

Curriculum Vitae of Prof. V P S Arora, Vice- Chancellor

Dr V P S Arora,
Vice Chancellor,
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Major Accomplishments

- As Vice- Chancellor of Kumaun University
 - ✓ Restructured academic administration in Kumaun University including creation of Directorates of Research and Extension; Placement and Counseling; Information and Communication Technologies; and Internal Quality Assurance
 - ✓ Creation of Centres on Women Studies, Innovations Management, and Intellectual Property Rights etc.
 - ✓ Brought academic and financial discipline in the University, resulting in regularization of academic year; improving attendance of staff in offices and of students in classes; timely conduct of examinations and results thereof, and improve financial health of the University.
 - ✓ Started a number of market driven academic programmes including Masters' programmes in Education, Forestry, Philosophy, MSW, Yoga, Music, Visual Arts, Tourism, GIS and Remote Sensing, Geo informatics, Computer Application, Pharmacy, etc in the University.
 - ✓ Initiated steps to upscale and upgrade the quality of education in the University by amending Curricula, and Teachers' Qualifications and Selection Process, Various provisions in the Act, Statutes, and Ordinances; and bring automation in various activities of the University.
 - ✓ Launched a multi-disciplinary Centre on Climate Change in the University as also an Online Journal "Quest", first by any educational institution in the State.
- Conceived, planned, executed, and successfully run the first College of Agribusiness Management (G B Pant University of Agriculture and Technology, Pantnagar) in the country in self supporting mode under ICAR- SAU system.
- As Dean, College of Agribusiness Management, Pantnagar
 - ✓ **Launched the first ever industry focused MBA (Agribusiness) programme in the country**
 - ✓ **Diversified to MBA (for Engineers), MBA (Food Retail and Supply Chain), and Ph D (Management) Programmes in addition to flagship programme of MBA (Agribusiness)**
 - ✓ **Got the approval of AICTE for the programme and accreditation from the ICAR for the College**
 - ✓ **Got ranked the college amongst top 05 Sectoral B –Schools in the country**
 - ✓ **Got ISO 9001:2000 Certification for the College**
 - ✓ **Got National Udyog Excellence Award from International Business Council**
 - ✓ **Maintained a track record of 100 percent placement of students since inception**
 - ✓ **Created five Academic Departments and four Centres for various activities and secured regular faculty positions**

- ✓ **Got equipped the College with modern physical and ICT facilities for ideal academic activities**
- ✓ **Signed MOUs with AEDU Uttarakhand, APEDA, CAPART, Cornell University (USA), IDFC, MCX, OECD, Pantaloon Retail India, Rabo India, S F A C, University of Illinois (USA), University of New South Wales (Australia), Yes Bank**
- Successfully organized as **Organizing Secretary/ Director**
 - ✓ **three National Conferences,**
 - ✓ **four Summer Schools,**
 - ✓ **four National Seminars, and**
 - ✓ **over 20 Management Development Programmes**
- Served as **National Consultant/ Expert to O E C D, France on Policy Evaluation Framework for India (2004-2005)**
- Served as **National Expert to APO, Japan on Agrarian Structure and Reform Measures (1993) and Indian Agricultural Policy (2003-05)**
- Served as **National Consultant to FAO, Rome on Agribusiness, Value Addition and Institutional Issues (2008)**
- Served as Member Secretary in **Prof V L Chopra Committee on Restructuring Academic Units and Programmes of G B Pant University** appointed by the Board of Management of the University
- Served as **AICTE Expert on Accreditation of B Schools**
- Served as **Expert to A N G R Agriculture University, Hyderabad** for starting **Agribusiness Programme** at Tirupati Campus (2008)
- Served as Chairman of standing **Admissions Committee, Petitions Committee, Educational Policy Committee, Negotiation Committee, and Grievance Committee** of G B Pant University, Pantnagar
- Served as Chairman or Convener of over 50 Committees of G B Pant University on Academic / Administrative issues including one that drafted **Proposal to Transform the University as Hi-Tech University**
- **Conducted Sensitization Workshop for KVK Scientists on Approach to Agribusiness Development and Skill Development on Feasibility Analysis of Agricultural Enterprises** for Indian Council of Agricultural Research in the Country at three locations i.e. PAU Ludhiana (16 July 2006), CSAU&T, Kanpur (31 August 2006) and at Thiruvanthapuram (15 September 2006)
- Guided over a dozen Research Projects and over fifty Post Graduate Dissertations
- Gained experience of over thirty four years in academics and over twenty five years in Academic Administration

