



### **Dr. Ramesh J. Sardar**

Professor, School of Management Studies, KBC North Maharashtra University, Jalgaon  
425001 (M.S.) India

Email: rame23sardar@gmail.com, Mobile-91- 9970848028

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#### **Present status**

- **Professor**, School of Management Studies, KBC North Maharashtra University, Jalgaon
- **Member, Board of Studies in Management studies**, KBC North Maharashtra University, Jalgaon since February 2018
- **Placement Co-ordinator**, School of Management Studies, KBC North Maharashtra University, Jalgaon.

#### **Previous Position held**

- **Associate professor** in School of Management Studies, KBC North Maharashtra University, Jalgaon From September 2013 to January 2021.
- **Assistant professor** in Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. From December 2005 – September 2013:
- **Assistant professor** in Millennium institute of Management, Maulana Azad College, Aurangabad. From October 2004-December 2005

#### **Academic**

- PhD (Management)
- M.B.A (Marketing)
- B.Com

#### **Level of Teaching & Subject Area**

Postgraduate level (MBA) since **October 2004**

- **Marketing**
- **Business Policy and Strategic Management**
- **Entrepreneurship Development**

## Teaching & Research Experience

- Total Teaching & Research Experience is of **17 Year** as **Professor, Associate Professor and Assistant Professor**
- Research on "A Study of Marketing and Sales Performance of Alcoholic Beverages and their products with special reference to Aurangabad District in Maharashtra State."- Oct 2010.

## Number of Ph.D Students

Sr. No	Name of the Student	Topic of research	Status
1.	Sanjay Sarkate	A Study of Production and Sales Performance of Milk Products In Marathwada Region	Awarded
1.	Mr. Ganesh Waghmare	A Study of Gap analysis between extended and Perceived Service quality of life insurance compaignies with Special Reference to Pune District in Maharastra state	Awarded
2.	Mr. Ajay Nigade	A Study on consumer Behaviour towards after sales service with reference to Vehicle Detailing In Passenger Vehicle Segment in Mumbai Region	Awarded
3.	Ms Aarti Jain	A Study of Consumer Buying Beheaviour and Purchasing Pattern towards Gold Jewellery in Nasik District.	Awarded
4.	Ms. Smita Shirsale	Employee Engagement Practices : A comparative Study on selected service sector industries in Jalgaon district of Maharashtra and Kuthch district of Gujrat State	Ongoing
5.	Ms. Sanjivani Lokhande	Comparative Analysis of Ethical Attitudes between Managers of Small and Medium entreprises In Jalgaon District of Maharashtra.	Ongoing

## Research Projects

Title of the project	Duration	Amount Sanctioned in (Rs lakh)	Funding Agency	Status
"A study on consumer behaviour towards Green Marketing: Products & Services."	01/07/2012 to 31/12/2013	Rs1.20 Lakh	UGC, New Delhi	Completed
"Fostering entrepreneurial orientation among the scheduled castes of Maharashtra state: challenges and policy options."	02 years	Rs 6 Lakh	ICSSR, New Delhi	Completed

## Papers published in National/International journals: 32

1. Sardar, R.J, "OYO Rooms: Demystifying the success of India's New age hospitality Start-up," AMC Indian journal of entrepreneurship, Volume 02, , Issue 02, **April-June , 2019**, pp-7-15-,ISSN-2581-7302
2. Sardar, R.J, "Digital learning platforms and technologies in Higher education," University News, Volume56, , Issue 51, **December 17-23, 2018**, pp-51-58,ISSN-0566-2257
3. Sardar, R.J, "Critical review of Pradhan Mantri Mudra yojana towards SC entrepreneurs," International Journal of Management and Economics, Volume01, Issue 26, **November 2018**, pp-49-57.,ISSN-2231-4687
4. Chavan,R.R, Barekar,A.T, & Sardar, R.J, "Digital Payment in India : Opportunities and Challenges," Multidisciplinary Half yearly Journal, Volume-II, Issue II, **Feb-July 2018**, pp-60-68.,ISSN-2279-0489
5. Sardar, R.J, "Enhancing employability among the youth engaged in Higher educational Institutions in India.," University News, Volume56, Issue 7, **Feb 2018**, pp-7-13.,ISSN-0566-2257
6. Waghmare,G. & Sardar, R.J, " A study on service quality Gap between expectation and perception of customers of life insurance corporation of India in Pune city," Journal of Exclusive Management science, **November 2016**, page no-26-37, ISSN-2320-866X

