

## BRIEF CAREER PROFILE OF PROF RAJAT K. BAISYA

Prof Rajat Kanti Baisya obtained his B. Sc. ( Honours in chemistry ) degree from Calcutta University and thereafter got his B.Tech. , M.Tech , and Ph.D ( Engineering) degrees from Jadavpur University. He served in the same institute as CSIR , UGC and Ministry of Defence research scholar working on various projects in the areas of Chemical , Biochemical and Food Engineering. .Dr Baisya has also passed the certificate programme on Intellectual Property Rights( IPR) from the World Intellectual Property Organisation ( WIPO) , Geneva. He is also a Certified Management Consultant(CMC) from Institute of Management Consultants of India ( IMCI). He has attended numerous training programme on marketing , finance , market research, acquisitions & mergers and TQM. He studied the TQM practices in European food industry during nineties. Attended a programme on Strategic Marketing jointly conducted by INSEAD- France and Stanford University , USA.

Prof Baisya is a member of numerous professional societies including Life member of All India Food Processors' Association, Association of Food Scientists and Technologists (India), Indian Institute of Chemical Engineers, Institution of Engineers, Society for Scientific Value, All India Management Association, Consultancy Development Center, Institute of Management Consultants of India, Project Management Associates etc. **Prof Baisya is a Fellow of Institution of Engineers ( India) and Indian Institute of Chemical Engineers**

He has served for over twenty eight years in industry having worked as **President & CEO of Emami Group of Companies , Senior Vice President ( Business Development) of Reckitt Benckiser India Ltd., General Manager- Projects and CEO of International Business of Escorts Ltd., Controller – Corporate Planning & Coordination and also as Technical Controller of United Breweries Group , Project Engineering Manager of Corn Products India Ltd. ( an US multinational and now a Unilever company) ,Technical Development Manager of Dalmia Dairy Industries Ltd., Standards & Quality Control Manager of Herbertsons Ltd. and as Development Engineer of Bisleri ( India) Pvt. Ltd.**

**Prof Baisya has signed some prestigious collaboration and implemented many start up projects, launched many successful new products (Mortein, a household insecticide from Reckitt Benckiser) and completed many acquisitions and divestments. In Escorts Dr. Baisya formed the collaboration and set up the first modern food retail chain operation in the country in joint venture with NANZ Gruppe of Germany.**

Prof Baisya has written over 300 articles and research paper on various aspects of business and industry and presented over 40 conference papers in national and international symposia. **Produced many Ph.Ds in the areas of marketing management, strategic management, project management, supply chain management, e-Governance and international trade.** He has two patents which have been commercialized.

**He is an editorial board member of Indian Food Packer , Process Food Industry , Beverage & Food World ,Journal of Scientific & Industrial Research , Journal of Food Science & Technology ( India), International Journal of Project Management ( an Elsevier Publication from UK), International Journal of Asia Entrepreneurship & Sustainability ( published from Philippines ), Journal of Informatica Economica (Romania). He was the Founder Editor of Journal of Advances on Management Research now being published by Emerald Group Publishing Ltd., International Editorial Advisory Board Member of Project Management Today (a journal PM Association of USA). In Process Food Industry he is contributing a series of articles on the theme “Changing Face of Processed Food Industry in India.” Written over 150 articles on Indian food processing industry itself. Also a regular contributor in the Times journal on Food Processing and Economic Times Journal on Retailing and Modern Food Processing (Tata Group Publication). Edited a special issue of the Journal of Scientific and Industrial Research covering Telecom Technology and Management, April 2007.**

**Following books were written by Dr Baisya as per details given below :**

- 1. Aesthetics in Marketing published by SAGE Publications India Private Ltd ( this book has been simultaneously released by Sage UK , Sage USA and Sage Singapore in February 2008)**
- 2. Changing Face of Processed Food Industry in India – by Ane Books India ( this book has been released in New Delhi by Honorable Union Minister of Food Processing Industries on 23 rd Dec 2007 at India International Center , NewDelhi)**
- 3. Winning Strategies For Business by SAGE Publications. The book was first released globally on September 2010 and in four month first print got sold out and is now going for second print run. Book got good review in many journals and leading newspapers including Times of India.**
- 4. Strategic Brand Management- under review**

