. Courses and Research Centre, D.N.R.College, Bhimavaram,	21-02-2011		Participated
24. National Seminar on Management of “SELF HELP GROUPS (SHGs)	Organized by Department of Commerce , P.G. Courses and Research Centre, D.N.R.College, Bhimavaram,	24-02-2011		Participated and Presented a paper on “SHGs- A Managerial Perspective Analysis”.
25. UGC Sponsored National Seminar on “BANKING TECHNOLOGY – THE DIMENSIONS AND FUTURE “	Department of Commerce, D.N.R. College, Bhimavaram	21-01-2012	21-01-2012	Participated & Presented

26. National Seminar on "Roll of Knowledge Management in modern Era"	Sponsored by AICTE Organised by Dept of Management Studies Sri Vasavi engg college , Tadepalli gudem	27-12-2013	28-12-2013	Participated & Presented
27. National seminar on "Banking and Insurance-Contemporary Issues"	Sponsored by UGC Organised by Sir CRR College, Eluru	13-02-2014		Participated & Presented
28. National seminar on "FDI in Services Sector in Emerging Economy; Opportunities and Challenges"	Sponsored by APSCHE Organised by Faculty of Commerce and Management, Krishna University	24-04-2014	25-04-2014	Participated & Presented
29. National Seminar on "Financial Inclusion Stragies-Role of SHG and Micro Finance"	Sponsored by UGC and APSCHE Organised by Dept of Economics, SKSD Mahila Kalasala, Tanuku	18-10-2014	19-10-2014	Participated & Presented
30. National Level Management Fest and National Conference	Organised by CMR Institute of technology, hydrabad	09-01-2015	10-01-2015	Participated & Presented

SYMPOSIUMS

1. One Day Symposium on "Management of India's Foreign Exchange Reserves"	Dept of Commerce and Management Studies, A.U, Visakhapatnam. Sponsored by U.G.C (Special Assistance Programme)	28-02-2004	28-02-2004	Participated
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CONFERENCES

1. 7 th Commerce Teachers Conference	Sri. Y. N. College, Narsapuram. W.G.Dt	10-10-1993	10-10-1993	Participated
2. 51 st All India Commerce Conference	Indian Institute of Business Management, Patna (Bihar).	27-12-1997	29-12-1997	Participated
3. XXII nd A.P. Economic Annual Conference	Andhra Pradesh Economic Association	14-02-2004	15-02-2004	Participated
4. A Two Day National Conference on "E- Commerce: Strategies, Technologies and Applications"	K.G.R.L. College, Bhimavaram, Sponsored by Department of Science and Technology, G.O.I, New Delhi.	08-08-2006	09-08-2006	Participated
5. 60 th All India Commerce Conference	Department of Commerce, Osmania University, Hyderabad	27-12-2007	29-12-2007	Participated & Presented Paper on "Banking with the Poor- Financing the SHGs"

ORIENTATION / REFRESHER COURSES

1. Induction Training Programme for Management Faculty	Dept of Commerce and Management Studies, A.U, Visakhapatnam. Sponsored by AICTE, New Delhi	26-2-1996	17-3-1996	Participated
2. Staff Development Programme	Ambedkar Institute of	15-12-2000	6-1-2001	Participated

for Management Faculty	Management Studies (AIMS), Visakhapatnam. Approved by AICTE, New Delhi.			
3. Refresher Course in Management	Academic Staff College, S.V.University, Tirupati. Sponsored by U.G.C	5- 3 - 2001	24 -3- 2001	Participated
WORK SHOPS				
1. Work Shop on Case Writing and Case Teaching for Management Teachers	DCMS, Andhra University, Visakhapatnam and Association of Indian Management Schools. (AIMS)	4-1- 1996	8- 1 -1996	Participated
2. Work Shop on Internal Quality Assurance in Higher Education Institutions	Jointly Organized by Internal Quality Assurance Cell, A.U. & D.N.R. College, Bhimavarm.	27-10-2006		Participated
GENERAL				
1. A Two Days Sensitisation Programme on "Abatement of Pollution"	Jointly Organised by Nalsar University of Law, Hyderabad & College of Law, D.N.R. College Association, Bhimavaram. At D.N.R. College, Bhimavaram.	26-03-2005	27-03-2005	Participated

9. Memberships of Professional Bodies : All India Commerce Conference, Societies etc. International Youth Hostel Association
10. Academic Distinctions (Awards/ Honours, etc) : National Merit Scholarship
11. Participation In Extension work/ community service : a) Participated in two Passport Camps Conducted by D.N.R. College, Bhimavaram.
b) Participated twice in Prime Minister's as
to
Program.
Program,
as
Rojgar yojana (PMRY) Program resource person.
c) Offered four-day training in W.G. District beneficiaries of PMRY
d) Participated in MARPU Organised by AP State Government resource person
12. Contribution to our college : As a member of one of the Organizing Committee, actively involved in Seminar on Citizen Charter, Seminar on Consumer Education and 22nd Annual Economic Conference, National Seminar on organization of Rural Credit, National Seminar on Micro Finance-An Instrument of Women Empowerment, National Seminar on Consumerism and Awareness of Consumer Rights- The Scenario and Challenges Organized by our D.N.R. College Association.

(Dr. D.VENKATAPATHI RAJU)