Awards, Honours and Recognitions

- **Dr. Lakhiram Memorial Award- 2011** conferred in International Conference on Climate Change, Land Use diversification, and Biotechnological Tools for Livelihood Security, held at Sardar Vallabhbhai Patel University of Agriculture and Technology, Modipuram, Meerut, Uttar Pradesh on 08-10 October, 2011.
- **UTTARAKHAND RATAN** Award conferred by All India Conference of Intellectuals on 24th April 2011.
- **VISHWAKABI RABINDRANATH THAKUR AWARD** by Indian Institute of Oriental Heritage (Kolkata) at 32nd International Conference on Indian Heritage (12-14 February 2011)
- As **President- Elect of Indian Society of Agricultural Marketing**, delivered Presidential address (Promoting Agribusiness in India) and presided over the Annual Conference of the Society at Navasari Agricultural University, Gujarat, November, 2010
- **Intellectual Peace Award 2010** by AI India Intellectual Peace Academy, Bareilly, Uttar Pradesh, India
- **Acharya Narender Dev Alankar** by Rashtriya Lok Manch, Bharat, Nainital (31st October 2010)
- **Honorary Fellow Award 2010** by Society for Recent Development Advances in Agriculture, September 2010.
- **Amity Academic Excellence Award** by Amity University at an International Conference held in January 2010
- **Life Time Achievement Award** by Agriculture Alumni Association of Pantnagar in October 2009
- **Dr. Rajendra Prasad Award (I.C.A.R.)**, 1994-96 on Original Book on Agricultural Marketing and Price Analysis (Hindi).
- **Rajiv Gandhi Excellence Award (2006)** by International Institute of Education and Management, New Delhi for contribution in the field of Management, Education, Research and Administration
- **Excellent Secretary**, Rotary Club Pantnagar, **Award of Second Century** (2005-06), by Rotary International District 3110
- **Bharat Jyoti Award (2004)** by India International Friendship Society, New Delhi for meritorious services, outstanding performance and remarkable role in the field of Agricultural Economics and Agribusiness Management
- **Jewel of India Award (2004)** by International Business Council, New Delhi for outstanding achievements in the field of agribusiness management
- **Addressed UN University, Tokyo on Agricultural Policies in South Asia**, November 18, 2005
- **Addressed OECD Member Countries on Indian Agricultural Policies**, in a Meet organized by OECD at Paris, December, 05, 2005
- **Vice-President**, Indian Society of Agricultural Economics (January 1998 to December 1999)

- **Member, Editorial Board**, Agricultural Economics Research Association (INDIA) (1998-1999 and 2009 onward) and Indian Journal of Agricultural Marketing (2000 to 2001)
- **Organizing Secretary**, 57th Annual Conference of the Indian Society of Agricultural Economics (1997) at Pantnagar
- **Edited an International Publication**, "Agrarian Structure and Reform Measures", published by the Asian Productivity Organization, Japan (1994).
- **Edited a National Publication**, "Agricultural Input and Output Market Reforms in India ", published by Advance Publishing Concept, New Delhi (1999)
- **Vice-President**, Indian Society of Agricultural Marketing (January 2006 onwards)
- **Vice-President**, Agricultural Economics Research Association (January 2007 to December 2008)
- **Member, Research Committee of Indian Society of Agricultural Economics** (January 2008 onwards)
- **Organizing Secretary**, 19th Annual Conference of the Indian Society of Agricultural Marketing (2005) at Pantnagar
- **Organizing Secretary**, 14th Annual Conference of Agricultural Economics Research Association (2006) at Pantnagar
- **Member Management Committee of National Centre for Agricultural Economics and Policy Research (NCAP), ICAR, New Delhi** , 2008-2011
- **Member Research Advisory Committee of National Centre for Agricultural Economics and Policy Research (NCAP), ICAR, New Delhi** , 2011 onward
- **Member Governing Council of Bankers' Institute of Rural Development, Lucknow**, 2003-04
- **Member Regional Consultative Committee of NABARD, Uttaranchal**, 2004 –2006
- **Member Livestock Development Board of Uttaranchal**, 2005- 2006
- **Member Advisory Board, Institute of Agribusiness Management, RAU, Bikaner; Department of Agribusiness Management, CSAUAT, Kanpur; Kerala Agricultural University, Trissur and Rajendra Agricultural University** , Pusa, Bihar
- **Member, Governing Board of Amarpali Group of Institutions (2005- continuing)**
- **Member, Academic Council, National Institute of Agricultural Marketing, Jaipur**, 2004-2006
- **Member, C I I Committee on Agricultural Competitiveness, New Delhi (2007-10)**
- **Member, Task Force of C I I for implementation of C K Prahlad vision on India @75**
- **Member, Technical Advisory Group (NAIP), ICAR (2007-2008)**
- **Edited Backgrounders to two Summits of ASSOCHAM (2007 and 2008) on Knowledge Agriculture for Green Revolution II and on Education respectively**

Major International Assignments

- ✓ Country Representative to **Asian Productivity Organization, Tokyo, Japan** on Agrarian Structure and Reform Measures in Study Meeting held at Korea (August, 1993)
- ✓ National Scientist on a Research Project, "Constraints to Increasing Rice Production in Irrigated System in India: A Study of Farmers' Perception in West Uttar Pradesh", sponsored by **IRRI, Philippines** (2000)
- ✓ Visiting Professor at **Alemaya University, Alemaya, Ethiopia** (October 2000 to July 2002)
- ✓ National Expert to **Asian Productivity Organization, Tokyo, Japan** on Agricultural Policy in Asian Countries (2003- 2005)
- ✓ National Consultant to **O E C D, France** on Policy Evaluation Framework For India (2004- 2005)
- ✓ National Consultant to **FAO, Rome** on **Agribusiness, Value Addition and Institutional Issues** (2008)

