

Profile



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Qualification:

No.	Degree / Certificate	Subject	College / University / Conducting body	Year of passing
1	MBA	Marketing / HR	Vinayaka Mission's School of Management, Salem / University of Madras, Chennai	1996
2	BSc	Chemistry	St. Joseph's College, Tiruchirapalli / Bharathidasan University, Tiruchirapalli	1994
3	NET	HR/IR/PM	UGC	Dec' 2013
4	NET	Management	UGC	Jun' 2013

Teaching Experience:

No.	Position	Institution	Duration
1	Asst. Professor	Madras School of Social work, Chennai	Jul' 2017 – till date
2	Asso. Professor	Hallmark Business School, Tiruchirapalli	Jun' 2016 – Jul' 2017
3	Asst. Professor	Karpagam University, Coimbatore	Jun' 2015 – May 2016
4	Asst. Professor	Sree Vee Business School, Dindigul	Jul' 2013 – Jan' 2015
5	Asst. Professor	M Kumarasamy College of Engineering, Karur	Jul'2012 – Jun'2013
6	Asst. Professor	Gnanamani Institute of Management Studies, Namakkal	Apr' 2011 – Jun' 2012

Industrial Experience:

No.	Position	Organization	Duration
1	Entrepreneur (Partner, in charge of Merchandising & buyer communication)	The Nest International, Karur	Jun' 2006 – Apr' 2011
2	Management Trainee, Product Executive & Business Development Manager (BDM)	SOL Pharma, SHPL, Hyderabad (based at Chennai)	Nov' 1996 – Mar' 2002

Conference / workshop / training programme:

No.	Theme	Place	Year	Resource person / Jury / Paper presentation / Participation / Organizer
1	Special Lecture on Social Entrepreneurship, the present day business model	PSG College of Arts & Science, Coimbatore	Sep' 2019	Resource person
2	Introduction to Social Entrepreneurship	Kongu Arts College, Erode	Feb' 2019	Resource person
3	Essentials of CSR	CII - Chennai	Jun' 2018	Participant
4	Quantitative tools for Research	MSSW - Chennai	Feb' 2018	Participant
5	Special Lecture on Career Prospectus	Vivekananda Group of Institutions, Tiruchengode	Mar' 2017	Resource person
6	Ethical OB -MOD	SNR College, Coimbatore	Feb' 2016	Paper presentation
7	National paper presentation	Hallmark Business School, Tiruchirapalli	Aug' 2014	Jury
8	Financial Planning	SEBI – Mumbai	Feb' 2014	Participant
9	Idea Execution for Entrepreneurs (International Entrepreneurial Competition)	Intaglio - MKCE, Karur in collaboration with IIM, Calcutta	Feb' 2013	Organizer
10	Effective teaching & learning methods	Selvam Engineering College, Namakkal sponsored by AICTE, New Delhi	Aug' 2012	Resource person
11	FDP	Centre for Entrepreneurship and	May 2012	Participant

		Development (CED), Madurai		
12	Gnan Maestro (Managerial talent identification programme)	Gnanamani Institute of Management Studies, Namakkal	Jan' 2012	Organizer
13	FDP on basics of College teaching	Gnanamani Institute of Management Studies, Namakkal	May 2011	Participant

Profile briefing:

1. Had been a key person in organizing a two-day workshop on Entrepreneurship jointly conducted by **IIM, Calcutta, MKCE, Karur** and **Nurture Talent Academy, New Delhi**. In this connection, we received a shield for being one of the best colleges in hosting this programme for training a student team to reach pre-finals of the Business Plan Preparation Competition held worldwide.
2. **Communication & Merchandising** - communicating with the Textile Buyers abroad and with their Buying Houses in Delhi on various trends and fashion requirements and forecasting the forthcoming season's volume and Designs leading to costing and price negotiation and resulting in obtaining POs and then following them till they are completed and sent to the port for shipment and then Documenting to get the Payment thru the authorized banks.
3. **Managerial Profiles** - at a reputed and one of the biggest Pharma Companies in India, SOL Pharma, worked as a Management Trainee, as a Product Executive and as a Business Development Manager. As a Management Trainee, preparation of Market Research and Marketing Research reports on required brands to know more on their strengths and weaknesses in the specific area was done. As a Product Executive, assisted the Brand Management Team in formulating packages, gifts and area based Products' movement. As a Business Development Manager, managing of field representatives to promote company's brands was carried out.
4. **Spin – a – Yarn** – developed a technique to improve Communication for Management students through spontaneous idea / concept / play, based on converting thoughts into words continuously