

CV Profile

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Educational Qualification

Matric up board science stream with 70% (2004)
Intermediate up board bio group with 61 % (2006)
BSc from CCSU MEERUT with 73.33 % (2010)
MSC Chemistry CCS u Meerut with 72% (2012)
M Phil 2013
JRF CSIR chemistry (2012)
JRF ICAR (2010)
MSW from MNNIT Allahabad India (2018)
JRF in economics, JRF in social work, NTA net Management Diploma in sustainable development /green economy
PhD from MNNIT Allahabad prayagraj

Expertise area:

welfare economics, entrepreneurship, small business, MSME, Handicraft sector, industrial labor and marketing strategies, strategic management, sustainability/ sustainable development, and environments, green economy

Affiliation:

- As an assistant professor, Senior Research Fellow, at Motilal Nehru national institute of technology MNNIT Allahabad India
- Former research associate MNNIT ALAHABD,
- worked as an assistant professor in humanities and social science NGBU allahabad

Editor and editorial board member experience

- Deputy Editor-in-chief in Language and Literature journal 1278-0303 Azerbaijan
- Currently as an Editor in BANK AND POLICY JOURNAL Azerbaijan.
- Associate editor in east Asian journal of multidisciplinary research EAJMR phillipine.
- Associate editor in Journal of Diversity in learning JDIL Indonesia.
- Associate editor in Bohr international Journal of scientometrics and machine learning(BIJSML)
- Currently as an editorial board member in ASIAN JOURNAL OF MANAGEMENT ENTREPRENEURSHIP AND SOCIAL SCIENCES JOURNAL (AJMES) Indonesia.
- Currently on the editorial board of the international journal of advanced research in social science and humanities. https://iaeme.com/Home/editorial_board/IJARSSH
- Currently on the editorial board of the international journal of business innovation (IJBI) at the University of Aveiro Portugal.
- Currently in the editorial board of Asia pacific journal of academic research in business administration APJARBA republic of Korea.
- Editorial board member of science education and innovation Scopus indexed Azerbaijan.
- Editorial board member in Indonesian journal of business administration **IJBA**
- Associate editor in the journal Pakistan journal of multidisciplinary research
- Currently as associate editor in Indonesian journal of social science research IJSSR
- Currently associate editor in international journal of entrepreneurial research Malaysia
- Currently as associate editor in international journal of business management accountancy and sustainable economy IJBMASE Indonesia orca public.
- As associate editor in the journal of sustainability and environmental management JOSEM Nepal
- As assistant editor in the international journal of economics, finance, and management sciences USA
- Assistant editor in QALAMUNA journal of finance and social science
- Editorial board member in the journal of sustainable business and economics JSBE

Reviewer Experience

- Reviewer in small enterprise management development and extension SEDME a journal of SAGE publication
- Reviewer in REVIEW OF MARKETING INTEGRATION (RMI) a journal of SAGE publication with Scopus indexed.

- Currently as a Reviewer in the agricultural economic review journal an ABDC c listed and Scopus indexed
- Reviewer in Journal of agricultural and science technology JAST a WOS and SCOPUS INDEXED journal
- Reviver of journal of marketing strategy JMS
- Reviewer of APJARBA
- Reviewer at BENCHMARKING international journal ABDC B and Scopus indexed Quality journal.
- MEMBER of IIC Indonesia as vice president.
- Member of international conferences committee(ICC) Indonesia and Australia since 2020
- Reviewer in the European journal of sustainable development research
- Reviewer of WSEAS transactions on business and economics Scopus indexed journal.
- Reviewer of JOSEM journal of sustainability and environmental management Nepal
- Reviewer in AIJER and IJM and Scopus indexed journal in the marketing field

