STATEMENT OF PURPOSE

Measurement of any activity is transitory. Measures of economic growth and development in all the way is comprehensive. This has to be integrated into a socio-psychological and political ethos. Both evaluation:quality and quantity do have a good bearing on the results .The process of monitoring is always objective oriented. Economic gradations qualify the support, outlook, innovation challenges and change. This invariably focus the organization capabilities. This generate a monitoring environment. The data and information gathering at post-evaluation from the bedrock to the development planning. Six sponsors as mentioned engrossed to vital statistics, revenue , fiscal matters, labor relationships and deployment.Further, capital-labor dichotomy suggest investment options for productivity.Policy makers are grately concerned with above parameters of growth.They intended to use these with enthusiasm and excitement.

My interest in attending this school is to gather the strong interface from the learning environment of scholarship.I am a professor in business from Indla,, working for a non-profit CBO as the promoter and mentor to spread the spirit of entrepreneurship in village of coastal Odisha in India. A model evolved by me namely:Water as Enterprise, is awarded by the government of India. There I have tried my insight for corporatising the activities of the common property resource (CPR) of the village held in the name of the village Diety.Presently, I explore the efforts both financial and organizational to adopt the model for the economic development of the villagers.My attending this school,I strongly feel will generate a profound desire in me in exploring and cherishing the cause of action for my project.

My organization is unique to me and devoid of providing support for attending the event. However, I long for the learning from my fellow participants in using those in my home country.

Letter Of Support

My Organisation may not be in a position to support my candidature for attending this summer school as I am in contractual, non-tanurial assignment. However, I am endowed to community development work, organizing an NGO/CBO in my village in developing inland water existing through ten ponds. To start with, I look forward to this support from government of INDIA in addition to funding and organizational support from any international intellectual/academic/funding organization. I take this opportunity to attend the fellowship program under CRIW summer institute fellowship.
Further to the above, I intend to corporatize the activity of this common property resources (CPR), forwhich I have started the work long back, obtaining the technical support from central institute of freshwater acquaculture (CIFA), Indian Council Of Agricultural Research (ICAR), Ministry of agriculture, Government of INDIA.
I want to present my idea in the summer workshop as the chief executive of my organization.

RESUME

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Personal

Date of Birth: 5th February 1950 Marital Status: Married (family of four, wife, one son and one daughter)
Languages known: English, Hindi and Oriya, Bengali, Punjabi.

Academics

2005	Ph.D. in Business Administration, Utkal University, Bhubneshwar.
1972-1975	MBA, Punjab Agriculture University (PAU) Ludhiana, First Division (CGPA 3.62 out of 4.00)
1968-72	B.Sc.(Agri), Orissa University of Agriculture and Technology (OUAT), Bhubneshwar, First Division (CGPA 3.53 out of 4.00).

Work Profile

2017 – cont.	Sr. Consultant(HRD), National Inland Navigation Institute (NINI), Inland Waterways Authority of India,
2016 - 2016 .	Professor, Food Technology, School of Vocational studies and applied sciences, Gautam Budha University, Greater Noida, (University under Govt. of Uttar Pradesh, India)
2014 – 2016	Professor, Faculty of Management, Sanjay Ghodawat Group of Institutions, Kolhapur, Maharashtra
2014 - 2014	Director (Academic), Institute of Management, Bhubneshwar, Orissa.
2013 - 2013	Capacity Building Expert Mininstry of Rural Development, Govt of India, New Delhi.
2012 – 2013.	CEO, IVA Consultants, (Consultancy In Entrepreneurship & Small Business) Bhubneshwar, Orissa
2012 – 2012.	Professor, National Institute of Food Technology Entrepreneurship and Management, Kundli, Haryana
2010 – 2012	Professor , National Law University,Orissa(NLUO),Cuttack
1998 – 2010	Associate Professor, Birla Institute of Technology & Science (BITS), Pilani.
1997-1998	Professor Institute of Business Administration and Training (IBAT), Kalinga Institute of Industrial Technology (KIIT), Bhubneshwar.
1992-1997	Director, Institute of Entrepreneurship Development, Orissa (IEDO), Bhubneshwar.
1987-1992	Senior Consultant Institute of Entrepreneurship Development, Orissa (IEDO), Bhubneshwar.
1982-1987	Senior Consultant 'Orissa Industrial and Technical Consultancy Organization Ltd., (ORITCO) A subsidiary of IDBI', Bhubneshwar.
1977-1982	Associate Professor, College of Accountancy and Management Studies, Govt. of Orissa, Cuttack.
1976-1977	Officer, Union Bank of India, Bombay.
1972-1973	Research Assistant, Orissa University of Agriculture and Technology (OUAT), Bhubneshwar.