Participation in Major International/ National Conferences/ Workshops/ Seminars/ Summits

- ✚ **Working Party Meeting for the Survey on Comparative Study of Basic Agricultural Policies** organized by Asian Productive Organisation at Tokyo, August 26-28, 2003
- ✚ **Workshop on Promotion of Knowledge based Enterprises** organised by the Association of Indian Universities at Banneri Amman Institute of Technology, Coimbatore. June 28-29, 2004
- ✚ **32nd National Management Convention** organised by All India Management Association, at Hyderabad, 23-24 September 2005
- ✚ **Symposium on Agricultural Policies in Asian Countries (as Country Representative)** organized by Asian Productive Organization at Tokyo, November 14-18, 2005
- ✚ **Symposium organized by UN University, Tokyo**, November 18, 2005
- ✚ **Addressed OECD Member Countries on Indian Agricultural Policies**, in a Meet organized by OECD at Paris, December, 05, 2005
- ✚ **32st National Management Convention** organized by **All India Management Association** at Hyderabad, September 23-24, 2005
- ✚ **Marketing Summit 2007 on Marketing to the Bottom of the Pyramid** organized by **CII at New Delhi, August 21-22, 2007**
- ✚ **Marketing Summit 2008 on Marketing to the Bottom of the Pyramid** organized by **CII at New Delhi, August 19-20, 2008**
- ✚ **Annual Conferences of Indian Society of Agricultural Marketing (2005, 2006, 2007)**
- ✚ **Annual Conferences of Agricultural Economics and Research Association (2006, 2007)**
- ✚ **First Annual Conference of Indian Society of Agribusiness Management (2008)**

- ✚ Interactive Session on **A New Business Paradigm for Corporate Role in society – from Social Responsibility to Social Accountability** organized by **Yes Bank**, October 19, 2007
- ✚ **1st International Summit on Corporate Social Responsibility** organized by **ASSOCHAM** at New Delhi, January 29-30, 2008
- ✚ **International Seminar on Moving Towards Gender Sensitization of Trade Policy** was organized by **United Nations Conference on Trade and Development(UNCTAD)** in New Delhi, February 25-27, 2008
- ✚ **Workshop on Capability-Building Perspectives for South Asian B-Schools** at AMDISA Secretariat, Hyderabad, March 26-27 2008.
- ✚ **Uttarakhand Sustainable Development Summit** organized by **TERI** and Government of Uttarakhand at Dehradun on June 19-20, 2008.
- ✚ Seminar on **“Agribusiness Potential of Andhra Pradesh”** organized by the Indian Society of Agricultural Marketing, July 29 -30 2008 at Hyderabad.
- ✚ Indo- US Workshop on **Linking Farmers and SMEs to Market**, 17-18 March, 2009 at New Delhi

Consulting Projects Completed

- ✚ **Strategic Planning of Uttaranchal Seeds and Tarai Development Corporation**, sponsored by Uttaranchal Seeds and Tarai Development Corporation, Pantnagar (2004)
- ✚ **Policy Evaluation Framework for India**, sponsored by Organization for Economic Cooperation and Development, France (2004-05)
- ✚ **Evaluation of Central Sector Scheme on Marketing Research Information Network** sponsored by Department of Agriculture and Cooperation, Government of India, New Delhi (2005-2006)
- ✚ **Techno Economic Feasibility on Proposed Centre of Excellence for Apple and Small Nut Tree Production** sponsored by SIDCUL, Uttarakhand (2007)
- ✚ **Techno Economic Feasibility on Proposed Centre of Excellence for Strawberry and Small Fruit Production** sponsored by SIDCUL, Uttarakhand (2007)
- ✚ **Financial Management of Uttarakhand Seed and Organic Product Certifying Agency, Dehradun** (2008)
- ✚ **Preparation of a National Medium-Term Priority Framework for India on Agribusiness, Value Addition, and Institutional Issues (Sectoral Paper for FAO), 2008**

