

CAREER PROFILE OF PROF (DR) RAJAT K. BAISYA

A. PERSONAL DATA :

Name : Dr. Rajat Kanti Baisya

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B. EDUCATIONAL :

- Bachelor of Science with Honours in Chemistry from Calcutta University (1964)
- Bachelor of Technology from Jadavpur University (1968)
- Master of Technology from Jadavpur University (1970)
- Ph. D. in Engineering from Jadavpur University (1976)
- AMIChE in Chemical Engineering from Indian Institute of Chemical Engineers (1970)
- Certificate Course on INTELLECTUAL PROPERTY RIGHT (IPR) from World Intellectual Property Organization (WIPO), Geneva (2001)
- Certified Management Consultants (CMC) examination from the International Council of Management Consulting Institutes (ICMCI, 2002)

Consistently high academic records and scholarship holders. Area of specialization Chemical Engineering, Biochemical Engineering, Food Technology & Agricultural Engineering, Marketing Management, Strategic Management, Project Management and International Business, Energy management and Sustainable development.

C. TRAINING & OTHER PROFESSIONAL QUALIFICATION:

- One year training programme in Operations Research, Numerical Analysis and Computer Programming from Regional Computer Center Jadavpur University in 1972

- Attended a training programme in Strategic Marketing jointly conducted by Stanford University, USA and INSEAD, France
- Attended International Programme on MARKET RESEARCH in 1994
- Attended a programme on Finance for Non-finance Executive conducted by Institute of Chartered Financial Analyst of India
- Attended a training course on Total Quality Management(TQM) conducted by Eicher Consultants jointly with A.T.Kearney .
- Attended a training programme on Top Management Overview on MRPII conducted by Oliver Wight Education Association, USA.
- Attended a course on Mergers & Acquisitions at the Administrative Staff College of India, Hyderabad.
- Certified lead Assessor of International Project Management Association

D. RESEARCH EXPERIENCE AND SCIENTIFIC ACHIEVEMENT

- Have got six years of research experience in various research projects sponsored by Council of Scientific and Industrial Research (CSIR), ministry of Defense and University Grant Commission (UGC), Govt. of India. Major areas of research activities are Heat and Mass Transfer, Fermentation Technology, Food Technology, Oil Technology and Biotechnology.
- Published several research papers in various leading technical journals covering broader areas of my research. I have also published several technical articles and presented technical papers in symposia. Total scientific and technical publication is over fifty (List enclosed).
- Published over 300 research articles in the area of marketing management, project management and strategic management.
- Published over 250 industry series articles on processed food industry in India.

1. AWARDS :

- Awarded **Gardner Award** of the Association of Food Scientists and Technologists (India) for the year 1974 for publishing best research paper during the year.
- Awarded **Dr J.S.Pruthi Award** for the year 2001 for significant contribution to the Processed Food Industry
- Awarded **National Institute of Management & Technology Commendation Award** for the year 2002 for corporate Excellence & significant contribution in the areas of corporate turnaround strategies and change management.
- Awarded **Siksha Ratan Award for 2009** by International Friendship Society of India, New Delhi

E. Editorial Board Member:

I have been inducted to the editorial board of the following reputed Indian and International journals as member of the editorial board:

- a. Journal of Scientific & Industrial Research 60 years old leading publication of CSIR)
- b. International Journal of Project Management (an Elsevier Publication)
- c. PM Today, USA
- d. PM Research
- e. International Journal of Asia Entrepreneurship & Sustainability (published from Philippines)
- f. Consulting Editor of Processed Food Industry (a trade journal from India)
- g. Journal of Food Science & Technology (Journal of Association of Food Scientists & Technologists)
- h. Indian Food Packer (60 years old journal of Food Processors Association of India)
- i. Journal of Economica of Romania (published by Human Resource Ministry of Govt of Romania Publication)
- j. Chief Editor of Newsletter of Research Management Board of International Project Management Association (IPMA) published quarterly – between 2005-2010.
- k. Founder Chief Editor of Journal of Advances on Management Research (first time design, named, registered and introduced under my editorship when I served as HOD DMS). This is now been taken over by Emerald.
- l. **Consulting Editor** for the Journal of Beverage and Food world.
- m. **International Advisory Board Member** of the leading journal on Project Management PM Today published from USA
- n. **Guest Editor of special Issue (March 2007) focused on Telecom Industry and Management of Journal of Scientific & Industrial Research**
- o. **Guest editor of Special Issue (June 2007) focused on Agro, Food and Bioprocess Engineering of Journal of Scientific & Industrial Research.**
- p. **Appointed as Panel of Experts for 2007-2009 by NISCAIR (National Institute of Science Communication and Information Resources under CSIR) for Dissemination of Information.**

F. PATENT:

- **Designed** and patented an electrical device with unique features for mosquito repellent mat. The product is now in the market.
- **Designed** and patented improved version of continuous liquid insecticide spray pump, which has been marketed.

G. LANGUAGES KNOWN:

- Can read, write and speak English, Bengali and Hindi Languages. Also got working knowledge of German language having scored highest marks in foreign language paper in the University.

