

Dr. Aditi Mathur

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Work Experience: More than 23 years of teaching, counselling and training experience in professional skills development of students and professionals

Areas of Competence: Human Resource Management, Career and Personal Counseling Communication and Soft Skills Training, Organisational Behaviour, Personality Development and Entrepreneurial Development

Present Association

- **Assistant Professor (Human Resource Development)** at Institute of Agri Business Management, Swami Keshwanand Rajasthan Agricultural University, Bikaner since June 2012
- Subjects taught are:
 - **For MBA (Agri Business Management)**
 1. Principles of Management and Organizational Behaviour
 2. Human Resource Management
 3. Communication for Management and Business
 4. Human Resource Competence and Capacity Building Systems
 5. Technical writing skills
 - **For PhD (Agri Business)**
 1. Knowledge Management
 2. Communication for Management Teachers
 3. Training and Development

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 Indian Council for Agricultural Research (ICAR) on April 5, 2018. Have developed and submitted the

course curriculum which has been successfully implemented for all the State Agricultural Universities under the accreditation of ICAR.

- 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 under my guidance

The topics of research work done are:

- A. Indian Mango Exports with Good Agricultural Practices (GAP): Challenges and Prospects (2017)
 - B. Production and Value Chain Analysis of *Isabgol* and *Ghririkumari* in Rajasthan (2019)
 - C. Farmer Producer Organisations in Rajasthan: Prospects and Challenges (2020)
 - D. Market Analysis of Packed Tender Coconut Water in India (2020)
- More than 120 post graduation research and project works guided for MBA (Agri Business Management) program
 - Guided a student in project report for Diploma in Training and Development, Ministry of HRD, New Delhi

Administrative responsibilities undertaken

- Heading the **Career counselling and placement cell of IABM** since 2016 and as Assistant Placement officer from 2012 to 2016. The cell is responsible for developing corporate relations, inviting and coordinating guest lectures, facilitating short projects, planning and executing industrial outreach programs, publication of placement brochure, summer and final placements. Have been successful in ensuring 100 percent placements of the MBA students of the institute since the charge undertaken.
- Working as Examination incharge of the institute since 2017 for discharging duties like planning, organising and conducting examinations of post graduation and doctoral studies fairly and credibly
- 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
- Member of screening and selection committee for the admissions to MBA (ABM) and PhD (ABM) programs since 2012
- Member of Anti ragging Committee to maintain harmonious relations among the batches since 2012

Trainings organized

- Worked as Assistant Coordinator for the one day workshop “Career in Agri Business Management” in all the Agricultural colleges of Rajasthan during August 2012
- As Co-coordinator for one day Workshop on “Campus to Corporate” on Oct 20, 2012 at IABM
- Coordinator in Workshop on “Personality Development”organised by Directorate of Human Resource Development, SKRAU during July 6-11, 2015
- Assistant Coordinator for two days workshop “Capacity Building Training programme of Futures Trading sponsored by Forward Market Commission, Mumbai on March 23- 24, 2015 at IABM
- Coordinator for the training program on “Digitization and PFMS” for the technical staff of SKRAU, Bikaner during Feb 7-8, 2018
- Coordinator for one day workshop on “Academic Ethics and Integrity” on May 15, 2018 at DHRD, SKRAU
- Workshop Coordinator for two days workshop on “Scientific writing for Agri Business Professionals” during Sept 20-21, 2019 at IABM
- Training Coordinator for “Basic course in smart film making in the field of agriculture” in collaboration with Film and Television Institute of India, Pune during Sept 30- Oct 6, 2019 at IABM

- Coordinated National level Business plan competition ‘The Next Seed’ at IABM on Sept 30, 2020
- Training Coordinator for four days hands on training on ‘Data driven solutions for business using EXCEL and Power BI’ held at IABM during Dec 27-30, 2021

Participation in seminar, workshop, conferences and training programmes

1. Presented two papers in National Seminar held at UAS, Bengaluru during June 22-24, 2023
2. Attended International Agribusiness Conclave on Production, Processing and Value addition of millets during March 21-22, 2023 organised by SKNAU Jobner, held at Rajasthan Agriculture Research Institute, Durgapura, Jaipur.
3. 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.
4. Participated and received Best Paper Award in 2nd International Conference on Business and Management organised by Delhi Technological University, on Jan 19, 2023.
5. Successfully completed an online training programme on, “Nurturing Entrepreneurial Ecosystem in Agricultural Universities” during August 23-27, 2022 organised by NAARM, ICAR, Hyderabad.
6. 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).
7. 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
8. Qualified online training programme on “Enhancement of Teaching Competencies of Agri Faculty” conducted by ICAR, NAARM during March 1-5, 2022.
9. Qualified Massive Open Online Course (MOOC) on “Digital Teaching Techniques” conducted by ICAR- NAARM during Dec 1- 31, 2021.
10. Qualified Massive Open Online Course (MOOC) on “Theoretical Foundations of Educational Technology” conducted by ICAR- NAARM during June 1 -30, 2021.

11. 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.
12. Qualified the MOOC on Psychology of Learning from May 01-15, 2020 organised by TELAge Team, ICAR – NAARM, Hyderabad
13. 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.
14. Attended online Machine Learning Workshop held on April 27, 2020 (Monday) organised by CREATES, IISER Bhopal, with support from NPTEL, IIT Madras.
15. Attended online workshop titled "Incorporating Universal Human Values in Technical Education" 10-14 April 2020 organised by AICTE.
16. 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
17. Attended 8 days National Workshop titled "Universal Human Values and Professional Ethics" organised by UCET, Bikaner Technical University from July 5 to 12, 2019
18. 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
19. 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.
20. Attended HR Conclave 2014 and 2016 organised by CII at Jaipur
21. Attended 21 days refresher course at DHRD on "Climate Change: Scenario, impact on agriculture and mitigation strategies" 18th Feb 2014- 10th March 2014
22. Attended 2 days workshop in Case Method Teaching" at IIM Ahmedabad organised by Harvard Publishing House from Oct 22-23, 2016

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

Teaching Methodology and Course Content Development

1. Conceptualised and executed the concept of Industrial Outreach program 2017 onwards at IABM for the Semester 1 course curriculum with the aim to sensitize the students for corporate, agriculture and farming community behaviour
2. Krishi Haat a simulation exercise which is one day agricultural exhibition was designed as a part of the course curriculum of the subject Communication for Management Teachers of Ph.D (Part-I). The students participate as agri busienss service providers to the farmers of the local community. This event is being organised every year by the institute since 2015.

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 R. K., Dhaka S, Mathur A., Joseph L.(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
- Mathur A., Dhaka S.S, and Urmila (2015).Prospects of Agri Tourism in Bikaner district of Rajasthan. *Indian Journal of Economics and Development*. Vol 11 (4), pp 923-932
- Masih J., Sharma M. and Mathur A. (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
- Sharma M. Masih J. 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

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.