



Dr. Anubhav

Assistant Professor (Agri Business)



 Rajasthan, India

 9610013066

Education

- 2020/09 – 2024** **Ph.D.: Agribusiness**
Institute of Agribusiness Management – Bikaner
- 2018/07 – 2020/07** **MBA: Agribusiness**
Central University of Punjab – Bathinda
- 2012/07 – 2015/07** **Bachelor of Science: PCM**
Sunrise University – Alwar

Work History

- 2024/12 – Present** **Lecturer**
Regional Institute of Cooperative Management, Chandigarh
- 2024/05 – 2024/11** **Assistant Professor**
Sri Sri Univeristy, Cuttack
- Taught subjects: Agri Informatics, Supply Chain Management, Marketing
- 2023/06 – 2024/04** **Assistant Professor**
Institute of Rural Management, Jaipur
- Taught subjects: Marketing, Supply Chain Management
- 2020/09 – 2023/06** **Teaching Associate**
Institute of Agri Business Management
- Taught subjects: Entrepreneurship, Research Methodology and Technical Writing, Data Science of Agri Business

Publications

(Research Papers)

- Vaswani, L., Mathur, A, Beniwal, A., and Saharan, H. (2024). Market Dynamics and Consumer

Insights for Value-added Pearl Millet Products: Empirical Evidence from Rajasthan, India. *Asian Journal of Agricultural Extension, Economics & Sociology*.42(10):91-100. <https://doi.org/10.9734/ajaees/2024/v42i102565>

- Poojitha, A., Mathur, A. and Beniwal, A. (2023). Supply Chain Analysis of Oil Palm in Andhra Pradesh. *Agro Economist -An International Journal*, 10(02): 161-168. DOI: 10.30954/2394-8159.02.2023.8
- Bhusanar, S.B., Meena, S.S. & Beniwal, A. (2023). Forecasting of Arrival and Price of Groundnut in Rajasthan by ARIMA Model for Livelihood of Farmers. *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(9),684-690. <https://doi.org/10.9734/ajaees/2023/v41i92092>.
- Saharan, H., Sharma, A., & Beniwal, A. (2023). Camel Milk Consumption Trends and Drivers in Rajasthan, India: A Consumer Behaviour Study. *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(6), 57–69. <https://doi.org/10.9734/ajaees/2023/v41i61921>.
- Beniwal, A., & Mathur, A. (2023). Rajasthan’s Agricultural Innovation Landscape: An Overview of Start-ups and Trends. *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(4), 157–168. <https://doi.org/10.9734/ajaees/2023/v41i41890>.
- Beniwal, A., Poolsingh, D. & Shastry, S.S. (2022). Trends and Price Behaviour Analysis of Onion in India. *Indian Journal of Agricultural Economics*. 77(4), 632-642.
- Beniwal, A. & Mathur, A. (2022). Farmers’ Wellbeing: A Scoping Review of Psychological and Social Wellbeing of Farming Community. *Bhartiya Krishi Anusandhan Patrika*. DOI: 10.18805/BKAP532
- Rashtrapal, B.R., Mathur, A., & Beniwal, A. (2022). Farmer Producer Organisations in Maharashtra: Prospects and Challenges. *Asian Journal of Agricultural Extension, Economics & Sociology*, 40 (11), 203-218. <https://doi.org/10.9734/ajaees/2022/v40i111702>.
- Beniwal, A., & Patil, C. (2022). A Study on the Consumer Perception towards Organic Food Products in Punjab. *Asian Journal of Agricultural Extension, Economics & Sociology*, 40(8), 26-38. <https://doi.org/10.9734/ajaees/2022/v40i830934>
- P. Kavitha, Mathur, A., & Beniwal A. (2022). "Marketing of Chili Seeds in Anantapur District of Andhra Pradesh", *International Journal of Science and Research (IJSR)*, 11(3), 1098 – 1103. DOI: 10.21275/SR22317205910

