

# Curriculum Vitae



**Name** : Mayuri Jonathan Farmer  
**Date of Birth** : 10/08/1972  
**Address (Residential)** : 'Pushpam', 26 Nest Bungalows, Ramdevnagar Road,  
Satellite, Ahmedabad - 380015  
**Current Position** : Professor  
M.D Gram Seva Kendra, Gujarat Vidyapith Randheja.  
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## Academic Qualifications

Exam passed	Board/ University	Subjects	Year	Division/ Grade/ Merit.
Ph.D. (Sub: Financial Accounting – Title: “An Accounting Evaluation of the Performance of the Indian Nationalized Banks”	Gujarat University, Ahmedabad	“An Accounting Evaluation of the Performance of the Indian Nationalized Banks”	2001	Awarded
NET (National Level Eligibility Test)	UGC, Delhi	Commerce	1997	Qualified
M.Com.	Gujarat University, Ahmedabad	Costing	1994	I Class
B.Com.	Gujarat University, Ahmedabad	Advanced Accountancy and Statistics	1992	I Class with Distinction

### ***Contribution to Teaching***

<b>Courses Taught</b>	<b>Name of University / College Institution</b>	<b>Duration</b>
Marketing Management	CSRM, Gujarat Vidyapith, Randheja	Since 1994
Project Management	CSRM, Gujarat Vidyapith, Randheja	From 1999 to 2010
Rural Development Management	CSRM, Gujarat Vidyapith, Randheja	Since 2012
NGO Management	CSRM, Gujarat Vidyapith, Randheja	Since 2012
Fields of Rural Management (Half part of the subject)	CSRM, Gujarat Vidyapith, Randheja	Since 2012
Human Resource Management (Half part of the subject)	CSRM, Gujarat Vidyapith, Randheja	Since 2015
Management Principles and Theories (Half part of the subject)	M.D. Gramseva Mahavidyalaya, Gujarat Vidyapith, Randheja	Since 2012
Financial Management	CSRM, Gujarat Vidyapith, Randheja	From 1995 to 2010
Research Methodology & Statistical Techniques (Half part of the subject).	CSRM, Gujarat Vidyapith, Randheja	From 1995 to 2003

### ***Area of Specialization***

- Commerce (Accountancy)

### ***Academic Programme and Courses Evolved***

- As and when required, involved and successfully done the curriculum revision and updating process for all the above mentioned subjects in the University.

### ***Involvement in Institute Development***

- Participated in every act and step leading to the development of the Institute.

### ***Research Guidance:***

- Ph.D. Students - 5 were awarded degree and 6 are in continuation.
- M.Phil. Students - 4 completed, 1 continue.
- At Master level guided more than 133 students (since 1995)

### ***Publications***

1. Books published 10 (List attached)
2. Papers published 47 (List attached)
3. Paper presentation in seminar/workshops/conferences 22 (List attached)

### ***Research Projects***

<b>Sr.No.</b>	<b>Title of the Project</b>	<b>Funding Agency</b>	<b>Year</b>	<b>Amount (Rs.)</b>
1	A Study on Women Empowerment and Poverty alleviation through Microcredit Self Help Groups in Tribals of Tapi District.	TRTI, Gandhinagar, Gujarat	2019	10,65,000
2	A Study on Women Empowerment and Poverty Alleviation Through Microcredit Self Help Groups in the State of Gujarat - Emerging Issues and Challenges. A Major Research Project (completed)	UGC	2012	5,26,200
3	Self Help Groups for Micro Credit in India – Emerging Issues and Challenges. A Minor Research Project (completed)	UGC	2009	85,000
4	Human Resource Development Practices in Cooperative Sector (A Case Study of the Mehsana District Cooperative Bank) A Minor research Project (completed)	Gujarat Vidyapith	2003	15,000
5	"PADHAR Survey" For Adivasi in Gujarat. (lead a survey team in Nal Kantha Area)	TRI, Abad	2009	3,00,000
6	"Vimal Brand of Reliance" Marketing survey of Gujarat state.	Reliance Industries	1998	5,00,000

		Ltd.		
7	Several Small survey of different NGOs - planned and participated under departmental activities.			

