

Dr. Aditi Mathur

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Work Experience: More than 20 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 agriprenuership 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 packed 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
- Appointed as Moderator of Objective Type Questions for National Eligibility Test/ARS (Prelims)/ Refinement of Question Bank in the discipline Agri Business Management in December 2017 by Agricultural Scientists Recruitment Board(ASRB), (Indian Council of Agricultural Research)(ICAR)
- Appointed as an external member of the Academic Council at RNB Global University, Bikaner on Feb 2023.

Academic contribution at the university level

- Appointed member of Technical Cell of SKRAU, Bikaner constituted to deal with technical matters related to GOI/ ICAR/ State Govt as and when required by Hon’ble VC on Dec 5, 2022.
- 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

- 4 PhD scholars awarded degree
- 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 5th 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, 1st June 2014

Participation in seminar, workshop, conferences and training programmes

1. Successfully completed 21 days ICAR Sponsored Winter School on “Commercialisation of Arid fruits and vegetables through modern approaches” organised by Central Institute for Arid Horticulture, Bikaner during Feb 1- 21, 2023.
2. Participated and received Best Paper Award in 2nd International Conference on Business and Management organised by Delhi Technological University, on Jan 19, 2023.
3. Successfully completed an online training programme on, “Nurturing Entrepreneurial Ecosystem in Agricultural Universities” during August 23-27, 2022 organised by NAARM, ICAR, Hyderabad.
4. Successfully completed Professional Development Programme on “Empowering Research & Statistical Methods” from July 25 to 29, 2022 through online mode, organised by National Institute of Technical Teachers Training and Research, Chennai (NITTTR).
5. Acquired certificate for participating in the online workshop titled, “Me and World through Neuron” during June 11-12, 2022 delivered by Prof. Alok Bajpai, IIT Kanpur organised by NPTEL
6. Qualified online training programme on “Enhancement of Teaching Competencies of Agri Faculty” conducted by ICAR, NAARM during March 1-5, 2022.
7. Qualified Massive Open Online Course (MOOC) on “Digital Teaching Techniques” conducted by ICAR- NAARM during Dec 1- 31, 2021.
8. Qualified Massive Open Online Course (MOOC) on “Theoretical Foundations of Educational Technology” conducted by ICAR- NAARM during June 1 -30, 2021.
9. 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.
10. Qualified the MOOC on Psychology of Learning from May 01-15, 2020 organised by TELAge Team, ICAR – NAARM, Hyderabad

11. 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.
12. Attended online Machine Learning Workshop held on April 27, 2020 (Monday) organised by CREATES, IISER Bhopal, with support from NPTEL, IIT Madras.
13. Attended online workshop titled "Incorporating Universal Human Values in Technical Education" 10-14 April 2020 organised by AICTE.
14. 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
15. Attended 8 days National Workshop titled "Universal Human Values and Professional Ethics" organised by UCET, Bikaner Technical University from July 5 to 12, 2019
16. 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
17. 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.
18. Attended HR Conclave 2014 and 2016 organised by CII at Jaipur
19. Attended 21 days refresher course at DHRD on "Climate Change: Scenario, impact on agriculture and mitigation strategies " 18th Feb 2014- 10th March 2014
20. Attended 2 days workshop in Case Method Teaching" at IIM Ahmedabad organised by Harvard Publishing House from Oct 22-23, 2016
21. 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"
22. 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"

23. Organised brainstorming session on the topic “Professional Human Resource Requirements in Agriculture” on May 25, 2016 at IABM
24. 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
25. Attended the summit organised by FICCI on the topic” Potential of Agriculture, Agro food processing and its exports in Rajasthan” (28th Feb 2013)
26. Attended 6 days SAS training organised by IASRI from 4th -9th March 2013
27. Presented paper titled “Bridging the skills gap of Agriculture in Rajasthan” at the National seminar held at IABM (March 2013)

Course content development

- Conceptualised and conducted 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, 13th July 2013
- 20 days soft skills workshop at Dungar College, Bikaner (8th Jan 2013)

- Delivered a lecture on the topic “How to face Interviews” organised by Youth Development Council, Dungar College (13th Feb 2013)
- Delivered a session on “Emotional Intelligence” in the 18th Orientation program conducted by DHRD, SKRAU (26th March 2013)
- External examiner of Business Communication at Rampuria Institute of Management Studies, Bikaner on 8th Feb 2014
- Gave a Teachers Training lecture at Army Public School on the topic “Communication skills for effective teaching” on 16th April 2013
- Was invited as a judge in the extempore competition organised by Kreatworld- a training institute in Bikaner on 9th May 2013
- Delivered a talk at Ajit Foundation, Bikaner on the topic “Careers counselling for adolescent girls” on 20th May 2013.
- Invited to deliver a lecture on the topic “Personality Development for a Professional Career” at Rotary Club on 7th 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 19-20th 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 R. and Mathur A. (2018). Pomegranate (*Punica granatum*) Cultivation in Arid and Semi-arid Region of Rajasthan, *Popular Kheti*, Volume -6, Issue-2 (April-June)

- Rathore R. and Mathur A. (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 R. and Mathur A. (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
- 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.
- Anjali, Mathur A. and Bhandari K. (2020), Suitability and Acceptability of model agricultural produce and livestock marketing Act-2017 by different States of India. *Indian Journal of Agricultural Marketing*, 34 (3), pp.- 53-77, NAAS- 4.04
- 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
- Rathore R. and Mathur A. (2021) Production and Marketing Efficiency of Ghritkumari Cultivation in Rajasthan. *Indian Journal of Economics and Development*. Volume 17 No.4, 2021, 903-909 NAAS score 5.15 Indexed in Scopus
- Kavitha P., Mathur A., Beniwal A. (2022) Marketing of Chili Seeds in Anantapur District of Andhra Pradesh, *International Journal of Science and Research*, Volume 11 Issue 3, March 2022, 1098 - 1103
- Rashtrapal R.B., Mathur A., Beniwal A. (2022), Farmer Producer Organisations in Maharashtra: Prospects and Challenges, *Asian Journal of Agricultural Extension, Economics & Sociology*, Volume 40, Issue 11: 203-218
- Beniwal A. and Mathur A. (2022). Farmers' Wellbeing: A Scoping Review of Psychological and Social Wellbeing of Farming Community, *Bhartiya Krishi Anusandhan Patrika*, 10.18805/BKAP532
- Beniwal, A. and Mathur, A. (2022). Farmers' Wellbeing: A Scoping Review of Psychological and Social Wellbeing of Farming Community. *Bhartiya Krishi Anusandhan Patrika*. DOI: 10.18805/BKAP532.

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 M. (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

Reports

- Published a report for the project of Indian Council of Agricultural Research, New Delhi titled titled “Supply demand analysis of professional agricultural human resources in Northern India” from Jan 2016 to March 2017
- Published a report of the project titled “Market research analysis of paced tender coconut water in India” under Coconut Development Board, Kochi on June 2017 till August 2018.