Competence Focus

Awarded Second Prize by the Government of India, Central Ground Water Board (CGWB) Ministry of Water Resources for writing technical Essay On **Water As Enterprise** in March, 2016.

Worked for 5 years as Chief Executive of the Institute of Entrepreneurship Development, Orissa engaged in institution building and managing a state supported NGO, promoting small / medium enterprises, micro-financing and self-help group.

A long experience of 30 years in teaching, research and consultancy in management Entrepreneurship and small business development, promotion of industries in agriculture, rural arts and crafts and allied product/ services sector as an Entrepreneurship – Trainer – Motivator, Banker, Faculty in Business Administration, Industrial Management Consultant. Presently in the faculty of a reputed university in management at Birla Institute of Technology and Science (BITS), Pilani, India. Teaching and researching in the areas of Entrepreneurship, Marketing, Strategy and General Management. Coordinating off-campus Masters programmes in Quality, Consultancy, Industrial Production, Manufacturing and Engineering Management areas. Involved in institute's Ph.D. programmes in Management in the selection induction and Doctoral Advisory Committee

(DAC), guided several research projects and participated in the international competitions, Awarded MC Shetalvad Trophy, (1980) by LIC India. Published in national / international conferences and journals International level.

Capable in developing strategic action plans, funds raising, liasioning with national, International agencies, conducting participatory and action research on impact assessment, can successfully sustaining the peer review lead and motivate a team towards achievement. Member, Consultancy Development Centre, New Delhi and Member of Senate, BITS, Pilani.

Countries Visited

Visited USA in July 2005 in attending a conference on Entrepreneurship development organized by Business and Economics International (BESI), Worchester, USA held at Flagstaff, Arizona, USA between 22nd -25th July 2005.Visited New Mexico State University(NMSU) and University of St.Thomas during 2009-10 and 2011 as a Guest Lecture and Visiting Scholar.Attended Conferences on Entrepreneurship and Small Business Development and Organizational Development during June-August 2011;Attended The Annual Conference of the Orissa Soceity of America at Dallas,Texas,USA 1-4 July 2011.

Areas of Interest (Teaching Research and Consultancy)

Entrepreneurship (Startup and Family Business), Strategic Management ,Business Policy , Project Management, MarketingManagement,Advertising, Consumer Behaviour, Services Marketing,

Achievements

Initiated projects for starting research programmes on 'young lives', women empowerment and Forestry. Regular participant to the St-Andrews Prize in environment management for sustainable livelihood. Sponsored by University of St. Andrews, Contributed to the conference deliberations of Academy of Entrepreneurial Finance (AOEF), Business and Economics Society International (BESI) and Marketing Science Institute (MSI), USA. A regular participant in the (a) IFC-FT Annual essay competiton (b) Annual Quader Prize on Economic Development organized by Harward University, USA. Developed courses on Bio Entrepreneurship, Internet Marketing and E-Business.

Involved in the activities of the Centre for Entrepreneurial Leadership (CEL) operating at BITS sponsored by Wadhwani Foundation, USA, in organizing and advising series of conferencing and interactive students programmes to spread the ethos of entrepreneurship.

Conferences Attended

- Chaired a session in the International conference an entrepreneurship, organized by Sailesh J Mehta school of Manegemment, IIT, Mumbai, (2006)
- International conference on development communication organized by center for media studies (CMS), Delhi, and Sarojini Naidu centre for Mass Communication, University of Hyderabad (2008)

Invited Lectures:

- February 2008 – How do the MBA students become entrepreneurs ?, Institute of Information Technology and Management, Biju Pattnaik Technical University (BPUT), Bhubaneswar
- December 2007 – Enterprise development cycle: The role of entrepreneur, Department of Business Administration, University of Hyderabad
- October 2007 – Strategic management for Craftmen – Entrepreneurs, Xavier Labours Relations Institute, (XLRI) , Jamshedpur
- January 2007/December 2006 – Entrepreneurship in Agro-Business, Department of business administration, Haryana Agricultural University, (HAU), Hisar
- Decenber 2005 – Consultancy capabilities in T&D interventions in promotion of small and medium enterprises (SME), Consultancy development Centre (CDC), Department of Scientific and Industrial Research, New Delhi
- July 1998 to May 2006 – A series of 104 lectures delivered in the BS (Power Engineering) programme of BITS, Pilani and National Thermal Power Corporation (NTPC), Govt of India on "General Management and Project Management".