Indexing journal and paper publication

- Paper entitled “strategies for development of handicraft sector in India post-pandemic Covid-19: Artisan as Entrepreneur in Recent Scenario” has been accepted in the Indian Journal of Economics (ABDC indexed) has been published.
- **performance of women artisans as entrepreneurs in ODOP in Uttar Pradesh to boost economy: strategies and away towards global handicraft index for small business. published by ACADEMY OF marketing studies journal issue 2, 2022 volume 26.**
- Paper entitled “Business Strategies for developing Indian MSME During Post-Pandemic Covid 19: Role of artisans in boosting the economy” has been accepted in the Asian economic letter APEA and will be appeared in March 2022 on the journal website.
- Strategies for Development of Handicraft Sector (Small Industries) in India. SEDME (Small Enterprises Development, Management & Extension Journal), 47(3), 175–193. <https://doi.org/10.1177/0970846421103746>. (UGC CARE-I) SAGE Journal. (Published in September 2021)
- Business Strategies For Developing Indian Handicraft Sector (MSME) During Post Pandemic Covid 19: Role Of Artisans As Entrepreneur In Boosting Economy. Turkish Journal of Physiotherapy and Rehabilitation, 32(3), 32621 – 32628. **ESCI indexed, (SCOPUS Indexed)** (Published in December 2021).
- Performance of women as entrepreneurs in Moonj craft (family business) during post-pandemic covid-19. Developing strategies for women artisans. Accepted in Empirical Economic Letters (**ABDC indexed**) to be published in Volume 20 special Issue, December 2021.

- Strategies and Entrepreneurial Capacity development of Handicraft Sector (ODOP) artisans in India to boost Indian Economy: Away top developing global handicraft index, accepted in the British Journal of Administrative Management (**ABDC indexed**) to be published in Volume 57 Issue 145, December 2021.
- Performance of women in MSMEs during pandemic COVID 19 in India. Strategies for Developing Handicraft sector with Artisan as Entrepreneur published in bank and policy journal 2022 issue 1 volume 2.
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- Entrepreneurial development of artisan in ODOP in Uttar Pradesh to boost economy: Strategies and New and first Approaches towards Global Handicraft Index for Socio-economic welfare of artisans. Volume 2 issue 1 2022. Asian journal of management entrepreneurship and social sciences.
- Global handicraft index: a pioneering approach and developing strategies for promotion completion and Welfare of Artisan in the Digital volume 2 issue 1 2021 bank and policy journal page 59-80
- performance of women artisans as entrepreneurs in odor in Uttar Pradesh to boost economy: strategies and away towards global handicraft index for small business in the **academy of marketing studies journal and ABDC B category index journal** volume 26 issue 2 special issue.
- Digital Analysis of the Transformation of Institutions in the Knowledge and Innovation System of the Handmade Carpet Industry *small enterprises development management and extension journal*<https://journals.sagepub.com/doi/full/10.1177/09708464221096903>
- Entrepreneurial Development of Artisan in ODOP in Uttar Pradesh to Boost Economy: Strategies and New Approaches Towards Global Handicraft Index for Socio-Economic Welfare of Artisans. *Asian Journal of Management, Entrepreneurship, and Social Science*, 2(01), 1-17. Retrieved from <http://www.ajmesc.com/index.php/ajmesc/article/view/46>
- **Role of One district one product (ODOP) and Moonz craft of Uttar Pradesh: Strategies and new approaches for developing first Global Handicraft Index Bank and policy journal volume 1 issue 2 2021**
- Proposal of a Global Handicraft Index for Sustainable Development: A Visionary Approach for Small Industry and Developing Strategies for Handicraft (Rural Industry). *European Journal of Sustainable Development Research*, 6(2), em0185. <https://doi.org/10.21601/ejosdr/11909>
- **Exclusive and Digital analysis of the transformation of Institutions in the knowledge and innovation system of the handmade world carpet industry journal of positive school psychology, page 1135-1160 volume 6 issue 3(2022) SCOPUS INDEXED**
- Small industries (Handicraft Sector) of Azerbaijan and impact of Pandemic-19 on Traditional craft: Strategies for Development of Handicraft Sector in Azerbaijan. *Bank and Policy*, 2(2): 112-127.

