

DETAILED CURRICULUM VITAE



I. PERSONAL DETAILS

Name	A. SRIJA
Service/ Cadre/Allotment Year	Indian Economic Service/1996 (Under Central Civil Services Group A) Empanelled for holding the post of Joint Secretary or equivalent vide DOPT Order No.5/56/2018-EO(SM.III) dated 18-7-2019
Source of Recruitment	Direct Recruitment
Present Designation	Economic Adviser, Dept of School Education & Literacy, Ministry of Education
Date of Birth	21 st March, 1973
Gender	Female
Marital Status	Married
Office Address (with Tel No.)	Economic Adviser (JS Equivalent) Room No-107, D-Wing Department of School Education & Literacy Ministry of Education, Govt. of India, Shastri Bhawan, New Delhi – 110001. Tel No. (Off: 011-23383202) Mobile No. – 9650811988 Email: srija.a@gov.in
Residential Address (with Tel No.)	D-I 70, Bharti Nagar, Maharshi Raman Marg, New Delhi -110003.
Ministries Worked	<ul style="list-style-type: none">➤ Erstwhile Planning Commission➤ Ministry of Textiles➤ NITI Aayog➤ Govt. Secretariat, Govt. of Kerala➤ Ministry of Information & Broadcasting➤ Dept. of Economic Affairs, Ministry of Finance➤ Dept. of School Education & Literacy,

	Ministry of Education
Sectors Covered during the past 27 years of service	<ul style="list-style-type: none"> ➤ Labour, Employment and Skill Development Sector ➤ Employment data analysis and analytic writing ➤ Essential Commodities' Price Analysis, Food Inflation, Fuel Pricing, drug pricing under NPPA ➤ Agriculture: rejuvenation proposals of perennial crops, pricing, marketing, Agriculture Trade Impact due to WTO Agreement on Agriculture; Free Trade Agreements, appraising CACP proposals ➤ Programme Evaluation of CSS Schemes viz; Targeted PDS, MPLADS, Short Stay Home for Women & Girls etc while at Programme Evaluation Organization, Thiruvananthapuram. ➤ Presently handling Samagra Shiksha Abhiyaan and related schemes of School Education

II. EDUCATIONAL QUALIFICATIONS (Graduation onwards):

Sl. No.	Qualification	University /Institute	Year of Passing	Durati on of Course	Subject	% of Marks
1	MA BUSINESS ECONOMICS	University of Madras	1995	2 years	Micro & Macroeconomic Analysis, Public Economics, Statistics, Accounts & Auditing, Marketing, Advertisement & Salesmanship, Industrial Economics etc.	55
2	BA Economics	University of Madras	1993	3 years	Microeconomics, Quantitative Techniques, Principles of Commerce, Indian Economy, Monetary Economics, Macroeconomics, Fiscal Economics, Managerial Economics etc.	63

