

ASHISH ANAND TRIPATHI



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C/O- Prof. Usha Kiran Rai,
Institute of Management Studies,
Banaras Hindu University,
Varanasi-221005, (U.P.)

Career Objective

To become successful by working with a growing organization and putting my best efforts towards my job to achieve organizational & personal growth, so that the organization can grow & I too along with it

Professional experience

- Guest Lecturer at DDU Kaushal Kendra, Rajeev Gandhi South Campus, Banaras Hindu University, Varanasi, 221005.
- Research Scholar in Institute of Management Studies, Banaras Hindu University From October 2009 to up to the date.
- Lecturer with Gyan Institute of Management & Technology Affiliated to Uttar Pradesh Technical University, Lucknow and Lucknow University From August 2009 to October 2009. Worked on Papers of M.B.A. & B.B.A. 1st & 3rd semester students (Principles & Practices of Management, Supply Chain Management, Business Environment & Communication for Management), Personality Development issues and Events (Cultural & Non Cultural).
- Guest lecturer with City College of Management (Sister Concern of City Academy Law College) Affiliated to Lucknow University from June 2009 to August 2009. Worked on Papers of B.B.A. 1st & 3rd semester students (Advertising Management, Principles & Practices of Management), Personality Development issues and Events (Cultural & Non Cultural).

Educational qualifications

- Ph.D. (Management), thesis submitted titled 'An Analytical Study of Media Mix Strategy for Communication of Consumer Rights', under supervision of Prof. Usha Kiran Rai, Professor, Institute of Management Studies, Banaras Hindu University, Varanasi.
- Course Work for Ph.D. Research Scholar in Management Studies (2009-2010) from Faculty of Management Studies, Banaras Hindu University

- Qualified National Eligibility Test of University Grant Commission UGC- NET in Management for Lectureship in December- 2008 and June-2009
- Master of Business Administration, dual specialization in Marketing and Human Resources Management from Uttar Pradesh Technical University (2007-2009).
- Bachelor of Arts from University of Calcutta, (2002-2005)
- Higher Secondary from West Bengal Council of Higher Secondary Education (2000-2002).
- Secondary from West Bengal Board of Secondary Education (2000).

Computer Skills

- ADCA (Advanced Diploma in Computer Application) (2005-2006)
- DDTP (Diploma in Desktop Publishing) (2006-2007)
- Proficiency in usage of Microsoft office (MS Word, MS Excel, PowerPoint) and Internet application with Fundamental of Coral Draw & Photoshop, Fundamentals of SPSS and LATEX.

Professional certifications

- Primary Mountaineering course at University Mountaineering Centre, Banaras Hindu University.
- Certificate in Consumer Protection form UPRTOU, Allahabad.
- Certificate course in “Photography” From Hobby Centre, BHU.
- Certificate course in “Yogic practices in better Living” From Yoga Sadhana Kendra (Centre for Yoga), Malviya Bhawan, BHU.

Academic Areas of Interest

- Consumer Rights, Promotional Mix & Marketing Communication.
- Women Entrepreneurship, Sustainable Development & Management Games.

Summer Training

- Completed Summer Training project in BSNL, Ghazipur on “A Study on Expectation & Requirements of BSNL Customers in Ghazipur” in 2008.

Research Project

- Completed Research Project Report on Consumer Protection Act, 1986. As “Empirical Study of Consumer Protection Act, 1986” in 2009.

Industrial Visit

- Scooters India Pvt Ltd, Lucknow
- Kankinara Jute Mills Pvt Ltd
- Kankinara Nafarchandra Jute Mills Pvt Ltd

Membership Of Academic / Professional Organisation

- Madhya Pradesh Samajshashtriya Sansthan, M.P.
- Bhavishya Educational and Charitable Trust, W.B.
- Member of Saskritik Punarnirman Mission, Kolkata, W.B.