7. Sardar, R.J, "Bolstering startups and Incubators centers through industry-academia partnership," *International Journal of Research in Commerce & Management*, Volume-08, No.10, **October 2016**, page no-20-23, ISSN-0976-2183
8. Sardar, R.J, "Nurturing MSME's to bolster Make in India drive," *BVIMSR'S journal of Management*, Volume-08, **July 2016**, page no-56-61, ISSN-0976-4739
9. Sardar, R.J, "Understanding the nuances of FDI in Online Market place and its implication on stakeholders," *International Journal of Informative & Futuristic Research*, Volume-III, No.10, **July 2016**, page no-3813-3822-37, ISSN-2347-1697.
10. Sardar, R.J, "Preference towards Mobile Wallets among Urban Population of Jalgaon City," *Journal of Management*, Volume-III, No.1, **June 2016**, page no-27-37, ISSN-2347-3959.
11. Sardar, R.J, & Jain, A, "Marketing strategies of gold merchants in fluctuating gold prices at Manmad city," *International journal of Multidisciplinary studies* , Volume-II, No.2,**April 2016**, page no-1-8,ISSN-2454-8499
12. Sardar, R.J, "Desi Hustle Vs MNC Muscle: case study of Patanjali Ayurved Ltd," *International journal of case study and economics* , Volume-IV, No.4, **April,2016**, page no-11-16,ISSN-2305-509X
13. Sardar, R.J, & Shirsale, S, "Study on Emerging trends in Employee Engagement," *International journal of research and development*, Volume-III, No.2, **July-Dec 2015**, page no-56-59,ISSN-2279-0438
14. Sardar, R.J, "Maggi stews in lead and MSG pot: Controversy over India's favorite instant Noodles," *International Case study journal*. Volume-IV, Issue: 7, **July 2015**, Pp.1-6, ISSN: 2305-509X, **Impact factor-3.582(2015)**.
15. Sardar, R.J, "Can digital India programme transform India into a digitally empowered society and economy," *International journal of Management and Economics*. Volume-I, Issue: 17, May 2015, Pp.117-123, ISSN: 2231-4687, Impact factor- **2.52(2015)**.
16. Sardar, R.J, "Problem and prospects of Dalit Entrepreneurship," *International journal of Engineering Technology, Management*. Volume-III, Issue: 01, January 2015, Pp.38-47, ISSN: 2349-4476. Impact factor-**2.24(2015)**.

17. Sardar, R.J, "FDI in ecommerce: pros and cons," *International journal of Management*, Volume-V, February 2014, Pp.49-53, ISSN: 0976-6510, **Impact factor-3.2150(2014)**.
18. Sardar, R.J, "A study on ethical issues in management education," *Vision Research journal-**Referred journal*** Volume-IV, January 2014, Pp.54-57, ISSN: 2250-2025.
19. Sardar, R.J, "Consumers attitude towards surrogate advertising," *Vision Research journal- **Referred journal*** Volume-III, December 2013, Pp.120-123, ISSN: 2250-2025.
20. Sardar, R.J & Epper, V.S "Entrepreneurship and rural development: opportunities & prospects," *International journal of management and economics*, Volume-I, August 2013, Pp.173-177, ISSN: 2231-4687.
21. Sardar, R.J, "A study of Expectation and perception of students in Management education," *Excel journal of engineering and management*, Volume-I, January 2013, Pp.1-10, ISSN: 2277-3339.
22. Sardar, R.J, "FDI in Multi-Brand Retailing in India." *Applied journal of management science-**Referred journal*** Volume-II, December 2012, Pp. 29-34, ISSN: 2249-412-X.
23. Sardar, R.J, "Green marketing: problem and prospects," *International journal of Management and Behavioral science*, Volume-II, December 2012, Pp.163-168, ISSN: 2278-5671.
24. Sardar, R.J, "A study of Brand preference of mobile phone users in Aurangabad city," *International journal of management and economics*, Volume-I, October 2012, Pp. 45-50, and ISSN: 2231-4687.
25. Sardar, R.J, "A study on business impact of social networking in corporate world," *IRJHEI*, Volume-I, October 2012, Pp.9-12, and ISSN: 2277-9329.
26. Sardar, R.J, "Comparative study of service quality in Apparel Retailing," *International journal of management and economics*, Volume-I, September 2012, Pp.30-36, ISSN: 2320-1010.
27. Sardar, R.J, "A study on medical tourism in India," *IJMR*, Volume-I, September 2012, Pp.21-25, and ISSN: 2277-9302.

