

Aparna Raj

Former Dean Commerce

Professor

Institute of Tourism & Hotel

Management,

Address for Correspondence:

C/o Dr. Raj,

49, New Road,

Jhansi

(U.P.) 284 001

EDUCATIONAL QUALIFICATIONS

- Ph.D.** Awarded in December 1992 by Bundelkhand University, Jhansi on, "Industrial Relations in Public Sector Enterprises in India (A special study of Public Sector Units in Naini, Allahabad)"
- N.E.T. (UGC)** Qualified in June 1992 (Management)
- M.B.A.** (First division) 1988, Bundelkhand University, Jhansi
- B.A.** (First division) 1986, Bundelkhand University, Jhansi
Economics, Political Science, English Literature

AREA OF SPECIALISATION

Organisational Behaviour, Human Resource Management & Training & Development

COURSES TAUGHT

- Human Resource Management
- Organisational Behaviour
- Tourist Behaviour
- Industrial Relations
- Management Training & Development
- Communication Skills
- Business Communications
- Principles of Management
- Strategic Management
- Business Policy & Social Responsibilities
- Management Information Systems

WORK EXPERIENCE

- **31st December 2021 – 8 January 2022, Registrar,** Bundelkhand University, Jhansi
- **7th July 2017 onwards Professor,** Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi
- **7th July 2014 to 6th July 2017, Head,** Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi (Headship on rotation for a period of three years)
- **24th December 2012 onwards, Nodal Officer,** UGC Cell, Bundelkhand University, Jhansi
- **10th December 2011 onwards, Dean** Commerce & Management, Bundelkhand University, Jhansi
- **7th July 2011 onwards Professor,** Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi

- **7th July 2008 to 6th July 2011, Head**, Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi (Headship on rotation for a period of three years)
- **2nd November 2007, Professor**, Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi
- **2nd November 1999 onwards, Reader**, Institute of Tourism and Hotel Management, Bundelkhand University, Jhansi
- **10th August 1998 to 1st November 1999, Associate Professor**, Institute of Management Studies, Ghaziabad
- **1st April 1996 to 31st July 1998, Assistant Professor** at the Northern Institute for Integrated Learning in Management, Badarpur, New Delhi, promoted by Group Usha
- **30th January 1995 to 31st March 1996, Assistant Professor** at Shri Ram Centre for Industrial Relations and Human Resources, New Delhi
- **January 1991 to January 1995 Lecturer** at the Department of Business Administration, Bundelkhand University, Jhansi.

PRESENT WORK RESPONSIBILITIES

- **Professor**, Institute of Tourism and Hotel Management (October 2007)
- **Provost**, Girls Hotels Bundelkhand University, Jhansi
- **Coordinator**, Institutional Development Cell, Bundelkhand University, Jhansi(July 2021)
- **President, Institutions Innovation Council**, Bundelkhand University, Jhansi (November 2021)
- **Presiding Officer**, Prevention, Prohibition and Redressal of Sexual Harassment of Women Employees and Students, Rani Laxmi Bai Central Agricultural University, Jhansi (19 July 2021- for three years)

PAST ADMINISTRATIVE /ACADEMIC RESPONSIBILITIES AT THE UNIVERSITY

- **Convenor**, Institution's Innovation Council (IIC) (August 21, 2021)
- **Deputy Coordinator** Special Assistance Programme (SAP) ITHM (grants in aid 26.5 lakhs)
- **Former Convenor**, Committee Against Sexual Harassment (renamed Women Welfare Cell, January 2013)
- **Coordinator**, Center of Excellence Project, Sanctioned by the Ministry of Higher Education, Government of Uttar Pradesh (grants in aid 27.79 lakhs)
- **Nodal Officer**, UGC Cell, Bundelkhand University
- **Former Dean**, Faculty of Commerce, Bundelkhand University
- **Former Chief Coordinator**, Training & Placement Cell
- **Former Coordinator**, Veerangana Jhalkari Bai Center for Women's Studies and Development
- **Former Warden**, Veerangana Jhalkari Bai Girls Hostel, Bundelkhand University from July 2005 to April 2008, a 350 seated hostel
- **Former Assistant Dean Student Welfare**
- **Former Senior Consultant** (Management), Campus For Open Learning, Bundelkhand University, Jhansi
- **Ex Member**, Executive Council, Bundelkhand University
- **Ex Member**, Committee for Sexual Harassment of Women, Bundelkhand University, Jhansi
- **Ex Member**, Unfair Means Committee, Bundelkhand University
- **Ex Warden** PG Girls Hostel, Bundelkhand University, Jhansi from November 1999 – June 2005
- **Ex Convenor**, Sexual Harassment Committee, Bundelkhand University, Jhansi

WORK RESPONSIBILITIES as COORDINATOR, VJB CENTER FOR WOMEN'S STUDIES & DEVELOPMENT

- Networking
- Extension Activities
- Research & Documentation
- Chief Editor, 'International Journal for Women & Gender Research' (published one issue)
- Organising Training especially in the areas of Food Preservation and Herbal Plants (thrust areas given by UGC), and other skill oriented training to the down trodden women
- Organising Seminars & Workshops

WORK RESPONSIBILITIES at IMS, Ghaziabad

- **Teaching** PGDBM and MBA Classes Organisational Behaviour and Industrial Relations respectively in the first and third semesters and HRM and Training and Development in the second and fourth semesters.
- **Counselling** students
- **Question Paper** Setting and Evaluation
- **Guiding** summer and final term projects

WORK RESPONSIBILITIES AT NIILM, New Delhi

- Preparation of **syllabus** for various courses in HRM area.
- **Teaching** PGDBM students Business Communications, Human Resource Management & Industrial Relations & Management Training & Development
- **Editor** of the Institute's Newsletter 'NIILM News'
- **Counselling** students
- **Chief Superintendent of Examination** hence all responsibilities of conducting the examinations and compilation and declaration of results
- **Question Paper** Setting and Evaluation

WORK RESPONSIBILITIES AT SRI RAM CENTER FOR IR & HR, New Delhi

- Research
- Designing & Conducting Training & Development Programmes

SEMINARS, CONFERENCES, WORKSHOPS ORGANISED

- Organising Secretary of the '**National Conference Seminar on Developing New Perspectives on Industrial Relations**', conducted by the Shri Ram Centre from 14th to 16th September 1995.
- Team member in Sri Ram Center Industrial Relations & Human Resources' IDRC funded Research Project - entitled '**Industrial Relations and Human Resources in India. A Study of Some Selected Industries : Phase II**' from July 1995 to March 1996 (Team leader Prof. J.S. Sodhi).
- Organising Secretary of '**Cynosure '97**', an Industry Academia meet at NIILM (1997)
- Organising Secretary, '**National Seminar on Indian Tourism 2001 & Beyond**' organised by Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi (2001)
- Convenor Technical Sessions, **International Conference on, 'Tourism Development Community & Conservation, Shaping Ecotourism for the third millennium'**, organised by Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi (2002)