Research Papers/ Articles Published in Journals & Edited Books

The Official Publication of Society for Science and Nature (SFSN) ISSN: 2229-600X (Online) ISSN: 2229-6425 (Print)	Tripathi. A. A., & Rai. U. K., (2016). “Escapism from consumer rights mechanism- An exploration”. <i>International Journal of Engineering and Management Sciences (IJEMS)</i>. 7[2], 149-159.
Society for Research Scholars ISSN: 2348-5590	Tripathi. A. A., & Rai. U. K., (2015). “An Exploration into the Reach of Communication Channels used for Consumer Rights Awareness”. <i>Emerging Researcher (Research for All)</i>. Volume 2, Issue III, 87-98.
Bharti Publications (Delhi) ISBN: 978-93-81212-35-6.	Rai, U. K., Pandey. R. & Tripathi, A. A., (2013). “Consumerism and Waste Management- An Exploration of CSR activities in Indian Restaurant Industry”. in the edited book <i>Corporate Social Responsibility: Conceptual Framework, Practices & Issues</i>, Edited by Urvashi Makkar & Anurag Pahuja,
Excel India Publishers ISBN: 978-93-82062-73-8.	Singh, S. K., Shrivastava, P., Tripathi, A. A. & Rai, U. K., (2012). “Marketing of Bank Products- Emerging Challenges & Strategies” in the edited book <i>Emerging Marketing Paradigms</i>, Edited by Usha Kiran Rai, Alok Kumar Rai & S. K. Singh, <i>First Impression</i>, 314-320.
Global Publishing House (India) ISBN: 978-93-81563-24-3.	Vaibhav & Tripathi, A. A. (2013). “Brand Building and its Relevance in Present Scenario in the edited book <i>Integrated Marketing Communication A Research Agenda</i>, Edited by S. K. Singh Usha Kiran Rai, Anurag Singh & Alok Kumar Rai, <i>First Impression</i>, 257-268.
Macmillan Advanced Research Series Macmillan Publishers India Ltd. ISBN: 023-033-150-5.	Rai, U. K., Srivastava, M. & Tripathi, A. A., (2010). “Management Training needs of Women Entrepreneurs- A study on Varanasi District” in the edited book <i>Women Entrepreneurship Development : Issues and Perspectives</i>, Edited by Usha Kiran Rai & Alok Kumar Rai, <i>First Impression</i>, 143-152

Research Papers/ Posters Presented in National & International Conferences/ Seminars/ Workshops/ Symposiums:

20-21 December, 2014.	“Role of Consumer Rights in Socio Economic Development of Rural India” . <i>National Seminar</i> on “Socio Economic Development in India in Post reform Era”. Organised by Department Commerce, Sunbeam College for Women, Varanasi.
30-31 January, 2014.	“भारतीय संस्कृति में उपभोक्ता अधिकार एवं संरक्षण” <i>International Seminar</i> on “लोक साहित्य व संस्कृति: सामर्थ्य और चुनौतियां” Jointly Organised by Department Of Hindi, Faculty of Arts, Banaras Hindu University, Varanasi and Sabdarth Academy.
08-09 December, 2012.	“Consumer Rights in Contemporary India: Mahamana’s Perspective” . <i>National Conference</i> on “Contemporary Relevance of Mahamana’s Vision & Thoughts”. Organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
4-5 December, 2012.	“Marketing of Bank Products-Emerging Challenges & Strategies” . <i>International Conference</i> on “Marketing Paradigms in Emerging Economies”, ICOM12. Organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
04-05 December, 2012.	“Brand Building and its Relevance in Present Scenario” . <i>International Conference</i> on “Marketing Paradigms in Emerging Economies”, ICOM12. Organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
24-25 February 2012.	“Trends in Advertising of Consumer Rights Awareness Programs: A Critical Analysis” . <i>National Workshop</i> on “Modern Trends in Advertising”. Organised by Faculty of Applied Arts, Banaras Hindu University, Varanasi.
25-27 December, 2011.	“Higher Education & Consumer Protection” . <i>International Conference</i> at BHUAM2011, Organised by Banaras Hindu University, Varanasi.
27-28 November 2011.	“Analysis of Consumer Rights Awareness in Reserved Categories” . <i>National Seminar</i> on “पिछड़े वर्ग के उत्थान में आरक्षण की भूमिका: वैचारिकी एवं क्रियान्वयन” Organised by M.G.M. College, Sambhal (Bhimnagar).
16-17, April 2011.	“Consumer Rights in Insurance Industry: Issues and Perspective” . <i>National Conference</i> on “Insurance Industry in India: Agenda for Future”. Organised by Faculty of Commerce, Banaras Hindu University, Varanasi.
22-23, October 2010.	“Management Training needs of Women Entrepreneurs- A study on Varanasi District” . <i>National Conference</i> on Women Entrepreneurship in India, (NACWEI 2010). Organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
11-15, January 2010.	“Millennium Development Goals- Within or beyond the reach of Developing Nations? A study of the Socio-Economic Disaster” . <i>International Conference</i> on Strategic Management of Energy, Environment & Disaster for Sustainable Development ICONSMEEDS. Organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.