28. Sardar, R.J, "A study of Brand preference of packaged drinking water in Maharashtra," *Sumedha journal of management-**Referred journal***, Volume-I, June 2012, Pp.106-117, and ISSN: 2277-6753.
29. Sardar, R.J, "Consumer behavior towards two-wheelers in Aurangabad city," *Indian journal of management Review*, Volume-II, June 2012, Pp.50-55, ISSN: 0976-9056.
30. Sardar, R.J, "Consumer behavior towards Alcoholic beverages in Aurangabad district," *IJBMS*, Volume-I, April 2012, Pp.72-76, and ISSN: 0976-9056.
31. Sardar, R.J, "Brand preferences of Passenger cars in Aurangabad District," *Zenith Multidisciplinary Research Journal*, Volume-II, March2012, Pp.431-442, and ISSN: 2231-5780.
32. Sardar, R.J, "A study on social networking websites in Aurangabad city," *Asian journal of research in Business and Management*, Volume-II, Feb 2012, Pp.132-140, ISSN: 2249-7307.
33. Sardar, R.J, "Consumers attitude towards 3g services," *Virtue*, Volume-III, Jan 2012, Pp.14-25, ISSN: 2230-7117.
34. Sardar, R.J, "Measuring service quality of Indian passenger car industry," *International journal of Management and Research*, Volume-I, October 2011, ISSN: 2249-7196.
35. Sardar, R.J, "A study of stores brand in retail," *Vedaang*, Volume-II, Jan-July 2011, Pp.56-60, ISSN: 0975-7961.

### **Articles in Books**

1. Sardar, R.J, & Sarkate. S. "Sustainable development and its legal aspects", Book Titled, *Emerging Issues in Legal aspects of business*: Published by Varad Publication (Jan,2015),Pp.183-187, ISBN: 978-81-925956-7-2
2. Sardar, R.J, "A study on emerging Trends in Marketing", Book Titled, *Nurturing Innovations in Business: Building the future*, Published by Atharva Publication ( (Jan,2014),Pp.44-47, ISBN: 978-93-82795-89-6 .
3. Yadhav, S.D, Kompalwar, B.D & Sardar, R.J, "The Role of National handicapped finance and development corporation in Entrepreneurship", Book Titled, *Role of entrepreneurship in the changing global scenario*, Published by, Nirmal Prakshan (2013), Pp.361-364, ISBN: 978-81-8287-214-1.

4. Sardar, R.J, "Consumer Behavior towards green marketing", Book Titled, Green marketing and the world, Published by Singhad Institute of Management(2012),Pp.6-12, ISBN: 978-81-910118-3-8 .
5. Sardar, R.J, "An Empirical study on job satisfaction of teaching professionals", Book Titled, Changing scenario of management & IT, Published by Abhang Publishing House (2012), Pp.165-167, ISBN: 978-88-1920-972-75.
6. Sardar, R.J, " A study on innovation strategies used in service sector", Book Titled, Nurturing service industry for economic development Published by Himalaya Publishing House(2011),Pp.252-258, ISBN: 978-93-5024-768-6 .
7. Khan, F.M & Sardar, R.J, "A study on youth and consumerism in India", Book Titled, empowering India: youth driven economy Published by Educational publishers (2011), Pp.310-317, ISBN: 9789380876016.

