

Curriculum-Vitae

Dr. Mahendra Singh

Asst. Professor,
ITHM, Bundelkhand University
Jhansi (UP)

Contact no.: +918400659099, 8765778955

E-mail: mahendra.ithm@gmail.com, mahendrasingh@bujhansi.ac.in



EDUCATIONAL QUALIFICATIONS:

- * **Ph.D.** in Tourism & Hotel Management from Bundelkhand University, Jhansi in 2019.
- * **UGC-NET** in Tourism Administration and Management in 2005
- * **Master in Tourism Management** with 1st Div. (63%) From IGNOU India (2001-2003)
- * **Bachelor of Hotel Management & Catering Technology** with 1st Div. (67.16%), from Department of Hotel Management, MJP Rohilkhand University, Bareilly India (1996-2000).

WORKING EXPERIENCE:

- * Working as **Asst. Professor (Regular)** in Institute of Tourism & Hotel Management, **Bundelkhand University**, Jhansi, Uttar Pradesh, since 03 Dec 2010.
- * Worked as **Lecturer (Regular)** in MMIT&BM (Hotel Management), **Maharishi Markandeshwar University**, Mullana, Ambala (Haryana) from 01 July, 2006 to 02 Dec 2010.
- * Worked as **Chief Supervisor (Catering Service) (Regular)** in **Indian Railway Catering and Tourism Corporation**, Posted at Guntakal (AP) from 09 Jan, 2006 to 30 May, 2006
- * Worked as a **Lecturer (Contractual)** in the Department of Hotel Management, **MJP Rohilkhand University**, Bareilly, from 01Sep, 2000 to 05 Jan, 2006.

PROFESSIONAL TRAININGS:

- * **One Month Training** in Motel Polaris, Roorkee India (UP) in BHM 1st year
- * **Three Months Training** in WG Mughal Sheraton, Agra India (UP) in BHM 2nd year
- * **22 Weeks Industrial Training** in WG Mughal Sheraton, Agra India (UP) in BHM 3rd Year

DISSERTATION:

- “A Study about Spices and Herbs & their significant application in Indian Cookery” in BHM&CT 3rd year.
- “Matching Food & Wine” in BHM&CT Final Year
- “Indian Ethnic Cuisine: A Promotional Tool for Marketing as a Tourism Product” in MTM Final Year in 2003.

PUBLICATIONS:

1. Mahendra Singh & Pranav Bhargava “**Consumer’s insights and expectations with innovative cookery, A call for future recipes**” Journal of Critical Reviews, Vol.7, Issue 03, March 2020, PP 1836-1846, ISSN: 2394-5125, SCOPUS Indexed UGC CARE Group II Certified Journal.
2. Mahendra Singh, “Basic Scientific Concepts in Food Preparation: The Tool For Perfect Recipe Formation” Journal of Interdisciplinary Cycle Research, Vol. XIII, Issue III, March 2021, PP 2022-2027, ISSN: 0022-1945, Impact Factor 6.2, UGC CARE Group II Journal List – Serial No. 21259,
3. Mahendra Singh, “Legacy of Bundeli Folk and its amenability as a catalyst for tourism promotion in Bundelkhand region”, Kala: The Journal of Indian Art History Congress, Vol. 27, No. 1(XI), 2020-21, PP 25-31, ISSN: 0975-7945, Impact Factor: 6.125 UGC CARE Group I Journal (Print Only Journal)
4. Mahendra Singh, “**The Philosophy of Indian Food**”, Journal of Advances and Scholarly Research in Allied Education, Vol. 16, Issue No. 4, March-2019, PP 860-862, ISSN: 2230-7540, Impact Factor 1.6 to 3.46, **UGC Approved List No.49103**
5. Mahendra Singh, “**Strategies for Promotion Regional Cuisine as a catalyst for Development**”, Journal of Advances and Scholarly Research in Allied Education, Vol. 16, Issue No. 1, January-2019, PP 1168-1172, ISSN: 2230-7540, Impact Factor 1.6 to 3.46, **UGC Approved List No.49103**