H. OTHER EXPERIENCE:

- Have negotiated various deals in Technology Management and Project Export
- Have experience of working with all financial institutions for term loan for projects and also working capital loan.
- Founder Director of Household Insecticide Manufacturers Association (HIMA)
- Visiting Professor at Asian Council of Logistic Management, Calcutta.
- Founder President of 'Project and Technology Management Foundation'

I. PROFESSIONAL MEMBERSHIP AND FELLOW:

I am a Life member of the following professional bodies:

- Indian Institute of Chemical Engineers
- Institution of Engineers (India)
- Institution of Standard Engineers (India)
- All India Food Processors Association
- All India Association of Food Scientists & Technologists (India)
- Association of Biotechnologists (India)
- Strategic Planning Society of UK
- Delhi Advertising Club
- Alumni Association of Administrative Staff College of India
- Consultancy Development Centre promoted by Ministry of Science & Technology, Govt. of India
- Institute of Management Consultants of India
- American Institute of Technology Management
- Asian Council of Logistic Management
- Society for Scientific Value
- Project Management Association

I have been elected a Fellow of:

- **Institute of Engineers (India)**
- **Indian Institute of Chemical Engineers**
- **Institute of Management Consultants of India**
- **World Academy of Productivity Sciences Canada**

J. OTHER QUALIFICATIONS, ACHIEVEMENTS AND RECOGNITION:

- Qualified chartered Engineer and registered valuer.

- Served as a Member of several committee of Bureau of Indian Standards (BIS).
- Member of Technical Advisory Committee attached to the Ministry of Food, Govt. of India.
- Regular guest speaker in IIT, IIM and other technical and management institutions. Even before joining IIT Delhi I served as Honorary Visiting Professor of IIT Delhi as well as IIT Kharagpur.
- Ph.D thesis examiner of Bombay University, Delhi University, Assam University, Gauhati University, Kurukshetra University, Thapar Institute , BITS Pilani , IITs and IIMs, Pune University.
- Member of the Indian delegation in International Standardization Organization (ISO) in 1980.
- Paper setter and examiner in Indian Administrative Service and state civil service for many states
- Represented Confederation of Indian Industries (CII) In the Committee for The Ministry of Environment & Forest, Govt. of India, on Labeling requirements for environment friendly food products.
- Member Executive Committee- Northern Region of Indian Institute of Packaging.
- Member of the Steering Committee on Technology Development Mission (of Govt. of India) on Genetic Engineering and Biotechnology in the areas of human health, plant tissue culture and manufacture of biochemical.
- Written a chapter in Convenience foods in “Encyclopedia on Life Support System” published by the Govt. of UAE.
- Contributed a series of articles in The Processed Food Industry (a monthly magazine) under the theme “Changing Face of Processed Food Industry in India”. Written over 120 articles and published one book under the same title.
- Founder Member of Global Institute of Flexible System Management (GIFT).
- Honorary visiting Professor of Strategic management and Marketing management at the Department of Management Studies, Indian Institute of Technology, Delhi.,
- Invited as guest to participate by Canadian Government in the World Food Convention held in Vancouver, Canada in 1990.
- Invited by the Italian government to visit the Industrial trade fair “Cosmoprof” in Bologna, Italy in 1999 as part of the Italian global trade delegation.
- Honorary visiting Professor of Marketing at the Vinod Gupta Institute of Management and also a Professor at the Department of Food, Dairy and Agriculture Engineering at Indian Institute of Technology, Kharagpur.
- Visiting Faculty and also post graduate thesis examiner at the Department of Biochemical Engineering and Biotechnology, Indian Institute of Technology, Delhi.
- Honorary treasurer of Indian Institute of Chemical Engineers, Bombay Chapter for two years.
- Have widely traveled in India and abroad and have negotiated many joint ventures in food processing, food retailing and FMCG industries.

K. OTHER RECOGNITION:

1. Appointed as the Visitor's nominee to the selection committee for faculty recruitment at Indira Gandhi National Open University (IGNOU)
2. Appointed as the Visitor's nominee to the selection committee for faculty recruitment at Assam University (a central university).
3. Appointed as the nominee of the Board of Governors of IIT- Kharagpur as member of the selection committee of the faculty in the Vinod Gupta School of Management.
4. Appointed as member of the board of Governors of Army Institute of Management, Greater Noida under the Armed Forces of The Ministry of Defense , Govt. of India
5. Appointed as the nominee of the Board of Governors of Mata Vaishnu Devi University as member of the selection committee of the faculty in the School of Management.
6. Appointed as Member of the Committee on Advanced Study & Research (CASR) of Aligarh Muslim University (AMU)
7. Appointed as the Visitor's nominee for selection and also promotion of the faculty at Department of Commerce as well at Faculty of Management Studies (FMS) Delhi University

L. Special Recognition:

1. Inducted as the country (India) representative in the Research Advisory Board Member of the International Project Management Association.
2. Appointed as Member of the Task Force formed by the Ministry of Heavy Industries and Public Sector Enterprises for signing MOU between PSUs with the concerned administrative ministry of Govt. of India (**Task Force Member of Petroleum Group**)
3. Member of the Research Advisory Board of the Ministry of Agriculture, Govt. of India
4. Appointed Visitors nominee at IGNOU, NIT – Kurushektra, Delhi University, Department of Commerce.
5. Appointed Member of the Board of Studies of All India Management Association (AIMA)
6. Appointed as member of Academic Council of Narsee Manjee Institute of Management & Higher Studies (deemed university) , Mumbai
7. Appointed as member of Governing Council of Mata Vaishnu Devi University, Jammu
8. Appointed as Member of the Advisory Committee for Centre for Research, Planning & Action, New Delhi
9. Appointed as Member of the Programme Committee of the Consultancy Development Centre, An Autonomous institution promoted by DSIR, Ministry of Science & Technology, Govt. of India.