- India's toy industries and markets competition with global toys: An overview of the toy industry and how the sector is gearing up for an Aatmanirbhar Bharat. *Bank and Policy* 2(2): 86 -110.
- Indian small industries (Terracotta of Gorakhpur and Bankura) and women artisan in the digital and covid-19 era: a case study on the traditional handicraft in Uttar. *International Journal of Economy and Innovation*, Volume 22(2): 359 -370.
- Entrepreneurial Development of Arti-san in ODOP in Uttar Pradesh to Boost Economy: Strategies and New Approaches Towards Global Handicraft Index for Socio-Economic Welfare of Artisans. *Asian Journal of Management, Entrepreneurship, and Social Science*, 2(01), 1-17.
- Role of One district one product (ODOP) and Moonz craft of Uttar Pradesh: Strategies and new approaches for developing the first Global Handicraft Index. *Bank and Policy* 1(1).
- Performance of women artisans as entrepreneurs in odor in Uttar Pradesh to boost economy: strategies and away towards global handicraft index for small business. *Academy of Marketing Studies Journal*, 26(1), 1-19. **ABDC indexed B category**
- global handicraft index:a pioneering approach and developing strategies for promotion, competition, and artisan in the world *Asian journal of management entrepreneurship and social sciences volume 2 issue 2 May 2022*
<https://ajmesc.com/index.php/ajmesc%09%20Volume%2002%20Issue%2002>
- Artisans in india to boost Indian exonomy.A Way for developing global handicraft index Published by The Institute of Administrative Management, UK Manager - The British Journal of Administrative Management ISSN -1746 1278 ABDC indexed
- Gig Economy: Reshaping Strategic HRM In The Era of Industry 4.0 and Artificial Intelligence **Scopus indexed** journal of positive school psychology
- Entrepreneurial development of artisan in ODOP in Uttar Pradesh to boost economy: Strategies for Socio-economic welfare of artisans **ABDC INDEXED**

International conference and awards

- Paper presented in IICAMT 2021 International conference on Strategies for Development of Handicraft Sector in India after Pandemic Covid 19:An Approach toward Aatmanirbhar Bharat Organized by MNNIT Allahabad prayagraj during 20 to 22 April 2021.
- Paper presented in International E-Conference on “development of Artisans as Entrepreneur in Handicraft Sector to Make Aatmnirbhar Bharat during pandemic Covid 19” Organized by JAIN deemed to be university vedupalli Karnataka between 25 and 26 June 2021.
- Paper presented in 2nd virtual International Conference on “Role of Artisan in Boosting Indian Economy after Pandemic Covid 19 through Innovative Ideas” organized by IIT Bombay between 20,21 March 2021.

- Participated in an online 5 days National Workshop on Research Methodology organized by IGNTU Amarkantak from May 26, 2021, to May 30, 2021.
- Paper Represented in **International conference** organized by **SRM University Chennai** campus during 12 -13 July 2021 title of the paper was **“Entrepreneurial Development of Handicraft Sector with artisans after pandemic COVID-19”**

paper representation in **International Conference** in IIM Jammu during 30 and 31 July 2021 and title of the paper was **“Business Strategies for Developing Indian Handicraft Sector After Post Pandemic Covid 19:Role of Artisans as Entrepreneur in Boosting Economy”**

Attended National Webinar on **“NEP 2020 challenges and opportunity** organized by university of Hyderabad during June 2nd,3rd June 2021 and Won the First Cash Prize of Rs 5000/ in open Quiz competition during the webinar.

Attended a two-day online workshop on **“Research Methodology”** organized by ICSSR and IIM Kozhikode from 13 to 19 June 2021.

- Paper Represented in International conference organized by Raja Bhatt Mahasarakham university Thailand during 31 Oct 2021 title of the paper was **“Business Strategies for ODOP during covid 19 19:Role of Artisans as Entrepreneur”**

Book chapter

Community entrepreneurship in handicraft artisan and strategies for their development available on amazon combo