



## **BRIEF CAREER PROFILE OF PROF RAJAT K. BAISYA**

### **A. Education:**

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 degrees in Engineering 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 Biochemical and Food Engineering as well as Chemical 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) and also a registered Valuer. 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.

### **B. Membership of Professional Bodies:**

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 and also of Institute of Management Consultants of India (IMCI). Fellow of World Federation of Productivity Sciences ( Canada).**

### **C. Industrial Experience:**

He has served for over thirty 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 known as Best Foods International- an Unilever company) ,**
- **Technical Development Manager of Dalmia Dairy Industries Ltd.,**
- **Standards & Quality Control Manager of Herbertsons Ltd.**
- **Development Engineer as well as Project Manager of Bisleri Pvt Ltd.**

**He has extensive experience of new product development as well as in setting up new plants and projects both in India and abroad.**

**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.**

#### **D. Research Contributions and Publications:**

Prof Baisya has written over 380 articles and research paper on various aspects of business and industry as well as scientific papers and presented over 55 conference papers in national and international symposia. **Supervised eight Ph.D theses 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 ( CSIR Journal) ,
- Journal of Food Science & Technology ( India),
- International Journal of Project Management
- International Journal of Asia Entrepreneurship & Sustainability (published from Philippines ) ,
- Journal of Informatica Economica (Romania),
- PM Research, PM Today( from USA) .

- 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).
- Founder and Chief Editor of the International Journal of Project & Technology Management.

**In Process Food Industry he is contributing a series of articles on the theme “Changing Face of Processed Food Industry in India.” Written over 250 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.
- 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.
- He is a reviewer of Emerald Journals in marketing, strategy and innovation areas. ( Such as International Journal of Marketing Intelligence, Journal for Marketing in Emerging Markets)

**Following books were written by Prof(Dr) Baisya:**

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 Inc** ( this book was released in New Delhi by Honorable Union Minister of Food Processing Industries on 23rd Dec 2007 at India International Center , New Delhi)
3. **Winning Strategies For Business by SAGE Publications.** The book was first released globally on September 2010. Book got good review in many journals and leading newspapers including Times of India, Business India and Business World, The Hindu, Business Line, Economic Times etc.
4. **Globalisation and Innovative Business Models (Ane Books Inc. released in Dec 2012 )**
5. **Branding in a Competitive Marketplace by SAGE May 2013, released globally.**
6. **‘Evolving Corporate Education : Relevance of Management Education’- a Chapter in the book titled “ Evolving Corporate Education Strategies for Developing Countries- The Role of Universities”- published by IGI Global , USA in Jan 2013 ( A Premier Reference Source)**

7. **‘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 IGI Global, USA, 2017. (Premier reference source)**
8. **Following book titles written by him are at the final reviewing stage:**
  1. **Integrated Supply chain and Logistics Management For Competitive Advantage**
  2. **Entrepreneurship- Managing A startup for Success.**
  3. **Retail Management and Branding of Private Label**

### **Books Reviewed:**

I have reviewed following books:

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. Globalisation , Industrial Restructuring and Labour Standards By Debdas Banerjee , A Sage Publication , NewDelhi , 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, NewDelhi, 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.

### **Ph.D thesis guided :**

- Study on the Competitiveness of Indian Apparel Industry in the post quota regime under WTO by Ms 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 Siddarth . Degree Awarded in 2011
- Consumer Purchase Behaviour 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 Organisational 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 Organised 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

#### **E. Trade Bodies and Professional Associations:**

He has served / serving on numerous government committees and trade bodies

- Member of trade delegation to Italy and Canada,
- Member of Trade delegation at International Standardization Organization (ISO).
- **Member of the research advisory board of the Ministry of Agriculture, Govt of India.**
- **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 on International Project Management Excellence Award as well as Research Award of IPMA.**
- Served as the member of the accreditation team for accreditation of Engineering colleges/institutions as well as Management colleges / institutions in India under AICTE.
- Serving as expert committee member of Union Public Service Commission.
- Served on the committee of Shram Award given by the Ministry of Labour, Government of India
- Served as the Expert committee member of University Grant Commission.
- Served on the accreditation body of International Project Management Association for PM certification.
- Prof Baisya is 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 Honorable Minister of Commerce & Industry , Govt. of India.

- 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.

#### **F. Awards and Recognitions:**

He is the recipient of many awards including:

- **Gardner Award of AFST( I) for 1974 for best research Paper published during the year.**
- **Industry award for making significant contribution to Processed Food Industry for 2001, awarded by Processed Food Industry**
- **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.
- Recipient of **Best Professor of Marketing Management Award** for 2013 from UTV Bloomberg Business Excellence Award.
- **Dr J.S Pruthi Memorial Award** for outstanding contribution for the growth of processed food industry in India for 2013.

#### **G. Academic Assignments:**

**Since 2000 to 2010 Dr Baisya has served as Professor of Marketing & Strategic Management, Project Management & International Business and also served as Head of the Department of Management Studies at Indian Institute of Technology Delhi and engaged in teaching , research , training and consultancy activities in India and abroad.**

He served/ serving as **Honorary Visiting Professor (International):**

- Strategic Management of a leading European Business School (ENPC International Business School, Paris).
- School of Management Studies at North Western Polytechnical University, Xian, Peoples Republic of China.
- Cranefield College of Project and Program Management, Johannesburg, South Africa.
- Faculty of Logistics, University of Maribor, Slovenia,
- South Denmark University, Odense, Denmark.
- He is serving now as Distinguished Visiting Professor in European Universities under a project funded by EU

**He also served and serving at the following institute (National):**

- Adjunct Professor of Strategic Management at Indian Institute of Management, Rothak.
- Visiting professor at IIT- Delhi and IIT- Kharagpur for many years while working in Industry.
- Distinguished Professor – Marketing & Strategy, and member of the Academic Council of Woxsen School of Business International Business School focused on Entrepreneurship Management.
- Visiting Professor at National Institute of Technology, Silchar, Assam, India
- Visiting Professor Assam University( a central University),
- Visiting Professor at Indian Institute of Entrepreneurship, Govt of India.