**He has served / serving on numerous government committees and trade bodies He was a member of trade delegation to Italy, Canada, and International Standardisation Organisation ( ISO). He was member of the research advisory board of the Ministry of Agriculture , GOI and Research Advisory Group member representing India at International Project Management Association as well in the International Academic Forum ,Switzerland. Member of the assessors team as well as lead assessor and jury member on International Project Management Excellence Award as well as Research Award of IPMA.**

**Prof Baisya was a member of the Indian delegation – India –UK Joint Economic and Trade Commission( JETCO) to visit UK in Feb 2010 representing Supply Chain and FMCG group in India accompanying The Honourable Minsiter of Commerce & Industry , Govt. of India. He was also a part of the Indian delegation to South Korea in Dec 2009.**

**He is a Task Force member constituted by the Govt. of India for signing MOU between the PSUs and concerned Administrative Ministry in the petroleum sector.**

He is the recipient of many awards including **Gardner Award of AFST( I) for 1974, Dr J. S.Pruthi Award for making significant contribution to Processed Food Industry for 2001, Commendation Award for 2002 from National Institute of Management & Technology** for significant contribution on industrial turn around strategies. Dr Baisya has the distinction of turning around of many sick business.

**Since June 2000 Dr Baisya is serving as Professor of Marketing & Strategic Management, Project Management & International Business and also served as Head of the Department of Management Studies at IIT- Delhi for three years till September 2004 and engaged in teaching , research , training and consultancy activities in India and abroad.. He is in the Governing council of many prestigious institutions (Nirma Institute of Management, Prestige Institute of Management etc) as well as served as visitor's (President of India) nominee in many institutions (Indira Gandhi National Open University etc.). Member of the academic council of Narsee Monjee Institute of Management & Higher Studies, Mumbai (deemed university), member of the board of studies of All India Management Association and member of the governing council of Prestige Institute of Management, Gwalior, Army Institute of Management , Delhi. He is a member of the programme committee of Consultancy Development Centre of DST , Govt. of India. He is also a member of the committee for Research and Higher studies at Aligarh Muslim University. Also member of the programme committee of consultancy management degree of IGNOU jointly run with CDC. Member of the academic council of Cranefield College of Management, Johannesburg, South Africa. He is also a member of the executive committee of Institute of Management Consultants of India (IMCI). Also member of the Accreditation Advisory Committee for Consultancy Development Centre ( CDC), Ministry of Science & Technology, Govt of India for Accreditation of Consultants and Consulting Firms.**

**Appointed as NISCAIR (National Institute of Science Communication and Information Resources under CSIR) Panel of Experts for 2007-2010.**

**National Institute of Science Communication and Information Resources (NISCAIR) has appointed him on the editorial board for the year 2011 to 2013.**

Working as consultants and also in the board of many private and public sector undertakings. Served as consultant with leading public sectors like Airport Authority of India, BSNL, Balmer Lawrie & Co Ltd. and leading multinational like Booker Group Plc, UK (a British company in Cash & Carry business ). Served for three years as **Member on board of Rajasthan Electronic & Instruments Ltd ( A PSU) as an independent Director** . He served as Visiting professor at IIT- Delhi and IIT- Kharagpur for many years while working in Industry. He has been appointed recently on Board of NEDFI ( North Eastern Development Finance Corporation Ltd) as well as on Booker India Pvt.Ltd ( a wholly owned subsidiary of Booker Group Plc, UK well known for their

BOOKER Award ) .He is on the board of Strategic Consulting Group Pvt.Ltd and Frontier Agro Industries Pvt Ltd.

He served as **Honorary Visiting Professor of Strategic Management of a leading European Business School (ENPC International Business School, Paris). Also a Visiting Professor at Assam University (a central University).Also appointed Visiting Professor at School of Management Studies at North Western Polytechnical University , Peoples Republic of China. Prof Baisya is the Founder President of Project and Technology Management Foundation ( PTMF) in India**