

## V C Malarmannan

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### Career Mission :

To strive for professional excellence and to play a significant role in the development of society through professional contributions.

**Vision:** To develop genuine and cultured young India.

### Professional career

#### # Consultancy services:

\* Marketing and Product consultant for

- **Yoga nectar Neutrocetialz** – Chennai (Feb,2009 to till date)
- **V – One consultancy** – Chennai ( Jan,2008 to 2014)
- **Prime – e- Tech**-Chennai ( Jan,2005 to 2010)
- **mPowerforce Mobile Technology** ( Jan,2006 to 2009)

\* Marketing consultant for

- **TANSTIA-FNF** – Chennai ( April,2005 to till date )
- **Rely on Marketing**- Trichy ( Feb,2004 to till date)
- **TIDITSIA-Trichy (2012 to Till date)**
- **SAAS Technologies**-Tanjore
- **Kalanjiyam-Trichy**

\* Project consultant for

- **CPG Foundation**-Coimbatore ( June,1999 to 2010)
- **Alchemist Brand consultancy** ( March,2002 to till date)
- **Don Bosco – Vazhikatti** – Trichy (Jan,2008 to till date )
- **‘Anbalaya’ Society** – Trichy ( Sept,2004 to 2011)
- **ASA Grama Vidiyal**-Trichy ( Aug,2005 to 2014)
- **Rajiv Gandhi Educational Foundation**-Thuraiyur (Jan,2002 to till date)

\* Business consultant for

- Chief Consultant (Academics & Corporate Relations), MIT Square (India)
- **JK International**- Chennai(2004 to 2007)
- **ES Sea foods**- Chennai (2003 to 2006)
- **Kayakalpa Health Laboratories**-Karur(2006 to 2007)
- **Jeyendra Computers**- Erode (2000 to 2004)
- **Hifit Engineering**- Coimbatore (1997 to 2003)
- **Royal anosine**(1996 to 1998).

\* Research consultant for

- **Bare Associates International** – Mumbhai (2005 to till date)
- **Planvisage- Bangalore** ( 2006 to till date)
- **Consumer survey group**- Bangalore ( 2005 to till date )

#### ## Marketing :

- \* CEO, ECN Group of Companies, Chennai, July,2020 to December,2021
- \* Sales Manager for Bhodhiworld Brands and Channel system Private Limited.  
- April,2003 to June,2006

- \* Regional sales Manager (South) for Franch herbs technologies.  
- July,2002 to April,2003
- \* Regional manager for **Apex Computers Private Limited**- New Delhi and Indian executive for **Mantech Systems**- Singapore  
- Aug,1997 to May,1999
- \* Executive- Key accounts for **Ogilvy & Mather Advertising** – Chennai  
- Jan,1996 to Aug,1997
- \* Sales Representative for Link Natural products (I) Ltd -**Sterling Computers**- Chennai  
- Dec,1989 to May,1994

### ### Faculty:

- \* Presently working as Dean and Professor in Nalanda school of business, Trichy.
- \* Presently working as a visiting professor in Bharathidasan University school of Management.
- \* Regular Guest lecturer for Department of Environmental management, Bharathidasan University, 2007 to 2016.
- \* Worked as Assoc. Professor and Training and Placement officer, **Gnanam Business school**, Tanjore  
- August 2011 to Jan 2012
- \* Worked as Head of the Department of Department of management studies ,**Srinivasan Engineering College**, Perambalur  
- Aug,2009 to May,2011
- \* Worked as Director and HOD in **Dhanalakshmi Srinivasan Institute of Management**, Perambalur.  
– Oct,2008 to JAUG,2009
- \* Worked as Director and HOD of **M.B.A. and M.C.A.** departments in **Pavender Bharathidasan college of Engineering and Technology**,Trichy.  
- Jun,2006 to Oct,2008
- \* Head of the Department, Management studies in **Sri Sankara School of Management**, Trichy  
- June ,1999 to July,2002
- \* Regular guest lecturer for Management division Adaikala matha College- Vallam ,Tanjore  
- Aug,2005 to till date
- \* Guest lecturer for **Sriram Institute of Management**- Chennai  
- July,2002 to June 2004
- \* Career guidance & Personality development programme Guest faculty for **Annai Arts and Science**- Kumbakonam, **Bharath College of arts and Science** – Tanjore, **GPT** and **SIT**- Trichy July 2011 to Till date
- \* Have attended Faculty Induction programme organized by **AICTE at IIM-Kozhikode** in Dec,2000. **AICTE FDP at KSR-Tiruchenkode**.