Research Projects Completed

- Resource Inventory and Integrated Rural Development Plan for Tehri-Garhwal District (U.P.-India)- as a Scientist in a multi-disciplinary project, ICAR
- Integrated Rural Development Plan for Bhimtal Block of Nainital District (U.P.-India)- as a Scientist in a multi-disciplinary project, GBPUAT
- Integrated Rural Development of Tehri Garhwal District (U.P.-India)- as a Scientist in a multi disciplinary project, GBPUAT
- Social Change among Affluent Farmers in U.P. - as a Co-leader, Government of India
- Impact of Irrigation on Crop Productivity, Cash Income, Employment, and Marketing in Canal and State Tube well's Command Area in Tarai Region of U.P.- as Co-leader, Government of India
- Economic Analysis of Dhal Milling Industry in Uttar Pradesh - as Project Leader, ICAR
- Economic Analysis of Rice Milling in Nainital District of Uttar Pradesh - as Project Leader, ICAR
- Study on the Marketing of Milk and Milk Products in North Western Uttar Pradesh - as Project Leader, ICAR
- Managing Vegetable Marketing in Hill Region of Uttar Pradesh - as Principal Investigator, Directorate of Marketing and Inspection
- A Behavioural Study of Consumer-buyers of Agro-processed Food Products-as Principal Investigator, GBPUAT
- Constraints to Increasing Rice Production in Irrigated System in India: A Study of Farmers' Perception in West Uttar Pradesh, IRRI, Philippines
- Marketing Infrastructure: Potential for cleaning and grading facilities inclusive of drying, packaging and weighing for wheat, rice and pulses, National Institute of Agricultural Marketing, Jaipur.

Conferences/ Seminars/ Workshops/ Symposiums/ Summer Schools Organized as Course Director/ Organizing Secretary

Event	Period	Participants	Sponsored by
1. 57 th Conference of Indian Society of Agricultural Economics	29- 31 December 1997	30	Indian Society of Ag Economics
2. National Seminar on Agribusiness Opportunities in Uttaranchal	29-30 November 2003	120	Uttaranchal DASP
3. AGRICON 2004 (Conference of CEOs of Industrial Houses of the country)	22-24 January 2004	150	CII & Uttaranchal Government
4. Summer School on Planning and Management of Agribusiness in India	Jun21-July11, 2004	23	ICAR
5. National Seminar on Rural Finance	17-18 December 2004	55	CABM
6. Seminar on Basmati Export Potential in Uttaranchal	28 January 2005	90	AEDU
7. Workshop on Computerization of	15 February 2005	35	Uttaranchal

Land Records for the Administrative Officers of Uttaranchal			Government
8. Seminar on Export Promotion	16 February 2005	85	Uttaranchal Government
9. Workshop on Draft APMC Act for Uttaranchal	17 February 2005	77	Uttaranchal Mandi Parishad
10. Debate on Union Budget 2005-2006	09 March 2005	30	Farmers' Association of Uttaranchal
11. National Seminar on Rural Marketing	18-19 March 2005	82	CABM
12. Workshop on WTO Agreement and its Implications on Agri-Exports	28 March 2005	59	AEDU
13. Summer School on Rural finance	June 8-July 28, 2005	25	ICAR
14. National Seminar on Agricultural Marketing	October 25-27, 2005	250	Indian Society of Agricultural Marketing
15. Summer School on Marketing Information Network and Future Markets	July 03-23, 2006	25	I C A R
16. National Conference of AERA	October, 2006	150	Agricultural Economics Research Association
17. National Seminar on Human Resources	April 8-9, 2006	25	C A B M
18. Summer School on Agribusiness and Market Intelligence	July 02-22, 2007	26	I C A R
19. AGRICON 2007	November 2007	150	CII
20. Stakeholders Workshop on Prof C K Prahlad' Vision India@75	13 October 14, 2008	60	CII
21. National Seminar on Emerging Agri Food System: Issues and Challenges	14-15 November 2008	200	CABM, Nunhems, TDC
22. Panel Discussion on Emerging Agri Food System	14 November 2008	200	CABM, Nunhems, TDC
Major Management Development Programmes Conducted as Programme Director			
1. Strategic Management in Agribusiness	20-31 December 1999	35	CABM
2. Hi-Tech Agriculture for PGF Executives	05-14 June 2000	25	PGF Ltd.
3. Hi-Tech Agriculture of PACL Executives	03 -12 July 2000	11	PACL Ltd.
4. Workers' Participation in University Management	01 May 2003	500	GBPUAT
5. Training of Block Level Officials on Event Management	08-09 July 2003	24	Uttaranchal Govt.
6. Training of Block-level Officials on Event Management	13 January 2004	30	Uttaranchal Govt.
7. Agribusiness and Micro enterprises	24-28 February 2004	15	Uttaranchal Government
8. MDP for Officers of NBCFDC	28-29 May 2004	30	National Backward Classes Finance Development Corporation
9. Agripreneurship Development Programme	23 May-24 July 2004	31	SFAC
10.MDP for Secretaries of Udham Singh Nagar Co-operatives	09 November 2004	35	Aanchal Milk Co-operative Union
11.Aagripreneurship Development	04 May- 03 July 2005	31	SFAC

Programme			
12.Panchayati Raj	October 30, 2005	50	Uttaranchal Government
13.Agricultural Marketing Reforms	9-10 November 2005	42	National Institute of Agricultural Marketing
14 Mahila Dairy Cooperatives	14-28, January 2006	28	Mahila Dairy Department

Publications

Books Written

- **Krishi Vipnan Evam Keemat Vishleshan** (Agricultural Marketing and Price Analysis), 1993, Ministry of Human Resource Development, Govt. of India
- **Agribusiness Management: Conceptual Framework**