6. Mahendra Singh, “**Regional Cuisines for Local Economic Development and National Branding: A case of Awadhi Cuisine**” International Journal of Management, IT & Engineering Vol. 8, Issue 12(2), December 2018, PP 82-87, ISSN: 2249-0558, Impact Factor 7.119, **UGC Approved List No.46823**.
7. Mahendra Singh, “**Indian Cuisines as a Face of Culture**” International Journal of Research in Social Sciences, Vol. 8, Issue 11(2), November 2018, PP 95-99, ISSN 2249-2496, Impact Factor 7.081, **UGC Approved List No.468887**
8. Mahendra Singh, “**अवधी खाना उत्तरप्रदेश के पर्यटन का खजाना: संभावनाएं एवं चुनौतियाँ**”, ज्ञान गरिमा सिंधु (पर्यटन विशेषांक), Vol. 57, जनवरी-मार्च 2018, PP 64-70, वैज्ञानिक तथा तकनीकी शब्दावली आयोग, MHRD, Government of India., ISSN: 2321-0443, **UGC Approved List No.41285**.
9. Mahendra Singh & Prateek Agrawal, “**Changes in food preferences: Evidences from Awadhi cuisine**”, KAAV International Journal of Economics, Commerce & Business Management, KIJECEBM/Oct-Dec 2017/Vol-4/ISS-4/A107 PP 815-820, ISSN: 2348-4969, Impact Factor (2017) – 7.8902, **UGC Approved List No.47663**
10. Mahendra Singh & Prateek Agrawal, “**Reforms in cross cultural perspective on food habits: a case of Awadhi cuisine**”, Printing Area international multilingual research journal, Issue-40, vol-01, April 2018, PP .65-69, ISSN: 2394-5303, Impact Factor: 5.011(IJIF), **UGC Approved List No.43053**
11. Mahendra Singh & Prateek Agrawal, “**A Study on Importance of Documenting Local Cuisine in Tourism Destination Branding: A case of Awadh Region**”, (Chapter in Edited Book) Development Aspects in Tourism and Hospitality Sector (DATHS), (Ed) Shiv Mohan Verma, Bhola Chaurasia, Sunil Kumar Panwar & Ankit Srivastava, Bharti Publications, New Delhi, 2017, PP 257-262, ISBN: 978-93-86608-25-3.
12. Mahendra Singh, “**Need For Changing Patterns in Professional Menu Planning to Rejuvenate the Catering Industry with reference to COVID -19 Pandemic**”

(Chapter in Edited Book) COVID-19, A Drill Down Analysis, Volume 1, Section –G, COVID-19: Impact and Insights, INSC Publishing House, Karnataka, 2020, PP: 274-280, ISBN: 978-81-946370-2-8

13. Editor of E-Book, “**National Webinar on Impact of COVID-19 Pandemic on Environment and Future Prospects Proceedings**”, June 21, 2020; Published by Dr. Hridayesh Arya, Department of Zoology, N.R.E.C. College, Khurja, Uttar Pradesh, ISBN: 978-93-5408-191-0
14. Author, “Goodness of Millets in Daily Meals through Easy & Healthy Recipes” 2023, Published by Bundelkhand University, Jhansi, ISBN: 978-81-958954-8-9

SEMINAR/CONFERENCES/FDP/WORKSHOPS

1. Resource person in National Webinar organized by Department of Zoology, N.R.E.C. College, Khurja, Uttar Pradesh, on “**Impact of COVID-19 on Environment and Future Prospects**” and delivered a session on “**Best practices for safe staying in hotels during COVID-19 Outbreak**” on June 21, 2020.
2. Presented a Paper on “**A Study on Stimulus from Mughlai Food on Awadhi Cuisine**”, in International conference on Tourism, Pluralism and Heritage Issues and Challenges in Modern World Jointly Organized by Institute of Tourism and Hotel Management, Dr. BR Ambedkar University Agra and CGBS Howard University, USA on 25-27 Feb, 2018
3. Presented a Paper on “**A Study on Importance of Documenting Local Cuisine in Tourism Destination Branding: A case of Awadh Region**”, in international conference on Development aspects in tourism & hospitality Sector (DATHS – 2017) organized by Bhikaji Cama Subharti Institute of Hotel Management, Swami Vivekanand Subharti University, Meerut on 02-03 Dec, 2017
4. Presented a Paper on “**Dum-Pukht: the essence and root of Awadhi Cuisine**”, in International conference on Pluralism, Tourism Development and Society organized by Dr. BR Ambedkar University Agra in association with Howard University USA on 17-18 Dec, 2016
5. Presented a Paper on “**Inevitability of Changing Patterns in Professional Menu Planning With Reference To Nutrients And Balanced Diet**”, in 13th ITHC National

Conference on Tourism for All – Promoting Universal Accessibility organized by Indira Gandhi University, Meerpur-Rewari, Haryana on 24th Sep 2016

