


Curriculum Vitae

Title	PROF.	First Name	SOMA	Last Name	SEN GUPTA	
Designation	PROFESSOR					
Department	COMMERCE					
Institutional Email Address	sengupta@knc.du.ac.in					

EDUCATION

Degree	Institution	Year	Details
PhD	Department of Commerce, Delhi School of Economics, University of Delhi	2002	Thesis: Buyers' Perception of Product Quality: Study of Select Dimensions
MPhil	Department of Commerce, Delhi School of Economics, University of Delhi	1999	Dissertation: Effect of Price, Brand and store Name on Buyers' Perception of Product Quality
M.Com.	South Campus (Registered with ARSD) University of Delhi	1993	Major: Marketing and Laws
M.B.A.	Indira Gandhi National Open University (IGNOU), New Delhi	2010	Major: Management; HRM
NET	University Grant Commission (UGC)	1995	Subject: Management
B.Ed.	Central Institute of Education (CIE), University of Delhi	1994	Major: Commerce Education
C.S (Inter.)	Institute of Company Secretary of India (ICSI)	1996	Major: Law and Commerce
B.Com. (Hons.)	Atma Ram Sanatan Dharma College (ARSD) University of Delhi	1991	Major: Commerce; Management
AISSCE (10+2) CBSE	Kendriya Vidyalaya, Sec. 2, R. K. Puram, New Delhi	1988	Major: Science; Mathematics

CAREER PROFILE

Organisation /Institution	Designation	Ad-hoc/ Temp./ Permanent	Duration	Role
Vivekananda College (University of Delhi)	Lecturer (Commerce)	Ad-hoc	16 Oct. 1996 To 6 Nov. 1996	Teaching and Research
Kamala Nehru College (University of Delhi)	Lecturer (Commerce)	Ad-hoc	31 July 1997 To 13 Aug. 1997	Teaching, Research, Co-curricular
	Lecturer (Commerce)	Temporary	14 Aug. 1997 To 8 Nov.2001	Activities, Examination work,

	Lecturer (Commerce)	Permanent	9 Nov. 2001 To 30 July 2002	Curriculum development.
	Senior Lecturer (Commerce)	Permanent	31 July 2002 To 27 July 2006	
	Reader (Commerce)	Permanent	28 July 2006 To 26 July 2009	
	Associate Professor (Commerce)	Permanent	27 July 2009 To 17 July 2018	
	Professor (Commerce)	Permanent	18 July 2018 Till date	

AREAS OF INTEREST / SPECIALIZATION

- **Marketing** – Consumer Behaviour, Social Marketing, Green Marketing, Place Marketing
- **Human Resource Management** – Employee Management Policy and Strategy

COURSES AND PAPERS TAUGHT

Undergraduate Level

A. B.COM. (HONS.) and B.COM.

- Human Resource Management; Principles of Marketing; International Business

B. B.A. (PROG.)

- Advertising; Sales Promotion and Public Relations

Postgraduate Level – As Visiting Faculty

A. M.PHIL. (MARKETING) – DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS (UNIVERSITY OF DELHI)

- Paper: Marketing – Perception (2 Lectures); Session: 1999-2000

B. MIB – DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS (UNIVERSITY OF DELHI)

- Paper: Services Marketing (4 Lectures); Session: 1999-2000

C. M.COM. - DEPARTMENT OF COMMERCE, SOUTH CAMPUS, UNIVERSITY OF DELHI

- Paper: International Marketing (Full course); Session: 2003-2004

D. MBA- HRD – DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS (UNIVERSITY OF DELHI)

- Paper: Learning and Development (Full course); Session: 2021-2022

E. M.PHIL. AND PH.D. (MARKETING) – DEPARTMENT OF COMMERCE, DELHI SCHOOL OF ECONOMICS (UNIVERSITY OF DELHI)

- Paper: Marketing – Dynamics of Consumer Behaviour (8 Lectures per year); Session: 2020-2021; 2021-2022; 2022-2023

RESEARCH GUIDANCE / SUPERVISION

A. PH.D THESIS:

- **Sakshi Verma (2019 - 2024): Thesis Title: *Visibilising Role of Women in Buying and Purchase Decision-Making in Delhi***

B. M.PHIL DISSERTATIONS:

- **Aruna Sharma (2022 -2024): Dissertation Title: *Repositioning Hauz Khas Village on Global Tourism Map: Designing a Place Marketing Strategy***