Participated in Workshops, Training Programmes, Faculty Development Programmes, Management Development Programme:

13-28, January, 2016.	<i>National “Faculty Development Programme in Entrepreneurship”</i> . Jointly organised by Malaviya Centre for Innovation, Incubation & Entrepreneurship (MCIIE), Indian Institute of Technology (Banaras Hindu University) Varanasi and DDU Kaushal Kendra, RGSC, BHU, Barkachha, Mirzapur. Supported by National Science and Technology Entrepreneurship Development Board, DST, Government of India and Entrepreneurship Development Institute of India (EDI), Ahmedabad.
06-12, January, 2014.	<i>National Workshop</i> on “व्यक्तिगत एवं अकादमिक जीवन में उत्कृष्टता के लिए जीवन मूल्य एवं व्यावहारिक कौशल” organised by Malaviya Centre for Ethics & Human Values, Banaras Hindu University, Varanasi.
03-09, September, 2013.	<i>National Training Programme</i> on Latex organised by DST-Centre for Interdisciplinary Mathematical Sciences (CIMS), Banaras Hindu University, Varanasi.
11-18, August, 2013.	<i>National Workshop</i> on “ Discovering Statistics by MS-Excel and SPSS ” organised by DST-Centre for Interdisciplinary Mathematical Sciences (CIMS), Banaras Hindu University, Varanasi.
10-21, February, 2013.	<i>National Faculty Development Programme</i> on “ Entrepreneurship Development ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
06-21, January, 2012.	<i>National Workshop</i> on “ Self-Employment & Employment Generation ” jointly organised by Office Management & Business Communication, RGSC, Banaras Hindu University, Varanasi and MSME Development Institute, Naini, Allahabad
06-07, January, 2012.	<i>National Workshop</i> on “ Social Business Lab @ B Schools ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
10-22, October, 2011.	<i>National Workshop</i> on “ Values for Integrated Human Development ” organised by Malaviya Centre for Ethics & Human Values, Banaras Hindu University, Varanasi.
25 th June, 2011.	<i>National Workshop</i> on “ Model Curriculum Development for Management Students ” organized by Faculty of Management Studies, Banaras Hindu University, Varanasi.
07-18, March, 2011.	<i>National Workshop “Entrepreneurship Development”</i> jointly organised by Office Management & Business Communication, RGSC, BHU and MSME Development Institute, Government of India, Naini, Allahabad.
15-20, March, 2010.	<i>National Training Programme</i> on “ Marketing: The Recent Advancements ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
08-13, March, 2010.	<i>National Training Programme</i> on “ Service Marketing : issues and Perspectives ” and “ Value Chain Analysis ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi

22-27, February, 2010.	<i>National Training Programme</i> on “ Women Studies and Management Education ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
15-20, February, 2010.	<i>National Training Programme</i> on “ Research Methods in Management ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
08-13, February, 2010.	<i>National Training Programme</i> on “ Value chain Analysis ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
08-13, February, 2010.	<i>National Training Programme</i> on “ Re-Engineering and Financial Market ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
01-06, February, 2010.	<i>National Training Programme</i> on “ Effectiveness in Teaching through Ethics & Soft Skills ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
25-30, January, 2010.	<i>National Training Programme</i> on “ Creating Value through Innovations ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
11-16, January, 2010.	<i>National Training Programme</i> on “ Corporate Social Responsibility ” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
11 th April 2009.	<i>National Workshop cum Interface</i> on “ The Gap Between Market Theories & Practices (Shift in Strategy Formulation) ” by Mr. Alok Kashyap ASM Essar Steels, Kanpur organised by Gyan Institute of Management & Technology, Lucknow.
21-24, January, 2008.	<i>Management Development Programme</i> on “ Export Marketing Procedures & Documentation (a programme on Rashtrabhasha) ” jointly organized by Faculty of Management Studies, Banaras Hindu University, Varanasi and Indian Institute of Foreign Trade, New Delhi.
24-25, April, 2008.	<i>National Workshop</i> on Research Methods & Design “Manthan” organised by Gyan Institute of Management & Technology, Lucknow.