- Convenor **Workshop on Empowering Women & Inspiring Potential**, March 10, 2006, organised by the VJB Center for Women's Studies & Development (2006)
- Organising Secretary, **National Conference on Scope Opportunities and Challenges for Women Entrepreneurs in the Food Processing Industry**, organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi (2006)
- Convenor, **Three day Workshop on Fruit & Vegetable Preservation**, organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi (2006)
- Convenor, **Three day Workshop on Bakery & Pasta Products** organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi (2006)
- Convenor **Two day workshop on Candle Making** organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi (2006)
- Convenor, **World AIDS day functions**, organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi, 1st December 2006, in collaboration with the District Administration
- Convenor, One day workshop on '**Possibilities of Production & Processing of Herbal and Medicinal Plants in Bundelkhand Region**' organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi, December 6, 2006
- Convenor, Awareness Workshop on **Self Help Groups for Rural Women** organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi, 2007
- Convenor, International Conference on '**Towards a New Global Village – Role of Women in the Transformation**', organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi, March 9-10, 2007
- Convenor Certificate course on **Computer Awareness for Women**, June 1-15, 2007 organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi
- Convenor Certificate course on **Spoken English for Women** June 15 – July 15, 2007 organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi
- Convenor Certificate course on **Computer Awareness and Data Entry for Women**, June 15 – July 15, 2007 organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi
- Convenor Certificate course on **Stitching and Tailoring for Women**, August 1-September 30, 2007 organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi
- Convenor Certificate course on **Mehendi Designing for Women** August 1 – August 10, 2007 organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi
- Convenor, one day workshop on **Capacity Building for Women Pradhans of Bundelkhand Region**, September 22 and 29, 2007. Organised by Veerangana Jhalkari Bai Center for Women's Studies & Development, Bundelkhand University, Jhansi
- Organising Secretary, National Conference on '**Heritage Tourism in India –Role & Contributions of Hosts, Guests, Government & Tourism Enterprises**', March 24-25, 2008, Organised by Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi.

- Chairperson, National Conference on **Sustainable Tourism Development-Practices, Issues, Grey Areas**, Institute of Tourism & Hotel Management, Bundelkhand University, Jhansi, March 26-27, **2011**
- Chairperson, One day Workshop on **Community Participation in Tourism**, September 27, **2013**
- Convenor, One day Workshop on ‘**Tourism & Community Development**’ on 26th September **2014**
- Convenor, One day Workshop on ‘**One Billion Tourists One Billion Opportunities**’ on 27th September **2015**
- Coordinator, ICSSR sponsored **10 day Research Methodology Course for Ph.D. Students**, March **2016 (Sponsored for Rs. 5,00,000/-)**
- Convenor, One day Workshop on ‘**Tourism for All – Promoting Universal Accessibility**’, on **September 27th 2016**
- **Committee Member, 6th Asia Euro 2016 Tourism Hospitality and Gastronomy Conference, ‘Envisioning Tourism in 2050’ 9-12 November 2016** organised by Taylor’s University, Malaysia, Universite` Toulouse, France, and Indian Institute of Tourism & Travel Management, Gwalior, at Gwalior

IIC Bundelkhand University, Jhansi

The IIC was formed in August 2021 and we submitted our Annual Report on 11 September 2021, after completing a series of events. The Institution’s Innovation Council, Bundelkhand University, received TWO STARS, out of Four, in our performance during IIC 3.0, IN IIC 4.0 the University surged ahead with 3.5 star and currently the IIC 5.0 is implemented in the University and activities are being conducted under the IIC banner. The Events organised under IIC have been as follows:

SN	Activity	Date
1	Atma Nirbhar Bharat – Panel Discussion on Vocal for Local	2 Sept 2021
2	My Story : Motivational Session by successful innovators	9 Sept 2021
3	Online Streaming – Intellectual Property (IP) Management – At Early Stage of Innovation and Start up	6 Sept 2021
4	Interactive Session/Mentoring Session with successful Start Up Founders (Entrepreneurs in Campus)	7 Sept 2021
5	Online Video Streaming – Legal and Ethical Steps – Productive Entrepreneurship and Startup	6 Sept 2021
6	Workshop on Prototype/Process Design and Development – Prototyping	3 September 2021
7	Mentorship Session for Innovators (or) Student Entrepreneurs through experts and (or) Innovation Ambassadors/Innovation Agent (“Why Entrepreneurship”- Entrepreneurship as career opportunity)	10 September 2021
8	Field/Exposure Visit to Incubation Unit/Patent Facilitation Center – (in Collaboration with STRIDE Project of UGC)	27 August 2021
9	Workshop on Entrepreneurship and Innovation as Career Opportunity	29 Nov, 2021
10	My Story – Motivational session by Successful Innovators	26 Nov, 2021
11	My Story – Motivational Session by Successful Entrepreneurs/StartUp Founder	25 Nov, 2021
12	Session on Problem solving and Ideation Workshop	29 Nov, 2021
13	Exposure and field visit for problem identification	27 Nov, 2021
14	Exposure and field visit for problem identification	27 Nov, 2021

15	Webinar on World Tourism Day, ' The need of innovative approach to revive tourism for inclusive growth'	26 Sep 2021
16	National Education Day	23 Nov, 2021
17	India Start Up Day	29 Nov, 2021
18	National Innovation Day	29 Nov, 2021
19	National Pollution Control Day	Dec 2, 2021
20	National Energy Conservation day	Dec 14, 2021
21	Idea Competition	Dec 14, 2021
22	A Guidance Programme on Career Opportunities after B.Tech	Dec 16, 2021
23	IPR Awareness Programme	January 20, 2022
23	Entrepreneurship and Innovation as Career Opportunity – Ms Shivani Bundela-	January 24 2022
24	My Story – Motivational Session by Successful Start Up Founders- Dr Bhupinder Sethi & Mrs. Archana Bajaj	January 25 2022
25	My Story – Motivational Session by Successful Start Up Founders- Mrs. Rachna Arora & Mrs. Sangita Arora	January 27, 2022
26	Sharing My Entrepreneurship Journey- Mrs Yojana Singh & Ms. Neha Varyani	Janauary 28, 2022
27	Entrepreneur Skills Attitude and Behaviour Development- Dr. Pratima Khandelwal	January 29, 2022
28	Mindset Hacks from My Entrepreneurial Journey – Ms Vandana Teji	February 1, 2022
29	The Art to remain Positive – AVM P.K.Shrivastava	February 4, 2022
30.	National Science Day – Month long Celebration	Feb 1 – Feb 28 2022
31	Workshop on Design Thinking Critical thinking and Innovation Design	February 8, 2022
32	Financial awareness Programme	Feb 9, 2022
33	Process of Innovation and TRL and Commercialisation of Lab Technologies and Tech Transfer	16, Feb 2022
34	An Era of Entrepreneurship in Biological Sciences	Feb 19, 2022
35	MIC Activity E-Symposium on Building Innovation Ecosystem in Educational Institutions- Day 1	Jan 11, 2022
36	MIC Activity E-Symposium on Building Innovation Ecosystem in Educational Institutions- Day 2 (12th Jan 2022)	Jan 12. 2022
37	MIC Activity Orientation Session on IIC 4.0 & Features	Jan 24, 2022
38	Expert Talk on Process of Innovation & Technology Readinss Level and Commercialisation of Lab Technologies and Tech Transfer	Feb 16, 2022
39	Achieving Problem Solution Fit and Product Market Fit	Feb 23, 2022
40	One week Workshop on Data on data Analytics for Entrepreneurship and Business Innovation using R	March 8-12 2022
41	Role of Women in Science and technology	March 8, 2022
42	Celebrating Women – Entrepreneurs and Innovators	March 8, 2022
43	Smart India Hackathon – Internal Hackathan	March 28, 2022
44	Research and Innovation in Startup ideas, products, teams and execution	April 11, 2022
45	Session on how to Plan for Start up and Legal and Ethical Steps	April 19, 2022
46	Session on Business Model Canvas	April 21, 2022
47	Earth Day	April 22, 2022

