

# Profile

Name : Dr. T. Santhiya Rani  
Designation : Assistant Professor  
Department : Commerce  
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## EDUCATIONAL QUALIFICATION

S.No	Course	Institution	Year of Passing
1.	B.Com	Fatima College, Madurai	1998
2.	M.Com	Fatima College, Madurai	2000
3.	M.Phil	Madurai Kamaraj University	2006
4.	MCA	Madurai Kamaraj University	2003
5.	M.Phil	Madurai Kamaraj University	2009
6.	Ph.D	Madurai Kamaraj University	2012
7.	B.Ed	Tamil Nadu Education Board	2011
8.	State Eligibility Test	Bharathiar University, India	2013
9.	MBA	Madurai Kamaraj University	2014

## TECHNICAL QUALIFICATION

Course	Institution	Grade/Class	Year of Passing
Typewriting - English	Department of Technical Education, Tamilnadu	Higher	January 1995
Certificate course in computerized accounting	Fatima college	First Class	July 1996

**TEACHING EXPERIENCE**

Designation	Institution	Year	Years of Experience
HoD /Asst Professor	C.S.I College Of Arts And Science For Women, Madurai, Tamil Nadu	01-08-2003 to 30-05-2014	10 Years & 10 months
HoD / Associate Professor	Rathinam College Of Arts And Science (Autonomous), Coimbatore, Tamil Nadu	18-06-2014 to 31-05-2017	3 years
HoD / Associate Professor	SNMV College of Arts and Science, Coimbatore, Tamil Nadu.	01-06-2017 to 31-01-2021	3 Years & 8 Months
Assistant Professor	The American college, Madurai	02-08-2021 to till date	7 Months

**ADMINISTRATIVE /ACADEMIC POSITION**

1. Chair person in UG Examination board- Rathinam College Arts and Science, Coimbatore.
2. Board of studies Chair person - M.Com - Rathinam College Arts and Science, Coimbatore
3. Board of studies Member - NGM College, Pollachi, Nirmala college (Autonomous), Coimbatore

2007 -2014	Head of the Department, Department of Commerce, C.S.I College of Arts and Science, Madurai, Interview Panel Member
2014 -2017	Course coordinator(Head) M.com , B.Com, Interview panel member in Rathinam College, Coimbatore
2006- Till date	Member at Paper Valuation- Madurai Kamaraj University Central valuation Bharathiar University, Coimbatore
2015 to 2021	University Representative (UR) for Semester examination, Bharathiar University, Placement Co Coordinator - Rathinam College of Arts and Science
2015 to 2017	NAAC Steering Committee Member -Rathinam College of Arts and Science, Coimbatore
2017 - 2021	Head of The Department, Rural Entrepreneurship Development Cell Coordinator, Research committee member, RRC Committee Member, Placement Trainer (Infosys, Mysore, India )

2019 to 2021	NAAC Criteria Manager, SNMV College , ISO Internal auditor
2019 onwards	University Nominee for Doctoral Committee member
2019 Onwards	Life Time & Fellowship member in <b>INDIAN ACADAMIC RESEARCHERS ASSOCIATION</b>

### **SPECIALISATION IN TEACHING**

Income tax, Accounting & Financial Market & Services

### **SPECIALISATION IN RESEARCH**

- M. Phil.(Com) – Marketing & M.Phil (CS) – Data Mining & Data Warehousing
- Ph. D (Com) - Marketing

### **BOOKS WITH ISBN**

S.No	Title	Status Published/ Under Progress	Year of Publication
1.	Advertisement and Sales promotion	<b>PUBLISHED</b> <b>Charulatha Publication</b> <b>ISBN NO. 978-93-89736-50-2</b>	<b>2019</b>
2.	Management Accounting	<b>PUBLISHED</b> <b>ISBN NO 978-93-5087-419-6</b>	<b>2014</b>

### **Journal with ISSN**

Topic	Name of the Journal/ Magazine/ Souvenir/ Bulletin, etc. (National/International)	Journal/ Magazine/ Souvenir/ Bulletin, etc.	Status Published/ Forwarded	Month & year of Publication Issue/Volume Number, etc.
1." women entrepreneurship - issues and Challenges"	MAGAZINE Journal of Exclusive Management Science	Journal	Published	ISBN - 978-81-925376-1-0
A Study on Facility of Supply Chain Finance in Madurai City.	AEIJMR	Journal	Published	April 2014 -Vol 3 Issue 4 - ISSN 2277 - 5684
3. Role of SHGS and Banks in	RJM	Journal	Published	Vol 2 - Issue 4 - April 2014 ISSN -