10. Appointed a member of the Task Force For Curriculum Development for the academic programme at National Institute for Food Technology Entrepreneurship Management (NIFTEM).
11. Member of the three-member committee for granting Deemed University status to NIFTEM

M. Company Directorship:

Appointed as Independent Director by Govt of India for the following companies:

1. Rajasthan Electronics & Instruments Ltd (A PSU – a nominee Director of Govt of India)
2. Booker India Pvt. Ltd –a wholly owned subsidiary of Booker Group Plc. UK (a USD 10 billion multinational corporation famous for their literary award BOOKER Prize)
3. North Eastern Development Finance Corporation Ltd (NEDFI) a leading financial institution promoted by a consortium of banks including SBI, IDBI, ICICI and Ministry of DONER, Govt of India for the development of north eastern states.

I am also Director on board of the following companies :

1. Frontier Agro Industries Pvt. Ltd
2. Strategic Consulting Group Pvt. Ltd

N. Founder of Scientific Society :

1. Founder President of “Project & Technology Management Foundation” (PTMF). **The foundation is devoted to promotion of research and scientific knowledge in the areas of Project and Technology management. There are five more senior professors of IIT Delhi and eight very senior industry executives are the co-promoters of this nonprofit society. PTMF publishes a peer reviewed quarterly-International Journal of Project & Technology Management**

O. Visiting Professorship:

- Served as **Visiting Professor of Strategic Management at Ecole Nationale des pont Chaussets ENPC- International Business School, Paris.** Taken a full course on the subject.
- Served as **Visiting Professor at The Northwestern Polytechnical University (NPU), Xian, China on Marketing Management, Strategic Management and Project Management**
- Served as **Visiting Professor at Faculty of Logistics, University of Maribor, Slovenia and taught three courses on Supply Chain Management, Logistics Management and Strategic Management.**
- **Delivered Lecture as Visiting Professor at University of South Denmark, Odense, Denmark.**
- Serving as **Visiting Professor of Strategic Marketing and International Business at Department of Business Administration, Assam University (a central University).**

- Serving as Visiting Professor of Cranefield College of Project and Programme Management., Jonesburg, South Africa.
- Adjunct Professor of Indian Institute of Management, Rohtak and teaching New Product Development Strategy.
- Serving as Visiting Professor at National Institute of Technology (NIT) Silchar, Assam and teaching Project Management
- Distinguished Professor of Marketing and Strategy and also member of the Academic Council of Woxsen School of Business at Hyderabad.
- Visiting Professor at Dept of Business Administration at Gauhati University.

P. Ph. D. Thesis Guided:

Ph.D. thesis guided :

- Study on the Competitiveness of Indian Apparel Industry in the post quota regime under WTO by Anuradha Balaram. The degree was awarded in the year 2004
- Role of Aesthetics in Marketing: A study In the Indian Context – By Ganesh Das. The degree was awarded in 2005.
- Customer Satisfaction in The Service Sector: A case Study of The Domestic Airlines Industry – By Robin Sarkar – The degree was awarded in Feb 2006.
- Consumer Innovativeness: A select study of Organic Food and Fashionable Ethnic Wear in India- By Somnath Chakraborty, Degree awarded in 2009.
- Select Issues in Supply Chain Performance Measurement System- By Parikshit Charan- Degree awarded in 2010.
- Model for E- Governance to manage Treasury Functions – A study in the Indian context – By Siddharth. Degree Awarded in 2011
- Consumer Purchase Behavior of Store label brands – a Study of select Processed Food Categories in India - By Pankaj Priya – Degree Awarded in 2014
- Impact of Knowledge and Technology Management on the Performance of Small & Medium Industries in India- A study of select SME categories-By T. Vijaykumar- research work in advanced stage
- How E- Governance Initiatives helped improving Organizational Performance – A study of select industries in health and agricultural sector – By Siddarth Tiwari- work is in progress
- Performance Measurement of Supply Chain Management in the Organized Retail sector in India - By Susmita Paul (she has been registered under me for her Ph.D. in Aligarh Muslim University. Registered through All India Management Association (AIMA)- Degree Awarded in 2014

Q. CONTRIBUTION IN THE FIELD OF MANAGEMENT

- Regular contributor of management articles and articles on business strategy and policy in The Economic Times, The Business Standard, The Observer and other leading economic dailies and magazines. Also presented papers on topical management issues in various symposia. For the Observer I was writing a **fortnightly column (Third Eye)** on Strategic management published every alternate Wednesday. Published over fifty articles (List attached). I have been **recognized as a turn around specialist in industry.**

R. WORK EXPERIENCE (INDUSTRIAL)

- I have got over twenty eight years of industrial experience having worked in very senior capacities as Head of Research and Development and Design (two and half years), Quality Control and Standards and Technical Management (two and half years), Production and Plant Management (two years), Project Management (two years), Technical Services (two and half years), Corporate Planning and Business Coordination (four years), International Trading (two and half years), Information Technology & Systems Management (five years), Business Development (six years), Commercial & General Management (eight years), and Marketing (ten years).

Given below is the brief details of my industrial experience:

- Two and half years (January 1998 to June 2000) as **PRESIDENT & CEO of M/s EMAMI GROUP OF COMPANIES** engaged in the manufacturing and marketing of cosmetics, consumer healthcare, food, pharmaceuticals, paper, hospitals and engineering goods having group turnover of Rs.35 billion. The key achievements is the merger of group companies to reduce complexity, setting up joint ventures in Bangladesh, business growth of over 40% and profit growth of over 50% over earlier years, systems orientation by implementing IT tools and ERP and signing two joint venture collaboration.
- Seven and half years (August 1990 to December 1997) as **SENIOR VICE PRESIDENT BUSINESS DEVELOPMENT of M/s RECKITT BENCKISER OF INDIA LTD.-** An Anglo Dutch Multinational Corporation engaged in the manufacture and marketing of global brands like Dettol, Cherry Blossom, Dispirin, Mortein and Lyzol etc., OTC pharmaceuticals and household products. Key achievements are turning around food and chemical businesses, successfully launching household insecticide range of products (MORTEIN) which has now become the biggest category for the company, successful disposal of brands and non strategic businesses, implemented ERP package (BPCS) on mainframe IBM AS 400 platform. When joined company's turnover was Rs.850 million and when left the turnover was Rs.5000 million.