#### **National/International Conferences Attended: 25**

1. Participated and Presented paper in 30<sup>th</sup> Maharashtra State Commerce Association organized by Arts, Commerce and Science College Bodwad, Dist- Jalgaon, on **12<sup>th</sup> -13<sup>th</sup> January, 2019.**
2. Participated and Presented paper in 71<sup>st</sup> All India Commerce Conference organized by Department of Commerce, Osmania University, Hyderabad on **20 -22<sup>nd</sup> December,2018**
3. Participated and Presented paper in International Conference on the theme "Professional development of Instructors in Higher Education & Training Institution" organized by Parul University, Vadodra on **12<sup>th</sup> -13<sup>th</sup> December, 2018.**
4. Participated in National Conference on the theme " Buddhism and Global Peace " organized by Buddhist study and Research Centre, School of Thoughts, North Maharashtra university, Jalgaon on **02<sup>nd</sup> March, 2017.**
5. Participated & presented paper in National Conference on the theme "Make in India: Rejuvenating India economy for Sustainable development" organized by School of management studies, North Maharashtra university, Jalgaon on **10<sup>th</sup> Feb 2017.**

6. Participated & presented paper in International Conference on the theme "Advances in Business Management and research " organized by M.C.U University, Bangkok, Thailand, during **12 &13 May, 2015**.
7. Participated & presented paper in National Conference on the theme "Management: Changing perspectives & Practices Nurturing" organized by Department of Management and Technology, Nagpur on 1st February 2014.
8. Participated & presented paper in National Conference on the theme "Nurturing innovations in Business" organized by G.H. Rasoni Institute of business management, Jalgaon on 30 January 2014.
9. Participated & presented paper in National Conference on the theme "Sustainability in management through business ethics" organized by Department of Management, KCES'S college, Jalgaon on 18 January 2014.
10. Participated & presented paper in National Conference on the theme "Contemporary issues in commerce, management and IT" organized by School of management studies, North Maharashtra university, Jalgaon on 24 December 2013.
11. Participated & presented paper in National Conference on the theme "Innovative trends in Entrepreneurship in New Millennium" organized by Department of Management Science, Dr.Babasaheb Ambedkar Marathwada University, Aurangabad on 17-18 August 2013.
12. Participated & presented paper in UGC Sponsored National Conference on the theme "Role of Entrepreneurship in the Changing Global Scenario" organized by Peoples College, Nanded on 26-27 July 2013.
13. Participated & presented paper in International Conference on the theme "Managing Innovation and talent in highly competitive Global Business" organized by Tirpude institute of Management education, Nagpur on 16-17 January 2013.
14. Participated & presented paper in International HR Colloquium and Research Conference on the theme "HR redefined" organized by MIT college of Management, Pune on 24-25 August 2012.
15. Participated & presented paper in UGC sponsored International Conference on the theme "Dr. Babasaheb Ambedkar's Buddhism and its Emancipatory potential"



organized by Shri Shivaji college of Arts, commerce and science, Akola on 27-28 January 2012.

16. Participated & presented paper in National conference on the theme "Emerging Strategies for sustainable growth and competition" organized by Ramdeo college of Engineering and Management, Nagpur on 1-3 March 2012.
17. Participated & presented paper in National conference on the theme "Marketing Yesterday-Today and Tomorrow" organized by Asia Pacific Institute of Management, New Delhi on 13-14 March 2011.
18. Participated & presented paper in UGC sponsored National conference on the theme "Emerging trends in Indian Banking system" organized by Department of commerce, Basmathnagar, Hingoli on 20-21 December 2010.
19. Participated & presented paper in National conference on the theme "Recent trends in computer Application" organized by Department of Management Science, Dr.Babasaheb Ambedkar Marathwada University, Aurangabad on 17-18 Feb 2010.
20. Participated in International conference on the theme "Global food security-concerns, Reality and Remedies" organized by Department of Management Studies, North Maharashtra University, Jalgaon on 28-29 January 2010.
21. Participated & presented paper in International conference on the theme "Global Meltdown-opportunities and challenges" organized by University of Pune, on 20-21 March 2009.
22. Participated & presented paper in National conference on the theme "Innovative Trends in Entrepreneurship" organized by Sir Sayyed Arts and commerce college, Aurangabad on 15-16 Feb 2008.
23. Participated & presented paper in National conference on the theme "International Business-Problems and Prospects" organized by Department of Commerce & Management, Shivaji University, Kolhapur on 6-7 Feb 2008.
24. Participated & presented paper in National conference on the theme "Going Global-Changing Prospects of Indian Corporation" organized by Department of Management Studies, North Maharashtra University, Jalgaon on 10-11 January 2008.