48	Preplacement talk, 'Internship Opportunity for Management Students'	April 25, 2022
49	World IP Day	April 26, 2022
50	Expert Lecture on IPR	April 29, 2022
51	National Technology Day	May 11, 2022
52	Managing Literature and Bibliographiv Metadata using Mendley	May 13, 2022
53	World Environment day	June 4, 2022
54	NEP 2020 Credit Mobility and Academic bank of credit	June 14, 2022
55	National Webinar – NEP 2020 – Multidisciplinary Education and research	June 15, 2022
56	Session on "Out of the box thinking for problem solving"	June 28, 2022
57	Refresher course on IPR and Patent Development	July 9, 2022
58	Brain Storming on Innovation Ideation and Conceptualisation of Research Themes	July 11, 2022
59	Expert Talk by Prof Rajesh Kr Dubey on Role and Responsibilities of HEI's in Entrepreneurship	August 5, 2022
60	Career Counselling and Job Opportunities (Library Science)	August 6, 2022
61	Session on Accelerators/Incubation – Opportunities for Students and Faculties – Early Stage Entrepreneurs	August 10, 2022
62	AKAM- EBSB : Visit of students from UP to Arunachal Pradesh	August 14-22, 2022
63	Innovation and Entrepreneurship in HEI's for Atmanirbhar Bharat and Celebrating 75 yrs of independence Azadi ka Amrat Mahotsav	August 17, 2022
64	Field Trip to IIT Kanpur	August 17, 2022
65	Entrepreneurs' Talk – Celebrating the Freedom to Start	August 20, 2022
66	Two Days International Seminar 'Entrepreneurship Culture & Economic Growth'	August 21-22 2022
67	Session on Innovation and Startup Ecosystem Enablers from the region - Entrepreneurial Talk	August 22, 2022
68	Quiz Competition	August 23, 2022
69	Extempore Competition	August 23, 2022
70	Start up and Funding Opportunity in Pharmacy, Engineering and Life Sciences	August 24, 2022
71	Session on Innovation/Prototype Validation – Converting Innovation into a Startup	August 23, 2022
72	Quiz Competition	August 23, 2022
73	Extempore Competition	August 23, 2022
74	Session on Lean Start up & Minimum Viable Product/Business	August 20, 2022
75	Session on Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs	August 22, 2022
76	Session on Innovation and Start up Ecosystem Enablers from the region/state/nation	August 24, 2022
77	Webinar on Entrepreneurial Opportunities in Education Sector	August 29, 2022
78	IIC Regional Meet – Lucknow	August 29, 2022
79	Webinar on Importance of Packaging for Entrepreneurship Development	August 31, 2022
80	Motivational Talk on Startup by Prof Mukesh Pandey	August 31, 2022
81	Session on Accelerators/Incubation – Opportunities for	August 31, 2022

	Students and Faculties – Early Stage Entrepreneurs	
82	Annual Report	
83	Unleash the Potential Within you	6 Sep 2022
84	Changing Dimensions of Library and Information Science	8 Sep 2022
85	Startup Opportunity in Nutritional Products for Pregnant Women and Children for healthy future	14 Sep 2022
86	Her and Now – Short Films Screening and Discussion : Celebrating Women Entrepreneurship	12 Sep 2022
87	Engineers Day	15 Sep 2022
88	National Workshop on Capacity Building in Tech Trends for Knowledge and Information Management in Changing Environment	17, 18, 19 Sep 2022
89	Startup Opportunities in Agri Tourism	22 Sep 2022
90	Modern Trends in Computer Science	24 Sep 2022
91	Bridging the Gap between Industries and Academic	28 Sep 2022
92	Start up Day Celebration – Startup & Entrepreneurship Development	7 Oct 2022
93	Integrated and innovative Procurement Practices in Library	11 Oct 2022
94	Industrial Automation and Embedded System: Opportunities for Entrepreneurship	11 Oct 2022
95	Entrepreneurship and Startup Awareness Boot Camp in association with Jhansi Smart City	15 Oct 2022
96	Innovation in Art on Microbiology and Phytopathology Contest	15 Oct 2022
97	Exposure Field Visit for Problem Identification in Central Library, Bundelkhand University	19 Oct 2022
98	Seminar on Development of Sialic Acid Containing Glycans of Chemotherapeutic Potential	3 Nov 2022
99	Gyan Vigyan Sammelan	5-6 Nov 2022
100	National Education Day	11 Nov 2022
101	National innovation Day	
102	Code Marathon - Organise an Inter/Intra Institutional Idea Competition and Reward Best Ideas- Manage through YUKTI-NIR	16, - 18 Nov 2022
103	Two Days National Seminar on Innovative ICT Pedagogies	25-26 Nov 2022
104	Graffiti Idea Competition	10 Nov 2022

TRAINING RECEIVED

- Attended the **Capacity Building Workshop for Women Managers in Higher Education**, A UGC Workshop, at BHU, Varanasi, October 9th to 14th, **2006** and was **Selected as Trainer** for further training.
- Attended the **Training for Trainers Capacity Building for Women Managers in Higher Education** Workshop, Sponsored by University Grants Commission, at Banaras Hindu University, **2007**

TRAININGS CONDUCTED

1. **Programme Director** for following training programmes :
 - Grievance Management for Improving Industrial Harmony (December 20-22, 1995).
 - Developing Skills for Employee Counselling (Feb. 7-9, 1995)
 - Team Building & Conflict Management (27th March 1998)
2. **Conducted Training Sessions** on following Themes :
 - Group Managers and Team Leaders

- Grievance Handling System: an Overview
- The Aggrieved Employee : Understanding Human Needs and Behaviour at Work
- Communication and Team Building
- Understanding Self and Others : Johari Window and Interpersonal Relationships.
- Counselling : an over view
- Written Communication Skills
- Team Building
- Communication
- Management trends in the New Millennium
- Positive Attitude & Success in Life
- Interpersonal Relations & Johari Window
- Transactional Analysis
- Tips for Building Self Confidence
- Personality Development
- Leadership
- Motivation

INVITED LECTURES

- Communication Skills and Interpersonal Relations conducted at the Supervisory Training Institute, Northern Railways, Jhansi (July 2, 2016)
- Leadership and Motivation, conducted at the Supervisory Training Institute, Northern Railways, Jhansi (July 6, 2016)
- Positive Attitude and Success, conducted at the Supervisory Training Institute, Northern Railways, Jhansi (October 7, 2016)
- Communication Skills and Interpersonal Relations conducted at the Supervisory Training Institute, Northern Railways, Jhansi (February 3, 2017)
- Positive Attitude and Success, conducted at the Supervisory Training Institute, Northern Railways, Jhansi (January 6, 2018)

EDITORIAL ASSIGNMENTS

- Chief Editor, '**International Journal for Women & Gender Research**', (2007)
- Executive Editor, '**International Journal of Food Science Technology & Nutrition**' (2006)
- Member, Editorial Board, '**Cambodian Journal of Tourism & Leisure Research**' (2006)
- Advisory Editor, **Journal of Hospitality & Tourism, Published by the Culture & Environment Conservation Society, Jhansi (2003)**

SESSIONS CHAIRED/ Key Note Speaker

- National Conference on Tourism Destination, Conference organised by Dayanand College, Ajmer, **November 21 - 22, 2008**
- National Seminar on Rural Development in India: Challenges and Strategies for Inclusive Growth, organised by the Institute of Economics & Finance, Bundelkhand University, Jhansi. March 16-17, 2012
- Resource Person, the Director's conclave, IITTM, Gwalior **February 2-3, 2013**
- Resource Person, 6th International Convention of Indian Tourism Congress in Bali, "Tourism For Community Development: Issues, Lessons And Ideas", **June 21-24, 2014**, Bali, Indonesia
- Panel Speaker, Panel Session, 'Future of Tourism', 6th Asia Euro 2016, Tourism, Hospitality and Gastronomy Conference, organised by Taylor's University,