Visiting Faculty

- 1991-98: MBA programme of the Utkal University at the University department: CAMS, Cuttack and RCM Bhbaneswar: Marketing, Entrepreneurship and Business policy.
- 1997-98: Xavier Institute of Manegement. Bhubaneswar : Rural Entrepreneurship and Marketing
- 1984-98: Gopabandhu Academy of Administration, Govt of Orissa, Bhubaneswar : Organization behaviour, general management, basic managerial skill, time management, and achievement motivation.

Funds Raising

- Obtained funding support from Wadhwani foundation, USA in establishing Centre for Entrepreneurial Leadership (CEL) at BITS presently functioning in my Institute, operating w.e.f 2005 with the support obtained (2005)
- Sustainable Livelihood project jointly with Indian Agricultural research Institute for funding support from International fund for Agricultural development (IFAD) to operate from Orissa.(2008)
- Department for International Development (DFID) for establishing a development research Centre (DRC) in my Institute (1999)
- A survey –Designing Airport based warehousing facilities for perishable flowers, fruits and vegetable products export sponsored by Agricultural Products Export Development Agency (APEDA), Ministry of Commerce, Government of India (2006)
- Commercializing the folk songs and dances (FSD) of India developing digital music systems from Dept. of Science and technology (DST), Govt. of India.

Special Mentions

- Member, 'Selection Committee, Entrepreneurial and Management Development Institute (EMDI), Jaipur Rajasthan
- Member, advisory Board for recommending semester system of Education in PG courses in Business Administration (MBA) programmme of Haryana School of Business, Guru Jhambeshwar University, Hisar, Haryana

Research Projects

Member, Doctoral advisory committee (DAC): PhD awarded:

1. Customer satisfaction B to B marketing : Role of relationship quality and order management (2008)
2. An evaluation and impact assesment of scientist's exchange programme : A case study of CSIR system in India (2005)
3. An analysis of off-shore petroleum exploration projects under construction (2006)
4. Entrepreneurship Development : A case study of Rajasthan (2009)

To be awarded:

1. Retails logistics and management support system : A sample study of Baranasi City (2008)
2. Design and development of a methodology for responsive performance appraisal system (2008)

- Marketing Practices of SSI Units of Bhubaneswar Industrial Estate, 1991.
- Study on Banks' advertisement appeals for State Bank of India (SBI) Ads, 1991.
- Consumer study on 100 cc mopeds in Bhubaneswar, 1989.
- Consumer Opinion study on Washing Machines in Rourkela, 1989.
- Industrial Opinion Study for No Industries districts of Balasore and Bolangir in Orissa, 1984.
- "Study of Bank advertising" – a Case for State Bank of India for the year 1990.
- "Achievement Orientation of Branch managers" – A Case Study of Nationalized Banks of Cuttack city.
- "Follow-up of advances to Fish Travelers for Marine fishing in Orissa Coast"- A Case Study of Orissa State Finance Corporation, 1979.
- "Evaluation of Bio-Gas plant Financing by banks" – A Case of Union Bank of India, Cuttack, 1979.
- "Performance Appraisal of the Officers with Agricultural and Non-Agricultural Backgrounds" – A Case of Gramya Bank, 1971.
- "Bank Financing to Lift Irrigation Co-operatives"- A Case Study of Cuttack Gramya Bank, 1971.
- "Opinion Survey of Entrepreneurs and Bankers regarding SSI Financing" - A Case Study of Madhupatna Industrial Estate, Cuttack, 1978.
- "Purchase Behavior of Agricultural Inputs" – A Study of farmers around Ludhiana city, 1975.
- "SSI Financing by Union Bank of India in Bombay city"- A Study of the follow-up Measures, 1974.
- A Study Ad-Appeal through recalls among the Engineering/Technology students, 1998.
- Service Delivery Systems in a Drinking water project at Churu, Rajasthan - A Case Study of NPO, 1998.
- Service Delivery in the Telephone booths in a Sub-Urban center, 1998.
- A study on Advertisement Effectiveness, 1998.