### **List of Publications (Papers)**

Sr. No	Name of the Research Paper	Publication
1	A Warm Welcome to Appropriate Rural Technologies	UGC News - Special Issue on Educational Thoughts of Mahatma Gandhi to Commemorate 150 <sup>th</sup> Birth Anniversaries of Mahatma Gandhi and Centenary year celebrations of Gujarat Vidyapith, Vol. 57, No. 39, Sept. 30 - October 06, 2019 pp 153-155.
2	ગિર સોમનાથ જિલ્લાના સિદ્દી સમુદાયની સ્ત્રીઓની સ્થિતિ	Research Guru, online Journal of Multidisciplinary Subjects, ISSN: 2349-266X, Vol. 13, Issue 1, pp 1345-1350, June 2019
3	A study of relationship between Batterer's Alcoholism and Domestic violence against rural Agriculture labourer women.	Recent Trends, ISSN : 2348-9715, An International referred and Peer reviewed Journal of Multidisciplinary Research, Issue: 2, Vol. 5, September 2018
4	“Domestic Violence on Rural Agricultural Women labourer and Alcoholism of Batterers - A Critical Review”	Research Matrix - 2321 - 7073, An International Refereed Multidisciplinary Journal of Applied Research, pp. 100 - 110, February 2018.
5	“Rural Mobile Users Market with Reference to Eight Villages of Gandhinagar District of Gujarat State”	Abhinav National Monthly Refereed Journal of Research in Commerce & Management, Volume 7, Issue 4 (April, 2018) Ugc Approved Online ISSN- 2277-1166, pp 232-237.
6	A study on economic impacts of water resource development for irrigation in the Dangs District, Gujarat.	Adivasi Gujarat, Gujarat Vidyapith, Vol: 1, Issue 1, Half Yearly July-September 2017
7	Changing Demand for Consumer Durables (With Special Reference to Rural Consumer Behavior),	<i>International Journal of Application or Innovation in</i>

		<i>Engineering &amp; Management (IJAEM)</i> Volume 5, Issue 6, June 2016 ISSN 2319 - 4847
8	Progress and prospects of SHGs in Micro Finance - A Miracle Tool for Financial Inclusion	<i>EIRC News.</i> 8.7 (2015):17-25. ISSN 2320-1584
9	ग्रामीण बजारनी बदलाती वपराशी तराह (Gramin Bajar ni Badlati Vaparashi Tarah)	<i>Arthsanklan.</i> 48.6 (2015): 187-190. ISSN 0976-2086.
10	Tourism and Marketing Mix Strategies	<i>The International Journal for Environmental Protection and Rural Development.</i> 4.2 (2015): 52-60. ISSN 2249-4375
11	बाल मजूरी - एक सलगती समस्या (Bal Majuri - Ek Salgati Samasya)	<i>Arthsanklan,</i> 48.5 (2015): 149-153. ISSN 0976-2086.
12	Financial performance analysis of RRBs of Gujarat State - An application of CAMEL model	<i>ACADEMICIA, An International Multi disciplinary Research Journal.</i> 5.4 (2015): 326-341. ISSN (2249-7137)
13	Social Audit	<i>Sai Om Journal of Commerce and Management</i> 2.1 (2015): 37-41. Online ISSN 2347-7571.
14	A Study on Child Labour in Gujarat State ( Considering 2 Blocks of Gujarat State)	<i>Abhinav International Monthly Refereed Journal of Research in Management &amp; Technology.</i> 4.3 (2015): 22-29. Online ISSN-2320-0073.
15	A case Study on Economic impacts of water resources development for irrigation in the Dang District.	<i>International Journal of research in Humanities and Social Sciences.</i> 3.2 (2015): 13-23. ISSN (P) 2347-5404).
16	A case study of Amli lift irrigation cooperative society	<i>RET Academy for International Journal of multidisciplinary Research.</i> 4.1 (2015):18-22. ISSN (online): 2320-091X – ISSN (print): 2347-5412.
17	Corporate Social Responsibility Management	<i>Abhinav International Monthly.</i> 3.4 (2014): 40-43. Online ISSN-2320-0073.
18	The Taxonomic Evaluation of the Performance of Self Help Groups in India (With Special Reference to the study undertaken in Gujarat State, India)	<i>Sai Om Journal of Commerce and Management- A peer Reviewed International journal.</i> 1.3 (2014): 7-15. Online ISSN 2347-7571.
19	औद्योगिक सामाजिक जवाबदारी अने स्त्रीओनु आर्थिक सशक्तिकरण (Audhyogik Samajik Jawabdari ane Streeonu Arthik Sashaktikaran)	<i>Arthsankalan.</i> 47.3 (2014): 83-85. ISSN 0976-2086.