Empowering Women in Madurai District				2348 - 6724
4. Farmers right and overview	IJJET	Journal	Published	Vol 1- issue 4 - Feb 2015 ISSN - 2250-2009
5. Smart cities - overview	Global Journal of HUMAN-SOCIAL SCIENCE: SOCIOLOGY & CULTURAL	E-Journal	Published	Vol 6 Issue 2 December 2015 ISSN:2319-1058
1. 6. Community Participation in Natural Resource Management in Madurai District-TN INDIA	<b>GALAXY</b> International Interdisciplinary Research Journal	E-Journal	Published	Volume 17 Issue 2 Version 1.0 Year 2017 Online ISSN: 2249-460x & Print ISSN: 0975-587X
7. Women, Work And Stress Management- A Comparative Study Of Education And Finance Sectors	JETIR	Journal	Published	<b>ISSN 2347-6915</b> <b>GIIRJ</b> , Vol.5 (4), APRIL (2017), pp .1-10
8. A Study On Customer Satisfaction Towards Net Banking With Special Reference To General Banking Customer In Coimbatore City	RESEARCH EXPLORER	E-Journal	Published	ISSN-2349-5162
9. Challenges, Opportunities & Skills For Rural Entrepreneurs	JETIR	E-Journal	Published	ISSN: 2250-1940 (P) 2349-1647 (O)
10. Social Media And Its Role In	JETIR	E-Journal	Published	ISSN: 2349-5162

Marketing				
11. E- Commerce Technology	IJRAR	E-Journal	Published	E-ISSN 2348-1269
12. Role of women's Entrepreneurship Development	Mukt Shabd Journal	E-Journal	Published	ISSN NO : 2347-3150
13. Customers usage and Perception of E-Wallet in Coimbatore City	Mukt Shabd Journal	E-Journal	Published	ISSN NO : 2347-3150
14. Barriers of Women Empowerment in India	Mukt Shabd Journal	E-Journal	Published	ISSN NO : 2347-3150
15. The Effect of Covid - 19 on the Indian Economy	Mukt Shabd Journal	E-Journal	Published	ISSN NO : 2347-3150

### WORKSHOPS / SYMPOSIUMS ATTENDED

Nature and Title State/National/International	Name of the Organizer	Funded by Self /Sponsored	Period	
			From	To
1. Seminar Cum Workshop On "Women Studies"	Department of Women Studies, Lady Dock College, Madurai	UGC	1 <sup>ST</sup> Dec 2006	2 <sup>ND</sup> DEC 2006
2. International Workshop On Enhancing The Quality Of Social Research	Department of Women Studies, Alagappa University, Karaikudi	UGC	24 <sup>th</sup> Feb 2014	25 <sup>th</sup> Feb 2014
3. National Workshop On SPSS	Department of Mathematics, Sankara College, Coimbatore	UGC	22 <sup>nd</sup> AUG 2014	-
4. One day state level workshop on "Intellectual Property Rights"	IQAC, Kovai Kalaimagal College of Arts and Science	-	28 <sup>th</sup> Sep 2019	-

5. One day workshop on “Rural Entrepreneurship Development” by Mahatma Gandhi national council of Rural education,	Ministry of Education		29-9-2020.	
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## ACADEMIC CONTRIBUTION