- Marketing & Product Development Strategies for the Pharmaceutical Industries in India, 1998.
- Marketing through Internet, 1998.
- Creativity Advertising: Interface with Computer Graphics, 1998.
- A study on Automation in Supermarket: Deviling a CAD – monitoring Impact, 1999.
- A study on Professional Employment versus Entrepreneurship. The present Scenario Analysis of Calcutta and Trivandrum, 1999.
- Consumer Behavior and Market Evaluation – A study on Two Units in Aurangabad, 1999.
- Sales Promotion Strategy for Construction Companies, 1999.
- Advertisement Evaluation for Firm doing Instrumentation Business, 1999.
- Strategic Initiatives for Marketing Software, 1999.
- A study on Entrepreneurial traits of the students of BITS, 1999.
- Financial & Strategic Management for SMEs – A study of Rajasthan, 1999.
- A study on understanding of Consumer Behavior, 1999-2000.
- Enterprise Resource Planning (ERP): Its adoption and use, 1999-2000.
- Different roles of Satisfaction, Trust and Commitment in customer Relationships, 1999-2000.
- A Study on the aided recalls of the Ad appeals: The perception of Girl Students in a technical Institution, 1999-2000.

2000- 2008

- Just-in-Time (JIT) inventory control systems.
- Data-Warehousing: An aid to decision support systems through optimization of inventory time.
- Customer Relationship Management: The Conceptual aspects.
- Integrated Supply Chain Management (SCM) in First Moving Consumer Goods (FMCG) companies.
- Brand Management for FMCG Industry.
- Knowledge Management in Small and Medium Enterprises (SMEs): A study in Indian context.
- Knowledge Management in Indian Automobile Industries.
- A Study on the Organization Development and Change.
- Relevance of Asset Liability Management as a financial Leverage.
- Entrepreneurship in Health Care Delivery System (HCDS): Information as the Pivot.
- A Study on Online Retailing and B2C Transactions.
- Effectiveness Analysis of print versus Web Media.
- A Study on Relationship Market Developed by Indian Banks.
- Web Design of Online shopping.
- Marketing Strategies on the Internet.
- Strategic Alliances for Small Enterprises.
- Data Base Management for Tourism Enterprises in India.
- Bio-Informatics as a Source of Knowledge for Developing SMEs.
- A case study for lemon market at Gudur, Andhra Pradesh.

Publications

Working on seven book proposals: (1) Entrepreneurship development: Text & Cases, (2) An anthology of entrepreneurial concepts and applications, (3) Question bank on of Entrepreneurship, Strategy and Marketing, (4) Personal profile, Trates and achievements of start-up entrepreneurs, (5) Tourism, Traditions and Infrastructure: An Indian Scenario, (6) Commercialization of folk songs and dances using digital technology and (7) Prelude to services marketing; Stand committed for the first book to appear by 2009.

- Consultancy capabilities in T&D in entrepreneurship, Business and Economic society International (BESI) Assumption college, Mass, USA (2005)
- Microfinance and promotion of entrepreneurship among women, MDI, Gurdgaon (2006)
- Water as enterpreise – A study on the common properties resources (CPR) in coastal Orissa, India, International conference of AIB, India Chapter, XIMB, (2007)