Publications Edited

- International publication: **Agrarian Structure and Reform Measures**, proceedings of the Study Meeting Organized by the **Asian Productivity Organization**, Tokyo, Japan, 1994
- National Publication: **Agricultural Inputs and Output Markets Reforms in India** (with Dr. Ramesh Chand), Conference Proceedings, published by Advance Publishers Concept, New Delhi, India, 1999
- National Publication: **Green Revolution II –Knowledge Agriculture**, Backgrounder to **ASSOCHAM Summit**, published by **ASSOCHAM**, New Delhi, November 2006
- National Publication: **Education in India**, Backgrounder to **ASSOCHAM 4Th International Education Fair cum Seminar** published by **ASSOCHAM**, New Delhi, May 2008

Book Reviewed

Participatory Research and Evaluation- Experiments in Research as a process of liberation, edited by Walter Fernandes and Rajesh Tandon, Indian Journal of Agricultural Economics XXXVIII (2), 1983

Chapters in Books

1. V P S Arora, 2008, "Agribusiness in India: Status, Issues, and Challenges" in Agribusiness Potential of Andhra Pradesh, **Indian Society of Agricultural Marketing, Nagpur**
2. V P S Arora, 2008, "Faculty Capability Building for Professional Education" in **Backgrounder to ASSOCHAM SUMMIT on Reforms in Higher Education**, New Delhi, May 17-18, 2008
3. V P S Arora and Ashutosh Singh, 2008, "Demystifying Management Education: Indian Perspective" in **Backgrounder to ASSOCHAM SUMMIT on Reforms in Higher Education**, New Delhi, May 17-18, 2008
4. V P S Arora and Sapna Arora Narula, 2008, "Education in Agribusiness and Rural Marketing" in **Backgrounder to ASSOCHAM SUMMIT on Reforms in Higher Education**, New Delhi, May 17-18, 2008

5. V P S Arora and Raka Saxena, Indian Agricultural Policies Reforms for Green Revolution II, Backgrounder to ASSOCHAM SUMMIT on Green Revolution II:: Knowledge Agriculture, New Delhi, 22-24, September, 2006
6. V P S Arora,, Green Revolution II: From Farm to Business, Backgrounder to ASSOCHAM SUMMIT on Green Revolution II:: Knowledge Agriculture, New Delhi, 22-24, September, 2006
7. Raka Saxena and V P S Arora, 2005 “Vegetable Marketing in Uttaranchal: Constraints and Opportunities” in eds. Kumar et al., **Impact of Vegetable Research in India**, National Center for Agricultural Economics And Policy Research, New Delhi
8. V P S Arora, 2003, Marketing of Horticultural Products in Uttar Pradesh with a Thrust on Future Strategies, in G B Singh, Sanjee Kumar, I B Singh (eds.) **Processing and Marketing of Horticultural Products in Uttar Pradesh**, Prakash Packagers, 257, Golaganj, Lucknow – 226018, 2003, 55-59
9. V P S Arora, 2002, Infrastructural and Institutional Back up Vis- a- Vis Promotion of Demand Driven Production in Uttar Pradesh, in G B Singh, Subhash Chandra, I N Mukherjee, J P Jaiswal (eds.) **Strategies for Agricultural Production and Marketing in the State of Uttar Pradesh in context of WTO**, Prakash Packagers, 257, Golaganj, Lucknow – 226018, 2002, 85-92
10. V P S Arora and Raka Saxena, 1999, Vegetable Marketing in Hill Region of Uttar Pradesh: Status, Nature and Directions of Market Reforms, In. Ramesh Chand and V.P.S. Arora (eds.) **Agricultural Inputs and Output Market Reforms in India**, Advance Publishing Concepts, New Delhi, 1999, 58-70
11. V P S Arora, 1998, Agriculture-Seed Industry Interface in Changing Economic Environment: A case study of U.P. Seeds and Tarai Development Corporation, in Ramesh Chand and V.C. Mathur (eds), **Agriculture Industry Interface**, Advance Publishing Concept (APCON), New Delhi-110064-181
12. V P S Arora, 1994, Agrarian Structure and Reform Measures, In V.P.S. Arora (eds.) **Agrarian Structure and Reform Measures**, Asian Productivity Organization, Tokyo, 1994, 136-164
13. S K Srivastava and V P S Arora, 1994, A Study of Temporal Price Behaviour of Cauliflower, Cabbage, Green Pea, Jack Fruit in Haldwani Market of Kumaon Division of U.P., in Y.P.S. Pundir (eds.), **Advances in Agricultural Research in India**, International Book Distributors, Dehradun, India, 1994, 96-105
14. V P S Arora, S K Srivastava and Praveen Chawla, 1993, A Study of Vegetables Marketing In Uttar Pradesh, in K.C. Talukdar and B.C. Bhowmicks (eds.), **Marketing of Perishable Products**, B.R. Publishing Corporation, Delhi -7, 37-44.