HONORS AND AWARDS

- **Distinguished Alumnus Award-2023** by **ARSD College Alumni** on **26 February, 2023**.
- **Funding Awarded for Development Studies Association (DSA) Annual Conference, DSA2022** on Informal Economies, organised by University College London (UCL) UK, the Bartlett Faculty of the Built Environment, the Journal of International Development, and **Development Studies Association (DSA)** on **5th May 2022**.
- **Best Paper Presented** (Titled; Corona and Online Search) in International Interdisciplinary e-conference on “Sustainable Future for Humanity: The New Learning Curve” under the aegis of Avgaahan, **Maitreyi College**, (University of Delhi) INDIA on **24 Feb. 2021**.
- **Travel Grant** for presenting paper at AAG-2019, Washington, DC (USA) by **University Grant Commission** in **June 2019**.
- **Enrichment Fund Award** for presenting paper at the American Association of Geographers (AAG), Washington (USA) by **AAG** in **March 2019**.
- **Full Guest Registration Award** for presenting paper at RGS 2018 Cardiff (United Kingdom) by the **Royal Geographical Society RGS-IBG** on **6 March 2018**.
- **Best Poster Award in the Research Display** at the Convocation Ceremony by **the Research Council, University of Delhi** on **19 November 2016**.
- **Topper in M.Com. in South Campus and ARSD** certificate by **Atma Ram Sanatan Dharma College, University of Delhi** in **August 1993**.

PUBLICATIONS

A. BOOKS (AUTHORED/EDITED)

1. **Sengupta Soma** and Sen Anjan (2016) *Social Marketing of Green Products*, R K Books, New Delhi. ISBN 978-93-82847-73-1.
2. **Sengupta Soma (2005)** *Consumer Behaviour: Dynamics of Building Brand Equity*, New Century Publications, New Delhi. ISBN 81-7708-094-6.

B. BOOK CHAPTERS

1. **Sengupta Soma and Sen Anjan (2024)** “Contending Global Warming by Popularising Environment-Friendly-Fuel Compressed Natural Gas (CNG)” in Vishwa Raj Sharma and Chandrakanta (eds.) *Making India Disaster Resilient: Challenges and Future Perspective*, Springer, Chapter 6, Pages 71-85. ISBN 978-3-031-50112-8 (**International**).
2. **Sengupta Soma and Sen Anjan (2018)** “Emergence of ‘New Women’ in Urban India: Exploring the Changes in Buying Roles and Media Portrayal in the Wake of Globalization” in Mahmoud Masaeli and Monica Prabhakar (eds.) *India as a Model for Global Development*, Cambridge

Scholars Publishing, New Castle upon Tyne, Chapter 12, Pages 183-202. ISBN 978-1-5275-1658-8. **(International)**.

3. **Sengupta Soma** (2017) "Social Acceptability of Energy Efficient Lighting" in P. Sharma and S. Rajput (eds.) *Sustainable Smart Cities in India: Challenges and Future Perspectives* (Part of the Urban Book Series (UBS) book series), Springer, Chapter 18, Pages 123-142. ISBN 978-3-319-47145-7. **(International) (SCOPUS Listed)**.
4. **Sengupta Soma** (2002) "Market Segmentation Models" in P. p. Arya (eds.) *Research Methodology in Management: Theory and Case Studies*, Deep and Deep Publications Pvt. Ltd., New Delhi, Chapter 26, Pages 230-246. ISBN 81-7629-340-7.

C. RESEARCH PAPERS IN CONFERENCE PROCEEDINGS

1. Verma DPS and **Sen Gupta Soma** (1999) Buyers' Perception of Product Quality: Effect of Price, Brand and Store Name. *Abstract in the The Indian Journal of Commerce (AICA), New Delhi*, Volume 52, Number 4, Pages 62. ISSN: 0019-512X. **(UGC Listed)**.