Participated in National/ International Seminar/ Conference/ Symposium:

20-21, December, 2014.	<i>National Seminar</i> on “ Socio Economic Development in India in post reform era ” organised by Faculty of Commerce, Sunbeam College for Women, Varanasi.
30-31, January, 2014.	<i>International Seminar</i> on “ लोक साहित्य एवं संस्कृति: सामर्थ्य व चुनौतियां ” jointly organised by Department of Hindi, Faculty of Arts, Banaras Hindu University, Varanasi and Shabdarta Academy.
08-09, December, 2012.	<i>National Conference</i> on “ Contemporary Relevance of Mahamana’s Vision & Thoughts ” organised by Banaras Hindu University, Varanasi.
04-05 December, 2012.	<i>International Conference</i> on “ Marketing Paradigms in Emerging Economies ”, ICOM12 organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.

24-25, February, 2012.	<i>National Seminar</i> on “ Modern Trends in Advertising ” organised by Faculty of Applied Arts, Banaras Hindu University, Varanasi.
27-28, November, 2011.	<i>National Seminar</i> on “ पिछड़े वर्ग के उत्थान में आरक्षण की भूमिका: वैचारिकी एवं क्रियान्वयन ” organised by M.G.M. College, Sambhal (Bhimnagar).
16-17, April, 2011.	<i>National Conference</i> on “ Insurance Industry in India: Agenda for Future ” organised by Faculty of Commerce, Banaras Hindu University, Varanasi.
22-23, October, 2010.	<i>National Conference on Women Entrepreneurship in India, NACWEI 2010</i> organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
19-20, March, 2010.	<i>National Seminar</i> on “ वैश्विक चुनौतियाँ: साहित्य, संस्कृति, समाज और पर्यावरण ” jointly organised by महिला महाविद्यालय, काशी हिंदू विश्वविद्यालय एवं केंद्रीय हिंदी संस्थान, आगरा
11-15, January 2010.	<i>International Conference on ICONSMEEDS (International Conference on Strategic Management of Energy, Environment & Disaster for Sustainable Development)</i> organised by Faculty of Management Studies, Banaras Hindu University, Varanasi.
25-27, December 2009.	<i>International Seminar</i> on “ Higher Education: Global Perspective and Indian Vision ” (IBAM 2009) jointly organised by Banaras Hindu University, Varanasi and Mahamana Malaviya Mission, New Delhi.
15-16, November, 2008.	<i>National Conference</i> on “ Samaj Nirman avam Nari Shakti ” organised by World Women’s Awakening Organization (WWAO) at Varanasi.
31 st December, 2007.	<i>National Seminar</i> on “ स्त्री-मुक्ति विमर्श और महादेवी वर्मा का साहित्य ” jointly organised by केंद्रीय हिंदी संस्थान, आगरा and Federation Hall Society, Kolkata.

Workshop, Seminar & Symposia Attended

- Attended International Workshop on “Post Economic Meltdown Era-challenges & Strategies” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi on 4-5, February, 2012.
- Attended one day workshop on “Social Entrepreneurship” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi on 20, February, 2010.
- Attended National Seminar on “Quality Of Teaching in Self Finance Management Institutions” organised by Faculty of Management Studies, Banaras Hindu University, Varanasi on 31st October, 2009.

- Participated in ICARD (International Conference on Agriprenuership & Rural Development) organised by Faculty of Management Studies, Banaras Hindu University, Varanasi on 05-06, December, 2009.
- Participated in National Seminar on Indian Value Based Education by Prof B.L.Vajpayi, Head of Department Business Administration, Director, Lucknow University organised by Gyan Institute of Management & Technology, Lucknow.
- Participated in National Seminar on Organized Customer Relation Management by Prof Arunav Chatterjee Director, BMS Programs, IMS Lucknow organised by Gyan Institute of Management & Technology, Lucknow.

