**Curriculum Vitae **

**NAME:** Dr. M.R. Asha

**DATE OF BIRTH**: 25th April 1966

**ADDRESS: Principal Technical Officer, Dept. of Traditional Food and Applied Nutrition, CSIR-CFTRI, Mysuru, Karnataka, INDIA.**

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**FIELDS OF SPECIAL INTEREST:**  N*atural means of enhancing* *Sensory perception and shelf life of foods*, *Consumer Psychology, Sensory Marketing*, *Behavioral Sciences, Food Psychology, Emotional Intelligence.*

## ACADEMIC BACKGROUND

## Degree University Year Specialization/Subjects

Post Grad. Diploma Kuvempu 2008 Mental Health (Professional Counselling

and Psychotherapy)

Ph.D. Mysore 2007 Food Science (Modified Starches)

Post Grad. Diploma Mysore 1997 Journalism

Certificate Course Mysore 1989 French

M.Sc. Mysore 1988 Food Science, Biochemistry, Human Physiology, Nutrition

B.Sc. Mysore 1986 Food Science, Biochemistry, Nutrition, Child Development

### PROFESSIONAL EXPERIENCE

* Worked as a lecturer (PG Course) at the department of studies in Food Science and Nutrition, Manasagangotri, University of Mysore, Mysore. (1989-90)
* Worked as Technical Officer in Sensory Science Department, CSIR-Central Food Technological Research Institute, Mysore for 24 years (1991-2015) trained as scientist (Sensory Analyst) in R& D (Sensory perception and profiling of foods, pattern matching etc. and innovation of cost effective and nutrient-enriched health food formulations.)
* Worked in Human Resource Development department (2015-18), coordinating and assisting in academic activities related to M.Sc. Food Technology course.
* Presently working in Traditional Food And Applied Nutrition department focusing on quality assessment of foods using various sensory analysis techniques and completed (as Principal Investigator), an externally funded project on **Development of Sensory lexicon**.

**Human Resource Development: (Faculty)**

1. M.Sc. Food Technology and Academy of Scientific and Innovative Research (AcSIR) at CFTRI, Mysore, 2. Short Term Training Courses at CFTRI, Mysore, 3. CSIR Programme for Youth Leadership in Science,

1. Guidance/Mentoring: Supervised 20 students (M.Sc./ B. Tech./ ) in their Dissertation work. Mentored a Floating Incubatee at CFTRI Incubation Centre (NPIC)
2. Prepared study material (8 Units) for students of Distance Education programme [Karnataka State Open University (KSOU), University of Mysore, Mysore].
3. Prepared content for workshops on “***Emotional Intelligence***”
4. Worked as Member of Board of Studies (KSOU, University of Mysore, Mysore) for the following courses
5. Certificate course in Food and Nutrition (ii)Certificate course in Food Preservation (iii) Diploma in Health education (iv) Post Grad Diploma in Nutrition and Dietetics

5**. Invited talks**

* “***Sensory Evaluation in New Product Development: challenges and Emerging Vistas”*** at the Symposium ***“ Advances in Potential Utilization of Rice Byproduct Value Addition and Integrating Sensory Evaluation into New Product Development”*** at ICAR- International Rice Research Institute- Centre of Excellence for Rice value Addition, Varanasi Dce. 26-27, 2019.
* “***Basics of sensory evaluation and quantification of qualitative data for the purpose of quality control***” at Foundation for Revitalizing Local Health Traditions, Bangalore
* “***Stress Management”,*** “***Emotional Resilience***”, “***Emotional Intelligence and Intelligence of Emotions***”.

**6. webinars**

a. “***Quality Evaluation of Foods***” as part of Faculty Development Program” Hindusthan College of Arts and Science, Coimbatore, Tamil Nadu (April 11, 2023)

b. “***Sensory Science: Application in New Product Development***” organized by School of Health Sciences, University of Petroleum and EnergyStudies, Dehradun, Uttarakhand (February 07, 2023)

c. “ ***Techniques of Sensory Evaluation***” at the conference “Hands-on Training on Optimization, Evaluation and Commercialization of Foods” Organized by Dept. of Food Science and Nutrition, Avinashilingam Institute for Home Science and Higher Education, Coimbatore, Tamil Nadu (16.03.2022).

d. “***Recent Trends in Sensory Evaluation: Integration of Science and Technology***” for Nutrition Society of India, Mumbai Chapter (February 27, 2022).

3. As Invited Speaker, delivered the talk “**Sensory Evaluation in New Product Development: Challenges and Emerging Vistas**” at ICAR-IRRI Food Science Symposium on Advances in Potential Utilization of Rice, Rice biproduct, value Addition and Integrating Sensory Evaluation into New Product Development” at IRRI- South Asia Regional Centre of Excellence in Rice Value Addition , Varanasi, Uttar Pradesh, India.(December 26-27, 2019)

7. **Courses/ Trainings completed**

* CFTRI nominee, attended DST - Training programme on “**Entrepreneurship Development and Management for Women Scientists**” (February 11-21, 2020) at Entrepreneurship Development Institute of India, Ahmedabad, Gujrat.
* “***Managing emotions in times of Uncertainty & Stress***” authorized by Yale University, USA and offered through Coursera.

**8. Publications**

* Presented/coauthored 40+ posters at various national and International Symposia/Colloquia covering Sensory Quality of an array of products
* Co-authored 11 patents, 15 processes and over 25 research papers (including some published in **Indian Journal of Psychiatry**)

**AWARDS / SPECIAL SKILLS**

* Gold medalist for securing first Rank in M.Sc., Food Science (1988-89)
* Recipient of State Award Instituted by the Dept. of Youth Services and Sports, Govt. of Karnataka, for being the TOPPER in M.Sc. for the whole University in Science faculty (1988-89).
* Topper in Diploma in Mental Health (Mysore center, topper in the Paper “Psychotherapy” and secured 4th rank at national level (2007-08).
* AWARD FOR BEST PROCESS (Extension of shelf life of perishable foods) TRANSFERREDTO INDUSTRY and BEST POSTER AWARD (2012-13)
* AWARD FOR BEST PROCESS (Technology for fortification of Sugar) TRANSFERRED TO INDUSTRY (2018-19)
* Good communication skills with special interest in teaching

**OTHER INFORMATION: Yoga Practitioner, Freelance writer**

**HOBBIES**: Experimenting, studying human behavior, reading, freelance writing, playing guitar, travelling etc.