- Two and half years (January 1988 to July 1990) as **GENERAL MANAGAER (PROJECTS) & CHIEF EXECUTIVE** of Consumer Product Division and also of International Trading of **ESCORTS LTD** - a very large corporation in Automotive and Engineering and agriculture sectors. The key contribution includes setting up of food retails stores (supermarkets) in joint venture collaboration with **NANZ Gruppe (Group) of Germany and Marsh of USA**. Also developed international trading business in the agri sector.
- Seven years (June 1981 to December 1987) with the **UNITED BREWERIES GROUP**- a Rs.55 billion group in the business of food, beverage (alcoholic and nonalcoholic), pharmaceuticals, biotechnology and IT industries where I worked as **CONTROLLER CORPORATE PLANNING AND COORDINATION** for one-year, **TECHNICAL CONTROLLER** for two years and as **TECHNICAL SERVICES MANAGER** for four and half years. Key contribution includes setting up many new projects in record time and within the budgeted time and limit, developed new formulation of beverage for launch, improved the performance standards of the manufacturing operations, cost reduction etc. Setting up system of reporting and control, business growth strategy formulation and implementation, business development activities etc. Additionally, I was looking after Mumbai plant for two years. As Corporate Planner my responsibilities were to review the performance of group companies and coordination, diversification, acquisitions etc.
- Two and half years (February 1979 to May 1981) as **PROJECT ENGINEERING MANAGER of CORN PRODUCTS COMPANY (INDIA) LTD., a member of the global group CPC INTERNATIONAL (currently known as BESTFOODS LTD under Uni-Liver Group) manufacturer** of food products and industrial products. Major achievements were modernization of factory, introduction of new products and computerization.
- Five months (September 1978 to January 1979) as **TECHNICAL DEVELOPMENT MANAGER of DALMIA DAIRY INDUSTRIES LTD**- manufacturer and marketer of food and dairy products. I had set up their quality assurance systems. Also standardized the process parameters for dairy products manufacturing. Written Process Manual and Plant Operation Manual to meet GMP standards.
- Three years (June 1975 to August 1978) as **STANDARDS & QUALITY CONTROL MANAGER of HERBERTSONS LTD** – manufacturer and marketer of food and soft carbonated beverages. Major contributions were in the areas of plant layout improvement and project execution within time and cost budget. Developed new product which was launched under the brand name 'Frolic'. Also established quality standards for the products and written Quality Assurance Manual for the company.

- Three years (April 1973 to June 1975) as **DEVELOPMENT ENGINEER and later on as PROJECT MANAGER of BISLERI INDIA PVT.LTD** – manufacturer of food and carbonated soft beverages and bottled mineral water which is the country’s largest brand of mineral water. Major achievement was to develop a protein food based on vegetable protein sources and milk protein which was introduced in the market under the brand name ‘Milekta’.

S. PROFESSIONAL EXPERTISE:

- Major expertise lies in Manufacturing Management, Project Management, Acquisition & Mergers, Diversification and New Business Activities, Strategic Marketing, Corporate planning and Strategic Management and Technology Development. I have got good insight and ability of formulation and implementing corporate turnaround strategies and also of providing leadership for growth and change management.

T. EXPERIENCE (ACADEMIC):

- Since June 2000 till June 2010 (10 years) I worked as **Senior Professor of Marketing and Strategic Management as well as of International Business and Project Management. Also, Chairman- Marketing Management Group.** I also served as the **Head of the Department of Management Studies (Dean of the Business School), Indian Institute of Technology, Delhi.** For three years (2001-2004)
- Regularly conducting **Management Development Programme (MDP)** and consulting assignments for organizations in India and Abroad in the areas of **marketing, strategy and business development.** I also run regular training programme and short-term courses for senior executives in the area of **sales, marketing and strategic management as well as project management, international business.**

U. Consultancy Assignments:

Worked as consultant for many organizations in India and abroad including the following:

- i. Abdul Lateef Jameel Group, Saudi Arabia
- ii. Gandil Agricultural Company Ltd , Sudan
- iii. Hitech Fze, Dubai

- iv. Unisantis, Geneva
- v. Advance Fire Fighting System GmbH
- vi. Airport Authority of India (PSU)
- vii. Bharat Sanchar Nigam Ltd (PSU)
- viii. Ministry of Information Technology, Govt of India
- ix. Balmer Lawrie & Co Ltd (a PSU)
- x. Bookers Plc UK (A British MNC)
- xi. National Council of Applied Economic Research
- xii. Knight Queen Industries Pvt. Ltd
- xiii. Nilgiri Herbal Pvt. Ltd
- xiv. Alpinia Laudanum Institute of Phytopharmaceutical Sciences AG, Switzerland
- xv. Angel Yeast, China.
- xvi. Global Agrisystem Pvt Ltd

Some of my very recent assignments are:

- 1. Market Entry strategy for cosmetic products Heaven Gardens Pvt. Ltd , Kolkata
- 2. Preparation of Long term corporate Planning document of Airport Authority of India
- 3. C- Class Testing for new range firefighting equipments of Advanced Fire Fighting Technology – GmbH.
- 4. Sustainability of Community Information Centers under Ministry of Information Technology., Govt.of India
- 5. Recruitment management system in Bharat Sanchar Nigam Ltd
- 6. E- Readiness of states and union territories of India, an assignment from Ministry of Information Technology, Govt. of India
- 7. India Entry strategy for Booker Plc, UK the largest cash & carry operator from Europe. Prepared entire plan and helping, advising to set up their operation now.
- 8. AID Education programme in India- UNDP supported project

V. Books Published:

I have written and published the following nine books:

- 1. **Aesthetics in Marketing published by SAGE in 2008**
- 2. **Changing Face of Processed Food Industry in India – by ANE BOOKS in 2009**
- 3. **Winning Strategies for Business by SAGE in 2010**
- 4. **Globalization and Innovative Business Models by ANE BOOKS in 2012**
- 5. **Branding in a Competitive Marketplace by SAGE in 2013**
- 6. **Integrated Supply chain and Logistics Management by SAGE in 2019**

7. **Managing Start-Ups for Success - Entrepreneurship- in Difficult Times by Taylor & Francis, UK 2021**
8. **Makers of Jadavpur- A Technological Perspective by Jadavpur University Press, Kolkata, 2021**
9. **25 years of Processed Food Industry in India (new book under press)**

- **Authored two chapters in Reference books:**

1. ‘Evolving Corporate Education : Relevance of Management Education’- a Chapter in the book titled “ **Evolving Corporate Education Strategies for Developing Countries- The Role of Universities”- A premier Reference Resource published by IGI Global , USA in 2013;**

2.‘**Knowledge Management and Capacity Building In Higher Education Holds Key To The Development of A Nation –a chapter in the book titled-Handbook of Research on Science Education and University Outreach as a Tool for Regional Development., published by IGI Global, USA, in 2017. (Premier reference source)**

- Appointed as Chairman of R&D and Education committee of Asia Pacific Federation of Project Management (APFPM) headquartered in Australia. **Many initiatives have been taken involving member associations.**
- Served as Research Advisory Board Member at International Project Management Association (IPMA) for 5 years
- **Served as Research Advisory member with Ministry of Agriculture, Govt of India for 3 years.**

All of my books are published by global publishers and released globally. Books were released simultaneously in New Delhi, Singapore, London and California. The remaining two also will be released simultaneously globally. All these books are well reviewed and commercially successful.

Currently working on the following titles:

1. Sales Management
2. Strategic Management-Theories & Cases
3. Project Management
4. Business Consulting

W. Books Reviewed:

I have reviewed following books for CSIR:

1. Applied Materials Management By S. Chatterjee, A Response Book Publication, Journal of Scientific & Industrial Research, volume 64, February 2005

2. Opportunities and Strategies for Indian Business by S.J. Phansalkar, A Response Book Publication, Journal of Scientific & Industrial Research, Page534-535, Volume 64, July 2005.
3. Industrial Districts – A New Approach to Industrial Change By Giacomo Becattini, An Edward Elgar U.K. Publication, Journal of Scientific & Industrial Research, volume 64, May 2005. page 381
4. Globalization, Industrial Restructuring and Labour Standards by Debdas Banerjee, A Sage Publication, New Delhi, Journal of Scientific & Industrial Research Volume 64, September 2005
5. International Yearbook of Industrial Statistics 2005, A UNIDO Publication Journal of Scientific & Industrial Research, Volume 65, January 2006
6. Change Management: Alerting Mindsets in a Global Contest by V.Nilakant & S Ramanarayan, A Sage Publication India Pvt. Ltd, New Delhi, Journal of Scientific & Industrial Research, volume 65, August 2006, pp 684.
7. Concise Encyclopedia-Management & Economic Sciences- edited by S.R.Monot, Journal of Scientific & Industrial Research, volume 67 (7), July 2008, pp 540.

X. Special invited Lectures Delivered:

1. Total Quality Management Indian perspective at Brahmos India Pvt Ltd (An Indian Govt and Russian Joint venture for missile production in April 2006
2. International Marketing of high value sophisticated defense equipment at Brahmos India Pvt.Ltd (An Indian Govt. and Russian Joint Venture) June 2006
3. Situational Leadership – Lecture delivered to participants on the programme – Leadership and Team Effectiveness, in New Delhi in April 2006 organized by Performance Edge Pvt.Ltd
4. Negotiation Skill – Lecture delivered at the workshop on Negotiation Skill & Effective Selling through Dealer Network organized by The Institute of Management Consultants of India on 21st January 2006
5. Contemporary models of consulting Practices- Lecture delivered at International Consultants’ day on 19th June 2006 at New Delhi organized by IMCI
6. Delivered lecture on ‘How to start your own Industry’ – a lecture delivered on 9th April 2005 at India International center.
7. Customer Acquisition and Retention – a lecture delivered in a seminar in Kolkata and Ahmedabad, Ludhiana and Cochin organized by Microsoft for CEO of SMEs. During the month of May and June 2005.
8. A CEO perspective of the SCM Issues – a lecture delivered in the workshop on “Recent Advances on Supply Chain Management” at the Department of Management Studies, IIT- Delhi.
9. Baisya, R.K., Entrepreneurship – Creating Successful Entrepreneurial Venture- A Lecture delivered At G.C. College – Silchar, Assam at a programme Organized by A Women Cell- Kiran Sashi engaged in social work for local development on 1st July 2005.

