

# **Dr. Aditi Mathur**

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**Work Experience:** More than 19 years of teaching and training experience in business management

**Areas of Competence:** Human Resource Management, Communication and soft skills training, Strategic management, personality development and entrepreneurial development

## **Present Association**

- **Assistant Professor (Human Resource Management)** at Institute of Agri Business Management, Swami Keshwanand Rajasthan Agricultural University, Bikaner since June 2012
- Subjects taught are:
  - **For MBA (Agri Business)**
    1. Principles of Management
    2. Individual and Group Behaviour
    3. Human Resource Management
    4. Communication for Management and Business
    5. Strategic Management
    6. Technical writing skills
  - **For Ph D (Agri Business)**
    1. Training and Development
    2. Strategic Management
    3. Communication for Management Teachers

## **National Level Research and other Assignments undertaken**

- Appointed member of Broad Subject Matter Area specialist for Agri business Management for PG syllabus and rules designing and development by ICAR on April 5, 2018. Have successfully developed and submitted the course curriculum for further approvals
- Successfully worked as Nodal officer for Agri Clinic and Agri Business Centre, a scheme of Ministry of Agriculture, to carry out training among agri graduates for agripreneurship for 60 days in 2014
- As Project Investigator of ICAR Extramural project titled “Supply demand analysis of professional agricultural human resources in Northern India” from Jan 2016 to March 2017
- Prepared National Agricultural Higher Education Project proposal and presented on behalf of the university in front of ICAR and World bank committee and got the project worth Rs 5 crore approved for the period of 3 years 2018 to 2021.

- Worked as PI for the project titled “Market research analysis of paced tender coconut water in India” under Coconut Development Board, Kochi amount Rs. 5 lakh on June 2017 till August 2018
- Worked as Co organizing secretary for the National Seminar titled “Entrepreneurship and Innovation in Agriculture for socio Economic Empowerment of Farmers” which was being organized under NAHEP funded by ICAR, New Delhi from March 12- 13, 2019
- Worked as training coordinator for ICAR sponsored winter school titled “Soft and Entrepreneurial skills for development of Agricultural Sciences” at IABM, SKRAU from November 13 to Dec 3, 2018

#### **Academic contribution at the university level**

- Worked as course coordinator for the Orientation Program organised by Directorate of HRD, SKRAU, Bikaner from December 18 to January 7, 2018
- Appointed Skill development coordinator for the placement cell of the University
- Appointed Member Secretary, Committee formed to monitor the Academic Programme of College of Home Science, 2013-14, 2nd Dec 2013

#### **Research projects guided**

- 2 PhD scholars awarded degree
- 2 ongoing PhD research works related to Farmer Producer Organisation and Packed Coconut Water
- More than 48 post graduation research works guided for MBA (AB) program
- Guided a student in project report for Diploma in Training and Development, Ministry of HRD, New Delhi

#### **Administrative responsibilities undertaken**

- Placement officer of IABM since 2016 and as Assistant Placement officer from 2012 to 2016. Have been successful in ensuring 100 percent placements of the MBA students of the institute
- Selected as faculty facilitator for PMYUVA project on entrepreneurship development
- Received the charge of Director, IABM in the absence of the Director from 2012 till date
- Performing duty as flying squad under Controller of Examination, Swami Keshwanand Rajasthan Agricultural University since 2013
- Nominated as member Board of Management, Swami Keshwanand Rajasthan Agricultural University on 5<sup>th</sup> August 2013 for a period of two years
- Nominated for the working of Integrated University Management System (IUMS) of SKRAU
- Member of SKRAU website monitoring committee since 2014
- Contributed as Assistant Centre superintendent for Rajasthan Police Exam, 1<sup>st</sup> June 2014