III. POSTING DETAILS IN REVERSE CHRONOLOGICAL ORDER:

S. No	Designation	Ministry Department	Period (From/To)	Nature of Appointment	Scale of Pay	Nature of Duties

1	Economic Adviser	Ministry of Education, Deptt. of School Education & Literacy, Shastri Bhawan, New Delhi.	01-06-2022 to Till date	Regular	Level-14 (144200 - 218200) Grade Pay Rs. 10000/-	<p>1. Presently involved in implementing the Samagra Shiksha(SSA) Scheme in 16 States/UTs. Conduct of Pre-Project Appraisal Board (PAB) & PAB meetings, review meetings etc with the States & UTs on SSA annual plan proposal finalization, clearance and implementation. Received certificate of appreciation from Secretary, Ministry of Education, Ms. Anita Karwal, [copy attached].Appreciation Letter from Secy DoSEL.pdf</p> <p>2. Work related to policy matters and implementation of CWSN component under SSA wrt to children with disabilities.</p> <p>3. Handled implementation of PM-Poshan (Mid-day meal scheme) from July-August, 2022.</p> <p>4. Implementing the National Means-cum Merit Scholarship scheme of M/o School Education in all States & UTs.</p> <p>5. Implementation of Vidyanjali- A school volunteer initiative scheme in all States & UTs.</p> <p>6. Monitoring implementation of Aspirational Districts Program- in educational sector, participating in the Empowered Committee meetings of NITI Aayog.</p> <p>7. Web Information Manager of D/o School Education & Literacy (DoSEL) website, overseeing the work of portals of NIC in the Ministry, in charge of Cyber Security.</p> <p>8. Overseeing the school</p>
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						<p>component of 'Ek Bharat Shresht Bharat initiative'.</p> <p>9. Service matters and court cases related to education department of UTs, etc.</p>
2	Economic Adviser	Ministry of Finance, Deptt. of Economic Affairs	01.03.2019 to 31.05.2022	Regular	Level-14 (144200 - 218200) Grade Pay Rs. 10000/-	<p>1. Providing policy advice on matters related to labour, employment, skill development, education and health sectors.</p> <p>2. Involved in Preparation of Chapters on "Prices & Inflation" and "Social Infrastructure, Employment & Human Development" in Vol-II of Economic Surveys of Govt of India during 2019-20 and 2020-21.</p> <p>3. Led the team of officers that worked on Vol-1 Economic Survey involved in preparing the chapters '<i>Nourishing Dwarfs to become Giants- Reorienting policies for MSME Growth</i>', '<i>Thalinomics: The Economics of a Plate of Food in India</i>', '<i>The Bare Necessities</i>' under the leadership of Chief Economic Adviser (CEA), Dr.K.Subramanian. Received appreciation letter from CEA for the work done [copy attached].letter of appreciation from CEA.pdf</p> <p>4. Preparation of Policy Notes & PPTs on Food Inflation, Employment for deliberations of Secretary and CEA at the PMO, Cab Sec and PMEAC.</p> <p>5. Functioned as Member of National Pharmaceutical Pricing Authority (NPPA) representing DEA and actively participated in the deliberations of NPPA authority meetings during the time of covid during 2020, 2021 when drug</p>

						<p>pricing was an important issue as regards, masks, sanitizers, essential drugs used during the pandemic.</p> <p>6. Monitored Prices of essential food items and prepared the weekly price analysis of essential food items.</p> <p>7.Prepared a comprehensive note analyzing the reasons for the frequent fluctuations in prices of pulses.</p> <p>8. Initiated preparation of Quarterly note on Employment Scenario.</p> <p>9. Appraisal of Cabinet Notes, EFC, SFC Notes etc pertaining to Dept of Consumer Affairs & M/o Labour & Employment. Examined & appraised the four Central Labour Codes of Ministry of Labour & Employment.</p>
3	Economic Adviser	M/o Information & Broadcasting, Shastri Bhawan, New Delhi	23-08-2017 to 28-02-2019	Regular	Level-14 (144200 - 218200) Grade Pay Rs. 10000/-	<p>1.Handled policy matters related to broadcasting sector, regulation of online content, examined issues related to fixation of tariffs for Cable TV by TRAI.</p> <p>2. Examined EFC proposals related to Film sector and of other Central Ministries.</p> <p>3. Organizing & preparing Agenda Notes for the Sectoral Group of Secretaries on Transport & Communications,</p> <p>4. Analysis of public grievances, examined vigilance cases, etc</p>
4	Director	NITI Aayog / Planning Commission	01-06-2010 to 22-08-2017	Regular	Rs.37400 - 67000 plus Grade Pay Rs.	<p>1. Handled the policy related issues, EFC, SFC, Cabinet Notes pertaining to the M/o Skill Development & Entrepreneurship and M/o Labour & Employment,</p>