D. JOURNAL ARTICLES (SELECT PUBLICATIONS)

1. Verma Sakshi and **Sengupta Soma** (2022) Women Empowerment and the Role of Women in Purchase Decision-Making: Exploring Linkages through Systematic Review of Literature. *IOSR Journal of Business and Management*, Volume 24, Number 12, Pages 31-35. p-ISSN: 2319-7668, e-ISSN:2278-487X. **(UGC Listed then)**.
2. **Sengupta Soma** and Sen Anjan (2022) Re-Creating Chandni Chowk: Place-Making and Place-Marketing of 'Old' Delhi's Historic City Centre. *Indian Journal of Spatial Science*, Volume 13, Number 2 (Summer Issue), Pages 47-53. p-ISSN: 2249-3921, e-ISSN: 2249-4316.
3. **Sengupta Soma, et. al.** (2018) Re-inventing Household Shopping Patterns and Buying Roles: Exploring the 'New Women' in Urban India. *Akademios (Delhi)*, Volume XII (2017-18), Pages 263-284. ISSN 2231-0584. **(UGC Listed then)**.
4. **Sengupta Soma** and Sen Anjan (2017) Social Acceptance of Biodegradable Carry Bags in Delhi: Re-designing the 'Say No to Plastic Bags' Campaign. *Open Access International Journal of Science and Engineering*, Volume 2, Issue 8, Pages 41-47. ISSN 2456-3293. **(UGC Listed then)**.
5. **Sengupta Soma** and Sen Anjan (2016) Re-Inventing the Traditional Perfume 'Attar': Social Marketing of a Green Product. *The Delhi University Journal of Undergraduate Research and Innovation*, Volume 2, Issue 2, Pages 153-164. ISSN 2395-2334.
6. **Sengupta Soma, et. al.** (2015) Designing A Social Marketing Strategy for "Say No to Plastic Bags" Campaign. *The Delhi University Journal of Undergraduate Research and Innovation*, Volume 1, Issue 3, Pages 195-210. ISSN 2395-2334.
7. Verma DPS and **Sengupta Soma** (2006) Effect of Brand Image on Buyers' Perception of Product Quality. *NICE Journal of Business* (Shobhit University, Meerut), Volume 1, Number 1, Pages 63-76. ISSN 0973-449X.
8. Verma DPS and **Sengupta Soma** (2005) Influence of Store Image on Buyers' Product Evaluation. *Journal of Advances in Management Research* (IIT, Delhi), Volume 2, Number 1, Pages 47-60. ISSN 0972-7981. **(SCOPUS Listed)**.

9. Verma DPS and **Sengupta Soma** (2004) Does Higher Price Signal Better Quality? *Vikalpa* (IIM, Ahmedabad), Volume 29, Number 2, Pages 67-77. ISSN 0256-0909. **(SCOPUS Listed)**.
10. Verma DPS and **Sengupta Soma** (2001) Blood Donation: A Marketing Perspective. *The Indian Journal of Commerce* (AICA, New Delhi), Volume 54, Number 4, Pages 132-137. ISSN 0019-512X. **(UGC Listed)**.
11. Verma DPS and **Sengupta Soma** (2001) Buyer's Perception of Product Quality. *The Indian Journal of Commerce* (AICA, New Delhi), Volume 54, Number 1&2, Pages 1-9. ISSN 0019-512X. **(UGC Listed)**.
12. **Sengupta Soma** and Verma DPS (2000) We, Not Me Who Will Buy! *Indian Management* (AIMA, New Delhi), Volume 39, Number 5, Pages 61-65. ISSN 0019-5812

PAPERS PRESENTED IN SEMINARS AND CONFERENCE (SELECT LIST)

A. INTERNATIONAL (OUTSIDE INDIA)

1. **AMERICAN ASSOCIATION OF GEOGRAPHERS (AAG) 115th Annual Meeting 2019** at **Washington DC, UNITED STATES OF AMERICA**, from 03rd – 07th April 2019.
 - **Session Co-Chair:** *Conceptualizing and Re-Creating Creative Economic Spaces.*
 - **Paper Presentations:**
 - *Recreating 'Old' Delhi's Historic Square – The Place Making of Chandni Chowk.*
 - *Branding Delhi's Historic Urban Villages – The Recreation of Shahpur Jat Village.*
2. **ROYAL GEOGRAPHICAL SOCIETY with INSTITUTE OF BRITISH GEOGRAPHERS (RGS-IBG) Annual International Conference 2018** on “Geographical Landscapes / Changing Landscapes of Geography” at **Cardiff, UNITED KINGDOM**, from 28th – 31st August 2018.
 - **Session Convener:** *Re-Imaging Post-Industrial Cities through Place Marketing and City Branding.*
 - **Paper Presentations:**
 - *The Reimagining of Kolkata – Branding and Repositioning the “City of Joy”.*
 - *Designing a Social Marketing Strategy for the Successful Implementation of “Use Biodegradable Carry Bags” Drive in Delhi.*
3. **7th NORDIC GEOGRAPHERS MEETING (NGM) 2017** on “Geographies of Inequalities” at **Stockholm, SWEDEN**, from 18th – 21st June 2017.
 - **Session Organizer and Chair:** *E4: Inequalities in Eco-friendly Behaviours and Practices.*
 - **Paper Presentations:**
 - *Social Acceptability of Energy Efficient Lighting: Inequalities in the Emergence of Smart Societies.*
 - *Re-Positioning Green Fuel through Social Marketing Approach – Studying the Inequalities in its Adoption.*
4. **INTERNATIONAL GEOGRAPHICAL UNION (IGU) 33rd International Geographical Congress (IGC) 2016** on “Shaping our Harmonious World” at **Beijing, CHINA**, from 21st – 25th August 2016.
 - **Paper Presentation:**
 - *Eco-Tourism in Ecologically-Fragile Zones of India – A Social Marketing Approach.*
5. **EUROPEAN ASSOCIATION FOR SOUTH ASIAN STUDIES (EASAS) 24th European Conference on South Asian Studies (ECSAS) 2016** at **Warsaw, POLAND**, from 27th – 30th July 2016.
 - **Paper Presentation:**
 - *Re-imagining the Traditional Buying Roles: Exploring the ‘New Women’ in Delhi.*