Co-Curricular Activities

- Served as a Member of Core Organising Committee of the Management Fest-RanSangraam 2.0 under the Students Club Kalpavriksha of Institute of Management Studies, Banaras Hindu University, Varanasi.
- Winner of Travel quiz contest of Span Magazine published by American Embassy.
- Winner of Interactive quiz contest Vol. 33 of Span Magazine published by American Embassy.
- Worked in “Enlighten Session” organised by Human Resource Department of Bajaj Allianz Life Insurance Company Limited in Varanasi 1 Divisional Office as a “Guest Speaker” on the topic “Identifying Human Personality”
- Worked as Student Coordinator for Volunteers in NACWEI 2010, IBAM 2009 & ICOM12
- Worked as Student Venue Coordinator & Student Event Coordinator in Sapandan 2010, 2011 and 2012 Inter Faculty Youth Festival of Banaras Hindu University.
- Participated in Sketching Competition by the JIGD & DAINIK JAGRAN.
- Worked with the Initiative Campaign of Times of India,” TEACH INDIA”.
- Participated in bikethon session 3, 2010, 14km cycle race by inext at Varanasi.
- Participated in bikethon 2009, 10km cycle race by inext at Lucknow.
- Working With NGOs KIDS, BHAVISHYA & PRITHVI INNOVATIONS.
- Participated in Special Project Designed to Encourage Education in Rural Areas of Lucknow named as “MA TUJHE SALAM”.
- Designing Sketches for a Magazine “VAGARTHA”.
- Provided Non Formal Education to ORPHANS of “RAJKIYA SHISHU GRIHA”.
- One Year’s Experience in Management of a Competitive Library.
- Participated on Project ‘YOUTH CLUB DEVELOPMENT PROGRAMME” By NEHRU YUVA KENDRA (Govt of India) at Kankinara Vivekanand Yuva Kalyan Samity in 25-29 December, 2000
- Participated in Intercollege fiestas (AROHAN, SANKALP, REGALIA, and OJAS etc.).
- “BEST ACTOR AWARD” In the Play Sadgati by JANWADI LEKHAK SANGHA.
- “BEST ACTOR AWARD” In the Play Uff Ye Mahanagar in “Sankalp” by GIMT Lucknow.
- Directed the Play BUDHI KAKI at HINDI MELA, Calcutta in December 2004-05.

- Participated in 4th NATIONAL KARATE CAMP at RAIGANJ.
- Participated in DISTRICT KARATE CAMP at ISHAPORE.
- Participated In Road Race Of 10 KMs, 3 Times.
- Participated in Drawing Competition (1st prize) at Sheuly Sangha by Jagatdal Thana on 21st August 2005.
- Winner of Annual Sports (Athlete) 1st Prize at Kankinara Arya Vidyalaya on 22 December 1999.
- Participated in school drills as a Team Leader.
- Winner of General Knowledge Competitions.

Personal Information

Permanent address	C/O – Shiva Nand Tripathi, Village and Post- Pahalwanpur, District - Ghazipur, Pin- 233311, Uttar Pradesh
Date of Birth	1 ST February 1984.
Se	Male
Nationality	Indian
Father's Name	Sri, Shiva Nand Tripathi
Mother's Name	Smt, Saraswati Tripathi
Language's known	Hindi, English, Bangla and Bhojpuri.
Interest & Hobbies	Reading, Writing, Social Works, Social Welfare & Cultural Activities,

Reference:

Dr. R. K. Pandey Professor and Dean Faculty of Management Studies Banaras Hindu University Varanasi – 221005 Cellular : 9415446567 Email id. : rkpandey@fmsbhu.ac.in	Dr. S. K. Singh Professor and Ex-Dean Faculty of Management Studies Banaras Hindu University Varanasi – 221005 Cellular : 9415336708 Email id. : cpsksingh@rediffmail.com	Dr. Usha Kiran Rai Professor Faculty of Management Studies Banaras Hindu University Varanasi – 221005 Cellular : 9415265632 Email id. : usha_fms@yahoo.com
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