### GUEST LECTURES / SEMINARS / PAPERS/ WORKSHOPS/ TRAINING PROGRAMMES PRESENTED

S.No	Date	Area/Title	Name Of The Organiser
1.	27 <sup>th</sup> Feb 2009	International Workshop On Enhancing The Quality Of Social Research	Department Of Post –Graduate Department Of Commerce, Govt Arts College (Men) Chennai
2.	28 <sup>th</sup> Mar 2009	“Housing Financial Institutions” Paper Presented At The National Level Seminar On The Topic “Housing Needs And The Role Of Institutional Housing Finance”	Department Of Economics, Mannar Thirumalai Naicker College, Madurai
3.	1 <sup>st</sup> And 2 <sup>nd</sup> Dec 2006	“Recent Trends In Crude Oil Price” Paper Presented At The National Level Seminar On The Topic “Reasons For Price Spiral And Remedial Measures To Tame It”	Department Of Commerce, M.S.S Wakf Board College, Madurai
4.	15 <sup>th</sup> April 2009	“Global Economic Recession And Its Impact O India” Paper Presented At The State Level Seminar On The Topic “Global Economic Recession And Its Impact Of India”	Fatima College, Madurai
5.	28 <sup>th</sup> Feb 2012	“Service Sector And Export Growth” Paper Presented At The National Level Seminar On The Topic “Service Sector And Export Growth” Organized By The Department Of Economics,.	Organized By The Department Of Commerce, Madurai Institute Of Social Sciences
6.	12 <sup>th</sup> Mar 2012.	“ Emerging Trends In Mutual Funds” Paper Presented At The State Level Seminar On The Topic “ Emerging Trends In Mutual Funds”	Organized By The Department Of Management Studies And Department Of Commerce, Madurai Institute Of Social Sciences, Madurai.
7.	18 <sup>th</sup> Oct 2013	“Corporate Social Responsibility: An Ethical Values Of Business” Paper	Organized By The Department Of Commerce With Computer

		Presented At The State Level Seminar On The Topic "Women Entrepreneur" ,	Puplications, Sri Ramakrishna Mission Vidyalaya College Of Arts And Science, Coimbatore.
8.	28 <sup>th</sup> Aug 2014	"E-Banking" Paper Presented At The National Conference	Organized By The Department Of Commerce With Computer Applications,Ramakrishna Mission Vidyalaya College Of Arts And Science, Coimbatore.
9.	24 <sup>th</sup> And 25 <sup>th</sup> Feb 2014	Seminar Cum Workshop On "Women Studeis"	Department Of Women Studies, Alagappa University
10.	22 <sup>nd</sup> Aug 2014	National Workshop On Spss	Department Of Mathametics, Sankara College, Coimbatore
11.	23 <sup>rd</sup> To 24 <sup>th</sup> Jan 2015	"Farmers Right An Overview" - Rural Empowerment In India Through Initiatives And Innovations In Agricultural Sectors	Organised By Rathinam Institute Of Management And Rcas, Coimbatore - Two Day National Level Seminar
12.	28 <sup>th</sup> To 30 <sup>th</sup> Jan 2015	Social Work Education - "Emerging Trends In Social Work Education In India"	Organized By The Department Of Social Work In Bharathiar University, Coimbatore
13.	17 <sup>th</sup> Feb 2015	" The Profile Of The Unorganized Workers In Tamil Nadu Context" - - Unorganized Sector Workers, Ugc Sponsored National Seminar	Organized By The Department Of Economics In Bharadhidasan University, Coimbatore
14.	18 Th Feb 2015	"A Study On The Effectiveness Of Public Distribution System In Rural Tamil Nadu" - Impact Of PDS On Poverty Reduction	Organized By The Centre For Youth Development And Studies, Bharadhidasan University
15.	19 <sup>th</sup> To 20 <sup>th</sup> Feb 2015	"Land Use /Land Cover Changes And Its Impact" National Level Seminar	National Level Seminar Organised By The Geography, School Of Earth And Atmospheric Science, MKU
16	27 <sup>th</sup> Feb 2015	Emerging Trends & Issues In Commerce "International Trade"	Department Of Commerce, Dr. SnsRajalakshmi College Of Arts And Science, Coimbatore
17.	19 <sup>th</sup> Aug 2015	International Conference On "Innovative Hr Practice In Corporate World" - Green HRM	Department Of Management, RCAS