6. **INTERNATIONAL GEOGRAPHICAL UNION (IGU) Regional Conference 2015** on “Geography, Culture and Society for Our Future Earth” at **Moscow, RUSSIA**, from 17th – 22nd August 2015.
- **Paper Presentation:**
 - *Re-Inventing a Traditional Green Product in the Contemporary Globalized World - Social Marketing of Traditional Perfume ‘Attar’.*

B. OTHERS [INTERNATIONAL (WITHIN INDIA) / NATIONAL / LOCAL / UNIVERSITY]

1. **5TH BIENNIAL INTERNATIONAL CONFERENCE ON ENSURING SUSTAINABLE FUTURE** – Sri Guru Gobind Singh College of Commerce (University of Delhi) and Sydney Business School, Australia. –, 6 to 7 Mar. 2020, New Delhi
 - **Paper Presentation:**
 - *Implementation of a Successful “Switch to Energy Efficient Lighting and Home Appliances” Campaign in Delhi: A Social Marketing Strategy.*
2. **7th AICC – 2020** at Department of Commerce, Delhi School of Economics, University of Delhi - on the theme of Organisational Realities: Changing Paradigm of HR, 17 to 18 Jan. 2020.
 - **Paper Presentation:**
 - *Attrition Rate Management and Retention Policies: A Comparative Study of Select Fast-food Chains in Delhi.*
3. **INDIAN ACADEMY OF MANAGEMENT (INDAM 2020)** at Indian Institute of Management (IIM), Trichy - Sixth Biennial Conference of INDAM 2020, 2 to 4 Jan. 2020.
 - **Paper Presentation:**
 - *Designing a Social Marketing Strategy to Promote Eco-Tourism in India.*
4. **OPERATIONS RESEARCH SOCIETY OF INDIA (ORSI) 2019** at Indian Institute of Management (IIM), Ahmedabad, 15 to 18 Dec. 2019.
 - **Session Chair:** “Practice of Management Science and Analytics”
 - **Paper Presentation:**
 - *Re-Positioning Green Fuel through Social Marketing Approach – Use of CNG in Urban Transportation in Delhi and NCR.*
5. **Amity University (Haryana) and OAIJSE National Conference 2017** on “Sustainable Solid Waste Management” (SSWN-17) at **Gurgaon, Haryana**.
 - **Paper Presentation:**
 - *Social Acceptance of Biodegradable Carry Bags in Delhi: Re-designing the ‘Say No to Plastic Bags’ Campaign (15th November 2017).*

NATIONAL WORKSHOPS AND SEMINARS ORGANISED:

- **Organised and conducted a workshop at Philips India, Vishakhapatnam (Andhra Pradesh) on 21st March, 2016**, for the Project Team of DU Innovation Project KNC-301
- **Organised and conducted a workshop at Bureau of Energy Efficiency (BEE), Ministry of Power, New Delhi on 5th March 2016** for the Project Team of DU Innovation Project KNC-301

TALKS/ LECTURES ORGANISED:

- **Organised and conducted a Panel Discussion on ‘Analyzing the Impact of Consumer Influencer Marketing on Consumer Trends and Brand Collaboration’ on 23rd November 2023**, for Consumer Club.

