

PERSONAL PROFILE	
Chandra P Rijal, PhD Managing Director 98511-05671 rijal@edifyintl.org	Edify International Pvt. Ltd. P O Box: 24519, Kathmandu Bluestar Office Complex - 700, Thapathali Ph: 00977 1 4230583, Fax: 00977 1 4230607
Educational Qualification	PhD School of Education, Kathmandu University, Nepal (2004) Specialization: Educational Leadership
	MPhil School of Education, Kathmandu University, Nepal (2002) Specialization: Educational Leadership
	MBA Maastricht School of Management, The Netherlands (1999) Specialization: Marketing, International Business, and Advertising and Promotions Management
	BCom P. N. Campus, Pokhara, Nepal (TU 1996) Specialization: Finance and Accounting
	ICom Birendranagar Multiple Campus, Surkhet, Nepal (TU 1991)
	SLC Amar Jyoti Secondary School, Birendranagar, Surkhet, (1987)
Professional Qualification	CISCO Certified Network Associate CISCO Systems Inc. (2002)
	Advanced Diploma in Computing Inte'l Institute, Kathmandu (2000)
	Business English Certificate (BEC-3) University of Cambridge Local Examinations Syndicate (1998), A worldwide recognized advanced degree in corporate communication.
	Intermediate in Computer Education Aptech Computer Education, Kathmandu Center (1997)
Training	Internet Marketing Executive Development Program Kathmandu College of Management (2000), A one-week program conducted by Dr Aaspy P. Palia, from University of Hawaii, Manoa
	Advanced Business Writing The British Council, Kathmandu Center, Nepal (1996)
	Basic Teaching Practice Primary Education Project (PEP), Nepal (1992)
Award and Recognition	Amar Jyoti Academic Achievement Recognition – 2063.
	Academic Achievement Recognition - 'Surkheti Kalyan Samaj' - 2062.
	Mahendra Vidyabhusan 'Ka' - 2061.
	Birendra Aishworya Sewa Padak - 2058.

Employment	<p>WhiteHouse GSM Faculty of Research Methodology, Strategic Management, International Studies, Organization Design, Behavioral Science, Organizational Psychology, Business Management, Human Resources Management (for BBA, MBA, Executive MBA since 2004).</p>
	<p>Kathmandu University, School of Education Faculty of Educational Leadership and Strategic Management for Med, MPhil and PhD programs (Since Spring 2003).</p>
	<p>NMIT/USQ Australia (BBA/BTHM) Developed and delivered complete program package of BBA in business service marketing, and delivered management related courses for Bachelors in Tourism and Tourism and Hotel Management (BTHM) at Kathmandu Center (Fall/Spring: 2003 - 2005).</p>
	<p>Apex College Visiting faculty of Research Methodology, Strategic Market Management, Marketing Research, International Marketing, Organizational Relations (2001 - 2008).</p>
	<p>Nepal College of Management Visiting faculty of Managerial Communications, Organizational Behavior, Business Management, Advertising and Promotions Management, Sales Management, Principles of Marketing, Marketing Research (2001 - 2005).</p>
	<p>Kathmandu College of Management Faculty of Marketing Research, Strategic Management, Business Management, Organizational Behavior, Principles of Marketing, Marketing Research, Sales Management, Advertising and Promotions Management, and International Business (2000 - 2002).</p>
	<p>Project Manager DSM Group of Industries, New Delhi. The jobs included research and development and feasibility studies of new projects, and management of joint venture partner accounts (1995 - 1998).</p>
	<p>School Level Teaching and Leadership (1987-1995) Started teaching right after completing class ten education. Obtained 150 hours preliminary training from Primary Education Project for teaching in the primary level. Worked as residential teacher in a number of private schools including Dipendra Police Boarding High School, Western Region, Tanahun. School Principal - Eager Bridge Secondary School, Birendranagar, Surkhet (2 years). Founder Principal - Everest International Academy, Nepalgunj (1 year).</p>
Institutional Leadership	<p>Managing Director Edify International Pvt. Ltd.</p>
	<p>Chairperson Edify International School</p>
	<p>Vice-Chairperson Edify Foundation Nepal</p>
	<p>Director SUKASA Credit & Cooperative Ltd.</p>
	<p>Director Orbit International College</p>

