

Asheesh Bisht

PhD

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JOB EXPERIENCE

Present job: Assistant Professor (Contract)(Feb. 2011 till date), Department of Management Studies, Kumaun University, Nainital.

Key responsibilities: Teaching, Training and Placement, AICTE approval process of the Department. Active participation in organizing different co-curricular and extracurricular activities

Previous Job: Total Experience: 13 months

- Marketing Executive, SRIJAN. Carrying daily operations in Dairy Business that was established as Livelihood generation activity for the poor and downtrodden section of the society. Apart from it, assisted in proper functioning of Self Help Groups in Tonk District of Rajasthan.
- Assistant Center Manager, HariyaliKisaan Bazaar. Four months experience in rural retail as Assistant Center Managerin Rama Mandi Punjab. Carrying the operations of the retail outlet and maintaining the profitability of the same.

AREA OF SPECIALISATION/RESEARCH FIELD

- Avian and Wildlife Tourism
- Marketing/ Agricultural Marketing
- Rural Management
- Marketing Research

ACADEMIC DETAILS

Examination	University	Institute	Year of Passing	GPA/%age
Ph.D.	Kumaun University	Department of Management Studies, Bhimtal	2020	
MBA-AB	Symbiosis International University	Symbiosis Institute of International Business [SIIB]	2009	2.5/4
Graduation	GBPU&T, Pantnagar	College of Agriculture	2007	7.01/10
Intermediate	CBSE	Saint Paul's Senior Secondary School, Kathgodam	2001	62%
High School	CBSE	Nirmala Convent Senior Secondary School, Kathgodam	1999	77.8%
Others	UGC-Net Qualified			

RESEARCH PROJECTS

S.NO	Project Title	Funding Agency	Grant Amount	Date of Commencement	Date of Submission
1	Socio-Economic Impact of Natural Disaster and the Pattern of Rehabilitation and Resettlement in Uttarakhand: A Study of Disaster Affected Families of Dharchula Tehsil of Pithoragarh District”	ICSSR	8 Lakh	March 2015	Oct 2017
2	Off-season Vegetables and their Value Chain in Hills of Uttarakhand: Status, Problems and Potentials: A Study of Nainital District of Kumaun Hills in Uttarakhand.	ICSSR	Rs.4.5 lakh	1 Aug,2012	Feb, 2014

PROJECTS DURING POST GRADUATION

- Summer project on “Opportunity of Procurement of Off-season Horticultural Crops from Uttaranchal region and study of their value chain.”
- Applied Marketing Research: To set up a Small-Scale Onion Powder Making Processing Plant in Pune Region.
- Business Analysis “WMG- The Largest Tea Making Company in India-A Case Study”.
- Technical feasibility of “Argo tourism business model in Maharashtra.”
- IOPEA Project on Groundnut seed in Rajasthan in collaboration with “Indian oilseed Producers and Exporters Association” under Ministry of Exports government of India.

PAPER PUBLISHED

S. No.	Paper Title	Nature of Publication	Author / Co-Authored	Journal/Conference Name (Volume, Issue, Date)
01.	FII's in Indian Derivative Markets.	International Journal and Peer-Reviewed	Authored	“International Journal of Trends in Economics Management & Technology (IJTEMT)”. By IJTEMT Press, IJTEMT 2013, Volume II Issue I, Feb 2013, pp.2-4
02.	Role of NGO's For Eradication of Rural Poverty Through Women Empowerment (Case study Reference of MATREE Tonk District of Rajasthan)	International Journal and Peer-Reviewed	Authored	“International Journal of Trends in Economics Management & Technology (IJTEMT)”. By IJTEMT Press, IJTEMT 2013, Volume II Issue I, Feb 2013, pp.33-36.

03	Marketing of Off-Season Vegetables: Present Status, Issues and Challenges	National seminar Proceedings	Authored	Indian Society of Agricultural Marketing, Nagpur and Kumaun University. Published 2012 pp138-148
4	Analysis of Basic Infrastructure Facilities Available for Vegetable Production and Marketing A Case of Nainital District of Uttarakhand	International Journal and Peer-Reviewed	Authored	“International Journal of Trends in Economics Management & Technology (IJTEMT)”. By IJTEMT Press, IJTEMT 2013, EISSN: 2321-5518; Vol. II, Issue VI, Dec. 2013
5	Impact of Traditional Value Chain on Farmer’s Profit: A case of Vegetable growers in Nainital District of Uttarakhand.	Agro Supply Chain Conference	Authored	Agro Supply Chain Conference (ASCC-2014) Proceedings
6	Economy Vs Ecology: Sustainable Tourism Development in a Himalayan State-Role of Avian Tourism	International Journal and Peer-Reviewed	Authored	Research Journal of Social Science and Management

TEACHING ASSIGNMENTS IN OTHER INSTITUTES

- 1- Lectures on Economics & Financial Management in Bipin Tripathi Kumaon Institute of Technology
- 2- Lectures on Marketing and Corporate Governance in Open University
- 3- Lectures on Environmental Science and Management in Department of Pharmaceuticals Sciences, Bhimtal.

SEMINARS

S.No.	Status as Organizer	Title of the conference/ seminar	Year and Dates
1	Organizing Member	Status Issue and Challenges of Agriculture Marketing, organised by, ISOAM Nagpur.	June 2011
2	Participation in Workshops and Seminars	Total Number 6	
3	Participation in Faculty Development Programme	Total: 1	

MEMBERSHIP OF PROFESSIONAL ORGANISATION/ ASSOCIATION

S.No.	Name of the Association/ Organisation	Status of Membership
01.	“International Journal of Trends in Economics Management & Technology (IJTEMT)Membership No: 201303011	Life Time

AWARDS AND RECOGNITIONS

- Best paper award “*International Conference on Management of Infrastructure*”, College of Management and Economic Studies, UPES, Dehradun 2014.
- Won II prize in skit competition at national level youth fest.
- Won II prize in Group discussion at state level youth fest.
- Won II prize in university level personality contest.
- Participated in two state national level youth fest for year 2004-05 and 2006-07.
- Participated in one state level youth fest.

EXTRA CURRICULAR ACTIVITIES/ INTERESTS

- Active participation in various literary events like debates, group discussions etc.
- Participated in different cultural activities like Gandhi Utsav, Agri-nite, Agro fair at College and University Level.
- Member of Alumni Association of College of Agriculture GBPU&T Pantnagar.
- Member of cultural group of hostel and college for four years during Graduation

COMPUTER PROFICIENCY

MS Office, MS-Project, SPSS

PERSONAL DETAILS

Father's Name : Prof. BHAGWAN SINGH BISHT
Date of Birth : 12 NOV. 1983
Gender : Male
Languages (R/W) : English and Hindi
Marital Status : Married
Category : General
Permanent address: Saurdh Himmatpur Malla Unchapul Post Haripur Nayak, Haldwani
Nainital
Current Location : Bhimtal

(Asheesh Bisht)