Malaysia, Universite` Toulouse, France, and Indian Institute of Tourism & Travel Management, Gwalior, at Gwalior, **November 10, 2016**

- Panelist, New Education Policy- Tourism and Hospitality Education – Webinar 6th October 2020, IGNOU
- Speaker, Webinar on Birth Anniversary of Rani Laxmi Bai, organised by BIET, Jhansi on 19 November 2020
- Chief Guest Women’s Day Function 2020 Bundelkhand University, organised by NSS
- Chief Guest Women Empowerment Workshop Bundelkhand University, 2020, organised by NSS
- Chief Guest, Webinar on Martyrdom of Rani Laxmi Bai of Jhansi, organised by Women Study Center, Bundelkhand University, June 2021
- Speaker International Webinar on Mission Shakti 2021- Phase 3 of Mission Shakti, August 21, 2021, organised by BIET, Jhansi

MODULES WRITTEN & EXTERNAL EXAMINERSHIP

- Visiting faculty & External Examiner – **Indian Institute for Travel & Tourism Management**, Gwalior, Kolkata, Bhuwaneshwar
- Module Writer for various courses of **Uttaranchal Open University, Haldwani**
- Module Writer for **Training Manual on Youth Enterprise Development in Tourism Sector**, published by **Commonwealth Youth Programme Asia Center**, Commonwealth Secretariat
- Have been **Counsellor for IGNOU** at Jhansi Centre.
- Have conducted contact programmes for **AIMA - CME**
- Have set question papers for **AIMA – CME**
- External Examiner for **Himachal University, Shimla**
- External Examiner for **HNB Garhwal University, Garhwal**
- External Examiner for **Jiwaji University, Gwalior**
- External Examiner for **Kurukshetra University, Kurukshetra**
- External Examiner for **Jai Narayan Vyas University, Jodhpur**
- External Examiner for **Amity University, Noida, Uttar Pradesh**
- External Examiner for **Chattrapati Shahuji Maharaj University, Kanpur**
- External Examiner for **APS University Rewa**
- Have taken training sessions for **Bureau of Indian Standards, Voltas, Shri Ram Fertilizers Ltd., Group Usha , Oriental Bank of Commerce , Bharat Heavy Electricals Ltd (BHEL) etc.**
- Preparation of **Study Material** for Campus for Open Learning, **Bundelkhand University, Jhansi**

Research Projects

1. **Gender Participation in the Tourism Sector – A Case Study of Bundelkhand Region-** Funded for Rs. 3,97,320/- by the **Indian Council of Social Science Research**, vide letter no. : F.No.RP02/0283/2003/RP, dated 08/03/2004. (Project Completed)
2. **Analysis of Tourist Expectation and Satisfaction: Case Study of Foreign Tourist Visiting Orchha, (M.P.)** – Funded for Rs. 85,000/- by the **University Grants Commission**. Vide Letter No. : F 6-6/2005(HRP), Date : 31 March 2006 (Project Completed)
3. **Study of Deogarh as a potential tourist destination for Tourists visiting Bundelkhand** – Funded by the Ministry of Higher Education, Government of Uttar

Pradesh, under Center of Excellence Scheme (completed) vide letter no. 125/Seventy-4-2010-46(32)/2009 dated 16. January 2010

4. **Study of Kalinjer as a potential tourist destination for Tourists visiting Bundelkhand** – Funded by the Ministry of Higher Education, Government of Uttar Pradesh, under Center of Excellence Scheme (ongoing) vide letter no. 125/Seventy-4-2010-46(32)/2009 dated 16. January 2010
5. **Employment potential in the organized and unorganized sector of tourism in the Bundelkhand Region (UP)** – Funded by the Ministry of Higher Education, Government of Uttar Pradesh, under Center of Excellence Scheme (ongoing) vide letter no. 125/Seventy-4-2010-46(32)/2009 dated 16. January 2010
6. **The Plight of Women Bidi Workers in Bundelkhand Region – Causes & Solutions** – Funded for Rs. 4,13,975/- by the **Indian Council of Social Science Research**, vide letter no. : F.No.2-160/2010-RP, dated 25.01.2011. (Project completed)
7. **Scope & Potential of Jain Tourism in Bundelkhand Region – Case Study of Deogarh & Sonagiri** – Funded for Rs. 40,000/- by the University Grants Commission, February 2011

Doctoral Studies Guided

1. Mamta Gaur, '**Job Satisfaction Level in Banking Industry with special reference to Jhansi Region (A Retrospective and Prospective Study)** – Faculty of Management, Bundelkhand University, Jhansi
2. Kranti P. Sawarkar '**Potential of Tourism Development in Vidharbha Region of Maharashtra**' Faculty of Tourism, Bundelkhand University, Jhansi (September 27, 2006)
3. Preeti Agarwal, '**A Study of Organisational Culture in Indian Public & Private Sector Industries (With Special Reference to a public and a private sector unit in Jhansi)** – Faculty of Management, Bundelkhand University, Jhansi (October 4, 2006)
4. Nidhi Bhatia, '**Evaluating Satisfaction Level of Foreign Tourists Visiting India – A Case of Agra**' - Faculty of Tourism, Bundelkhand University, Jhansi (January 2007)
5. Dhruva Bhargava, '**Impact of Training on Organisational Effectiveness and Human Potential (With Special Reference to BHEL, Jhansi)** Faculty of Management, Bundelkhand University, Jhansi (September 10, 2007)
6. Ajay Singh '**Vertical Mobilization of Women Managers in the Service Industry – A Special Study of the Women Managers in the Hotel Industry of NCR**', Registered in to Faculty of Management, Bundelkhand University, Jhansi (2004) (Awarded 2008)
7. Saurabh Dixit, '**Study of Guest Satisfaction in select hospitality organisations in Bundelkhand**', Registered in the Faculty of Tourism, Bundelkhand University, Jhansi (2005) (Awarded 1 Nov, 2008)
8. Santosh Kr. Upadhyay, '**Women Participation in the Tourism Sector – A Case Study of Bundelkhand Region**' - Registered in the Faculty of Tourism, Bundelkhand University, Jhansi (2004) (Awarded 29 August 2009)
9. Parul Parihar, '**Evaluating Satisfaction Level of Foreign Tourists Visiting India – A Case of Bundelkhand**' Registered in the Faculty of Tourism, Bundelkhand University, Jhansi (2004) (Awarded 2011)
10. Aarti Aggarwal, '**A Study on Perception of Tourist Satisfaction in Bundelkhand Region**', Registered in the Faculty of Management, Bundelkhand University, Jhansi (2007) (Awarded 2012)
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- 13. Richa Srivastava (2016) Determinants Of Work Life Balance (WLB) Among Female Employees In Public And Private Sector Enterprises (Awarded 2021)**

Registered Research Scholars

1. **Sadhika Katiyar (2017)** Effect of non Monetary Incentives, Self Efficacy and Employee Engagement on Organisational Citizenship Behaviour – A Study of Banking Sector
2. **Meenakshi Pandey (2018)**

Membership of Professional Bodies

- Member, Indian Tourism and Hospitality Congress
- Member, Asia Tourism Research
- Member, All India Management Association

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PUBLICATIONS

Books:

1. **Industrial Relations in India – Issues Institutions & Outlook**, Aparna Raj, New Century Publication, New Delhi, **2003** ISBN No. 81-7708-051-2 (Price Rs. 580/-, US \$ 50)
2. **Tourist Behaviour – A Psychological Perspective**, Aparna Raj (Ed), Kanishka Publishers & Distributors, New Delhi, **2004** ISBN No. 81- 7391-643 -8 (Price Rs. 1295/-)
3. **Quality Management Systems – Concepts, Strategies and Requirements** Devendra Kr. Bhatt & Aparna Raj, Kanishka Publishers & Distributors, New Delhi **2005** ISBN No. 81-7391-783-3 (Price Rs. 900/-)
4. **Training – Theory and Practice**, published by Kalyani Publishers, New Delhi, **2005**, ISBN No. 81-272-2486-3 (Price Rs. 140/-)
5. **Organisational Behaviour**, published by Galgotia Publishing Company, New Delhi. **2007** ISBN 81-8218-005-8 (Price Rs. 250/-)
6. **Sustainability, Profitability and Successful Tourism**, (Two Volumes) Aparna Raj (Ed), Kanishka Publishers & Distributors, New Delhi, **2007** ISBN 81-7391-919-4 {Price 1650 (Set)}
7. **Training and Development** (*for MBA students of Punjab Technical University*) published by Kalyani Publishers, New Delhi, **2010**, ISBN No. 978-81-272-6397-3 (Price Rs. 145/-)
8. **Training & Development** published by Kalyani Publishers, New Delhi, **2011**, ISBN No. 978-81-272-6749-0 (Price Rs. 150/-)
9. **Human Resource Management II** (*for BBA students of West Bengal University*) published by Kalyani Publishers, New Delhi, **2011**, ISBN No. 978-93-272-1442-0 (Price Rs. 160/-)
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15. **Training & Development (for MBA Students)** published by Kalyani Publishers, New Delhi, **2013**, ISBN No. 978-83-272-3324-7 (Price Rs. 175/-)
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1. **Aparna Raj & D.C. Agarwal, 'Labour Relations in Public Enterprises'** (with co author) 'Indian Journal of Public Enterprises, Allahabad, June 1991 pp 89 - 96
2. **Aparna Raj, 'The Role of an Entrepreneur in Indian Economy'** Volume on Entrepreneurship published by Research Development Association, Jaipur 1993.
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2. A.K.Saxena & **Aparna Raj 'Role of Manager as a Catalyst in Present Day Industrial Development Scenario in India**, National Seminar on Management, Rohilkhand University, October, 1993.
3. A.K. Saxena & **Aparna Raj, 'Exit Policy - Present Scenario'** 47th All India Commerce Conference, Kurukshetra, 1993.
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8. **Aparna Raj, 'Human Resource Management: Gazing into a Technological Future'** accepted for presentation in National Seminar on "Technological Explosion in the New Millennium - Managerial strategies and implications for Public policy", Pondicherry, held on 1st, 2nd and 3rd August, 2001
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 30. **Aparna Raj, Parul Parihar, ‘Lights, Camera, Action...Cinematic Tourism**, Paper accepted in Annual Convention Journal of FEAST (Federation of Educators and Scholars of Tourism) held on 8-9 October 2005, Chandigarh.
 31. **Aparna Raj & D.K.Bhatt, ‘Women in Science – Challenges Unlimited, Opportunities Limited’**, presented at the National Council for Science & Technology Communication (NCSTC), Basant Seva Sansthan (BSS), National Seminar, Towards a Scientific & Technological Culture, November 22-25, 2006; Hotel Clarks, Khajuraho-471001, M.P. (India)
 32. **Aparna Raj, ‘Gender & Governance: Women as Transformational Leaders in Higher Education’** Paper accepted for the National Seminar on, ‘Women’s Studies in India : Women, Culture and Development’, December 13-15, 2006, Association of Indian Universities, New Delhi, in Association with Utkal University, Bhubaneswar
 33. **Aparna Raj & D.K.Bhatt, ‘New Paradigms in Management – Culture, Change & Creativity’**, paper presented at the Indian Social Science Congress, Focal Theme: Toward a New Global Society, Dec 27-31, 2006, under the auspices of Alagappa University, Karaikudi, Tamilnadu
 34. **D.K.Bhatt & Aparna Raj, ‘Alternative Foods For Trouble Free Health : Nutraceuticals’**, paper presented at the Indian Social Science Congress, Focal Theme: Toward a New Global Society, Dec 27-31, 2006, under the auspices of Alagappa University, Karaikudi, Tamilnadu
 35. **Aparna Raj, ‘Women as Academic Leaders in Higher Education’**, paper accepted for the National Conference on Empowerment of Women, 15-16 January, 2007, K.J.Somaiya College of Science and Commerce, University of Mumbai, Mumbai
 36. **Aparna Raj & Parul Parihar, ‘Community Attitude towards Tourism: A Guest Host Relationship’**, paper accepted for National Conference on Tourism Development, Impacts and Future Strategies, at Kurukshetra University, February 23-24, 2007
 37. **Aparna Raj, ‘Host Guest Relationships – A Case of Jhansi & Orchha, India’**, paper accepted for presentation at the International Conference on Heritage and Tourism : Community, Enterprise, Government & Tourists, Guangzhou, CHINA, 8-10, July 2007
 38. **Aparna Raj, ‘Film Tourism – Role of Bollywood’**, Paper presented at the International Conference on Cutting Edge Research In Tourism-New Directions And Challenges, Organized By, Institute of Vocational Studies, Master of Tourism Administration, Himachal Pradesh University, Summer Hill, Shimla 171 005 (H.P.) (17-18 March 2007)
 39. **D.K.Bhatt & Aparna Raj, Food and AgroTourism – An Unexplored Heritage of India**, paper accepted at the International Conference ‘Heritage and Tourism: Community, Enterprise, Government & Tourists’, at Guangzhou, CHINA - 8 to 10 July 2007
 40. **Aparna Raj, Indian Tourism – A Blend of Historical and Cultural Heritage**, paper presented at the 2nd International Conference in Tourism & Hospitality, ‘Planning and Managing Heritage for the Future’, 30th July –1st August 2007, Faculty of Tourism and Hospitality Management, Universiti Utara Malaysia, 06010 Sintok, Kedah, MALAYSIA
 41. **D.K.Bhatt, Aparna Raj, ‘Food Tourism – An Unexplored Heritage of India’**, paper presented at the 2nd International Conference in Tourism & Hospitality, ‘Planning and Managing Heritage for the Future’, 30th July –1st August 2007, Faculty of Tourism and Hospitality Management, Universiti Utara Malaysia, 06010 Sintok, Kedah, MALAYSIA