Research Projects	<p>A Competitive Business Strategy for MMBS, Nepal (1999/00) A consumer satisfaction survey of Manikej Marketing Business Services Pvt. Ltd. and the effectiveness of its customer services offered by the company. The study was also focused on identification of new business strategies for the firm, especially in societal marketing, customer services, after sales services, training programs, and other promotional tools.</p>
	<p>Marketing & Promotions Strategies of Pepsi-Cola Nepal - A Redesign (1999) The research focused on the revisit of the business strategy of Pepsi-Cola Nepal in line with marketing and promotional activities, emphasized on product diversification and distribution channel management.</p>
	<p>Export Opportunities for Indian BABY-CORN to US Markets (1999) A feasibility study report on export potential of Indian BABY-CORN to US markets.</p>
	<p>ICI in the Global Business (1998/99) A research paper prepared for the partial fulfillment of the course requirements in International Marketing in MBA. The paper proposed business strategies for Chinese and Indian markets.</p>
	<p>Retaining Right People at Philips (1998/99) An academic paper focused on 'in campus recruitment and selection' procedures of Philips India Ltd.</p>
	<p>Academic Research and Guidance Research Guide: Presently providing guidance to a number of research scholars for their MPhil/PhD Thesis/Dissertations, and MBA/EMBA Thesis Reports under Kathmandu University, Tribhuvan University, Purbanchal University, and a number of foreign universities.</p>
Strategic Management	<p>Formulated the country strategy of Merlin International Nepal, the UK-based only emergency health specialized NGO (winter 2008)</p>
	<p>Formulated the overall institutional operational functional mechanism of Orbit MBBS Preparation Pvt. Ltd. (Ongoing project)</p>
	<p>Established strategic thrusts of Edify International Pvt. Ltd., Edify International School, and Edify Foundation Nepal. (Spring 2009)</p>
Project Evaluation and Monitoring	<p>Conducted a number of final and mid-term project monitoring and evaluation initiated by the different INGOs operating in Nepal in partnership with local NGOs. The assignments were sponsored by Social Welfare Council, Nepal</p>
	<p>Worked as an active member of a high level study team to revisit overall structural and functional mechanism of Social Welfare Council Nepal.</p>
Seminar Presentation	<p>Role of Secondary School Teachers in the Enhancement of Quality of Education (January, 2004) Organized by Eastern Regional School Committee. Presented a paper in the quality enhancement workshop.</p>
	<p>Strategic Leadership in the Times of Flux (New Delhi 1999) Presented a paper titled with the theme of the seminar, 'Strategic Leadership in the Times of Flux'. Delhi School of Business and Maastricht School of Management, the Netherlands organized the seminar. The paper was published in AATMABODH (Self-learning) - the annual journal of Delhi School of Business.</p>
	<p>Role of Financial Institutions in the Development of Educational Institutions (2005) Presented a concept paper in a national seminar organized by Nepal Rastra Bank to formulate policies on how financial institutions could support for the development of academic institutions specializing in higher education.</p>

	<p>Worked in the core team to develop and disseminate a research-based strategic paper in a national seminar (Fall 2005)</p> <p>Organized by Purbanchal University. The project was initiated by the university to take necessary corrective measures for reforming overall university management. The policy level components included affiliation systems, college and faculty promotion and recognition systems, legal aspects, partnership issues, and governance systems of the entire university management. The functional areas included improvement plans in examinations, curriculum, and standardization of the affiliated colleges.</p>
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Professional Involvement	Curriculum Development (2000 - 2007)
	<p>Kathmandu University Independently developed and implemented the curricula of Marketing Research for MBA program (2000), Principles of Educational Leadership (2004), and Management of Education (2006) for MPhil and PhD programs, Strategic Management in Education and Organization Design and Leadership (2007) for MEd and PGDE programs. Actively contributed in revisiting the Kathmandu University's BBA and BBIS curricula while working with Kathmandu College of Management (2000 – 2003). Presently serving the university as a visiting faculty of leadership and strategic management.</p>
	<p>Purbanchal University Played leadership role in redesigning existing MBA and Executive MBA programs and established new curricula for both the programs. Personally contributed in developing a number of management and research area related courses. Also contributed in developing functional area specialization courses in BBA program of the same university.</p>
	<p>Pokhara University Supported Pokhara University, Faculty of Management in developing and implementing BBA and MBA curricula.</p>
	<p>WhiteHouse GSM Provided sole leadership for the ideation, planning, and development as well as implementation of the Graduate School of Management concept within WhiteHouse Education Network (2004 -2006).</p>
	Ongoing Involvement
	<p>University Level Teaching Offering teaching services to Kathmandu University - School of Education, WhiteHouse GSM, and Apex College as a part time/visiting faculty of Leadership, Strategic Management, HRM, Business Administration, and Marketing Management specializations.</p>
	<p>Guidance for Academic Research Guiding various graduates on their academic research studies opting the degrees of Masters, MPhil and PhD under Kathmandu University, TU, IGNOU, and Vinayaka Missions University, Karnataka.</p>
	<p>Project Evaluation Leadership Presently, leading in a number of Mid-Term/Final Project Evaluation teams for the evaluation of the performance of the various I/NGO supported projects in different parts of the nation. Social Welfare Council (SWC) is the employer of these assignments.</p>
	<p>Training and Development Actively providing a number of in-house training, development, and strategic management programs to a select number of private and community schools, colleges, teaching hospitals, vocational training institutions, government departments, and banks.</p>

	<p>Strategic Planning and Development Undertaken the strategic analysis, planning, and implementation plans for Kantipur Dental College, Teaching Hospital and Research Center, Kathmandu. Formulated the country strategy of Merlin International, a KU based specialized health organization in Nepal.</p>
	<p>Institutional Development Providing sole guidance to set up an education system including ECD, teacher development center, and a formal school education unit under the corporate umbrella of Riddhi Siddhi Academy Pvt. Ltd.</p>
<p>Professional Plan</p>	<p>Keen to providing long term sustainable visionary leadership to any development and humanitarian agencies or public entities on their mission to implement total quality management by advancing the institutionalized operational norms, policies, and standards.</p>