18.	25 <sup>th</sup> Aug 2015	International Seminar On “The Role Of Social Enterprises In The Globalized Economy” – Socio Enterprises.	Department Of Commerce, SNMV CAS, Coimbatore
19.	16 <sup>th</sup> Sep 2015	Innovative Marketing Strategies For Sustainable Growth Issues And Challenges	Department Of Commerce Ca& Pa, Sankara College, Coimbatore
20.	25 <sup>th</sup> And 26 <sup>th</sup> Sep 2015	“The Impact Of Social Marketing” Faculty Development Programme On “Research & Teaching – Inseparable ”	Department Of Co-Operation ,Tiruppur Kumaran College For Women.
21.	8 <sup>th</sup> Jan 2016	Quality Parameter In Higher Education	Organized By Internal Quality Assurance Cell At RCAS
22.	17 <sup>th</sup> March 2017	“Mental Health Issues And Challenges In India” - Mental Health And Well Being In Youth	Organized By Pg Department Of Social Work In NGM College
23.	24 <sup>th</sup> & 25 <sup>th</sup> March 2017	Challenges, Problems, Opportunity And Skills For Successful Rural Entrepreneurship In India” – Changing Paradigms In Indian Business	Organized By The Department Of Commerce, National Level Conference , NGM College, Pollachi
24.	5 -8- 2017	Faculty Development Programme On Goods And Service Tax	NGM College
25.	18 – 8- 2017	New Digital Economy In India – Digital India	School Of Commerce, RCAS
26.	9 – 2 – 2018	Opportunities Of Cashless Transaction In India	Department Of Commerce & Commerce(Ca) – Nandha CAS
27.	25 – 7 – 2017	Goods And Service Taxation Procedural And Administrative Mechanism In India	Department Of Management, KAHE
28.	2-2-2018	National Workshop “ Application On Research”	Department Of Commerce – Pioneer CAS
29.	2-3-2018	Workshop In Tally	Department Of Commerce(CA)
30.	14-3-2018	Workshop In Online Trading	Department Of Management – PG (SNMV IM)
31.	5.10.2018	Technology Development of Social media, Digital marketing	International conference
32.	10.10.2018	Leadership and development of	National Seminar, NGM College



		Human Resource Manager	
33.	12. 10.2018	Customer Satisfaction towards net banking	International conference, Sankara College of Science and Commerce
34.	11.12.2018	Leadership and Management skill	International Workshop, NGM College
35.	30.01.2019	National conference on “commercial viable sustainable form practice	Department of Commerce(CA) – SNMV CAS
36.	9.02.2019	Workshop on “ Intellectual Property rights	Department of Commerce- Pioneer college, Coimbatore
37	1-3-2019	Creativity Changes and innovation of Business Technology	International Conference, Rathinam College
38	18.04.2019	International Conference “Challenges, Opportunities & Skills For Rural Entrepreneurs”	Indian Academic Research Association, Trichy
39	21. 04.2019	E- Marketing	International Conference, IARA, Trichy
40	7.8.2019	E- Commerce, Current scenario	International conference, SNMV CAS
41	9.9.2019	E-Banking Opportunities And Challenges	National Conference , Dept. of B.Com IT & B.Com E-Com, SNMV CAS
42	12.09.2019	NewGen Entrepreneur – travel towards digital revolution	International Conference Organised by Dept. of Commerce, RCAS
43	13 to 17-4-20	“STRESS MANAGEMENT”	AVS College of Arts & Science
44	17& 18-4-20	“personality development”	Vivekananda College of Arts and Science.
45	19-4-20 to 21-4-20	“Reference Management Tools and Online Citation Database”	INDIAN ACADEMIC RESEARCHERS ASSOCIATION.
46	23-4-20	FDP – Online Tracking and Learning : Digital Network of Educators	Department of commerce (CA), SNMV CAS.
47	5-5-2020	“How to be Secured in Digital Era”	SRM Institute of Science and Technology.
48	5 to 8-5-2020	“Future challenges in Engineering and Technology “	Mahendra Engineering College.
49	6-5-2020	“Introduction to Research Methodology”	Sri Krishna Adithya College of Arts and Science
50	11-05-2020	“The Art of Teaching is the Art of Assisting “	Hindusthan College of Arts and Science
51	12-5-2020	webinar on Fundamentals of Share Trading	PSG College of Arts and Science
52	11-05-2020 to	Teaching Learning Tools in Digital Era”	Sri Ramakrishna College of Arts and