10. Delivered lecture on 'How to start your own Industry' – a lecture delivered on 9th April 2004 at India International center.
11. Customer Acquisition and Retention – a lecture delivered in a seminar in Kolkata and Ahmedabad, Ludhiana and Cochin organized by Microsoft for CEO of SMEs. During the month of May and June 2005.
12. A CEO perspective of the SCM Issues – a lecture delivered in the workshop on "Recent Advances on Supply Chain Management" at the Department of Management Studies, IIT- Delhi.
13. Baisya R.K, Strategic Marketing to improve organizational competitiveness, lecture delivered at Department of Management Studies , IIT Delhi , QIP program on 16th Sept 2005
14. Baisya, R.K., Indian Food Industry – Impact of Globalization, Plenary lecture delivered on 17th Nov 2006, at Hyderabad at ICFOST (an international event).
15. Baisya, R.K., Emergence of Service Sector Led Growth - Myth and Reality – Key Note Address Delivered at the National Seminar at Sri Mata Vaishnu Devi University, School of Business, College of Management on 6th – 7th January 2007.

Y. Master Thesis Supervised:

During the year 2004 to 2009 I have supervised the following thesis at Masters (MBA) level: **(prior to that period between 2000 to 2003 I supervised 26 MBA projects)**

1. Strategic Analysis of Upstream Oil And Natural Gas Sector in India – By Rupali Srivastava
2. Market Entry Prospects For A New Player in The Personal Care Products Category – By Saumil Mody
3. Strategies To Enhance Sales Satisfaction And SSI Scores For Maruti Udyog Ltd _ Akshat Sharma
4. An In – Depth Study of The Retail Sector and A Business Intelligence Model To Enhance Competitiveness Of Indian Retail – By Devrup Ghosh
5. An In- Depth Study of The Indian Biotechnology Sector – Vineet Gupta
6. Devising Marketing Strategies for The Launch of Range of Televisions By Media Video Ltd. – Sumit Gupta
7. Strategies To Retain the Dominance Of Indian Liquor Industry Against The Entry of Global Brands – By B.A. Naveen
8. Study of Mergers and Acquisitions in Fast moving consumer goods sector in India- Amit Gupta
9. Key Factors Affecting the Purchase Decision For A Cosmetic Category For Deciding On A Positioning Statement – Shalin Trivedi.
10. Strategic Analysis of Downstream Oil and Petroleum Sector in India – Jaykumar P. Shah.
11. Strategies For Indian Liquor Industry to Go Global – Rahul Sehgal
12. A Study on the Effect of Basel II on Banking operations – Deepak Gugnani
13. A Study on Cigarette smoking trends in Women – By Siddarth Sibal

14. Prospect of Adventure Tourism in India – By Abhinav Tandon
15. Mergers of Adidas and Reebok-By B.Kartik
16. Study of the sales and distribution practices in Fruit juice market by Dabu and Pepsi – By Subhasree Chakraborty
17. Feasibility of establishing organic food retail chain in India – By Amber Roy
18. Customer satisfaction study in domestic airlines Industry – By Suprteep Maitra
19. Forecasting the penetration of mobile phone in India- By Ashish Kumau (Minor project for PH.D. Scholar)
20. Mergers of Adidas and Reebok By B.Kartik
21. Prospect of Adventure tourism in India by Abhnav Tandon
22. Study on Cigarette Smoking Trend in Women in India Bt Siddarth Sibal
23. Positioning of new range of cosmetic products By Shalin Trivedi
24. An overview of Indian Tourism Industry – Brand Management for TreksnRapid , an Indian Player in Adventure tourism (Abhinav Kumar Tandon)
25. Study of Smoking Behaviours among women cigarette smokers (Siddarth Sibal)
26. Strategic E- sourcing concept, methodology, best practices and future outlook of E-sourcing Industry in India (Brijesh Qadar S.Ansari)
27. Marketing of Private Airlines in India – Thrusts & Challenges for low cost airlines (Suprateep Maitra)
28. Sales & Distribution Practices branded fruit juices – A case of Dabur & PepsiCo (Ambar Roy)
29. Business Plan for setting up an organic food retail chain (Subhashree Chakraborty)
30. Evaluation of Indian sports market – A case study on Adidas (Kathik Balakrishnah)
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29. Charan,P., Shankar, R. and Baisya R.K, Analysis of Interaction Among the barriers faced by SMEs in India, paper presented at Quality, Innovation and Knowledge Management 2007 held at NewDelhi during 12-14th Feb 2007 (organized by Monash University, Australia, IIT Delhi and IMT Gaziabad).
30. Charan,P., Shankar, R. and Baisya R.K, Analysis of the Interaction among the enablers of supply chain performance measurement system Implementation, paper presented at Quality, Innovation and Knowledge Management 2007 held at NewDelhi during 12-14th Feb 2007 (organized by Monash University, Australia, IIT Delhi and IMT Gaziabad).
31. Charan, P., Shankar, R. and Baisya, R.K., Selection of Supply Chain Performance Measurement System Using AHP Approach, paper submitted at 18th annual POMS conference to be held at Dallas, TX USA during 4-7th May 2007.
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34. Charan.,P, Baisya ,R.K., Shankar , R , and Rathore, A.P.S.,Performance Management of Supply Chain Using Balanced Score Card (BSC) and Interpretive Structural Modelling Approach, All India Seminar on Automation in Manufacturing & Process Industries Organized by the Rajasthan State Centre , The Institution of Engineers (India) during 18-19th August 2007
35. Charan.,P, Baisya ,R.K., Shankar , R , and Rathore, A.P.S.,Productivity Management of Supply Chain Using Balanced Score Card (BSC) and Comprehensive Supply Chain Productivity Model All India Seminar on Automation in Manufacturing & Process Industries Organized by the Rajasthan State Centre , The Institution of Engineers (India) during 18-19th August 2007