25. Participated & presented paper in National conference on the theme "Globalization and Foreign direct investment in Indian context" organized by Department of Commerce and Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad on 2-3 Feb 2007.

### **Faculty Development Programmes**

1. Participated in Training Programme- "Leadership: creating Direction, Setting goals, and Defining tasks, under the project Erasmus+ cabcin, funded by European Union at KBC North Maharashtra University, Jalgaon during 8<sup>th</sup> -9<sup>th</sup> October, 2018.
2. Participated in Training Programme-"Personality development and Intellectual Honesty". Under the project Erasmus+ cabcin, funded by European Union at KBC North Maharashtra University, Jalgaon during 17<sup>th</sup> -18<sup>th</sup> September, 2018.
3. Participated in Training Programme- "Assessment and Grading". Under the project Erasmus+ cabcin, funded by European Union at KBC North Maharashtra University, Jalgaon during 29<sup>th</sup>-30<sup>th</sup> August, 2018.
4. Participated in Training Programme- "Diversity Management in the workplace in the context of HEI". Under the project Erasmus+ cabcin, funded by European Union at KBC North Maharashtra University, Jalgaon during 19<sup>th</sup> -20<sup>th</sup> July, 2018.
5. Participated in Faculty development programme for Global Business Foundation skills", conducted by Infosys BPO ltd at Pune from 9/9/2014 to 19/9/2014.
6. Participated in 93<sup>rd</sup> UGC sponsored Orientation Course From 1/8/2012 to 31/8/2012 at Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
7. Participated in AICTE sponsored faculty development programme on learning to do Academic research for publishing in Academic journals and for Doctoral dissertations organized by Indian Institute of Management (IIM) Kozhikode during Nov 17-22, 2008.
8. Participated in AICTE sponsored Quality improvement programme for management teachers (QIP) conducted by Narsee monjee institute of management studies, Mumbai (20<sup>th</sup> Feb. to 24<sup>th</sup> Feb), 2006
9. Participated in 22<sup>nd</sup> ID UGC sponsored refresher course in the subject of commerce and management science from 3/10/2006 to 20/10/2006 at Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

## **Workshops**

- 1) Participated in workshop on, "Research methods and research paper writing". Organized by All India Management Association (AIMA) held on 3<sup>rd</sup> & 4<sup>th</sup> December 2009 at New Delhi.
- 2) Participated in seventh National case writing workshop organized by prestige institute of management, Gwalior during February 8 to 10, 2008.
- 3) Participated in workshop on "Research methodology and statistical aspects of research held on Nov. 3<sup>rd</sup> & 4<sup>th</sup> 2007 at Millennium Institute of Management, Aurangabad.
- 4) Participated in workshop, "on case study development and Analysis", organized by Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad during 23<sup>rd</sup> September to 24<sup>th</sup> September 2006.

## **Workshop- conducted**

- 1) Conducted faculty development programme sponsored by UGC-HRDC, Savitribai phule Pune University on "Epoch making thinkers and their thoughts for social reconstruction" for teachers organized by School of thoughts, KBC North Maharashtra University, Jalgaon during 16<sup>th</sup> September, 2019 to 22<sup>nd</sup> September, 2019.
- 2) Conducted workshop on "**Entrepreneurship Awareness Camp**", for MBA&BBM students, Jointly organised with Maharashtra center for Entrepreneurship development (MCED Jalgaon) & School of Management Studies, North Maharashtra University, Jalgaon during 05, 06 & 07<sup>th</sup> October, 2017
- 3) Conducted workshop, on "**Entrepreneurship Development Programme**", for MBA&BBM students, organized by School of Management Studies, North Maharashtra University, Jalgaon during 29 & 30<sup>th</sup> September 2016.
- 4) Conducted workshop, on "**Entrepreneurship Development Programme**", for MBA&BBM students, organized by School of Management Studies, North Maharashtra University, Jalgaon during 15<sup>th</sup> to 16<sup>th</sup> September 2015.
- 5) Conducted workshop, on "**Group Discussion and personal interview**", for MBA&BBM students, organized by School of Management Studies, North Maharashtra university, Jalgaon during 26<sup>th</sup> August, 2015.