6. Presented a Paper on **“Role of hygiene in promotion of Local food as a tourism Product with special reference to Awadhi Cuisine”**, in the Technical Session on ‘Quality Management in Domestic Tourism’ in 12th National Convention of the IHTC Conference on ‘Strategic Development of Domestic Tourism in India’ organized by Institute of Tourism studies, University of Lucknow, Lucknow, UP, November 1-2, 2015.
7. Presented a Paper on **“A study on short term skill development programmes with special reference to Technical Education in Hospitality”**, in the National Seminar on ‘Role of Hospitality and Tourism in Globalizing Brand India’ organized by Institute of Hotel & Tourism Management, CSJM University, Kanpur, UP on October 15, 2015.
8. Participated in one day workshop on **“One Billion Tourists, One Billion Opportunities”** at Bundelkhand University, Jhansi, organized by Institute of Tourism and Hotel Management, BU, Jhansi on World Tourism Day September 26, 2015.
9. Presented a Paper on **“Role and Importance of Technology in Sustainable Tourism”**, in National Seminar 2015 on Business Sustainability through Technology organized by Dr. MPS Group of Institution, College of Business studies Sikandra, Agra 21 Feb 2015
10. Attended seven days Faculty Development Programme held at Bundelkhand University, Jhansi from 1-7 Sep, 2014.
11. Presented a Paper on **“Role of Public Sector in Growth and Development of Hospitality Industry in India”** in National Seminar 2014 on India Growth Story Amid Political Corruption organized by Dr. MPS Group of Institution, College of Business studies Sikandra, Agra in association with NHRDI Network 08 March 2014
12. Participated in seven days workshop on **“Research Methodology”** at Bundelkhand University, Jhansi, organized by Internal Quality Assurance Cell, BU, Jhansi from 20-26 Feb, 2014
13. Presented a Paper on **“Spiritual Tourism: An Instrument to rejuvenate the consciousness”**, in National Seminar 2013 on Convergence of Spiritualism with Science and Art organized by Dr. MPS Group of Institution, College of Business studies Sikandra, Agra on 23 March 2013.
14. Presented a Paper on **“Issues Challenges and opportunities in hospitality industry of developing countries: with special reference to India”**, in National Seminar on

Reverse Innovation in the Context of Developing Countries organized by Shri Siddhi Vinayak Group Institutions, Bareilly in association with RMA on 27 Jan 2013.

15. Presented a Paper on **“Application & Branding of Social Media for Building the awareness in hospitality”**, in National Seminar 2012 on Viral Marketing organized by Dr. MPS Group of Institution, College of Business studies Sikandra, Agra on 03 March 2012
16. Presented a Paper on **“Ethnic Food: A promotional tool for tourism in grey areas”**, in National Conference on ‘Sustainable Tourism Development’ organized by ITHM, Bundelkhand University, Jhansi, UP on 26-27 March, 2011.
17. Presented a paper on **“Infrastructure for Tourism & Hospitality-The case of inter-state circuits”** in National conference on ‘Hospitality Industry in India-Developments and Challenges’ organized by MMICT&BM (HM), MM University, Mullana, Ambala on November 6-7, 2009.
18. Attended two weeks **AICTE sponsored FDP on “Role of Modern Teaching Aids and Tools in Technical Education”** at JCDCOE, Sirsa organized by Jan Nayak Chaudhry Devi Lal Vidyapeeth, Sirsa, Haryana from 06-18 Jul, 2009.
19. Attended one day **FDP on “Service - Quality Assurance in Hospitality Industry” organized by MMIHM, MM University, Mullana, Ambala, Haryana, on 02 March, 2009.**
20. Paper on **“Inevitability of Quality Education with reference to Hospitality Education in India”** in National Conference on “Hospitality Management Education : Issue & Challenges” organized by Durgapur Society of Management Science, Durgapur, West Bengal, on Jan 29 & 30 2009
21. Paper on **“Ecotourism: Boon or Bane”**, in conference on ‘Heritage Tourism in India’ organized by Bundelkhand University, Jhansi, UP on 24–25 March, 2008.

ORIENTATION/REFRESHER COURSE:

- Four weeks Orientation Programme from UGC HRDC Punjabi University, Patiala, Punjab from 18/05/2016 to 14/06/2016.
- Three weeks Refresher Course from UGC HRDC Kumaun University, Nainital, Uttarakhand from 08/11/2016 to 28/11/2016.
- Two weeks Online Refresher Course from CPDHE (UGC-HRDC), University of Delhi on “Indian Folklore, Culture & Traditions (IDC)”, February 10–23, 2021

- Seven days Online Refresher Course from Bundelkhand University, Jhansi on “Implementation of National Education Policy 2020 in Higher Education”, March 17-23, 2021.
- One Week National Online Faculty Development Program organized by School of Education, Mahtma Gandhi Antarrashtriya Hindi Vishwavidyalaya Wardha, Maharashtra on “Technology-Enabled Learning in Higher Education” Under the Aegis of Ministry of Education, Govt. of India Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT), August 23-28, 2021.