### **Participation in seminar, workshop, conferences and training programmes**

1. Attended ASM & ASMA's Online Faculty Development Program Series titled 'Online Learning Pedagogy and Effective Use of Case Methodology' conducted between May 17, 2020 to May 21, 2020.
2. Qualified the MOOC on Psychology of Learning from May 01-15, 2020 organised by TELAge Team, ICAR – NAARM, Hyderabad
1. Attended online workshop entitled "Evidence Based Teaching and Learning Strategies in Higher Education" to be held from May 13-15, 2020 organised by CREATES, IISER Bhopal, under the aegis of the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) Scheme, MHRD.
2. Attended online Machine Learning Workshop held on April 27, 2020 (Monday) organised by CREATES, IISER Bhopal, with support from NPTEL, IIT Madras.
3. Attended online workshop titled "Incorporating Universal Human Values in Technical Education" 10-14 April 2020 organised by AICTE.
1. National Seminar organised by Indian Society for Extension Education and SKRAU, Bikaner from Nov 14-16, 2019, Holistic Approach For Enhancing Agricultural Growth In Changing Rural Scenario
2. Attended 8 days National Workshop titled "Universal Human Values and Professional Ethics" organised by UCET, Bikaner Technical University from July 5 to 12, 2019
3. Participated in one day training program on Rights of Women held at School of Law, RNB Global University, Bikaner in collaboration with National Human rights Commission, India on Jan 9, 2019
4. Attended 21 days ICAR sponsored Winter school "Fodder Management Strategy for Sustainable Livestock Production under Climate Change Scenario" was held during September 2-22, 2018.
5. Attended HR Conclave 2014 and 2016 organised by CII at Jaipur
6. Attended 21 days refresher course at DHRD on "Climate Change: Scenario, impact on agriculture and mitigation strategies" 18<sup>th</sup> Feb 2014- 10<sup>th</sup> March 2014
7. Attended 2 days workshop in Case Method Teaching" at IIM Ahmedabad organised by Harvard Publishing House from Oct 22-23, 2016
8. Presented research paper in PAN IIM World Conference held at IIM Ahmedabad, Dec 13, 2016 titled "Inclination towards entrepreneurship among agri graduates of Northern India"
9. Participated in Poster Presentation in PAN IIM World Conference held at IIM Ahmedabad, Dec 14, 2016, titled "Improving livelihood of small and marginal farmers in Korba district of Chattisgarh"
10. Organised brainstorming session on the topic "Professional Human Resource Requirements in Agriculture" on May 25, 2016 at IABM

11. Organised brainstorming session at IABM on the topic “Skills gaps in Professional agricultural human resource: Issues and Challenges”. Industrialist, alumni and senior scientist from different parts of the country participated
12. Attended the summit organised by FICCI on the topic” Potential of Agriculture, Agro food processing and its exports in Rajasthan” (28<sup>th</sup> Feb 2013)
13. Attended 6 days SAS training organised by IASRI from 4<sup>th</sup> -9<sup>th</sup> March 2013
14. Presented paper titled “Bridging the skills gap of Agriculture in Rajasthan” at the National seminar held at IABM (March 2013)

#### **Course content development**

- Conceptualise and conduct orientation programme for every new batch for MBA (AB) program since 2012
- Developed life skills content for the Agri Cairns fellow, Barmer for agripreneurship development
- Conceptualised and prepared draft for the establishment of Agricultural Training Institutes by RSLDC
- Conceptualised and developed content for various courses carried out at Radianz for personality enrichment and communication skills development

#### **Previous Associations**

- Founder and Principal Trainer at Radianz Institute for Personality Enrichment (From July 2007- May 2012)
- President of Radianz Society (Rajasthan Society Registration Act 1958, No. 187/2009-10)
- Taught as a Guest Faculty at Institute of Agri Business Management, Rajasthan Agricultural University, Bikaner from October 2000 to March 2004
- Worked as Faculty Member (HRM) at ICFAI National College, Bikaner from January 2005 to November 2006
- Worked as Guest Faculty (HRM) at IABM, Bikaner from January 2007 to June 2012

#### **Experiences as a trainer and evaluator**

- Delivered lectures in Orientation training program of SKRAU newly appointed faculty members during Dec 18 to Jan 7, 2019
- Delivered lectures in Orientation training program of RAJUVAS University on the sessions on Ice Breaking and Emotional Intelligence during March 2019 and May 2019-07-18
- Personality workshop for Instructors at JNV, Jodhpur, 13<sup>th</sup> July 2013
- 20 days soft skills workshop at Dungar College, Bikaner (8<sup>th</sup> Jan 2013 )
- Delivered a lecture on the topic “How to face Interviews” organised by Youth Development Council, Dungar College (13<sup>th</sup> Feb 2013)
- Delivered a session on “Emotional Intelligence” in the 18<sup>th</sup> Orientation program conducted by DHRD, SKRAU (26<sup>th</sup> March 2013)