Research Papers

1. V P S Arora, "Promoting Agribusiness in India", **Indian Journal of Agricultural Marketing**, Vol 24 (3) 2010
2. V P S Arora, Shivani Sharma, and Nirdesh Kumar Singh, "Nature and Functioning of Visual Merchandising in Organised Food retailing", **Agricultural Economics Research Review**, Vol 20, Conf No., 2007
3. V P S Arora, Vandana Dhyani and Saurabh Singh, "Integrated Agribusiness Model in Public Sector: A case study of Instructional Dairy Farm, Pantnagar", **Agricultural Economics Research Review**, Vol 20, Conf No., 2007
4. V P S Arora, M L Sharma, Sapna A Narula, Rural Marketing: Issues and Challenges, **Indian Journal of Agricultural Marketing** Vol. 20, No. 3, 2006
5. V P S Arora, M L Sharma, Sapna A Narula, Rural Marketing: Status and Innovations, **Indian Journal of Agricultural Marketing** Vol. 20, No. 3, 2006
6. V. P. S. Arora,. Theme Paper on Marketing and Export of Horticultural Products of Uttaranchal: Status, Potential and Strategies, **Indian Journal of Agricultural Marketing** Vol. 19, No. 3, 2005,
7. V P S Arora, "Food Processing Industry In India: A SWOT Analysis", **Indian Journal of Agricultural Marketing**, 16 (3), 2002
8. V P S Arora, "Marketing of Perishables," **Indian Journal of Agricultural Marketing**, 13(3), 1999
9. Anil Kumar and V P S Arora, "Economic Issues in Vegetable Production in U.P. Hills," **Agricultural Situation in India**, LVI (9), 1999
10. V P S Arora and Raka Saxena, "Vegetable Marketing in Hill Region of Uttar Pradesh. Issues and Challenges," **Agricultural Marketing**, XLII (3), 1999
11. Anil Kumar and V P S Arora, "Post harvest Management of Vegetables in UP Hills" **Indian Journal of Agricultural Marketing**, 13(3), 1999
12. Raka Saxena, V P S Arora, and N P Singh." Evaluating Physical Distribution Efficiency of Vegetables: A Study in UP Hills," **Indian Journal of Agricultural Marketing**, 13(3), 1999
13. P.G. Biswas and V P S Arora, "Orientation of Agricultural Research and Extension on Information Technology Under perspective of Situation Arisen due to Open Economic Policy", **SATSYA Mukhapatra**, Vol. 3, 1999.
14. V P S Arora and T S Bhogal, "Pricing of Milk," **The Bihar Journal of Agricultural Marketing**, 6(3), 1998
15. J C Karwasra and V P S Arora, " Impact of Agricultural Price Policy on Procurement of Wheat and Rice in India," **Indian Journal of Agricultural Marketing**, 12(3), 1998
16. V P S Arora and Raka Saxena, " Role of Farmer's Organization in Marketing Vegetables in Hill Region of Uttar Pradesh," **Indian Journal of Agricultural Marketing**, 12(3), 1998

17. V P S Arora, " Krishi Vyavsay Ki Unnati Mein Prabandhkiya Samarthyaya Ki Bhunika (Role of Management Competence in Growing Agribusiness Sector)," **Kisan Bharti**, 30(1-2), Oct.-Nov., 1998
18. V P S Arora, " Role of Management Competence in Growing Agribusiness Sector," **Indian Farmer's Digest**, xxxi (10-11), Oct.-Nov., 1998
19. S K Srivastava and V P S Arora, "Be Aware of the Seasonal Fluctuations in Vegetable Price," **Indian Farmer's Digest**, xxxi (9), Sep. 1998.
20. V P S Arora and Raka Saxena, "Dugdh Vipanan-estar, samasyan evam bhavi ashayan (Milk Marketing-level, problems and prospects)", **Smarika, Nainital Dugdh Utpadak Sahkari Sangh Ltd. Lalkuan**, March, 1998.
21. V P S Arora, "21vi Sadi ki kheti ke liye jaruri takniki evam sansthatgat suvidhayan (Basic technical and institutional infrastructural facilities for 21st century)" **Gramlok**, 28 Feb 1998.
22. Raka Saxena and V P S Arora, "Consumers of Processed Fruit and Vegetable Products: An Analysis of Buying Behaviour", **Indian Food Industry**, 16(3), 1997.
23. V P S Arora, "Agricultural Marketing Scenario in India," **The Bihar Journal of Agricultural Marketing**, 5(3), 1997.
24. V P S Arora, Raka Saxena and Kanchan Tewari, "Present Status and Export Potential of Horticultural Products", **Indian Journal of Agricultural Economics**, 52 (3), 1997.
25. V P S Arora, S K Srivastava and T S Bhogal, "Changing Agricultural Performance in Uttar Pradesh: A Regional Analysis, " **Indian Journal of Agricultural Economics**, 52(3), 1997.
26. V P S Arora and Kanchan Tewari, "Operational, Organizational and Management Efficiency in Vegetable Marketing System in Hill Region of Uttar Pradesh", **Indian Journal of Agricultural Marketing**, 11(1&2), 1997.
27. V P S Arora, Raka Saxena and Anil Kumar, "Production, Exports and Post Harvest Management of Vegetables: Emerging Scenario and Strategy", **Indian Journal of Agricultural Marketing**, 11(1&2), 1997.
28. Raka Saxena and V P S Arora, "Behavioural Pattern of Consumer Buyers of Processed Horticultural Products", **the Bihar Journal of Agricultural Marketing**, Vol. IV, No. 4, Oct-Dec., 1996.
29. V P S Arora and T S Bhogal, "Integrated Milk Cooperatives in Northwest U.P.: Organization, Functioning and Performance", **Indian Journal of Agricultural Economics**, 51 (4), 1996.
30. V P S Arora and S K Srivastava, " Diversification of Cropping Pattern and Food grain Mix in India: Pace, Magnitude & Implications", **Indian Journal of Agricultural Economics**, 51 (4), 1996.
31. V P S Arora and Zebul Nisha " Rural Food Processing: Management, Performance, and Implications on Infrastructural Requirements", **Indian Journal of Agricultural Marketing**, 10 (2), 1996.