ACADEMIC ASSIGNMENTS:

- Paper Setter, Evaluator and External Examiner in several Institutes/Universities:
 - MJP Rohilkhand University, Bareilly.
 - MM University, Mullana, Ambala
 - HNB University, Srinagar, Garhwal
 - Punjab University, Chandigarh
 - CSJM University, Kanpur
 - PTU, Jalandhar
 - UPTU Noida
 - Subharati University, Meerut
- Approved Guide in IGNOU New Delhi, for Dissertation project report in MTM in the year 2009 & 2010.

MEMBERSHIP:

- Life time membership of Indian Tourism Hospitality Congress: Active Membership ID ITC/LFM/515.
- Member Bundelkhand Tourism Development and Archaeological Conservation Committee. (बुंदेलखंड पर्यटन विकास एवं पुरातत्व संरक्षण समिति झाँसी मण्डल, झाँसी)
- Member Bundelkhand Food and Customs Committee. (बुंदेलखंड व्यंजन एवं रीति रिवाज समिति झाँसी मण्डल , झाँसी)
- Invited Member Author & Editor of a recipe book on "Bundeli Cuisine" under supervision of Commissioner Jhansi, Published by Bundelkhand University Jhansi in the year 2022

- Innovation Ambassador (IA) Training ‘Advanced Label,’ E-certificate No: IA/Advance/115654

ACADEMIC/ADMINISTRATIVE CONTRIBUTIONS IN BUNDELKHAND UNIVERSITY

- Member Millet Committee, BU, Jhansi
- Member syllabus compilation committee for Faculty of Commerce, BU, Jhansi
- Member Institution Development Plan Cell - 2021, Bundelkhand University, Jhansi
- Member Institution’s Innovation Council, Bundelkhand University, Jhansi
- Member Board of Studies, ITHM, BU Jhansi.
- Coordinator Training and Placement (HM), ITHM, BU Jhansi.
- Coordinator Integrated BHMCT-MHMCT Course, ITHM, BU Jhansi.
- Member T&P Cell BU Jhansi.
- Internship Activity Coordinator, IIC, BU Jhansi. 2020-21
- Co-Incharge Bundelkhand University International Centre. Feb 2021-Nov 2021.
- Member Executive Council Bundelkhand University, Jhansi. 19/11/2019 to 18/11/2020.
- ADSW 2012-13, 2018-19.
- Member Proctorial Board 2014-17
- Coordinator Equal Opportunity Cell under UGC Cell 2014-15
- Member several Selection Committees as SC Representative
- In-charge hospitality (VIP Service) to Honorable Governor during convocations and other visits.
- Protocol officer to the member NAAC PEER Team 2017.
- Member several affiliated college Inspection Committees
- Member several Redress Committees
- Member several Socio Cultural and Sports Committees
- Member Steering Committee for the implementation of ISO 9001:2008, 2013-14
- Co-convener, Hospitality Committee Inter University North Zone Youth Festival 19/11/2015 to 23/11/ 2015
- Joint Secretary, Alumni Meet
- Co-coordinator Skill Development Classes of Bakery under PMKVY organized by ASSACOM India
- Coordinator Food Fest- “Jaika-e-Chat” held at ITHM, BU, Jhansi

- Coordinator several Culinary Competition held at ITHM, BU, Jhansi
- Member Conduct Committee & Centre Representative CPMT Entrance exam 2011
- Member Conduct Committee & Member Counseling Control Room B. Ed Entrance Exam2014
- Co-coordinator Central Evaluation University Annual exam 2012-13
- Member Unfair Means Committee University Annual exam 2014-15
- Observer/CS/ACS in several entrance examination and University annual/semester examination.
- Member in the panel of judges for several culinary and cultural competitions in Institute/University and organizations.

COMPUTER SKILLS:

Working knowledge of Windows 95/98/2000/XP/Vista/8/10/11, MS-Office, SPSS 20, & Internet browsing.

PERSONAL DETAILS:

Father's name : Late Shri Het Ram
Date of birth : January 29, 1975.
Marital status : Married
Languages Known : English & Hindi

Official Address : Institute of Tourism & Hotel Management,
 Bundelkhand University
 Jhansi – 284128
 Uttar Pradesh

Residential Address : Type IV/B-4, Residential Campus
 Bundelkhand University
 Kanpur Road
 Jhansi – 284128
 Uttar Pradesh

MAHENDRA SINGH