42. **Aparna Raj, D.K.Bhatt, 'Achieving Gender Equity in Science'**, Conference Proceedings, International Conference on, 'Towards A New Global Village – Role of Women in the Transformation', March 9-10, **2007** pp 25
43. **Aparna Raj, 'Feminist Academic Leadership'** Conference Proceedings, International Conference on, 'Towards A New Global Village – Role of Women in the Transformation', March 9-10, **2007** pp 26
44. **Aparna Raj, 'Gender & Tourism Development'**, paper presented at the Symposium, "Feminism Without Borders, organized by the Instituto de Estudios de la Mujer Universidad de Granada, SPAIN, October 8-11, **2007**
45. **Aparna Raj, 'Heritage on a Rail Track – The Indian Experience'**, National Conference on 'Heritage Tourism in India – Role and contributions of – Hosts, Guests, Government and Tourism Enterprises', March 24-25, **2008**
46. **Aparna Raj, Saurabh Dixit, 'The Contradictions between Conservation and Change in Escalating Heritage Tourism in India'**, National Conference on 'Heritage Tourism in India – Role and contributions of – Hosts, Guests, Government and Tourism Enterprises', March 24-25, **2008**
47. **Aparna Raj, 'Economic Impact of Tourism'**, National Conference on Global Financial Crisis: Issues, Concerns and Challenges for India and Emerging Market Economics' Feb 26-27, 2011 organised by the Institute of Banking Economics & Finance, Bundelkhand University, Jhansi, February **2011**
48. **Aparna Raj, Breaking Through the Glass Ceiling – Women in Management**, International Conference on Management and Behavioral Science, Jodhpur 2-3 April **2011**
49. **Aparna Raj, Human Resource Development and Sustainable Tourism - Linkages & Strategies** National Conference on Sustainable Tourism Development- Practices, Issues, Grey Areas and Strategies, organized by Bundelkhand University, Jhansi March 26-27, **2011**
50. **Aparna Raj, Role of Human Resources in Creating Sustainable Tourism**, International Tourism Sustainability Conference 2011 on Embracing Social and Environmental Change: The Influence and Role of Tourism, 21-24 September **2011**, **Mauritius (accepted)**
51. **Aparna Raj, The Role of Ecommerce in Tourism Marketing**, First International Conference on Tourism & Technology, 2011, organised by Indian Institute of Technology, New Delhi, 7th – 9th July **2011 (accepted)**
52. **Aparna Raj & D.K.Bhatt, Food Tourism – An Unexplored Heritage of India**, 2nd Interdisciplinary Tourism Research Conference, 24 - 29 April 2012, Fethiye, Turkey, **2012 (accepted)**
53. **Aparna Raj, Human Resource Development and Capacity Building in the Tourism Sector**, 3rd Director's Conclave, IITTM, Gwalior, December 24-25, **2011**
54. Rozi Kumari, **Aparna Raj, Rajesh Ranjan, Mohd Faiz Afzal, The Need for Promotion of Tourism in Bundelkhand**, paper presented at the Seminar on 'Bundelkhand: Atit aur Vartaman: Samasyaen avam samadhan organised by the History Department, Government PG College Charkhari, Mahoba, **1-2 March 2012**
55. Rajesh Ranjan, **Aparna Raj, Faiz Afzal & Rozi Kumari, Tourism As Tool For Povetry Alleviation - "A Case Study Of Bundelkhand"** paper presented at the Seminar on 'Bundelkhand: Atit aur Vartaman: Samasyaen avam samadhan organised by the History Department, Government PG College Charkhari, Mahoba, **1-2 March 2012**
56. Mohd. Faiz Afzal, **Aparna Raj, Rajesh Ranjan, Rozi Kumari, बुंदेलखंड में पर्यटन : संभावना एवं बाधाएं**, paper presented at the Seminar on 'Bundelkhand: Atit aur Vartaman: Samasyaen avam samadhan organised by the History Department, Government PG College Charkhari, Mahoba, **1-2 March 2012**
57. **Aparna Raj, 'Rural Development in Bundelkhand - A Case Study of Chanderi'** keynote address presented at the National Seminar on rural development in india: Challenges and Strategies for Inclusive Growth, organised by the Institute of Economics

- & Finance, Bundelkhand University, Jhansi. **March 16-17, 2012**
58. Rozi Kumari & **Aparna Raj**, '**Chitrakoot - a Cultural and Natural Heritage Tapobhumi of Sriram**', presented at the International Seminar, Heritage & Tourism – Public, Potential & Problems, organised by the Institute of of Tourism & Hotel Management, Dr. B.R.Ambedkar University, Agra, **April 16,17 & 18 2012**
 59. Mohd. Faiz Afzal & **Aparna Raj**, '**Sustainable Tourism : A Concept of Conserving Heritage**', presented at the International Seminar, Heritage & Tourism – Public, Potential & Problems, organised by the Institute of of Tourism & Hotel Management, Dr. B.R.Ambedkar University, Agra, **April 16,17 & 18 2012**
 60. Rajesh Ranjan & **Aparna Raj**, '**Tourism: A Way of Development Through Mitigating Poverty**', presented at the International Seminar, Heritage & Tourism – Public, Potential & Problems, organised by the Institute of of Tourism & Hotel Management, Dr. B.R.Ambedkar University, Agra, **April 16,17 & 18 2012**
 61. **Aparna Raj**, '**Multi Level Training For Capacity Building In Tourism – The Need Of The Day**' paper presented as Key note at the Director's conclave, IITTM, Gwalior February 2-3, 2013)
 62. **Aparna Raj**, '**Community Based Homestays – A New Concept in Orchha (M.P.)**', 6th International Convention of Indian Tourism Congress in Bali, "Tourism For Community Development: Issues, Lessons And Ideas", June 21-24, **2014**, Bali, Indonesia
 63. **Parul Gupta & Aparna Raj**, Participated in 3rd International Conference on "Development Aspects in Tourism & Hospitality Sector" (DATHS-2017) organized by Bhikaji Cama Subharti Institute of Hotel Management, Meerut, India on December 2nd & 3rd, **2017** and presented a paper on "**Factors Affecting Job Satisfaction: A Study of Hotel Employees in India**
 64. **Parul Gupta & Aparna Raj**, Presented the paper titled: "**Job Satisfaction among Employees: A need for the Emergent Hospitality Industry in India for Employee Retention**" in the 8th India International Hotel, Travel & Tourism Research Conference (IIHTTRC-2018) held at Banarsidas Chandiwala Institute of Hotel Management & Catering technology New Delhi, India on 16th-17th February, **2018**
 65. **Parul Gupta & Aparna Raj**, Participated in International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research (STHMCON-2018) held on March 15-17, **2018** and presented paper on "**Emergence of India as a Wedding Destination: An Investigation of the "Push and Pull" Motivational Factors**" organized by Department of Tourism & Hotel Management, North-Eastern Hill University, Shillong, Meghalaya (India)
 66. **Parul Gupta & Aparna Raj**, Participated in International Conference on Hospitality Industry Vision 2025: Current Trends, New Innovations & the Future Ahead held on February 08-09, **2019** and presented paper on "**Cracks in the Glass Ceiling: A Study of Growth & Challenges Faced by Women Employees in the Indian Hotel Industry**" organized by National Council For Hotel Management & Catering Technology (NCHMCT), Noida (India)

Book Reviews

1. '**The origins and evolution of the field of Industrial Relations in the United States**', by, Bruce E. Kaufman, published in IJIR, Vol. 30, No.4, April **1995**, pp. 470-472
2. '**Industrial Relations Under Liberal Democracy – North America in Comparative Perspective**', by Roy J.Adams, published in IJIR, Vol. 31, No. 2, October **1995**, pp.271-274
3. '**Performance – A Manager's Challenge**' by Bhupendra Kumar Modi, published in IJIR, Vol 31, No. 3, January **1996**, pp 418-420

PERSONAL DETAILS

DATE OF BIRTH

19th November, 1967

STRENGTHS

Strong communication skills
Diligent
Creative
Punctual
Confident

HOBBIES

Painting, Reading, Photography

COMPUTER LITERACY

Proficiency in working on Windows XP

COUNTRIES VISITED

Kuwait, Malaysia, Spain, Italy, Thailand,
Singapore, Indonesia, Dubai, Nepal

PERSONAL ACHIEVEMENTS

First Solo Painting Exhibition, Nov 3-6, 2012
Sold 23 paintings, received highly positive
reviews in Dainik Jagran Jhansi edition and
Amar Ujala, Jhansi Edition

