

Dr Prakasha Rao A

Associate Professor, Department of Economics

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Working at Poornaprajna College since: 1991

Currently held positions/offices



HOD of Economics, Vice Principal, and Associate NCC officer

Educational Qualification

- Ph.D. in Economics, Hampi University (2012)
- KSET (1994)
- M.A. from Mangalore University (1991)

MOOC/ NPTL Courses:

1. Successfully completed NPTL- AICTE Faculty Development Programme 'Education for Sustainable Development' by Indian Institute of Technology Madras funded by Ministry of HRD &GoI in 2022
2. Successfully completed NPTL Faculty Development Programme on Infrastructure Economics by IIT Madras, AICTE, funded by Ministry of HRD & GoI in 2022
3. Successfully completed NPTL Online Certification course on Business Ethics by Savitribai Phule Pune University, Pune funded by Ministry of HRD &GoI
4. Successfully completed NPTL Online Certification course on Introduction to Retail Management by Indian Institute of Management Bangalore (IIMB) funded by Ministry of HRD &GoI
5. Successfully completed NPTL Online Certification course on Human Behaviour by Indian Institute of Technology Guwahati, funded by Ministry of HRD & GoI in 2020

6. Successfully completed NPTL Faculty Development Programme on Emotional Intelligence by Indian Institute of Technology Kharagpur, funded by Ministry of HRD & GoI in 2020
7. Successfully completed NPTL Faculty Development Programme on Leadership by Indian Institute of Technology Madras, funded by Ministry of HRD & GoI in 2019
8. Successfully completed NPTL online certification course on Body Language: Key to Professional Success by Indian Institute of Technology Roorkee, funded by Ministry of HRD & GoI in 2019

Work experience

- Associate Professor at Poornaprajna College, Udupi (1991-till date)

Awards/Achievements

- Chief Minister's Commendation Card (2018-19) Recognising his contribution in the field of NCC.
- Chief Minister's Commendation Card (2019-20) Recognising his contribution in the field of NCC.

Books edited

Inclusive Growth Model in India- with special reference to Eleventh Plan Achievements. ISBN 81-88685-12-7

Research Publications

Journal articles

1. Research paper titled 'The Role of Higher Education in Empowerment of Women' is published in International Journal of All Research Education & Scientific Methods. Impact Factor: 7.429, Vol 10 Issue 2, February- 2022 ISSN 2455-6211.

2. Vijayalakshmi, M. and Rao. P., 2019 A Social Entrepreneurship in Indian Health Care Sector –Problems and Prospects. International Journal of Development Research 09(04) pp. 27367-27371.

Book Chapters/Conference proceedings

1. 'Role of Women Start- Ups in Development' is published in Start Up's in India: Challenges, Issues and Opportunities with ISBN 978-93-5396-791-8.
2. 'Social Entrepreneurship in Indian Health Care Sector –Problems and Prospects' published in MYOPIA in the 21st Century. ISBN 978-93-84734-40-4.
3. 'Economic analysis of the impact of Globalisation on Health sector transformation in India' published in 'Globalisation, Human Rights and Democracy'. ISBN 978-81-929263-0-8.
4. 'Banking and Social Responsibility' published in Emerging Challenges in Indian Banking (August 2015) ISBN 978-81-929835-3-0.
5. 'Institutional Building for the Welfare of Informal Economy' published in Idea of Nationalism In India. (March 2015) ISBN 978-81-930129-0-1.
6. 'Financial Inclusion –Issues & concerns' published in Inclusive Growth Model in India (2014) ISBN 81-88685-12-7.

Books Published

1. Shetty S. S.and Rao P (2022) *Contemporary Indian Economy*. 978-93-5636-850-7.
2. Shetty S. S.and Rao P (2021) *International Trade*. ISBN 978-93-5566-787-8.

Paper presented in conferences/seminars

1. Attended National seminar on Start Up's in India: Challenges, Issues and Opportunities and Co-authored a paper titled 'Role of Women Start- Ups in

Development' at MSNM Besant Institute of PG Studies on 20th February 2020 and the paper is published with ISBN No 978-93-5396-791-8

2. Paper titled 'Impact of Medical Tourism Service Quality on Destination Brand Equity: An Empirical Analysis of Indian Medical Tourism Industry' is accepted for presentation at the International Conference at Singapore organised by Berlin International Research Cluster on 1st & 2nd March 2018.
3. Participated in two days National Seminar on MYOPIA in the 21st Century and presented a paper titled Social Entrepreneurship in Indian Health Care Sector –Problems and Prospects at ST.Agnes College Mangaluru on 2nd -3rd December 2016.
4. Participated in one day National level seminar on 'Financial Inclusion through Cooperative sector in Rural areas- Challenges and Effectiveness' and Presented a paper on "Self Help Groups, Financial Inclusion and Women Empowerment – A Critique" at Sacred Heart college Madanthyar on 15th September 2015.
5. Participated in two days National Seminar on 'Emerging Trends in Indian Banking With Special Reference to Advent of Technology and Financial Inclusion' and Presented a paper on "Banking and Social Responsibility" at SVS College Bantwal on 13th &14th August 2015.
6. Participated in National Seminar on 'Emerging Issues in Banking and Finance in Technology Driven Economy' and presented a paper 'ICT-promoted Financial Inclusion for Rural Development' at NITK Surathkal on 20th Feb, 2015.
7. Participated in three days International conference on 'Agribusiness Management – Opportunities and Challenges and Presented a paper on 'Women in Agribusiness and Role of Agriculture in Generating Employment Opportunities' at Sahyadri College of Engineering & Management on 9th to 11th October 2014.