20	What Does Micro Credit do for Poverty Alleviation? Learning from Gujarat State	<i>The International Journal for Environmental Protection and Rural Development.</i> 3.1 (2013): 52-59. ISSN 2249-4375.
21	A Study on Socio Economic Condition of Dalits (With Special Reference to Kalol Taluka, Gandhinagar District)	<i>The International Journal for Environmental Protection and Rural Development.</i> 3.1 (2013): 10-14. ISSN 2249-4375.
22	A new Standard Shift in Environmental Education – “Simply Action”.	<i>The International Journal for Research and Development in Environmental Education.</i> 1.2 (2012): 132-137. ISSN 2277-7571.
23	Poverty Alleviation through Micro finance	<i>The Journal of Management and Cooperation.</i> XI.3 (2012): 8-16. ISSN 2249-2275.
24	Financial Inclusion- A way towards sustainable growth.	<i>The Journal of Management and Cooperation.</i> XI.2 (2012): 24-27. ISSN 2249-2275.
25	Self Help Groups – Some Experiences from Ahmedabad District	<i>The Journal of Management and Cooperation.</i> VII.4 (2010): 35-37. ISSN 2249-2275.
26	Kisan Credit Cards	<i>The Journal of Management and Cooperation.</i> VI.4 (2009): 16-17. ISSN 2249-2275.
27	Productivity based Responsibility Accounting system in Banks	<i>NICM Bulletin.</i> IV.4 (2008): 3-7. ISSN 2249-2275.
28	Performance Evaluation of Public Sector Banks in India	<i>Amity International Business Review.</i> 7 (2008): 13-24.
29	મૂલ્યવૃદ્ધિના પત્રકની સહકારી બેન્કોમા ઉપયોગિતા (Mulyavridhdhina Patrakni Sahakari Bankoma Upyogita)	<i>NICM Bulletin.</i> 3.8 (2007): 24-25. ISSN 2249-2275.
30	A study of Handicraft (Cane) Professionals in Gujarat.	<i>Yojana.</i> 33.1 (2006):10-11. ISSN: 0971-8397
31	A study on use of Pesticides	<i>NICM Bulletin.</i> 2.12 (2005): 3-5. ISSN 2249-2275.
32	ગ્રામવિકાસ અને ગોકુલ ગ્રામ યોજના (Gramvikas ane Gokul Gram Yojana)	<i>Yojana.</i> XXVIII.XI (2002): 4-6. ISSN: 0971-8397
33	A Taxonomic Evaluation of Banks performance	<i>Management Accountant (ICWA Journal).</i> 36.12 (2001): 885-891,
34	સ્વસહાય જુથો - મહિલાઓનું આર્થિક, સામાજિક અને સંગઠનાત્મક સામર્થ્ય વધારતો વિચાર (Swasahay Jutho – Mahilaonu Arthik, Samajik ane Sangathanatmak Samarthya)	<i>Yojana.</i> XXVIII. VII (2001): 24-25. ISSN: 0971-8397