#### **H. Association with Numerous Academic Institutions:**

- Member-Governing council of many well known institutions namely, Nirma Institute of Management, Prestige Institute of Management, as well as serving as visitor's (President of India) nominee in many institutions like Indira Gandhi National Open University .
- Member of the academic council of Narsee Monjee Institute of Management & Higher Studies, Mumbai (university), member of the board of studies of All India Management Association
- Member of the governing council of Prestige Institute of Management, Gwalior, Army Institute of Management , Delhi.
- Member of the programme committee of Consultancy Development Centre of Department of Science & Technology, Govt. of India.
- 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.
- Member of the executive committee of Institute of Management Consultants of India (IMCI).
- 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.
- Member of the Accreditation team under AICTE for accreditation of engineering and Management institutions in the country.
- Co-promoter of Knowledge Management Festival( KM FEST) in Europe organizing Knowledge Festival around the world.
- Core Group Member of Lens Living Lab(3L) – a virtual laboratory in Europe to address the issues of business and commerce.

- Core Group Member of the International Academic Forum- formed to provide continuing education on critical knowledge areas.

#### **I. 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 Defence , 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

#### **J. Consultancy:**

Worked 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,
- Bharat Sanchar Nigam Ltd,
- Balmer Lawrie & Co Ltd.
- Booker Group Plc, UK (a British company in Cash & Carry business).
- Abdul Latif Jameel Group,
- Unisantis (a pharmaceutical company in Europe),
- Alpinia Insitute of Phyto pharmaceuticals, Switzerland

**Prof Baisya was the lead consultant for a UNDP supported programme on AID Education in India jointly carried with Claflin University, USA.**

**Jointly with Applied Knowledge Sciences Inc, USA provide consultancy in Knowledge management areas.**



#### **K. Contribution in Agriculture Areas:**

1. Work in association with Aditi Organic Certification Pvt Ltd- organic certification of Agricultural crop, food products and other agro –commodities.
2. Worked as Consultant for Abdul Latif Jameel (ALJ) Group for Gum Acacia cultivation and processing.
3. Worked as consultant for the same ALJ Group in their dates project in Dubai and Saudi Arabia
4. Worked for Gandil Agricultural Co Ltd, in Africa in their agricultural projects and dairy project.

#### **L. Contribution and Involvement in Bioscience and Biotechnology Area:**

1. Served as Visiting Professor at Indian Institute of Technology, Delhi at their Biotechnology and Biochemical Engineering Department for three years.
2. Delivered many guest lectures at Department of Food Technology and Biochemical Engineering at Jadavpur Univeristy, Calcutta as well as at Department of Biochemical Engineering at Indian Institute of Technology, Kharagpur.
3. Worked in Industry for over 30 years in very senior capacity in industries like United Breweries Group( largest Beer manufacturer in India), McDowell & Co Ltd ( largest spirit manufacturer in India), Reckitt & Colman of India Ltd ( a food and Pharma company), Corn Products India Pvt. Ltd( manufacturer of glucose and fructose through enzymatic route) – all are in bioprocess technology companies.
4. Was consultant to Abdul Latif Jameel Group, Unisantis (a pharmaceutical company in Europe), Alpinia Insitute of Phyto pharmaceuticals, Switzerland)

#### **M. Involvement in Knowledge Management Activities:**

1. Jointly work with Dr Art Murray Head of Applied Knowledge Management Inc, USA in Knowledge Management consulting.
2. Core Group Member on Knowledge Management Festival( KM-FEST) in Europe organization Knowledge Festival all over the world.

#### **N. Member of the Board of Public and Private Companies:**

Served as:

- **Member on board of Rajasthan Electronic & Instruments Ltd (A PSU) as an independent Director.**
- **Appointed on Board of NEDFI ( North Eastern Development Finance Corporation Ltd) responsible for promotion of new enterprises in North Eastern Region of India**

- Served as Director on board of Booker India Pvt.Ltd (a wholly owned subsidiary of **Booker Group Plc, UK** well known for their BOOKER Award ) .
- Serving as Director on of Strategic Consulting Group Pvt.Ltd and Frontier Agro Industries Pvt Ltd.
- Serving as Independent Director – on the board of Aditi Organic Certifications Pvt Ltd.

**O. Head of Professional Body:**

1. **Founder President of Project & Technology Management Foundation**, a member of the Asia Pacific Federation of Project Management, headquartered at Australia.
2. **Founder Member of the International Collaborative Academy, Denmark**
3. Also Founder and core group member of Lens Living Lab(3L) and Knowledge Festival of Europe. Which organizes global event every year.
4. Chairman- Institute of Management Consultants of India, Delhi ( 2015-2018)



**Prof ( Dr) Rajat K. Baisya**  
**T-28/15, DLF City, Phase-III**  
**Gurgaon-122002, Haryana, India**  
[rkbaisya@hotmail.com](mailto:rkbaisya@hotmail.com)  
**Cell : 9810266758 / 9930172180**