- **Organised and conducted a lecture on ‘Towards a Circular Economy: Reducing Plastic Waste’ 27th January, 2021** for Green Beans Society.
- **Organised and conducted a Panel Discussion on 28th October, 2020** for ‘Nurture’ The Incubation Cell, Kamala Nehru College.
- **Organised and conducted a Panel Discussion on 7th October, 2020** for ‘Nurture’ The Incubation Cell, Kamala Nehru College.

PARTICIPATION AS RESOURCE PERSON:

- **Resource Person and delivered a lecture** on “Sustainable Living in Delhi to Make it a Smart City - Designing a Social Marketing Strategy” for online Faculty Induction Programme (FIP-3) for University and College teachers 22 June, 2022 by **Centre for Professional Development in Higher Education (CPDHE), UGC-HRDC, University of Delhi.**
- **Lectures Delivered at EDUSAT, CEC (UGC), New Delhi, India** - 14 Lectures on Marketing Management, Human Resource Management, and Management from 2008 - 2013.
- **Delivered the Inaugural Lecture** on “Insurance Regulatory Development Authority and Insurance Ombudsman” for the Consumer Fest of **TULA Consumer Club, Miranda House, University of Delhi** on 27th January 2011
- **External Expert, JRF to SRF of Ph.D. Research Scholar**, Preeti Roy, Centre for Management Studies, Jamia Millia Islamia on 25 Feb. 2020.
- **Member, Interview Board for Ph.D. and M.Phil. Admissions**, Department of Commerce, Delhi School of Economics, University of Delhi during December 2021 admissions.
- **Expert, Interview Panel for Induction of Faculty**, Galgotias University, Greater Noida for Specialisation areas of Marketing and Human Resource Management on 25th June 2022; 6th September 2022; 17th September 2022; 5th December 2022; 10th December 2022.
- **Subject Expert and Moderator (Second Level) for Business Studies of CUET (UG) 2022** National Testing Agency (NTA), New Delhi from June 2022 to October 2022.

OTHER DETAILS:

PREPARATION OF TEACHING MATERIAL:

- **E-Content for Business Economics 4-Quadrants MBE Paper 15: Marketing Module 1, 2, and 3 (2015-2016)** for Centre for eLearning, SGTBKC, University of Delhi, e-PGPathshala Project of UGC under the NMEICT mission of MHRD, Government of India.
- **E-Content (PPT) and Recorded Lectures 2-Quadrants B.Com. (Hons.) Human Resource Management, 16 Modules (2020 - 2021)** for DTH SWAYAM PRABHA, MHRD; and Indian Institute of Technology (IIT) Madras.

- **E-Content (PPT) and Recorded Lectures 2-Quadrants B.Com. (Hons.) Principles of Marketing, 15 Modules (2020 - 2021)** for DTH SWAYAM PRABHA, MHRD; and Indian Institute of Technology (IIT) Madras.
- **Subject Expert for academic preview** of the educational TV programmes in the subject area of Commerce with **Consortium of Educational Communication (CEC), UGC from 2010.**

RESEARCH PROJECTS (Major Grants/Research Collaboration)

1. ***Formalising the Informal – Legalising the Festive-Time Street Trade in Delhi*** (2022-23 – Rs. 3,00,000 – INSTITUTE OF EMINENCE (IOE), UNIVERSITY OF DELHI)
2. ***Place Making and Place-led Development in New Economic Spaces: The Re-imagining and Re-creation of Shahpur Jat vis-à-vis Hauz Khas Urban Villages, Delhi*** (2021-22 – Rs. 1,71,250 – INSTITUTE OF EMINENCE (IOE), UNIVERSITY OF DELHI)
3. ***Re-imagining a Religious-Historic Site: The Place Marketing and City Branding of Ayodhya*** (2020-21 – Rs. 3,50,000 – INSTITUTE OF EMINENCE (IOE), UNIVERSITY OF DELHI)
4. ***Implementation of a Successful ‘Switch to Energy Efficient Lighting and Home Appliances’ Campaign in Delhi: A Social Marketing Strategy*** (University of Delhi, Innovation Project 2015-2016 – Rs. 4,00,000– RESEARCH COUNCIL, UNIVERSITY OF DELHI)
5. ***Designing an Effective Social Marketing Strategy For a Successful Implementation of the “Say no to Plastic Bags” Campaign in Delhi*** (University of Delhi, Innovation Project 2013-2015 – Rs. 3,00,000– RESEARCH COUNCIL, UNIVERSITY OF DELHI)
6. ***Social Marketing of Green Products: An Application of Environment–Technology–Society Model*** (UGC Major Research Project 2012-2015 – Rs. 6,50,000 – UNIVERSITY GRANT COMMISSION (UGC))