### Other responsibilities

- \* Academic advisor to Priest University
- \* Academic advisor to SVI college of education

**### Research Activities :**

- \* Carrying out Ph.D. research in Environmental sustainable development, Department of Environmental management, Bharathidasan University.
- \* Have guided 7 M.Phil., 4 M.E., 2 B.E., 2 M.C.A. and 316 M.B.A. Projects
- \* Have performed at least 210 to 220 projects during my tenure at various organizations.### Social activities :
  - \* State General Secretary for 'Hindustan scouts and Guides association'
  - \* Active member of few social Organizations
  - \* District Joint secretary of Y's Men Club-Trichy District.
  - \* Member of Chamber of commerce in Trichy
  - \* Member of National human resource development organization.
  - \* Founder President of Global Green Growth Group
  - \* Vice Chairman , Taluk Red Cross Society
  - \* Past Secretary and Present Chairman of TYSON & Magazine in Rotary club of Tiruchirappalli
  - \* District advisor, Nehru Yuva Kendra – Trichy District
  - \* Founder , Great India Movement Association (GIMAS)
  - \* Founder, Akshaya Kudil Society ( AKSOY)

**Academics**

**Ph.D.** Thesis will be submitted in, 2023 on Sustainable environment development, Department of environment management, Bharathidasan University

**M.Phil.** : Management in Vinayaga Missions University, Salem.

Class : I Class

**NET** : Cleared NET in the first attempt in 2009

**M.B.A.** :

Specialization: Marketing & Finance

Institution : CEG, Anna University, Chennai.

Period of Study : 1994-1996

Class: I

Area of Interest :

Strategy Management and social application of managerial concepts

Marketing management & Consumer behavior

Human resource management & Training skills

Project Management & Industrial Finance

Merchant Banking & Financial services

Projects Performed :

‘Attitude of consumers towards Amrutanjan Pain Balm in south India’

‘ Attitude of Youth towards Advertisements in ‘The Hindu’ ’

‘ Feasibility of anodizing plant in Erode’

‘ Comparative analysis of Nutritional beverages in India’

‘ Project appraisal system for IDBI’

**B.E.** :

Specialization: Computer Technology & Informatics

Institution : IRTT, Erode, Bharathiyar University, Coimbatore.

Period of Study: 1985 to 1989

**Area of Interest :**

**Industrial economics and Management**  
**System analysis and design**  
**Software project management and Engineering**  
**Artificial Intelligence and Expert system**  
**Database management systemHSE**