- External examiner of Business Communication at Rampuria Institute of Management Studies, Bikaner on 8<sup>th</sup> Feb 2014
- Gave a Teachers Training lecture at Army Public School on the topic “Communication skills for effective teaching” on 16<sup>th</sup> April 2013
- Was invited as a judge in the extempore competition organised by Kreatworld- a training institute in Bikaner on 9<sup>th</sup> May 2013
- Delivered a talk at Ajit Foundation, Bikaner on the topic “Careers counselling for adolescent girls” on 20<sup>th</sup> May 2013.
- Invited to deliver a lecture on the topic “Personality Development for a Professional Career” at Rotary Club on 7<sup>th</sup> June 2013.
- Associated as a trainer in Rural Self employment Training Institute (RSETI) and Zila Udyog Kendra, Bikaner for developing communication skills for entrepreneurs.
- Participated as a key note speaker on the topic “Identification of opportunities for Entrepreneurs” organized by Entrepreneurial Development Cell in ‘Entrepreneurship Awareness Program, Engineering College Bikaner, October 2011
- Conducting sessions for adolescent psychology training to the family members of Army Cantt, Suratgarh every year
- Took lectures for “Sarvsiksha Abhiyan” conducted by Govt. of Rajasthan.
- Conducted training sessions at “Army School, Bikaner” and Rashtra Sahayak School in their Teachers Training workshops.
- Participated in event management projects for NIFD, Rajputana Rifles and some local corporate
- Contributed as Faculty member in PIE (Patrika in Education) camp in November, 2004 for Personality development classes
- Had been associated with “Dainik Bhaskar” to teach behavioural science to the young graduates as a part of social contribution drive of the newspaper
- Have participated in various panel discussions conducted by Dainik Bhaskar on issues related to youth and politics
- Delivered lectures on Personality Development in many Professional Colleges of Bikaner like Manda Institute of Technology, Mahila ITI, Polytechnic College, MN Institute of Technology, Keen College etc.
- Conducted Career Guidance Workshop under the aegis of Radianz Society for the management aspirants.
- Have judged many management events like, Paper Presentations, Role plays, Business Plan Proposals etc. at various management institutes like Rampuria Institute of Management Studies, Engineering College Bikaner, College of Technology, Bikaner, MN Institute of Science and Technology, Bikaner
- Participated as a expert speaker in a session on Communication skills for Tourist guides conducted by RTDC, June 2011
- Delivered talk at Personality workshop for Instructors at JNV, Jodhpur, 13th July 2013

## **Educational Qualifications**

- Master of Business Administration (MBA), M.D.S. University (Ajmer), Institute Of Management Studies- Bikaner (1997-99) Major: Marketing, Minor: Human Resources Management.
- Bachelors in Science (Mathematics), St. John's College, Agra (1993-96)
- Ph.D from Banasthali Vidyapeeth, Banasthali, 2014
- Qualified M.Phil (Mgmt.), 2011 from Madurai Kamaraj University, Madurai
- Qualified NET (June' 99) eligibility test for lecturership, Conducted by U.G.C. Subject: Marketing Management
- 3 month distance learning certificate course in Organic farming conducted by DHRD, SKRAU
- Qualified online courses conducted by APO, Tokya on Value Addition in Agriculture
- Pursuing MA (Psychology) from IGNOU since Dec 2018

## **Memberships and Associations**

- Associate member of AIMA and ISTD since June 2006 and have attended many workshops at Jaipur and Delhi.
- Member of National HRD Network
- Life Member of "Rajasthan Society of Extension Education" (Jan 2013)

## **Awards and Recognition**

- Received "Sheroes Award" from local FM channel 91.1 for significant contribution in education sector
- Awarded Certificate of Appreciation by Hon Vice Chancellor, SKRAU on Aug 15, 2017
- Awarded Certificate of Appreciation by Baheti Panchayat Trust, Kolkata as a Women Entrepreneurial contribution, Oct 2011
- Rated as the "Best Trainee" in the one month long training at ICFAI (HQ), Hyderabad from September to October 2006
- Received Nation Builder Award by Rotary Club of Bikaner Aadhya on Sept 5, 2019 in the field of agriculture

## **Articles and Research publications**

- Conceptualized and written the courseware of "Radianz Institute for Personality Enrichment" on various courses like Communicative English, Personality Development, Soft skills for professionals and preparation for Competitive examinations.
- Mathur A. (2012), Empowering women through Entrepreneurship, *Glimpses International Journal of Higher Studies*, ISSN: 2249-5711, Volume-I, Issue-IV
- Article titled "Joy of Failure" published in *Genesis*, a magazine published by IABM, Bikaner.
- Contributed two papers titled "Agri Business policy in Rajasthan" and "Agri infrastructure in Rajasthan" for the souvenir of National Seminar on 19-20<sup>th</sup> March 2013