- Indian Village as the enterprise Unit – CMS – University of Hyderabad, 2008.
- Invisible Hands, Who measures the output? Input-Output Economics Society of India Annual Conference – BITS, Pilani, April 2005
- Communication behaviour for Entrepreneurs: Focus on de Bono's lateral thinking communication at Work, Jain Brothers, New Delhi, March 2005.
- Empowering Women through Micro-entrepreneurship, EDII, Ahmedabad, 2005.
- Managerial Competency in SMEs – Empirical Observations – ISB Conference, Hyderabad, 2004.
- Intellectual Property Right and SMEs – National Conference on IPR Regime – BITS – Pilani 2004.
- Diffusion of Public Entrepreneurship: A Case of UPSC, EDII, Ahmedabad, January 2003.
- Developing Entrepreneurship through Connectivity A Case Study of Coastal Orissa, ISTRD Conference BITS – Pilani, 2003
- Conservation and Use of Water – being – wasted through Community Entrepreneurship, National Workshop on water Management, BITS-Pilani 2003.
- Spread of Entrepreneurship from Jhunjhunu: Some Social, Economic and Physio-graphic Aspects, Sankalpa, Utkal University, Bhubaneswar, 2002.
- Industrial Policy Resolution of Orissa, 2001 Conference proceedings, NKCCDS, Bhubaneswar.
- "E-Commerce innovation in Small Business: Re-attributing Corporate Policy Frame Work" Kurukhetra University Kurukhetra and NISIET, Hyderabad 2000, TMH Pub, 2001, New Delhi.
- "Telecom Service Delivery" Journal of Business Papers, Patna University, 1999.
- "If Urbanization is the progress, can environment be the Boon?" International Seminar on Population, BITS, 2000.
- Poverty alleviation through Institution Building in Entrepreneurship in India – An Adoptive Vision for Ethiopia, Participative Article, (to be accepted) Arab Planning Institute, Kwait, June 1998.
- Strategic Alliance in the promotion of Small and Medium Enterprises (SMEs) Annual conference of officers of industries Department, Government of Orissa, Bhubaneswar 1997.
- Rural Entrepreneurship The key to Economic Development of Orissa, Annual Conference, OASME, Bhubaneswar, August 1996.
- Agro Business Initiatives in China, October, 1995, Department of Political Science, Utkal University, Bhubaneswar.
- Industrialization of No-Industries District, Kendrapara, through Agro-industries, September, 1995.
- Department of Agronomy, OUAT, Bhubaneswar.
- Awaring Rural Women for micro Enterprise initiatives through farm / non-farm ventures; an approach for Orissa condition. Orissa Economics Association, Annual Conference, April, 1995.
- Technology Transfer in "Small and Medium Enterprises (SME) Case Study for Agro Business" Indian Context, Indian Institute of Technology, Delhi, 1994, tech. Entrepreneurship, allied Publishers, New Delhi.
- Teaching Entrepreneurship in Indian Management Schools, AIMS – XIMB Workshop, February, 1995.
- Micro-Enterprises Creation and Growth; Case Study in Orissa Condition, Annual Conference, Orissa Economics Association, April, 1993.
- Agricultural-Industry Linkages in Productivity: Participative 'Article, Asian Productivity Organization (APO), Tokyo, 1992 (competition participative article).
- Entrepreneurial Initiative for disabled: GO-NGO Interface, Achieve, Bombay Productivity Council, Bombay. April – June, 1990.
- "MBO Approach to Block Level Planning, Khadi Gramodyog, Bombay, January, 1990.
- "Risk Capital for SME, ICWA Seminar, Bhubaneswar, June 1988.
- "Project Approach: A Multi-dimensional Approach", Chartered Secretary, New Delhi, October, 1986.
- "Agro Financing by Co-operatives, Khadi Gramodyog, Bombay, September, 1984.
- "Strategic Corporate Appraisal through Social Cost-Benefit Analysis (SCBA)" Management Accountant, Calcutta, August, 1984.
- "Potential for Agro and Forest based Industries in Kalahandi District", Yojana, April, 1984
- "Public Sector Investment in Orissa – A Perspective Appraisal", Orissa Review, August, 1983.
- "Potential for Agro and Forest based Industry in Phulbani District" Decision, IIM, Calcutta, October, 1981.
- "Techno-Economic Feasibility of Manufacturing Rice Bran Oil in Orissa", Orissa Economic Journal, 1981.
- "A Concept of Management by Objectives" LIC Silver Jubilee Souvenir, 1981.
- "A Strategy for Product-line deletion by Product-Market-Profit Interface" ICWA Seminar, 1981 Indian Management, New Delhi, February.

- "Changing Dimensions in Corporate Management" ICWA Seminar, Cuttack, 1980.
- "Behavioural Considerations of Rural Credit Administration", Berhamur University, 1979.
- "Cost-Benefit Analysis of Minor Irrigation Project – A Case Study", Orissa Economics Journal, 1978.
- "Sickness in Small Industrial Units – A Case Study", CAMS Publication, Cuttack, March 1978
- "Blood Bank Inventory – A Case Study" Orissa Commerce Journal, 1978.
- "Role of Commerce and Industry in Rural Development" IIM, Calcutta, December, 1977.

Recently I have been awarded a national prize on writing a technical essay on Water As Enterprise in privatizing common property resources of water in costal Odisha, India from Ministry of Water Resources, Government of India.

References:

Dr.P.K.Nayak, Professor (Retd.)
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