					8700	2. Preparation of Twelfth Five Year Plan Vision document, Strategy and Action Plan pertaining to Employment sector.
5	Deputy Adviser	Planning Commission	July 2009 to May 2010	Regular	Rs. 15600 – 39100 plus GP-Rs. 7600	Mid-Term Appraisal of Eleventh Five Year Plan, examined the plan proposals of the M/o Labour & Employment.
6	Special Officer, WTO Cell, & Director, PPM Cell & Mission Director, SHM	Government Secretariat, Govt. of Kerala, Thiruvanthapuram	14.06.2004 to 15.07.2009	Ex-cadre deputati on based on short listing of candidates by the State Govt. based on advt. released by Govt of Kerala through the IES Cadre	Rs. 15600 – 39100 plus GP-Rs. 7600	<p>1.As Special Officer, WTO Cell was the Nodal Officer for the conduct of the High Level Standing Committee chaired by the Hon. Chief Minister & co-chaired by State Agriculture Minister, with Heads of State Depts, Agri Commodity Boards under M/o Commerce, Agri Research Institutions as Members to deliberate on issues related to Kerala's Agriculture which was mainly cash crops, affected by the removal of import quantity restrictions under WTO and import liberalization of EXIM policy.</p> <p>2. Studied the impact of WTO Agreement/ Free Trade Agreements on Agriculture Trade in the State's export oriented agriculture and provided inputs to the State Govt for taking up the issues with the M/o Commerce, Govt. of India on trade negotiations.</p> <p>3. Representing Kerala State have attended State level interface held by Ministry of Commerce to discuss the WTO Agreement on Agriculture and conveyed its implication on Kerala's agriculture to the Centre.</p> <p>4. Worked in close liaison with the Commodity Boards operating in Kerala State.</p>

						<p>5. Prepared & circulated the WTO Cell Newsletter.</p> <p>6. Organized workshops & guest lectures on trade related issues.</p> <p>7. As Director, Project Preparation & Monitoring (PPM) Cell, dealt with agriculture marketing policy, prepared rejuvenation and rehabilitation proposals for cash crops like pepper, arecanut, rehabilitation package for food crops affected by floods for submission to Ministry of Agriculture for funding assistance.</p> <p>8. Served as the first Mission Director, State Horticulture Mission, Govt. of Kerala and laid the blueprint for the commissioning of the project in the State.</p> <p>9. Presented on Kerala's agriculture scenario before the European Union delegation that visited the State to monitor the performance of European Union(EU) assisted six Agriculture Wholesale Markets in the State.</p>
7	Sr. Research Officer	Development Policy Div., Planning Commission, New Delhi	16.07.2001 to 14.06.2004	Regular	Rs.15600-39100 plus GP-Rs. 6600	<p>1.Examined the Cabinet proposals of CACP on MSP of Foodgrains, Oilseeds etc.</p> <p>2.Contributed in preparation of the Report of the Steering Group on Foreign Direct Investment, Planning Commission, 2002.</p> <p>3.Assisted in the preparation & finalization of Chapters on 'Internal Trade' & 'Real Estate' in Volume-II of Tenth Five Year Plan document.</p> <p>4. Wrote chapters for the Annual Report of Planning</p>

						Commission. 5.Assisted in the preparation of the Report of the PPP Sub-Group on Social Sector.
8.	Dy. Director	Ministry of Textiles	October 2000 to July 2001	Regular	Rs.15600-39100 plus GP-Rs. 6600	Finalization of Annual Plan of the Ministry, scrutiny of research proposals, and other policy related work.
	Asstt. Director		July 2000 to October 2000	Regular	Rs.15600-39100 plus GP-Rs. 5400	
9	Project Evaluation Officer	Programme Evaluation Organization, Thiruvananthapuram Planning Commission	November 1997 to July 2000	Regular	Rs.15600-39100 plus GP-Rs. 5400	Conducted evaluation studies of Centrally Sponsored Schemes (CSSs) in implementation in the State, such as Short Stay Home for Women & Girls, MPLADS, Construction of Godowns and Mobile Vans under TPDS.
10	Probationer	IES Division, Ministry of Finance	November 1996 to October 1997	Regular	Rs.15600-39100 plus GP-Rs. 5400	Indian Economic Service Probationary training

IV. Training Programmes / Workshops:

S. No.	Name	Venue & Time Period
1	Workshop on WTO & Agriculture at IIM Ahmedabad	2004 Ahmedabad
2	Represented India at the 4th ADBI-OECD-ILO Roundtable on "Labour Migration in Asia – Building Human Capital across Borders and Presented on "Higher Education and International Mobility of Graduates."	27-28 January 2014 Tokyo, Japan
3	Attended the (Telecom Disputes Settlement & Appellate Tribunal) TDSAT seminar on "Dispute Resolution in Broadcasting & cyber sector" and presented on " Developments in Broadcasting Sector "	May 2018 Nanital
4.	Attended the Mid-Career Training Program: (MCTP) Phase-II for IES Officers.	27 th Aug-12 th Sep, 2018 at IIM, Bengaluru & one week OLC 17 th Sep-21 st

