



### **Dr. Ritu Bajaj**

Dr. Ritu Bajaj is a Master's in Business administration and Doctorate of Philosophy from Kurukshetra University Kurukshetra. Her area of specialization is Marketing and Retail. She has an experience of more than 16 years in the area of academics and administration in institutes of Higher Education of repute.

She has published more than a dozen of research papers in international and national journals of repute. She has presented various papers in international and national seminars. She has delivered more than 60 talks at prestigious educational institutions. She has few books as an author to her kitty too. She has supervised thesis of several students for the award of doctorate of Philosophy. She has designed and conducted several Training Programs on Communication, Service Marketing and Retail for middle and lower level executives of both public and private sectors. She is a member of various statutory bodies like the Court, Executive Council, Academic Council and Board of Studies of different Universities.

She has worked as a Registrar of the first Skill University of India i.e. Shri Vishwakarma Skill University, Haryana from 16<sup>th</sup> August 2018 to 4<sup>th</sup> June 2020, where she has pioneered the movement to reshape skill education with its Industry Integrated Dual Education programmes. Skilling youth is not just a mission, but a paradigm shift in their aspirations and social status.

She has served twice as the Registrar of Bhagat Phool Singh Mahila Vishwavidyalaya (BPSMV), Khanpur, Haryana - the first rural women State funded university of North India. The university is imparting education to more than 7,000 girl students from KG to PhD levels in a holistic manner. Dr. Bajaj also took initiative to ensure inclusive growth of women and their empowerment. The social impact of the *Kanya Gurukul* – BPSMV's initiative on women education was profound and lasting which is evident from the sex ratio data of Statistical Abstract of Haryana 2017-18 issued by Department of Economic and Statistical Analysis of Khanpur Village, which stands at 1378 females per 1000 males in the State like Haryana – generally in the news for its adverse sex ratio (879 females per 1000 males). Similarly, the female literacy rate for the village stood at 78.92% - 10% higher than the national and state average, 65.46% and 65.9% respectively.