

## CURRICULUM VITAE



### **ASWATHY K K**

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#### **Professional Summary**

I have completed my M.Sc. (C&B) in Rural Marketing Management from Kerala Agricultural University, Vellanikkara and graduation in B.Sc. (Hons.) Cooperation and Banking from Kerala Agricultural University Vellanikkara, an educational institution established in the year 1981 as a part of nationalization of banks in India. I assure you my best performance for the future of your organization.

#### **Education**

DEGREE	UNIVERSITY/ COLLEGE	YEAR OF PASSING	PERCENTAGE
SSLC	Sacred Heart Convent Girls Higher Secondary School Chalaky	2015	95%
Higher Secondary	Sacred Heart Convent Girls Higher Secondary School Chalaky	2017	94%
B.Sc. (Hons)Co- operation& banking	College of Co-operation, Banking& Management at Kerala Agricultural University	2021	82.70%
M.Sc. (C&B) Rural marketing Management	College of Co-operation, Banking& Management at Kerala Agricultural University	2023	84.80%

#### **Areas of interest**

➤ Gardening, cooking, travelling.

## Strengths

- Good Listener
- Well Disciplined and Punctual
- Responsible and Adaptable
- Good Communication.
- Positivity
- Problem Solving

## Personal Information

<b>Date of Birth</b>	:	28 <sup>th</sup> February 1999
<b>Nationality</b>	:	Indian
<b>Languages Known</b>	:	Malayalam, English.

## Research Works

- Post Graduate Research Thesis: **“IMPACT OF GREEN MARKETING ON CONSUMER PURCHASE BEHAVIOUR”**
- Post Graduate Seminar: **“CONSUMER BUYING BEHAVIOUR TOWARDS ELECTRIC TWO WHEELERS IN THRISSUR DISTRICT**
- Under Graduate Project: **“MICROFINANCE THROUGH KUDUMBASHREE- A STUDY ON ITS IMPACT ON THE SOCIO-ECONOMIC EMPOWERMENT OF RURAL HOUSEHOLDS IN THRISSUR DISTRICT”**

## Publications

- Aswathy, K K And Ushadevi K.N. 2024. Determinants of Green Purchase Behavior of Consumers in Ernakulam District, Kerala. Asian Journal of Agricultural Extension, Economics & Sociology. Vol.42 (1):75-82.
- Aswathy, K K And Ushadevi K.N. 2024. Problems Faced by the Consumers While Buying and Using the Electric Two Wheeler in Thrissur District, Kerala, India. Asian Journal of Agricultural Extension, Economics & Sociology. Vol.42 (5):356-363.

## Vocational training

- Attended training in Department of Cooperation for 30 days (15 days in General wing & 15 days in Audit wing)

## Achievements & Awards

- Participated in international conference conducted by SCCS,2019
- Completed a certificate course on local governance organized by KILA
- Worked for 15 days in General wing at Chalakudy taluk and 15 days in Audit wing at Mukundapuram taluk as a part of graduation.
- Worked as a NSS volunteer at college level.
- Worked as a volunteer for Bharat Scouts and Guides and awarded of Rajya Puraskar Badge and Certificate from the governor.
- An active participant in school cultural activities.

## **Skills**

- MS-DOS, MS-WINDOWS, Internet operations, MS-OFFICE, SPSS, R programme and C-Language.

## **Declaration**

This is to certify that all the details given above are true to the best of my knowledge and belief. Thanking you.

Yours faithfully  
ASWATHY K K

Chalakudy  
03-06-2024

Reference: Dr. K. N. Usha Devi (Dean from CCBM, KAU, Vellanikkara)