(DR. APARNA RAJ)

Date :

Place :

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REFERENCES

- Prof. Deepak Raj Gupta
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- Prof. Sandeep Kulshreshtha,
Indian Institute of Travel & Tourism Management
Gwalior
- Prof. S.P. Bansal,
Head, Department of Tourism
Shimla

(DR. APARNA RAJ)

Date :

Place :

Summaries of Ph.D's Guided

I. Vertical mobilization of Women in Corporate Management (A Study of Service Sector Industries with Special reference to 5 Star hotels in Delhi & NCR's of India)

Major Findings

1. In the organizations covered only 25% of women reach the top level management
2. Percentage of women in managerial positions is almost 50%
3. Glass Ceiling and Leaky Pipeline are the basic problems, but women have off late started breaking the glass ceiling
4. Women do face problems and due to gender biasness

II. Impact of Training on Organisational Effectiveness and Human Potential (With Special reference to BHEL, Jhansi)

Major Findings

1. The desired impact of training can not be attributed to one single factor in isolation but is a result of multiple factors
2. The components responsible to impact on training were: Leadership component, Process Component, Resultant Component and Measuring Component
3. It was found that the employees are more aware about their rights related to training than the company thought of. The employees are interested in receiving better training and less than 50% employees are presently satisfied with the trainings organized.
4. The present situation showed that the impact of the trainings being organized by the BHEL on employee potential was just 35%, on communication 39% and on behaviour and motivation 34%
5. It was found that it is most essential to have an impact study of the training programmes from time to time so that the organisation can improve themselves on this front.
6. There is vast scope for improvement in the quality and style of training being imparted to the employees of BHEL to get higher level of results and satisfaction

III. Job Satisfaction level in Banking Industry With Special Reference to Jhansi

Major Findings

1. The present status of Job Satisfaction Level in banks is very low
2. Reasons for the dissatisfaction are: disinvestment policy of the Govt, Decentralisation of functions, privatizing public sector banks, permitting international banks in the Indian market, introduction of Information Technology

IV. Potential for Tourism Development in Vidharbha Region (Maharashtra)

Major Findings

1. The region has rich potential for tourism. It is rich in natural tourist regions. The Tourism development in the region is still in the nascent stage, and most of the regions of the are which have rich tourism potential still remain unexplored.
2. The research has suggested strategies to increase tourism in the region. Some of these are: Infrastructure development, Community participation, promotional strategies, development of circuits, trade shows, tourist offices abroad, theme campaigns etc

V. A Study of Organisational Culture in Select Indian Public and private Sector Industries (With Special reference to BHEL and Other Private Sector Undertaking of Similar Business- i.e. Tiveni Engineering & Industries Ltd)

Major Findings

1. The Motivation and Expectation levels of the Employees at BHEL are quite low than the average score dimensions
2. PA system is source of dissatisfaction for BHEL Employees

3. It was found that there existed a strong correlation between all dimensions and organization culture
4. There exists a strong inter relation between Motivation, Expectation and Satisfaction
5. Job Satisfaction is a positive function of relationship between employees expectations from an organization and the perceived Organisation culture
6. Information sharing, open communication channels and informal atmosphere leads to a healthy organisation culture
7. a progressive and dynamic PA system leads to an healthy OC
8. In a healthy OC employees are encouraged to be innovative and risk takers.

VI. Study of Guest Satisfaction with Relation to leading Hospitality Units of Khajuraho and Orchha (M.P.)

Major Findings

1. Majority of the guests were of the opinion that the current hotel experience and all its components provided at the study area met or exceeded their expectations. The hotel guests have indicated that their expectations were either met or exceeded regarding foods and beverages, whereas regarding hotel ambience, in Khajuraho majority of the guests were satisfied which was not the case in Orchha. In Khajuraho majority of the guests felt that the hotel service either met or exceeded their expectations but in Orchha most of the guests were not really satisfied by the hotel service. Overall the guests were satisfied with the hospitality experience.

VII. Evaluating Satisfaction level of Foreign Tourists Visiting India - A Case of Agra

Major Findings

1. The tourist's satisfaction is a positive function of relationship between the tourist's expectation of a destination and perceived performance outcome
2. Tourist belonging to same class but traveling under different motives may have different levels of expectation
3. Foreign tourist visiting India, coming with different level of expectations return with varying degree of satisfaction.
4. The attributes for which the tourists had lesser expectation resulted in higher satisfaction and the attributes towards which the tourists had moderate or less expectation lead to moderate or average satisfaction

VIII. Women Participation in the Tourism Sector – A Case Study of Bundelkhand Region

Major Findings

1. Women are found in this region in tourism related jobs only in the informal sector and only at the lowest level.
2. Women can be found handling souvenir shops from their homes in tourist spots like Orchha, and Khajuraho
3. Men are not averse to employing women in the hospitality industry but feel that it only adds on their responsibility.
4. The percentage of women in tourism related jobs in the area is very low.
5. The attitude towards increase in tourism in the area is positive
6. Women as decision makers are increasing
7. Tourist Nodes in Bundelkhand have immense potential

Summaries of Research Projects Completed

Gender Participation in the Tourism Sector – A Case Study of Bundelkhand Region-

1. Women are found in this region in tourism related jobs only in the informal sector and only at the lowest level.
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6. Women as decision makers are increasing
7. Tourist Nodes in Bundelkhand have immense potential

Analysis of Tourist Expectation and Satisfaction: Case Study of Foreign Tourist Visiting Orchha, (M.P.)

From within the tourist services the area of dissatisfaction have been lack of appropriate transport facilities, unethical marketing practices adopted by travel trade people, bargaining, poor maintenance of monuments, relatively substandard services offered by the hotels, food related problems, lack of suitable recreation / entertainment opportunities, poor quality of restaurant services, over pricing of hotel facilities and lack of cleanliness and hygiene in hotels, restaurants and bars, in that order. As regards the support services, poor traffic planning, lack of authentic travel related information, poor public utility services, lack of general cleanliness and hygiene , inappropriate parking provisions and relatively substandard safety and security services have emerged as the major issues. The overall environment in Orchha been criticized by almost every respondents, mainly for pollution, trash, narrow and overcrowded streets, haphazard construction of the buildings and poor mobility. The destination society on the other hand have received appreciation for being co-operative, hospitable and communicative. The only negative observation was about their being greedy, however it too seems to be developed by the respondents owing to the bargaining practices of the shopkeepers. The “high prices” have invariably been reported by tourist from Africa, South America and SAARC region, perhaps because of their relatively lesser affluent background.