(Book Chapters/Articles)

- Article "Agri Start-up in India- Opportunities and Preference in Indian Context"
- Article "Importance of Vermicompost" in *Chokhi Kheti Magazine* (SKRAU)
- Book Chapter "Use of Structural Equation Modelling in Agriculture". *Advances in Agricultural Research Methodology* (Volume 2) (309-319). ISBN - 978-93-6039-841-5
- Book Chapter "Zero Budget Natural Farming". *AGRI BUSINESS A Managerial Perspective* (181-190). ISBN - 978-81-962469-4-5
- Book Chapter "Indian Agri-tech Start-ups: Fostering Paradigm Shifts". *AGRI BUSINESS A Managerial Perspective* (100-121). ISBN - 978-81-962469-4-5
- Book Chapter "Mitigating Risks, Ensuring Prosperity: The Promise of Crop Insurance in India". *Emerging Trends in Agricultural Extension Education* (pp. 109-117). (Volume 2). ISBN- 978-93-5980-562-7

- Book Chapter "*Source of Agriculture Credit*". Emerging Trends for Commerce and Management.
- Book Chapter "vnHkqr Qly fDouksvk ds iks'k.k laca/kh igyw" . Emerging Trends in Applied Research. (6). ISBN 978-93-5834-018-1.



Certifications

- Contributing as a reviewer for **Current Agriculture Research Journal** since 2023.
- Contributed as a reviewer for **Asian Journal of Agricultural Extension, Economics & Sociology** during 2022.
- National workshop on "**Agri-entrepreneurship: Cutting-edge Approaches to Create a Path of the Future**" organized by **Department of Agricultural Economics and Statistics & Centre for Governance and Sustainable Societies** at **Centurion University of Technology and Management**. (3 days)
- Faculty development program on "**Effective Research Methodology and Publication**" by SGT University (7 days)
- Best paper award for presenting a paper titled "**Supply Chain Analysis of Oil Palm in Andhra Pradesh**" in "**Production, Operations and Logistics Track**" during 2nd International Conference on Business and Management organized by Delhi School of Management, Delhi Technological University on the theme "**Digitalisation and Sustainable Development Goals**" held on 19-20 January 2023.
- MOOC course on "**Employment Generation among Rural Youth through Agripreneurship**" offered by **IIT Kanpur** and **BAU**
- ATAL Academy FDP on "**Data Sciences**"
- "**The Fundamental of Digital Marketing**" Offered by Google
- Radio Talk regarding "**Paricharcha- Krishi Adharit Jaivik Input Aur Unki Aarthik Vyavhaarita**" in Akashvani Bikaner, Air Bikaner, Prasar Bharati, All India Radio/Doordarshan on March 27, 2022
- Training on "**Research Methodology for Social Sciences**" by **NAHEP** (10 days)
- International Training cum Workshop Program on "**Smart Agriculture and Sustainable Urban Farming**" by **NAHEP** (21 days)
- **AIASA** Lifetime Membership
- Training on "**Demystifying Water and Waste Data for Communication and Action**" by **Centre for Science and Environment** (17 days)
- Workshop on "**Qualitative Research using NVivo**" by **Commcad** (2 days)
- International Faculty Development Program on "**Improving the Writing Skills of Early Research Career Researchers**" by **SKAUST -Kashmir** (7 days)



Award

- Presidential Award (2010)
- UGC-NET Management (2023)



Reference

- ✓ **Dr. Aditi Mathur**
Assistant Professor
Institute of Agri Business Management, Bikaner (Rajasthan)
- ✓ **Dr. Chidanand Patil**
Assistant Professor
Central University of Punjab, Bathinda (Punjab)
- ✓ **Dr. Amita Sharma**
Assistant Professor
Institute of Agri Business Management, Bikaner (Rajasthan)
- ✓ **Dr. Surjeet Singh Dhaka**
Assistant Professor
Central University of Punjab, Bathinda (Punjab)