8. Participated in a two days National Seminar on 'Idea of Nationalism in India- Historical, Cultural, Economic and Political Trends' and presented a paper on 'Institutional Building for the Welfare of Informal Economy A Health Perspective' at Sri Mahaveera College Moodbidri on 5th & 6th September, 2014 and the paper has been published with ISBN number.
9. Participated in a National seminar on 'Social Entrepreneurship- Business Transforming the Society' and Presented a paper on 'A Study of the Role of Social Entrepreneur in the Provision of Quality Health Care Services' at St. Aloysius College, Mangalore on 23rd August 2014.
10. Participated in three days International conference on 'Agribusiness Management – Opportunities and Challenges and Presented a paper on 'Women in Agribusiness and Role of Agriculture in Generating Employment Opportunities' at Sahyadri College of Engineering & Management on 9th to 11th October 2014
11. Participated in two days International seminar on 'Globalisation, Human Rights and Democracy' and presented a paper on 'Economic analysis of the impact of Globalisation on Health sector transformation in India' at Milagres College Kallianpur on 6th & 7th March 2014.
12. Presented a paper on 'Marketing analysis of vegetables in Udupi district' at National seminar on 'Agricultural Marketing: Issues and Challenges' at SDM College Ujire on 21st January 2014.
13. Participated in two days National seminar on 'Experiences of 11th Plan and Expectations of 12th Plan (Financial and Social Inclusion)' and presented a paper on 'Financial Inclusion- Issues and Concerns' on 27th and 28th November 2012 at Bhandarkar's Arts and Science College Kundapur.
14. Participated in State level conference on 'Financial Inclusion- Reaching the Unreached' and presented a paper on 'Regional Rural Banks & Financial Inclusion' at MSRS College Shriwa on 24th February 2012.

Guest Lectures delivered

1. Attended as guest of honour at St. Mary's English Medium School Kannarpady on 24th November 2021.
2. Attended National Conference as Resource person on "Indian Economy in Transition: Prospects and Challenges of Cooperatives" at University College, Mangaluru, held on 19th and 20th February 2020.
3. Presided the Inauguration of Students Council at Podar International School on 3rd July 2019.
4. Delivered Guest Lecture on Career Opportunities at SDM College, Ujire on 30th January 2019.
5. Presided and addressed a Session at NSS Camp of Sri Poornaprajna Evening College held at GFGC Shankaranarayana on 24th December 2018.
6. Participated as resource person at Training Programme for PU Lecturers on 4th August 2018 at MGM College Udupi
7. Participated as resource person in two days National level workshop on Repositioning Quality Culture in Higher Education- Concerns and Challenges held at Govinda Dasa College Surathkal on 14th & 15th February 2018.
8. Presided and addressed a Session at NSS Camp of Sri Poornaprajna Evening College held at Barkur on 24th December 2017.
9. Participated as a Resource person in the one day Workshop on 'Changing Contours of Indian Economy' held St.Aloysius College Mangalore on 24th September 2013.
10. Participated as a Resource person in the One day workshop for the preparation of question bank of V and VI semester of Economics of BA, on 12th July 2013.

Seminars/Workshops attended

1. Attended a one day workshop on 'Effective Classroom Management' at Upendra Pai Memorial College on 30th July 2022
2. Participated in a syllabus workshop on NEP at Besant Women's College Mangalore on 3rd June 2022.
3. Participated in a syllabus workshop on NEP at University College Mangalore on 3rd December 2021.
4. Participated in ICT Academy Convergence 2020 (Annual members meeting) organized by ICT Academy on 15th July 2020.
5. Participated in Online super session on Future of Education, expert session by Prof D.P Singh conducted by ICT Academy on 18th June 2020.
6. Participated in ICT Academy virtual book launch of "Future of Higher Education- Nine Mega Trends" and expert talks held online on 30th June 2020.
7. Participated in Insightful Fridays of Skycampus Digital Knowledge Webinar Series, Expert talks and panel discussions on 19th June 2020.
8. Participated in Online Super Session on Improving the Skill Set & Changing the Attitude, expert session by Dr. Ramesh Prabha conducted by ICT Academy on 5th June 2020.
9. Successfully completed one week online certificate course on Digital Teaching Techniques organised by ICT Academy from 29th June to 4th July.
10. Participated in FDP on Emotional Intelligence (live online FDP) conducted by ICT Academy on 19th May 2020.
11. Participated in One Day Workshop on "Choice Based Credit System (CBCS) of II Semester BBA" of Mangalore University on 04th January 2020 held at Poornaprajna College, Udupi.