32. T S Bhogal and V P S Arora, "Marketable and Marketed Surplus of Milk in Northwest Uttar Pradesh" **The Bihar Journal of Agricultural Marketing**, IV (2), 1996.
33. S K Srivastava and V P S Arora, "Inter and Intra-day Variations in Vegetable Prices", **Agricultural Marketing**, XXXIX (1), 1996.
34. J C Karwasra and V P S Arora, "A Study of Farm-Retail Price Spread of Wheat and Rice in India", **Indian Journal of Agricultural Marketing**, 9 (2), 1995.
35. V P S Arora, T S Bhogal and P G Biswas, "Temporal Analysis of Price Spread and Marketing Behaviour for Milk", **Indian Journal of Agricultural Marketing**, 9 (2), 1995,
36. V P S Arora, T S Bhogal and A K Singh, "Changing Scenario of Livestock Economy in Uttar Pradesh", **Indian Journal of Agricultural Economics**, L (3), 1995.
37. V P S Arora and Kanchan Tewari, "Trade Experience of Indian Agriculture: Composition, Performance and Growth," **Indian Journal of Agricultural Economics XLIX (3)**, 1994.
38. V P S Arora and Kanchan Tewari, "India's Trade in Fruits and Vegetables: Structure, Trend and Prospects", **Indian Journal of Agricultural Marketing**, 8(2), 1994.
39. S P Gupta and V P S Arora, "Soybean Marketing: Some Policy Issues", **Agricultural Marketing**, 37(2), 1994.
40. Harjit Singh, V K Srivastava, P G Biswas and V P S Arora, "Use of unify in Data Processing: A Case Study of Student's Record Processing", **Indian Computing Congress on Information Technology**, Dec. 1991.
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✓ **Presented Papers in over 50 International/ National Conferences, Seminars, Study Meetings, and Workshops**

Important Papers presented in International/ National Conferences, Seminars, Study Meetings, and Workshops

- ✓ International Workshop on "Constraints to Increasing Rice Production in Asia: Insights from a Study on Farmers' Perceptions", June7-9, 2000, Hyderabad, India. **"Constraints to Increasing Rice Production in Irrigated System in India: A Study of Farmers' Perception in West Uttar Pradesh"**
- ✓ First Conference of Asian Society of Agricultural Economists, Aug. 10-14, 1993, Republic of Korea, **"Agricultural Marketing Scenario in India"**

- ✓ A.P.O. Sponsored Study Meeting Aug. 2-7, 1993, held at Republic of Korea. "**Agrarian Structure and Reform Measures in India**"
- ✓ International Seminar on Agricultural Marketing and Economic Development, Oct. 12-14, 1988, held at Mysore, "**Marketing of Vegetables in Kumaon Division of U.P.**"
- ✓ **Country Paper in Symposium on Agricultural Policies in Asian Countries (as Country Representative)** organized by **Asian Productive Organisation** at Tokyo, November 14-18, 2005
- ✓ **Changing Agricultural Policies in South Asian Countries** in a Symposium organized by **UN University, Tokyo**, November 18, 2005
- ✓ **Export Marketing: Leveraging the Opportunities of Attractive global Market in Post WTO World**, organized by the **All India Management Association** on **Value Creation through Marketing Innovations** at New Delhi, August 12-13, 2005
- ✓ **ICT Initiatives in Agriculture: Uttaranchal Perspectives** in **Sixth Annual Baramati Initiative** focused on **ICT and Agriculture** organized at Baramati, Maharashtra, 2006
- ✓ **Green Revolution II From Farm to Business** in ASSOCHAM Summit on **Knowledge Agriculture for Green Revolution II** at New Delhi, November 22-24, 2006
- ✓ **Indian Agricultural Policies Reforms for Green Revolution II** in ASSOCHAM **Summit on Knowledge Agriculture for Green Revolution II** at New Delhi, November 22-24, 2006
- ✓ **Rural Marketing: Status and Innovations** in Annual Conference of **Indian Society of Agricultural Marketing**, 2006
- ✓ **Rural Marketing: Issues and Challenges** in Annual Conference of **Indian Society of Agricultural Marketing**, 2006
- ✓ **Agribusiness Management Education in India**, First Annual Conference of **Indian Society of Agribusiness Management**, October, 2008
- ✓ **Agribusiness Education in India, Indo-US AKI Workshop on Linking Farmers and SMEs to Market**, March, 2009