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37. Baisya, Rajat.K. and Tiwari, Siddharth P., E-Governance Challenges and Strategies for Better Managed Projects, ICEG Publication pp 203-209, 2008
38. Ahuja Sohail Singh, Baisya, Rajat K., and Tiwari Siddharth Paul, Integrating Energy Efficiency with Information and Communication Technologies, World Renewable Energy Technology Congress & Expo 2010, 18-20 th March 2010
39. Priya , Pankaj , Baisya, Rajat K., and Seema Sharma, Profiling Consumers for Stores Brands : A study in Indian Context, Published in the Proceeding of the International Marketing Conference organized by IIM Ahmedabad at IIMA in January 2009
40. Baisya, R.K- New Marketing Models, paper presented at the Slovenian Knowledge Festival on Authentic New Business Models, Cleji, Slovenia (organized by University of Maribor, Slovenia), 17th -19th October 2009.
41. Baisya, R.K- Design, Implementation and Monitoring of Enterprise-wide Customer Loyalty Programme at the Knowledge Festival and Expert Seminar on Programme Management organized by Cranefield Institute of Management, Johannesburg, South Africa , 9th-10th March 2010 at Capetown.
42. Baisya, R.K., **Service Sector Led Growth- Myth & Reality- Key Note Address Delivered at the National Conference organized by Mata Vaishnudevi University on 6th January 2007**
43. **Baisya, R.K., Cost management in large complex public sector projects in India- Paper sent to The International conference of Association of Advancement in Cost Engineering to be held during 27-30 th June 2010 in Atlanta, USA.**
44. Charan.,P, Baisya ,R.K., and Shankar , R ,Selection of Supply Chain Management System Using AHP Approach, in the full proceedings of the 18th Annual Conference of the Production and Operations Management Society, Dallas, Texas, USA during 4-7th May 2007
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- Automation in Manufacturing & Process Industries Organized by the Rajasthan State Centre , The Institution of Engineers (India) during 18-19th August 2007
47. Baisya, Rajat.K. and Tiwari, Siddharth P., E-Governance Challenges and Strategies for Better Managed Projects, ICEG Publication pp 203-209, 2008
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 53. **Baisya, R.K., Cost management in large complex public sector projects in India- Paper sent to The International conference of Association of Advancement in Cost Engineering to be held during 27-30 th June 2010 in Atlanta, USA.**

e. PUBLICATION ON MANAGEMENT, BUSINESS STRATEGY AND POLICIES

1. Baisya, R.K., Survival Strategies against competition in the Nineties- The Economic Times, December 24, 1992.
2. Baisya, R.K., Structure for future challenges- The Economic Times July 22, 1993.
3. Baisya, R.K., Managing Acquisitions- The Business Standard, October 12, 1993.
4. Baisya, R.K., Managing Cost- The Business Standard, November 25, 1993.
5. Baisya, R.K., Pricing as a Strategic Tool- The Business Standard, December 25,1993.
6. Baisya, R.K., Benchmarking Competition- The Observer, December 14,1994.
7. Baisya, R.K., Managing Risk- The Observer, January 18,1995.

8. Baisya, R.K., A Misleading Yardstick- The Observer, March 8, 1995.
9. Baisya, R.K., Strategic Alliance- Fallout of liberalization- The Observer, May 3, 1995.
10. Baisya, R.K., The Perils of non-related diversification- The Observer, May 17, 1995.
11. Baisya, R.K., The Advantage of moving first, The Observer, May 31, 1995.
12. Baisya, R.K., Strategies to remain ahead of the race, The Observer, June 14, 1995.
13. Baisya, R.K., Manufacturing in –house vs. outhouse, The Observer, June 28, 1995.
14. Baisya, R.K., Fighting for the Brand Share, The Observer, July 11, 1995.
15. Baisya, R.K., Saving through supply chain management, The Observer, July 12, 1995.
16. Baisya, R.K., Re-examining Brand Premium, The Observer, November 14, 1995.
17. Baisya, R.K., Managing Foreign Collaboration, The Observer, August 30, 1995.
18. Baisya, R.K., Keeping up with the change, The Observer, October 4, 1995.
19. Baisya, R.K., The task of tackling uncertainty, The Observer, November 1, 1995.
20. Baisya, R.K., Management of Information, The Observer, November 15, 1995.
21. Baisya, R.K., A market flavoured MNCs, The Observer, December 4, 1995.
22. Baisya, R.K., Marketing Technology, The Observer, December 27, 1995.
23. Baisya, R.K., Management of Geographic Expansion, The Observer, January 10, 1996.
24. Baisya, R.K., Management of Innovation, The Observer, January 24, 1996.
25. Baisya, R.K., Information and Creativity go hand in hand, The Observer, February 7, 1996.
26. Baisya, R.K., Cost of Quality, The Observer, February 21, 1996.
27. Baisya, R.K., Merging to be Competitive, The Observer, March 20, 1996.
28. Baisya, R.K., Signs of Decay, The Observer, April 3, 1996.
29. Baisya, R.K., Non-strategic Acquisition, The Economic Times, July 7, 1996.
30. Baisya, R.K., Strategies for Transfer Pricing, The Economic Times, July 7, 1996.
31. Baisya, R.K., Failure of a political organization, The Observer, May 13, 1996.
32. Baisya, R.K., Stop Reinventing the Wheel, The Observer, September 3, 1996.
33. Baisya, R.K., Scotch on the Rocks, The Observer, October 25, 1996.
34. Baisya, R.K., Business of Education, The Observer, November 2, 1996.
35. Baisya, R.K., Label should indicate Quality, The Observer, July 3, 1996.
36. Baisya, R.K., Constraints in Managing PSUs, The Observer, January 2, 1997.
37. Baisya, R.K., A False Prophet, The Observer, February 10, 1997.
38. Baisya, R.K., MNC as Saviour, The Observer, February 25, 1997.
39. Baisya, R.K., Health for a Handful, The Observer, April 26, 1997.
40. Baisya, R.K., The New Business Reality, Reckitt & Colman News Letter (STAR NEWS) May 1997.
41. Baisya, R.K., Whom Does Organisation Exist, The Observer, February 18, 1998.
42. Baisya, R.K., Medical Advice on Internet, Microcosmic Illustrate, December 1998.
43. Baisya, R.K., Multinational Pharma Companies are at Crossroads, The Economic Times, March 25, 1998
44. Baisya, R.K., Practicing Leadership, The Business Today, April 1998