12. Participated in One Day Choice Based Credit System (CBCS) I Semester B.Com Syllabus Workshop on 25th June 2019 at University College Mangalore.
13. Participated in 5 days Expert Sessions (90 mins) on the topic The Future of Education, Employment & Entrepreneurship organised by ICT Academy during 4th May to 8th May.
14. Attended a one day workshop on Student Psychology & Counselling at Poornaprajna College on 22nd August 2018.
15. Attended One day Governor's Programme at Raj Bhavan and Chief Minister's Programme at Bengaluru on 2nd February 2018.
16. Attended Panel Discussion on Union Budget on 5th February 2018 at Poornaprajna College Udupi
17. Attended two-day National seminar On Land Economy- Issues & Challenges at Sri Mahaveera College Moodbidri on 20th -21st January 2017.
18. Participated in one day National Conference on 'New age Banking in India- Issues and Challenges' at Tumkur university Tumkur on 25th April 2015.
19. Attended orientation Programme by Dr.P.V Bhandary & Dr Norbert Lobo organised by IQAC at Poornaprajna College on 15-17th June 2017.
20. Attended two-day orientation programme on 'Art of Lecturing' and 'Adolescence' Conducted by Poornaprajna College Udupi on 11-12th June 2015
21. Participated in a one day workshop on revised syllabus of IV semester BBM at Poornaprajna College Udupi on 14th December 2013.
22. Participated in the 'XXVII AIFUCTO Statutory Conference' held at St. Aloysius College Mangalore from Nov 30th to Dec 2nd 2013
23. Attended the convention on 'Higher Education' held at St.Aloysius College Mangalore on June 30th 2013.

24. Participated in a workshop on the revised syllabus on BBM III Semester at Govinda Dasa College Surathkal on 29th June 2013
25. Participated in a workshop on the revised syllabus on BBM III Semester at Govinda Dasa College Surathkal on 29th June 2013.
26. Attended the convention on 'Higher Education' held at St.Aloysius College Mangalore on June 30th 2013.
27. Participated in two days 'National seminar on Cooperative Movement in Next Hundred Years: Challenges and Prospects' held on 7th and 8th December 2012 at Sri Dhavala College Moodbidri.
28. Attended refresher courses at Academic Staff College, Mysore (from 5-11-08 to 25-11-08) and at Academic Staff College, Bangalore (from 11.3.09 to 01.04.09).

Seminars/Workshops organized

1. Organized two-day in house Teacher Training Programme on the topics 'Growth Mindset for Educators' and 'Effective Teaching Skills' on 7th and 8th October 2020.
2. Organized virtual Power Seminar on Employability Skills and Post Pandemic in association with Sky Campus on 23rd June 2020.
3. Organized CBCS BBA Syllabus Workshop association with the Department of Commerce on 4th January 2020.
4. Organized National conference on 'Banking for the Rural Poor' on 8th April 2019.
5. Organised a one day Inter Collegiate Competitions-'Economics Fest' for the Undergraduate students of Colleges Affiliated to Mangalore University on 19th January 2019. 62 students from 16 Colleges have participated in different events like Elocution competition, Essay Writing competition, Poster making competition and Collage competition.

6. Organized inhouse Workshop for staff members on Institutional Social Responsibility by Dr.Robert Clive, Crossland College Brahmavar on 11th April 2018.
7. Organized One day State level conference 'Teaching & Learning Economics: latest Perspectives' on 8th March 2018.
8. Two-day State level conference 'Role of Research in Undergraduate Colleges in Enhancement of Quality' on 15th & 16th December 2017 in Association with IQAC.
9. Organised a one day Inter Collegiate Competitions-'Economics Fest' for the Undergraduate students of Colleges Affiliated to Mangalore University on 20th January 2018. 65 students from 17 Colleges have participated in different events like Paper Presentation Competition, Essay Writing Competition and Collage competition.
10. Inter Collegiate Quiz Competitions for II PU Students of Udupi district on 7th Jan 2017-286 participants from 18 Colleges
11. Inter Collegiate Economics Fest was organised on 10th February 2017 for Undergraduate Economics students of BA Course.
12. Organized One day University level workshop on Career Opportunities in Defence on 6th August 2011. 140 students from 24 colleges of the Mangalore University attended the Programme.

Members of BOS/BOE (Current and previous)

- BOE of Mangalore University (2022-23)
- BOS of Mangalore University (2022-25)
- BOS (NCC Subject) of Mangalore University (2021-24)
- BOS of St. Aloysius College, Mangaluru (2022-24)

- BOS of St. Aloysius College, Mangaluru (2019-21)
- BOE of Mangalore University (2019- 20)
- BOE member of NCC 'C' and 'B' Certificate examinations
- BOS of St. Aloysius College, Mangaluru (2017-19)
- BOE of Mangalore University (2018- 19)

Membership in national/international academic and professional bodies (if any)

- Life member of Mangalore University Economics Association (MUEA)
- Life member of Association of Mangalore University College Teachers (AMUCT)