	16-05-2020		Science for Women.
53	12-5-2020 to 16-5-2020	Five days Awareness programme on Women & Society	Sankara College of Science & Commerce
54	12-5-20	Online Program on "CYBER SAFETY FOR WOMEN"	Cyber Intelligence Academy.
55	13-5-20 & 14-5-20	Comprehensive Online Course on "Personnel and Stress Management"	Erode Arts and Science College.
56	15-05-2020	Webinar on "Digital marketing "	Kovai Kalaimagal College of Arts and Science.
57	16-05-2020	International Faculty Development Programme on "Economic Meltdown poses Threat on Financial Stability- Covid19"	Rathinam College of Arts and Science.
58	16-05-2020 and 17-5-2020	Two days Online Faculty Development Programme on "Project Proposals for Funding Agencies: Preparation and submission Protocol"	Patrician College of Arts and Science
59	21-5-2020 and 22-5-2020	International Virtual Conference on "Rediscovering You for Post COVID Success"	Auxilium College, Vellore.
60	21-5-20 to 23-5-20	Three Days Online Course on "Writing Case Studies, Project Preparation and Funding of Research Projects"	Indian Academic Researchers Association.
61	24-05-2020	Webinar on "The Role of Pedagogy in Developing Skills to Enhance Employability"	VET Institute of Arts and Science
62	27-5-20	Webinar on "Writing an Effective Research Paper- Means and Methods"	Hindusthan College of Engineering and Technology.
63	27-5-2020 and 28-05-2020	Two days Online Course on "Numerical Ability"	Sankara College of Science and Commerce.
64	29-05-2020	Webinar on "Life After Post COVID"	Pioneer College of Arts and Science
65	05/06/20	FDP on "Post Covid19 Entrepreneurial Opportunity Discovery using Design Thinking"	SNMV CAS
66	06/06/20.	International Webinar on "stock market and Insurance"	SNMV CAS
67	08/06/20 -	Webinar on "Covid 19 Impact on Stock	SNMV CAS

	15/06/20.	Exchange”	
68	15/06/20	Webinar on “Covid 19 Impact on Stock Exchange”	Angappa College of Arts and Science
69	27/26/20	International Webinar on “Managing Emotions for Maximum Results in Classroom”	Karpagam Academy of Higher Education
70	28/06/20	Webinar on “From Caterpillar to a Butterfly”	Valluvar College of Science and Management
71	30/06/20	National Webinar on “Innovation and Entrepreneurship”	Rathinam CAS
72	30/06/20	Online Workshop Webinar on “Effective MS Excel usage”	BHARATHIAR UNIVERSITY ARTS AND SCIENCE COLLEGE
73	30/06/20.	International FACULTY DEVELOPMENT PROGRAME	KPR CAS
74.	2/7/20	National Level Webinar on “Impact of Covid 19 on Indian Economy”	KLE Society’s Science and Commerce College
75.	02-07-2020	National Level Webinar on “ Life after Graduation.. What next?	Rathinam CAS
76.	02-07-2020	Career in Commerce and Self Analysis	Michael Job College of Arts and Science for Women
77.	03-07-2020	“GST Levy and Input Tax Credit”	Rathinam CAS
78.	05-07-2020	National Level Webinar on “ Introduction to Big Data and its Ecosystems”	Government Arts and Science College
79.	07-07-2020 & 08-07-2020	International Webinar on “Post COVID Effects and Challenges in the Field of Education “	Susana Methodist Girls B.Ed College
80.	08-07-2020.	National Level webinar on “career guidance and career assistance”	Rathinam CAS
81.	09-07-2020	“ Promoting Gender Equality Lynchpin of Development “	Sri Parasakthi college for women
82.	09-07-2020	Webinar on “GST and its Implications on Business and Trade- Recent Trends”	Michael Job College of Arts and Science for Women
83.	10-07-2020	FDP on “Reality 101”	Rathinam CAS
84.	11-07-2020	FDP on “Stock Market : A Thrust Way to Earn Money”	Rathinam CAS

85.	13-07-2020	International Webinar on “Cyber Ethics and Youth relationships”	St. Albert’s College
86.	16-07-2020	Workshop on “Effective MS office Excel Usage”	Bharathiar University Arts and Science College
87.	07/08/20 to 13/08/20	One week Faculty Development Programme “Recent Advances in Business Studies 2020”	Karpagam Academy of Education
88.	14/08/20	Webinar on the topic “Blended Learning”	Justice Basheer Ahmed Sayeed College for Women.
89.	19/08/20	International Virtual Women Entrepreneurs Summit on Start-up Challenges during Pandemic	Dr Rangarajan Dr Sakunthala Engineering College.
90.	29/09/20	Workshop on “Rural Entrepreneurship Development”	Mahatma Gandhi national council of Rural education, Hyderabad
91	24 / 11 /20 to 1 / 12 / 20	7 days Faculty Development Program “Adaptive Success Strategies For NAAC”	Shri Nehru Maha Vidyalaya College of Arts and Science