45. Baisya, R.K., New Experiments in Distribution Management, The Economic Times, July 20,1998

ZA. Member of Trade Delegation:

Was part of the trade delegation representing India to UK and South Korea

1. Indian trade delegation to India -UK Joint Economic & Trade Commission (JETCO) with Minister of Commerce & Industry (Mr Anand Sharma), Govt.of India on 4th Feb 2010. I was leader of the FMCG and Supply chain Management group and from Great Britain the same group was led by Ms Lucy Neville- Rolfe , Head of Tesco
2. Trade Delegation to South Korea for bilateral trade promotion in June 2009
3. Member of the trade delegation for in 2003 to Italy for consumer products.
4. Member of the Food Trade Delegation to Canada in 2001.

ZB. Conference & Training Programme organized: Following conference were organized by me:

1. Organised a national conference on “Global Warming and its Impact on India”- jointly organized by Department of Management studies, IIT Delhi and Bipin Chandra Pal Memorial Trust in New Delhi in November 2007
2. Organised a national conference on “Value Creation Through Innovation and Knowledge Management “jointly organized by Department of Management Studies, IIT Delhi and Institute of Management Consultants of India (IMCI) during March 14 and 15 2008 in NewDelhi.
3. 40th International Congress of International Project Management Association (IPMA) first time held in India. Theme of the conference: Vision to Reality – Project Management Way, December 2005, New Delhi.
4. Young crew workshop (An International event) was organized in the Department of Management Studies at IIT- Delhi in December 2005 on Project Management – The cross cultural issues.

ZC. Lecture in Short Term Course:

1. Taken three courses on Biotechnology Project Management at national workshop on “Advances on Bio Process Technology and Engineering” organized by Prof S.N.Mukhopadhyay at Dept of Biotechnology and Biochemical Engineering” in December 2009 . Prof Mukhopadhyay is now publishing an edited book based on the select presentation (mine was included). Publisher Vikas Publishing

ZD. Collaborative Research Work:

1. **Social Cost Benefit Analysis of Setting up Community Information Centers (Computer Kiosks): A case Study in India's North East – jointly carried out with National Council of Applied Economic Research (NCAER) in 2006 (Report published)**
2. **E- Readiness: A status Report 2005 for All states and Union territories in India– jointly carried out with National Council of Applied Economic Research (NCAER) in 2006 (Report published)**
3. **E- Readiness: A status Report 2006 for All states and Union territories in India– jointly carried out with National Council of Applied Economic Research (NCAER) in 2006 (Report Published)**
4. **Design of HIV/AIDS Control programme for India: A work jointly being done with Clafflin University, USA (First Phase of the work completed and second phase under progress). The project is funded by USAID.**

ZE: Other Assignments, Membership of Committees:

1. **Founder President of newly formed Society under the name: “Project & Technology Management Foundation”**
2. **Task Force of Petroleum Group, Govt of India**
3. **National Award for workers (Prime Minister's Shram Award equivalent to Padma Award under industry category) instituted by Ministry of Labour, Govt of India for 2010**
4. **Programme Management Committee of Consultancy Development Center (CDC) under Ministry of Science & Technology, Govt of India**
5. **Senior Consultant of National Council of Applied Economic Research (NCAER)**
6. **Member of the National Food Banking Network with Mr Sam Pitroda as Chairman of the body**
7. **Served as Visitor's nominee at University of Delhi for the year 2007-2009**
8. **Member of the Research Management Board (RMB) of International Project Management Association, Switzerland.**
9. **Member Executive Council of Institute of Management Consultants of India (IMCI) and also Chairman of IMCI Delhi**
10. **I have recently joined Supertrends Institute as a partner. Supertrends Institute is a global, professional learning platform and peer community founded in Switzerland. The institute aims to be an influential centre of futures-oriented thinking and learning to enable decision makers to design and craft their most desired futures for their organization, their teams and for themselves. (<https://inkd.in/dnYeZhr> ; www.supertrendsinstitute.com)**
11. **Core faculty for Advanced Certificate program for senior management on Business Consulting of six months duration of All India Management Association(AIMA). Two such programs run in a year.**

- 12. I have developed and designed a e- commerce portal where clients and consultants can interact to identify ideal consultants for a specific project at most competitive terms. This portal is 'Winning Sparrow' which is a stock exchange for consultants. For details please visit: www.winningsparrow.com.**

Prof (Dr) Rajat K. Baisya