General Information

Personal Information

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Nationality	Indian
Mailing Address	Dr. V P S Arora, Vice Chancellor Kumaun University, Nainital , Uttarakhand, India
Permanent Address	Dr. V P S Arora Vill & PO Jhitkari, Distt Meerut Uttar Pradesh, India

Education

- 1996: Post Graduate Diploma in Marketing Management from Indira Gandhi National Open University, New Delhi, India
- 1976: Ph.D. in Agricultural Economics from G.B. Pant University of Agriculture and Technology, Pantnagar, India
- 1972: M. Sc. (Ag.) in Agricultural Economics from G. B. Pant University of Agriculture and Technology, Pantnagar, India
- 1970: B.Sc. (Hons.) Ag. & A.H. from Uttar Pradesh Agriculture University (later named as G.B. Pant University of Agriculture and Technology), Pantnagar, India

Administrative Experience

Deputy Registrar	October 1982 to September 1994
Deputy Coordinator (Admissions)	April 1991 to November 1992
Additional Coordinator (Admissions)	November 1992 to November 1994
Establishment Officer	October 1995 to January 1996
Head, Department of Agricultural Economics	February 1996 to June 1998
Director, Administration & Monitoring	October 2002 to November 2004
Chief Vigilance officer	October 2002 to November 2004
Chief Security Officer	October 2002 to November 2004
Chief Reception Officer	October 2002 to November 2004
Dean (Coordinator), College of Agribusiness Management	01 July 1997 to 02 October 2000
Dean, College of Agribusiness Management	01 February 2003 to 17 February 2009
Nodal Officer, Agri-business and Agri-clinic Centre Scheme, S F A C, Government of India	01 February 2003 to 17 February 2009
Registrar	01 July 2009 to 12 August 2009
Vice Chancellor, Kumaun University	13 August 2009 to date

Academic Experience

Udaipur University, Udaipur, India: Assistant Professor	February 1976 to May 1976
G.B.P.U.A. & T., Pantnagar, India: Assistant Professor	May 1976 to October 1982
Associate Professor	October 1982 to October 1992
Professor	October 1992 to 12 August 2009
Alemaya University, Ethiopia : Visiting Professor	October 2000 to July 2002

✓ **Number of Post graduate Research Dissertations Guided**

- Ph.D. Theses 9
- M.Sc. Theses 27
- MBA/ MBF Projects 35

Curriculum Development

- ✚ Worked as chairman of committee on development of courses in the Department of Agricultural Economics.
- ✚ Worked as Convener of Committee on setting College of Agribusiness Management, Pantnagar
- ✚ Developed Post Graduate Programmes of MBA (Agribusiness), MBA (Food Retail and Supply Chain), and Ph. D. (Management) at G B Pant University, Pantnagar.
- ✚ Worked as Chairman/Convener of committees on development of Ph.D. (Ag. Econ.) and B. Sc. Program in Agribusiness Management at Alemaya University, Ethiopia.
- ✚ Member Curriculum Committee of BIRD, Lucknow
- ✚ Member Curriculum Committee of ICAR for MBA (Agribusiness) and Ph. D. and M Sc. In Agricultural Economics
- ✚ Chairman of ICAR Committee on developing Syllabi for ARS Exam in Agricultural Economics and Agribusiness Management

Membership of Professional/Academic Bodies, Societies etc

Life Member

- Indian Society of Agricultural Economics
- Indian Society of Agricultural Marketing
- Agricultural Economics Research Association (India)
- Indian Society of Agribusiness Management
- Pantnagar Journal of Research

Member, Executive Committee

- Indian Society of Agricultural Economics (two terms of 2-years each)
- Indian Society of Agricultural Marketing (one term of 2 years)
- Indian Society of Agribusiness Management (2008 onward)

Country Representative (India) and Member of Executive Council,

- Asian Society of Agricultural Economists (1993)

Miscellaneous Information on Academic Activities

- ✓ Worked on Board of Studies of several Universities
- ✓ Worked as expert/paper setter/examiner of several Universities as well as for UPSC, Uttarakhand PSC, UGC, ICAR, AICTE, Government Departments, Private Management Colleges
- ✓ Worked as Session Chairman/ Chief Guest/ Special Guest in a number of National/ International Seminars / Conferences / Workshops