	Vadharto Vichar)	
35	बायोगैस प्लांट्स - एक सुलभ उर्जा विकल्प (Biogas Plants- Ek Sulabh Urja Vikalp)	Arthasankalan. 35.5 (2001):143-146. ISSN 0976-2086
36	Accounting Policies and Accounting Practices and of Indian PSBs	Udyog Pragati. 25.1 (2001): 42-50.
37	An Economic Evaluation of Tractor and Allied Equipment	Vishleshan. 25.4 (2000): 52-57.
38	Concept of Break Even Analysis and Banks Profitability – A case study	Indian Journal of Commerce. 53 (1&2) (2000): 53-59.
39	कृषि मजदूरोकी आर्थिक, व्यवसायिक एवं सामाजिक परिस्थितियों का मूल्यांकन (Krishi Majduroki Arthik, Vyavasayik avam Samajik Paristhitiyonka Mulyankan)	Gramin Vikas Samiksha. 27.1 (2000): 118-124.
40	Women Development	Management Journal of Bikaner. 4.1 (2000): 30-35.
41	प्राथमिक आरोग्य केन्द्रो (Prathmik Arogya Kendro )	Arthsankalan. 33.1 (2000): 15-18.
42	मानव संसाधन विकास अने सहकार (Manav Sansadhan Vikas ane Sahakar)	Yojana. XXVI.VIII (1999): 19-20. ISSN: 0971-8397
43	पशुपालन खातानी सहाय योजनाओनुं मूल्यांकन (Pashupalan Khatani Sahay yojanaonu Mulyankan)	Godarshan. XIII.5 (1999): 9-11.
44	कुटिर उद्योगो एक अभ्यास (Kutir Udyogo ek Abhyas)	Yojana. XXVI.II (1999): 16-17. ISSN: 0971-8397
45	खेत पेदाशोनी वेचाण व्यवस्था: साबरकांठा जिल्लाना त्रण तालुकाना संदर्भ (Khet Pedashno ni Vechan Vyavastha Sabarkantha Jillana tran Talukana Sandherbhe)	Arthsankalan. 33.6 (1999): pp.177-180. ISSN 0976-2086
46	खेत व्यवसायना विकासमां सहकारी मंडलियोनो फाळो: गोधरा तालुकाने ध्यानमां राखीने (Khet Vyavasayna Vikasma Sahkari Mandalino falo (Godhra Talukane Dhyanma rakhine)	Yojana. XXV.VII (1998): 11-12 (42). ISSN: 0971-8397
47	दूध उत्पादन व्यवसायना अर्थतंत्रनो अभ्यास (Dudh Utpadan Vyavsayna Arthtantrano Abhyas)	Godarshan. XI.5 (1997): 24-26.

### Book Chapters and Book Publication

Sr. No	Name of the Book	Publication Detail
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1	ग्रामीण सहकारिताए (Rural Cooperatives)	U]HZFTDF\ N[CIJS  IGM jIJ;FI SZTL AC[GMGF IJSF;DF\ ;CSFZL 1M+GL ;\EIJT E}IDSF v ISBN: 978-81-933455-2-8, pp.203-207, Harsh Book Agency, Ahmedabad - 2019 (Joint paper)
2	Cooperative and Rural Development	Amul Yatra - An Utterly Butterly Journey, (Joint paper) ISBN: 978-93-85930-25-6, pp.235-239, Reliable Publishing House, 2019
3	:J{l rKS ;\:YF jIJ:YF5G DFU"NIX"SF4 sV[DPALPV[PGF IJnFYL"VMG[ IJQFI p5IMUL 5]:TS 5 SFXGf	XFlgT 5 SFXG4 GJL IN<CL4 ISBN:978-93- 5070-226-0
4	Factors affecting Women SHGs Entrepreneurship	"Sustainable Rural Development Management". Eds.Dr. Lokesh Jain & Dr.Rajeev Patel. Ahmedabad: Reliable Publishing House, 2016. 396-403. ISBN: 978-93-85930-04-1
5	Relevance Of Gandhian Thoughts In Search Of Sustainable Dimensions Of Family And Community Science	"Impact of Micro Finance on Empowerment of Rural Women". Eds.Dr. Jayshree Mehta & Ushaben Patel. Ahmedabad: Garg Publication, 2014. 396-403. ISBN:979-82-320-3533-9
6	Rural Development in India	Micro finance and Women Empowerment – An Overview, Editor Dr. Ashok Trivedi. Anand: 2013. 91-111. ISBN: 978-93-81471-46-3
7	An Accounting Evaluation of the Performance of the Indian Nationalized Banks	New Delhi: Shanti Prakashan, 2003. ISBN: 81- 88652-03-2(HB)
8	Management of Banking and Financial Institutions.	Transparency in the Financial Statements of Banks and Non-Performing Assets. Eds. Dr.Trilok Jain & P.Mohan Rao. New Delhi: Deep & Deep Publication, 2002.16-28.
9	Management of Banking and Financial Institutions.	Application of Activity Based Costing in Banks. Eds. Dr.Trilok Jain & P.Mohan rao. New Delhi: Deep & Deep Publication, 2002.1-15.
10	Strategic Financial Management .	Reporting of Profitability Performance of Public Sector Banks in India. Eds. Dr.Trilok Jain & P.Mohan Rao. New Delhi: Deep & Deep Publication, 2001. 254-265.