Specialization: I Group

Institution : CSI Higher secondary School, Erode, State Board, Tamilnadu

Period of Study:1983 to 1985

Class: I

**CBSE:**

Institution : Sainik School, Amaravathinagar, Coimbatore

Period of Study:1977to 1983

Class : II

**Seminars conducted and attended**

- \* Have worked as a convener for a 7 day National level Youth camp in 23,December 1999 to 1,Jan,2000 organized by All India Boys Scouts and coordinated by Collector of Tanjore Dr.Rajaraman.I.A.S.
- \* Have attended more 45 International conferences and 125 National and Regional conferences and workshops.
- \* Have conducted a two day workshop on “Managerial talents” on 30<sup>th</sup> and 31<sup>st</sup>, March,2008 at BUTP,Bharathidasan University,Trichy.
- \* Have maintained a stall in IT Fair-1998 at Pragathi maithan,New Delhi.
- \* Attended a one day seminar organized on “IT Trends” organized by Shreemathi Indra Gandhi college-Trichy.
- \* Attended a one day seminar on “ Indo –Sweden business opportunities” organized by CII & NASSCOM.
- \* Attended a “Two day workshop on advertising skills” organized by Advertisement agencies association, Chennai.
- \* Attended one day seminar on “ Back up drives and Medias” organized by Sony (India) Corporation,New Delhi and ALT technologies.
- \* Attended a 3 day National seminar on FINANCE conducted by Commerce Department,Bharathidasan University,Trichy
- \* Conducted 250 training programs in Zoom or Google meet.
- \* Publishing ‘Social Diary’, ‘Glogian’, ‘ Naturo Bliss’ ‘Legends Waves’ and ‘ Acharya’

**Personal****Family Background:**

Father : Mr.S.Veluchamy – Teacher

Mother : Mrs.P.V.Jayalakshmi- Social worker

Brother: Mr.Kumara Gurubaran – Defense services

Wife:Mrs.Sasikala devi – running a small business unit

Father-in-law : Mr. Kaliaperumal – IRS (Retd.)

**Personality Dimension:**

Personality Trait : Endurance

Personality Dimensions: Sincere, analytic, Uncompromising,  
Willingness to learn & Social loving

Ethics : ‘There is no short cut for perfection’

‘There is no free lunch for anyone’

‘Rome was not built in a day’

Values: ‘Contribution to society through profession’

‘Commitment’ & ‘Honesty and Simplicity’

**Sports & Games:**

- \* Cross country runner
- \* Represented Periyar District’s Basket ball under age 19 team
- \* Represented Anna University- PG Team in Cricket and Volley ball
- \* Represented school team in Hockey, Basket ball, Cricket & Volley ball

**Hobbies:**

- \* Skimming across dailies
- \* Traveling
- \* Chatting and search engine follow ups
- \* Micro research works
- \* Walking and Cycling

**Strengths :**

- \* Exposure to many dimensions of profession
- \* Endurance and \* Commitment

**Weaknesses:**

- \* Not being self centered \* Flexibility & Compassion
- \* Inability to leverage my professional contributions

**Other details:**

- \* Vegetarian, Religious, Non smoker and Non alcoholic
- \* Have spent most of my school days and most of the youth life in Hostel
- \* Have played a significant role in molding few youngsters and students
- \* Working on with publications and media works
- \* Have few projects that could set up a good platform for my professional contribution

**Life Learning**

- “ Hard work will never go waste”
- “ There is no short cut for Perfection’
- “ You can lose anything and everything, but not good intensions’
- “ Work is the only oxygen’
- “ Social contribution is meaning of your life”
- “ Not taking risk is the biggest risk in life”

**References:**

\* Mr. Ravi Janardhanan  
Managing Director  
Yoga Nectar Neuroceuticalz  
Chennai-600029  
Cell: 9003025475

\* Dr.N.Rajendhiren  
Ex.Vice Chancellor  
Azagappa University  
Karaikudi  
9600698772

\* Dr.Ravichandran  
Registrar, Dhanalaxme Srinivasan University  
Department of Environmental management  
Trichy  
Cell:9842525728

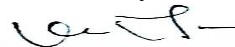
\* Mr.Victor Lazarus  
Professor,  
Dept. of Management  
Bishop Heber College  
Trichy- 620003  
Cell:9443181097

\* Dr.C.Lakshumanan  
Lecturer  
Centre for Remote sensing  
Bharathidasan University  
37, Vasantha nagar  
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**Declaration**

I would dedicate myself on areas of my professional contribution and would exhibit professional honesty and Integrity.

Yours truly



**(V C Malar mannan)**