MEMBERSHIP IN PROFESSIONAL BODIES:

- **Member of DEVELOPMENT STUDIES ASSOCIATION (DSA) for 2022-23.**
- **Member of AMERICAN ASSOCIATION OF GEOGRAPHERS (AAG) for 2018-19.**
- **Member of EUROPEAN ASSOCIATION FOR SOUTH ASIAN STUDIES (EASAS) for 2016 and 2017.**
- **Member of ALL INDIA COMMERCE ASSOCIATION for the year 1999-2000.**

ORIENTATION AND REFRESHER COURSES: (SELECT LIST)			
S. No.	Name of Course/ Programme attended	Duration Year	Sponsoring/ Organising Agency
1.	Workshop on “DELNET-Resources & Services: Boundless Possibilities for Research & Reference”	5 May 2017	DELNET-Developing Library Network, New Delhi; and Internal Quality Assurance Cell, Kamala Nehru College (University of Delhi)
2.	Faculty Development Programme (FDP) on “Anti-Plagiarism & Reference Management Tools”	18 Aug. 2017	Internal Quality Assurance Cell, Kamala Nehru College (University of Delhi) and B. R. Ambedkar Central Library, Jawaharlal Nehru University (JNU)
3.	One Day “Workshop on Latex – a Scientific ICT Tool for Publishing”	6 Nov.2017	Guru Angad Dev Teaching Learning Centre of MHRD at SGTB Khalsa College (University of Delhi)
4.	Faculty Development Programme (FDP) on “MOOCs and e-content Development”	13 July to 17 July 2019	SWAYAM (MHRD and CEC); and IQAC, Deen Dayal Upadhyaya College (University of Delhi)
5.	One Day “National Seminar cum Workshop on e-CONTENT, MOOCs (SWAYAM) and ARPIT”	31 Aug. 2019	AICTE and Guru Angad Dev Teaching Learning Centre of MHRD at SGTB Khalsa College (University of Delhi)
6.	One Day Faculty Development Programme (FDP) on Cyber Space, Crimes and Security	11 Sept. 2019	Department of Commerce, Kamala Nehru College (University of Delhi)
7.	One-Day Workshop on ‘Business Organisation and Management’	23 Sept. 2019	Department of Commerce, University of Delhi; and Teaching Learning Centre, Ramanujan College (University of Delhi)
8.	Faculty Development Programme (FDP) National Webinar entitled “e-content Development Methodology: Four Quadrant Model. OERs and Copyright Issues”	15 May 2020	Guru Angad Dev Teaching Learning Centre of MHRD at SGTB Khalsa College (University of Delhi); Pandit Mohan Malaviya Nation Mission on Teachers and Teaching (PMMMNMTT) of MHRD
9.	Faculty Development Programme (FDP) on “Emotional Intelligence (Online Live FDP)”	13 May to 18 May 2020	ICT Academy; and Kamala Nehru College (University of Delhi)
10.	Two Days Faculty Development Programme (FDP) on “Enhancing Research Skills”	4 Aug. to 5. Aug. 2021	Department of Commerce, Kamala Nehru College (University of Delhi)
11.	SWAYAM ARPIT Refresher Course In Commerce	1 Dec 2020 to 31Mar. 2021	Shri Ram College of Commerce (University of Delhi) in Association with SWAYAM

FIELD WORK				
S. No.	Year	Nature of Activity	Designation	Institution/ Department
1.	1997-Cont.	Organised and conducted the annual Factory Visits for Final year Commerce Students	Convenor/ Member	Commerce Association, Kamala Nehru College
2.	2013-2015	Organised and Conducted a field trip to Pushkar (Rajasthan) from 31st March to 2nd April, 2014 with 10 student researchers.	Principal Investigator	DU Innovation Project KNC-203
3.	2015-2016	Organised and Conducted field trip to Vishakhapatnam (Andhra Pradesh) from 19th to 27th March, 2016, with 10 students for DU Innovation Project 2015-2016.	Principal Investigator	DU Innovation Project KNC-301
4.	2012-2015	Field Trips to Kerala, Uttarakhand, Gujarat, Sikkim, Rajasthan and Uttar Pradesh for Data Collection.	Principal Investigator	Major Research Project (MRP), UGC