### ***Paper Presentation in Conference/Seminars/ workshops***

1	"Community Radio - Zadpi ane Pardarshak Vikasno Pathdarshak" - Paper presented in an International Conference on "Media, Culture and Development: Issues and Perspectives",
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	BAOU, on 7-8 Feb.2020.
2	“Business Correspondent Model - Nanakiy Samaveshitani Dishama Ashanu Kiran” Paper presented in an International Conference on “Ample Opportunities and Growth Prospects in Economy of India”, BAOU, on 7-8 Dec.2019.
3	“Women Empowerment Through Soft Skill Development - A Special Focus on Women Self Help Groups” - Paper presented in National Conference on ‘Skilling India: Achievements and Future Prospects’ by Adult Education Association and HRDC Saurashtra University”, on 29/6/2019.
4	“Role of Cooperative in the Development of Female Sex Workers in Gujarat” - Suresh, Mahesh & Dr. Mayuri Farmer  Role of Cooperatives for Sustainable Rural Development, in collaboration with NCUI, New Delhi, on 21-22 December 2018, at CSRM Gujarat Vidyapith, Randheja
5	“Amul Yatra - An Utterly Butterly Journey “ - Julie Abraham & Dr.Mayuri Farmer  Role of Cooperatives for Sustainable Rural Development, in collaboration with NCUI, New Delhi, on 21-22 December 2018, at CSRM Gujarat Vidyapith, Randheja
6	शहरीकरण और स्थलांतर (Sharikaran Aur Sthalantaran) in one day Regional Seminar on विस्थापन और सांस्कृतिक विलोपन (Visthapan Aur Sanskritik Vilopan) by Hindi language department, Gujarat Vidyapith, Randheja - 21 <sup>st</sup> March 2015.
7	Tourism and Marketing Mix Strategies, Paper Presentation in International Conference on ‘Environmental Sustainability in Tourism’ - by EAST, August 16-17, 2014 at Kanyakumari.
8	‘Corporate Social Responsibility Management’, paper presentation in Absentia, in National Conference on Corporate Social Responsibility, Mumbai
9	Impact of Micro Finance on Empowerment of Rural Women, in National Seminar on Relevance Of Gandhian Thoughts In Search Of Sustainable Dimensions Of Family And Community Science, 8-2-2013 to 9-2-2013, Gujarat Vidyapith, Randheja.
10	स्त्रिओनी घटती जती संख्या (Decreasing Women Population) in State level seminar on female fetus and gender violence- Indian Perspective, 19 September, 2012. Department Of MHRD, M.D. Gramseva Mahavidyalaya, Gujarat Vidyapith, Ahmedabad.
11	Factors affecting women SHG entrepreneurship in National Seminar on Dimension of Sustainable Rural Development Management, CSRM, Gujarat Vidyapith, Randheja, 9-10, January 2012.
12	Accounting Education - some issues, in (coauthor) All India Accounting Association National Conference, Ajmer, May 2001.
13	सामुहिक बायोगैस प्लांट (Community Biogas Plant) in Refresher course, February 2004.
14	Marketing of rural Products - A study of GUSHEEL, Gandhinagar in UCCI conference, Udaipur, January 2004.

15	Management Education - some issues, Paper Presentation in Asian Conference on Management Education, Udaipur, September 2001
16	ग्राम विकासमां व्यवस्थापननो फालो (Role of Management in Rural Development) in National Seminar on Role of Management in Rural Development, CSR, Gujarat Vidyapith, Sadra, July 2001.
17	स्व सहाय जूथो (Self Help Group) in National Seminar on Role of Management in Rural Development, CSR, Gujarat Vidyapith, Sadra, July 2001
18	Accounting policies and practices of Public Sector Banks of India in International Accounting conference, Research Development Association, Calcutta, January 6-7, 2001
19	Application of Activity based Costing - A tool for financial control in Refresher Course organised by ASC, Gujarat University, June 2000
20	Significance of Vocationalization in Commerce education in National Conference on Commerce Education in New Millennium, M.S. University Baroda (in collaboration with ICAI), January 2000
21	Application of Activity based Costing in Banks in All India Accounting Association National Conference, Ajmer, May 2000.
22	Management of NGO in National Conference on Management of NGO, organised by Institute of Management Studies, Bikaner, Rajasthan, 3-4 October-99