- Mathur and Tyagi (2013), Strategies to make SHGs Instrumental for Social Change among Rural Women of Rajasthan” published in Rajasthan, *Journal of Extension Education*, Vol. 21-22 issue 2013 & 2014
- Bannor Richard Kwasi, Surjeet Randhir Singh Dhaka, Aditi Mathur, Longo Joseph (2014), An Assessment of Listening Abilities of MBA Students , *International Journal of Social Science & Interdisciplinary Research*, Vol. 3 (6), pp 247-259
- Mathur A. (2015), Factors affecting Job Satisfaction among Academic Employees of Higher Education Institutions in Bikaner district of Rajasthan, *Journal of Strategic Human Resource Management*, Vol 4 Issue 1, pp 40-55
- Mathur A. (2015) Bridging the Skill Gap of Agriculture Sector in Rajasthan, Agriculture: Innovation, Strategy & Technology in 21st Century Volume – I Archers and Elevators Publishing House First Edition 2015, pp 67-74
- Masih, Sharma and Mathur (2015), Comparative study of SKRAU nursery with other private nurseries of Bikaner, *International Journal of Agricultural Science and Research (IJASR)* ISSN(P): 2250-0057; ISSN(E): 2321-0087 Vol. 5, Issue 3, 113-124
- Bannor, Longo, Dhaka and Mathur (2015): Evaluation of training workshop on personality development, *International Journal of Research in Economics and Social Sciences*, Volume 5, Issue 9, pp 34-42
- Sharma, M. and Mathur, A. (2016) Boosting mango exports with GAP adoption: Challenges and Prospects, *International Journal of Research in Business Management*, May 2106, Vol 4, issue 5 pp: 35-46
- Mathur A. (2017) Ideal Management Education, *Higher Education Review*, March – April 2017, Vol 5 issue 3pp. 26-27
- Sharma M., Sharma R. and Mathur A., (2017) Promoting win –win farmer – industry interaction: Case of Good Agricultural Practices, *India Journal of Economics and Development*, Vol 13, No. 1a, April 2017, pp:735-739
- Rathore, R and Mathur, A. (2018) Entrepreneurship development in medicinal and aromatic plants: prospects and challenges, *International Journal of Economic Plants*, 5(1): 032-035
- Gadhe, S. and Mathur, A. (2018) Overview of Homestead Farming- Coconut in Kerala, *International Journal of Bio resource and Stress Management*, 9(2): 249-252
- Ajmal A. and Mathur A (2018) Farmer producer organisations (FPOS): An approach for doubling farmer income by 2022 *Journal of Pharmacognosy and Phytochemistry* ; 7(6): 1321-1325
- Rathore Rakesh and Mathur Aditi (2019) A study on role and prospects of micro, small and medium enterprises in India. *Journal of Pharmacognosy and Phytochemistry*; 8 (1) 2046-2049 NAAS Rating 5.21
- Rathore Rakesh and Mathur Aditi (2019) Scope of cultivation and value chain perspectives of medicinal herbs in India: A case study on Aloe Vera and Isabgol. *Journal of Pharmacognosy and Phytochemistry*. 8(2) 243-246 NAAS Rating 5.21

- Mathur. A (2019) Communication skills: An article published in the compendium of lectures of Orientation training programme, published by DHRD, SKRAU, Bikaner
- Rathore R. and Mathur A. (2020). Constraints faced by farmers in Ghritkumari (Aloe vera) production and marketing in Churu district of Rajasthan. *Green Farming* Vol. 11 (1) : 87-90; January-February, 2020
- Gadhe S. & Mathur. A. (2019). Source Of Awareness Regarding Packed Tender Coconut Water In India. *International Journal of Agriculture Sciences*, Volume 11, Issue 19, 2019, pp.-9110-9112.

### **Books**

- Co compiled and co edited a book on Compendium of lectures of Orientation training programme, published by DHRD, SKRAU, Bikaner, publication/dhrd/2018/1
- Pareek N. K, Mathur A. , Rathore Manju (2019): Book titled “Entrepreneurship and Innovation in Agriculture for Socio Economic Empowerment of Farmers” (2019) published by Swami Keshwanand Rajasthan Agricultural University, Bikaner. pp. 152. ISBN: 978-81-868824-4-8