## AWARDS

➤ ‘GOLDEN GURUS’ - GRD - 2013

➤ ‘BEST FACULTY AWARD’ - Indian Academic Research Association - 2019

## RESEARCH GUIDANCE

M.Phil/Ph.D	Broad Area of Research	University	No. of Scholars	
			Produced	Doing
M.Phil	Marketing	Bharathiar University	4	1
Ph.D	Marketing	Bharathiar University	1	6

## RESEARCH PROJECTS UNDERTAKEN

Title & Nature of the project (Minor/Major)	Funding Agency	Amount Granted	Duration	Month & Year of completion
One day basic training program for NHRC	National Human Right Commission	67,500	One Day (Completed)	7 <sup>th</sup> Aug 2019

Minor Project	ICSSR	3,50,000	2019-20	2020
Two Days Seminar - NFSC	NABARD	1,45,000	2019 - 20 Sanctioned	2021

## OTHER ACADEMIC CONTRIBUTION

### Project Guidance

- At Under - Graduate Level - 18 Batches
- Post - Graduate Level - 18 Batches

S.No	Nature (Question paper setting Examiner, etc.)	Position	Associating Agency (University, Autonomous Institutions, Boards, Pvt. Bodies, etc.)	Total years of Experience
1.	Question Paper Setting, Practical & Project Viva-voce	UG & PG	NGM College, CBE, Kongunadu Arts and Science College, Standard Fire Works College, Viruthunagar, Yadava College, Madurai etc.,	15 Yrs
2.	External Examiner(Viva- Voce)	M. Phil	Walf Board College, Madurai, Yadava College, Madurai	8 Yrs
3.	Doctoral Committee	Ph. D	Nehru College of Arts and Science, CBE NGM College, CBE	2 Yrs
4.	Scrutiny	Question Paper	NGM College, Pollachi	2 Yrs

## EXAMINERSHIP

### Served as examiner in Commerce (UG/PG)

1. Madurai Kamaraj University, Madurai.
2. Bharathiyar University, Coimbatore.
3. Lady Doak College, Madurai.
4. Yadava college for women, Madurai.
5. The American College, Madurai.
6. Madurai Institute of Social Science, Madurai.
7. V.V.V College, Virudhunagar ( Door Valuation & Question paper setting).
8. Standard Fire Insurance college, Sivagasi.
9. NGM Arts and Science College, Pollachi, Coimbatore.
10. Kongunadu Arts and Science College, Coimbatore.
11. Sri Krishna College of Arts and Science, Coimbatore

12. Nehru College of Arts and Science, Coimbatore

**Moderator / Rapporteur / Chair Person / Co-ordinator/Chief Guest/Guest of Honour**

1. Acted as **Chair Person** on 16<sup>th</sup> Sep 2015, at the International Conference on “Innovative Marketing Strategies for Sustainable Growth” conducted by Sankara College of Science and Commerce, Coimbatore.
2. International Conference Coordinator in Rathinam College of Arts and Science, Aug 2015.
3. National conference on 30<sup>th</sup> Jan 2018 : “ Techno Commerce “ Acted as a Organizing Secretaries in Shri Nehru Maha college of Arts and Science, Coimbatore.
4. Acted as a Co - Convenor on National Conference on 30<sup>th</sup> Jan 2019, at the National Conference on : Commercially viable sustainable form Practice”
5. Acted as a National Human Rights commission Convenor on 7<sup>th</sup> Aug 2019 in Shri Nehru MahaVidyalaya College of Arts and Science, Coimbatore
6. Acted as a International Conference Covenor on 4<sup>th</sup> Sep 2019, in Shri Nehru Maha Vidyalaya college of Arts and Science, Coimbatore.
7. Acted as a Rapporteur person on 9<sup>th</sup> Sep 2019, at the National conference on “Mobile Banking” Conducted by the Department of Commerce (E-Com), SNMV CAS, Coimbatore