		Sep, 2018 at University of Maryland, Washington, USA.
5.	Made presentation before Chief Economic Adviser , Govt of India Dr. K. Subramanian on the study findings using Difference-Indifference Technique to estimate the "Impact of Kanyashree Prakalpa Scheme".	Dept of Economic Affairs, North Block, New Delhi in 2019
6.	Attended the Five day training programme on WTO International Trade Law and Policy with Centre for WTO Studies Indian Institute of Foreign Trade (IIFT)	10th – 14th February, 2020. IIFT New Delhi
7.	Participated in the In Service 'Management Development Programme on Data Analytics & Applied Machine Learning with R'.	30th September- 4th October, 2019. IIT Kharagpur
8.	Attended the Mid-Career Training Program: (MCTP) Phase-III for IES Officers	10-21st October, 2022 IIM, Kozhikode

V. Literary Work undertaken:

Written and published articles Journals

- Yet to be published article on Future of India's Workforce, by National Productivity Council, submitted in 2022.
- Female Labour force Participation in India: Insights through Time Use Survey, Review of Rural Market Integration, Vol.12, Issue-3, 24, September, 2021.
- PLFS vs CMIE How reliable is labour market in India? Economic & Political Weekly, December, 2021.
- The Fourth Industrial Revolution: Realizing India's Demographic Dividend published in Centre for Sustainable Development, Azim Premji University (2017).
- Decline in Rural Female Labour Force Participation in India: A Relook into the Causes published in Vikalpa (2015).
- Implementation of the Minimum Wages Act, 1948- Case Study of India published in Global Journal of Human Social Science (2014).
- Employment Trends among Religious Communities of India published in the Economic & Political Weekly, April 2014.

Contributed Chapter in the Book "Indian Economy since 1991", 2nd Edition by **B.A.Prakash**

'Foreign Direct Investment in India in the post 1991 period' co-authored.

Magazines

(i) Articles published in CII Economy Matters: 'Make in India and Potential for Job Creation', 'An Analysis of the Informal Labour Market in India', 'Fuel Price Movement In India: An Introspection', 'Youth Unemployment in India', 'Growth & Job Creation', 'Employment Potential of the Road Transport Sector'.

(ii) Entrepreneurship Development in India- the Focus on Startups published in Laghu Udyog Samachar of MSME,

(iii) Kurukshetra: 'Skill Development and Productivity of the Workforce', 'Skill Development and Employment of Rural Youth',

(iv) CII Communique: 'Money Market after Demonetization'

Financial Newspapers

- i. Article on "Volunteerism through Vidyanjali for education" co-authored & published in The Pioneer on 9th December, 2022.
- ii. Article on "Why is food inflation still haunting us" co-authored & published in The Hindu Business Line, June, 20, 2021.
- iii. Article related to labour data "No Misunderstanding" co-authored & published in the Economic Times on 16th June, 2021.
- iv. Article on "Stubborn food inflation" co-authored & published in The Hindu Business Line, on 7th April, 2021.
- v. Article on "A Tale of two Methodologies" co-authored & published in the Economic Times 27th Feb., 2021.
- vi. National Policy on Skill Development & Entrepreneurship-2015: An Overview, Skill Development & Employment for Rural Youth published in Kurukshetra magazine.
- vii. Contributed articles related to trade liberalization and its impact on agricultural trade in the morning e-newspaper 'IES Today' for internal circulation maintained by IES Officers between 2008-2009.
- viii. Special Address on "Startups and Young Entrepreneurs: Opportunities and Challenges" presented at the V V Giri National Labour Institute Workshop on 28th February 2020.
- ix. Contributed the monthly update - An Economy Update in Yojana magazine during 2003.
- x. Contributed articles on impact of WTO on Kerala's agriculture in the State in the State Govt Journals viz; Kerala Calling, Karshakashree and regional newspaper during 2007-08.

A.SRIJA
ECONOMIC ADVISER
03.05.2023