- 6) Conducted workshop, on "**Entrepreneurship Development Programme**", for MBA&BBM students, organized by School of Management Studies, North Maharashtra University, Jalgaon during 26<sup>th</sup> to 30<sup>th</sup> September 2014.
- 7) Conducted workshop, on "**Pre-PhD course work**", organized by Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad during 06<sup>th</sup> May to 30<sup>th</sup> May 2013.

### **Academic & Administrative Responsibilities**

1. Worked as an Expert for evaluation of posters and power point presentation in University level Research festival, Avishkar on 22nd December 2016, organized by North Maharashtra University, Jalgaon.
2. Member of committee for framing syllabus of Post graduate courses in Management courses- Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad & North Maharashtra University, Jalgaon.
3. Rendered services as an invigilator, Examiner and Paper setter for the examinations of various courses in School of Management studies like MBA& BBM
4. Member of Local Enquiry Committee for granting of Affiliation to the colleges Affiliated to Dr. Babasaheb Ambedkar Marathwada University, Aurangabad & North Maharashtra University, Jalgaon.
5. Member of Admission committee of various courses in School of Management studies, North Maharashtra University, Jalgaon.
6. Worked as an External referee for evaluation of posters and power point presentation in University level Research festival, Avishkar on 27- 28th December 2011, organized by North Maharashtra University, Jalgaon.

### **Session Chair & Lecture Delivered**

1. Resource person for the Refresher course in Commerce during **23<sup>rd</sup> September, 2020**, organized by UGC-HRDC Centre, Sant Gadge Baba Amravati University, Amravati
2. Resource person for the Refresher course in Commerce during **20<sup>th</sup> September, 2017**, organized by UGC-HRDC Centre, Sant Gadge Baba Amravati University, Amravati.

3. Resource person for the Refresher course in Commerce during **19<sup>th</sup> August, 2017**, organized by UGC-HRDC Centre, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
4. Resource person for the UGC sponsored Special Summer School Programme during **24<sup>th</sup> May, 2017**, organized by UGC-HRDC Centre, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
5. Delivered lectures to the Participants of Pre-Ph.D course work during **03<sup>rd</sup> October, 2017**, organized by Department of Management studies, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
6. Presided over the Chair for technical session in the 4<sup>th</sup> International conference on "E-Governance for emerging India," organized by Department of Management studies, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad on **18th Feb, 2017**.
7. Resource person for the UGC sponsored 108th Orientation Programme during 10<sup>th</sup> Feb, 2015, organized by UGC- Academic Staff College, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
8. Resource person for the UGC sponsored Refresher course in Commerce, during 30<sup>th</sup> January 2015, organized by UGC- Academic Staff College, Sant Gadge Baba Amravati University, Amravati.
9. Resource person for the UGC sponsored Special Winter School Programme during 28<sup>th</sup> October 2014, organized by UGC- Academic Staff College, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
10. Resource person for the UGC sponsored Special Summer School Programme during 07<sup>th</sup> June 2014, organized by UGC- Academic Staff College, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad
11. Resource person for the UGC sponsored Refresher course in Commerce, Management and Tourism during 22<sup>nd</sup> August 2014, organized by UGC- Academic Staff College, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
12. Resource person for the UGC sponsored Refresher course in Commerce and Management held during January 2013, organized by UGC- Academic Staff College, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

13. Resource person for the UGC sponsored Refresher course in Commerce and Management held during September 2012, organized by UGC- Academic Staff College, SGB Amravati University, Amravati.