पढ़े गए डेढ़ दर्जन शोध पत्र

झांसी। एसआर ग्रुप आफ इंस्टीट्यूशन में मैनेजमेंट विभाग के तत्वावधान में आयोजित एक दिवसीय कांफ्रेंस में डेढ़ दर्जन से ज्यादा शोध पत्र पढ़े गए। कांफ्रेंस का विषय भारतीय अर्थव्यवस्था पर वित्तीय संकट का प्रभाव रहा।

कालेज में आयोजित कांफ्रेंस का उद्घाटन बुंदेलखंड विश्वविद्यालय की होटल मैनेजमेंट विभाग की डा. अर्पणा राज, एचडीएफसी बैंक के असिस्टेंट वायस प्रेसिडेंट आशीष गोयल, ब्रांच मैनेजर नीरज मेलहोत्रा एवं एमबीए के हेड डा. मनोज कुमार शर्मा ने मां सरस्वती के चित्र पर माल्यार्पण एवं दीप प्रज्ज्वलित कर किया।

कांफ्रेंस में सचिन एवं श्वेता ने डाउन साइजिंग, अनुपम व सौरभ ने फंड रिसोर्सिस, अनिकेत एवं स्वीटी ने एक्सपोर्ट एवं इंपोर्ट



एसआर ग्रुप ऑफ इंस्टीट्यूशन में उपस्थित अतिथिगण।

इंडस्ट्रीज, सीमा एवं शुभा ने वेजिस एवं सेलरी स्ट्रक्चर, कुमार दीप व गगन दीप ने फाइनेंसियल क्राइसिस, कीर्ति एवं प्रज्ञा ने डाउनसाइजिंग, अनुज ने विभिन्न सेक्टर, हरप्रीत ने फंड रिसोर्सिस, मंजू व हर्षा ने लघु उद्योग, नितिन एवं सुचिता ने ह्यूमन रिसोर्स प्लानिंग विषय पर शोध पत्र

प्रस्तुत किया। संचालन हर प्रीत कौर, फातिमा, रुचिका राय ने किया। इस अवसर पर विकास चौरसिया, अंशिका वासंदानी, डा. हरिओम गुप्ता, स्मिता कैनिथ, अंजलि श्रीवास्तव, निखिल निगम, नील राय, अपूर्वा श्रीवास्तव एवं रुचि खन्ना आदि उपस्थित रहे।

शोक ने बनाया रंगों का जादूगर



झोंसी : पुनर्देवछण्ड विधि में दूरिच्य संस्धान में डीन जी. अर्णव रज्जु परीक्षर कलाकार म्ही है। इतरी वधे वडे डीन जी. अर्णव रज्जु परीक्षर कलाकार को जीवने के सिरे वीर्य लोन किये। उन्ने से भावनाओं और कल्पनाओं को कैम्पस पर उवेरने वर शोक वर प्रेजुएशन से वर नहीं थी। उनोंने अपनी पहली पेण्टिंग वर 1985 में बनायी थी। वर कताी है कि उनके पिता के साथ ही अन्य पुराज भी इस कला में पारगत थे। उनसे प्रेरण लेकर इस शोक और पुराजों की विलकत को संजे रखा है।

कला का अनोखा रंग बिखेर रही 'विथिका'

मनमोहक रंग

झोंसी : प्रकृति के प्रति समर्पण व भारतीय संस्कृति को उत्साह सिर्फ कलकामें वर लखने कालों को ही नहीं, बल्कि आर्ट के प्रति श्रद्धा और लगन को दर्शाती 'कला विथिका' झिन्सी को भी आनखोंकित कर लवती है।

पुराने बस स्टैण्ड पर स्थित डॉ. राज रेडिरेन्स में शनिवार (3 नवम्बर) से लग्गी वर पेण्टिंग प्रदर्शनी आपका कला और रचनात्मकता की एक अलग दुनिया में ले जावेंगी। प्रदर्शनी में रखा पेण्टिंग्स पुनर्देवछण्ड विद्याविद्यालय के इन्स्टीट्यूट ऑफ दूरिच्य एण्ड होटल मैनेजमेण्ट में डीन डॉ. अर्णव रज्जु की है। प्रदर्शनी में रखा-कृष्ण के प्रेम प्रदर्शन, मुरली बजाते भगवान कृष्ण राजस्थानी संस्कृति को दर्शाती झरेखें से झींखती महिला, सखी-बनी दुल्हन के साथ ही प्राकृतिक रंग बिखेरती बरिख की सार, पानी में तैरती नव, हरत-भरा जगत, आधुनिक लडकी (सीडन गलरी) जैसी वर पेण्टिंग्स हैं। वर दे कि वर वर अर्णव पेण्टिंग्स बनाने के साथ सिर्फ वाकू वर पेण्टिंग्स (नायक पेण्टिंग्स) बनायी म्ही है। डॉ. अर्णव रज्जु कताती है कि अक्सर झोंसी में म्हीनों से पिण्ट होने वाली पेण्टिंग्स की प्रदर्शनी ही लग्गी जाती र्ही है। वहाँ भले ही लोग आर्ट से बेहतर तरीके

- पुराने बस स्टैण्ड स्थित डॉ. राज रेजिडेन्स पर लोगों का मन मोह रही पेण्टिंग प्रदर्शनी
- आकर्षण का केन्द्र बनी चाकू से बनी पेण्टिंग

से परिचित न हो, लेकिन उन्होंने अपनी पेण्टिंग के जरिये रचनात्मकता से परिचित कराने का प्रयास किया है।

थिक चुकी हैं आधी ले अधिक पेण्टिंग्स

सिथिका में कुल 43 पेण्टिंग्स हैं। वर पेण्टिंग्स 2007 से अब तक बनायी गयी हैं। डॉ. रज्जु कताती है कि उन्ने से आधी से अधिक पेण्टिंग्स थिक चुकी हैं। प्रदर्शनी 6 नवम्बर तक लग्गी।

बड़े शहरों में भी लगायेंगे प्रदर्शनी

डॉ. अर्णव रज्जु कताती हैं कि झोंसी में वर पहला प्रयोग है। भविष्य में वर दिल्ली जैसे शहरों में प्रदर्शनी लगाने की योजना बनावेंगी।



डा. अर्पणा राज द्वारा बनाई गई पेंटिंग्स को प्रदर्शनी ने सभी का मनमोह लिया। एक तरफ जहाँ उन्होंने भगवान श्रीकृष्ण व गणपति के विभिन्न रूपों को अपनी कला से नया आयाम दिया था, वहीं नारी के विभिन्न मुद्राओं को भी उन्होंने कैमवास पर सख्खी उकेरा था। चित्रों में प्रयुक्त रंग उन्हें सजीव होने का एहसास करा रहे थे। इस प्रदर्शनी में प्रदर्शित सभी 43 पेंटिंग्स लोगों को आकर्षित करने में सफल रहे।

न्यू रोड पर आयोजित चार दिवसीय कला बोधिका में नाएफ व अरियल पेंटिंग प्रदर्शित की गई थी, जिसमें यौतम बुद्ध की ध्यानस्थ मुद्रा, इतजार करती तथा फूल गूँथती महिला, कुएं से पानी भरती युवती, कथक व ओडिसी नृत्य करती हुई तरुणी विशेष रूप से लोगों के आकर्षण का केन्द्र रही। राजस्थानी व गुजराती शैली में तैयार किए गए चित्रों को देखने के लिए थारों दिन लोगों की भीड़ उमड़ी। बोधिका के समापन पर डॉ. अपर्णा ने बताया कि पेंटिंग बनाने की कला उन्हें अपने पिता डॉ. राज से विरासत में मिली है। रंगों के माध्यम से कैमवास पर विचारों की अभिव्यक्ति बेहद सहज और सरल तरीके से की जा सकती है। उन्होंने कहा कि वह 1986 से पेंटिंग्स बना रही हैं। आने वाले दिनों में वह लखनऊ, दिल्ली व ग्वालियर में प्रदर्शनी लगाएंगी।

इंफो

पेंटिंग्स ने कला प्रेमियों का मन मोहा
विचारों की अभिव्यक्ति का सशक्त माध्यम चित्र: डॉ. अपर्णा

न्यू रोड पर आयोजित पेंटिंग प्रदर्शनी में प्रदर्शित पेंटिंग्स

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Amar Ujala, 7, November 2012