### ***Workshops, Seminars & Refresher Course/Orientation Programs Attended***

1	CRO & WRO Training Programme for the experts on 02nd March, 2020, organized by AICTE.
2	Training Program on Rural Development organised by SPIPA, 9/1/2020 to 10/1/2020, Ahmedabad
3	Prasaran Talim Varg, 12/9/2019, Forest Department, Gandhinagar
4	Prasaran Talim Varg, 25/9/2018 to 26/9/2018, Forest Department, Gandhinagar
5	National workshop on Geospatial Technology for Rural Planning and Development, sponsored by Gujarat Council on Science and Technology (GUJCOST) 28/8/2017 to 1/9/2017
6	Two days training programme on Cooperation and Cooperative Management, NCCE-NCUI, New Delhi, 17-18 February, 2017
7	Autonomy in Higher Education, National Workshop from 18/12/2014 to 20/12/2014 at NUEPA, New delhi.
8	Participated in a Short term course on Soft Skill Development at HRDC, Gujarat University Ahmedabad, 5-10 October, 2015.

9	Participated in CSR in Rural Development - March 23-27, 2015, NIRD, Hyderabad.
10	Participated in Gandhi Katha Shibir- January 26-30, 2013, Haripura Boriya, Gandhinagar.
11	Participated in Third Peoples' Education Congress on the Indian Education System - the crisis and the shifting paradigm, organized by Peoples' Council of Education, Gujarat Vidyapith and Lokbharti on 19-23 November 2012.
12	Participated in Maitri Shibir at Sampurna Kranti Vidyalaya, Vedachhi, 9-18 June, 2012
	Participated in Master Trainers on Elimination of Child Labour – 21-23 July, 2008, Mahatma Gandhi Labour Institute, Ahmedabad.
13	Participated in Management of Sectoral program Through PRIs – 7-13 July, 2008, NIRD, Hyderabad.
14	Participated in Community Mobilization for Community Driven Development – 16-21 July, 2007, NIRD, Hyderabad.
15	Attended a Refresher Course in Commerce, at ASC, Gujarat University, Ahmedabad, February, 2005.
16	Attended a Refresher Course in Commerce, at ASC, Gujarat University, Ahmedabad, February 2004.
17	Participated in WTO and its impact on 21 <sup>st</sup> century – North Gujarat University, Patan, April 2003.
18	Participated in Poverty Reduction Strategies Through Cooperatives – 8-10 April 2003, NICM, Gandhinagar.
19	Refresher Course on Cooperation - 16-19 April, 2002, NCUI, New Delhi.
20	Attended Orientation Program at ASC, Gujarat University, Ahmedabad, March-April 2001.
21	Participated in Commerce Education in New Millennium –January 2000, Bhavnagar university, (in collaboration with ICAI), Bhavnagar.
22	Attended a Refresher Course in Commerce, at ASC, Gujarat University, Ahmedabad, June 2000.

### ***Lectures delivered in Refresher Courses***

- Delivered a lecture on 'Rural Marketing' in Refresher course organized by Saurashtra University, 10<sup>th</sup> January 2013.

### ***Lectures Delivered (National/ Local level Programs)***

- Delivered a lecture in SHG Bank linkage program, organized by NICM, Gandhinagar.

### ***Membership in Professional and other Bodies***

Life membership in All India Accounting Association.

### ***Committee Member***

1. Member of IQAC (upto August 2018)
2. Member of Vidya Sabha
3. Member of OBC cell

### ***Examiner ship***

Examiner for P.G. program in Gujarat Vidyapith for MHRM, MA(Economics), B.A.(Social Science) etc.,  
Ph.D. thesis evaluation for C.U.Shah University, Suerndranagar.

### ***Extension Activities***

1. Participated in 'Padyatra' organized by Gujarat Vidyapith, since 2007.
2. Participated in 3 NSS Shibir in 1995, 1996 and 1998
3. Participated in Surat flood relief work.
4. Guided and organized many programs for the PG students for their field visits and internships.