



K.VIJAYASARATHY
Associate Professor
Agricultural Economics

Contact

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Academic Qualification : Ph.D in Agricultural Economics.

Teaching Experience : 5 Years & 3 months

Research Experience : 6 Years

Area of Specialization / Interest:

- Production Economics
- Natural Resource
- Climate Change

Publications:

Intentional		National		Others
Journals	Conference	Journals	Conference	Book Chapters
4	0	11	2	4

Achievements & Awards: 2

- Fellowship awarded during PG Programme by Government of Puducherry.
- Fellow Award-2022 from Agricultural & Environmental Technology Development Society (AETDS), Uttarkhand, India

Events Participated (Workshop / Seminar / Conference): 11

Sl. No	Title of the Events	Date	Venue / Organized by
1	Sixth Biennial Conference on Nature, Economy and Society: Understanding the Linkages	20-22 October, 2011	Centre for Economic and Social Studies (CESS), Hyderabad
2	First Agricultural Graduate Student Conference on Food Safety and Food Security	02-03 May, 2013	Tamil Nadu Agricultural University, Coimbatore
3	National workshop on Intellectual Property Rights-Enlightenment For Creative Thoughts and Creative Minds	1 st and 2 nd August, 2013	Department of Botany, Bharathiar University, Coimbatore
4	National Ground Water Conference 2013 “Problem, Challenges and Management of Groundwater in Agriculture”	9-11 December, 2013	Water Technology Centre, TNAU, Coimbatore
5	National Seminar on “Climate Change and Agrarian Economy: An Indian perspective”	22-23 January, 2015	University of Agricultural Sciences, Dharwad
6	One week National Level Workshop cum conference on “Time Series Econometrics”	15-21 July, 2015	University of Mysore, Department of Studies in Economics and Cooperation Manasagangothri, Mysuru, Karnataka
7	24 th Annual Conference on “Agriculture for Nutritional Security”	15-17 December, 2016	ICAR-Indian Veterinary Research Institute, Izatnagar, Uttar Pradesh
8	National Webinar series on Research Methodology	12-13 th June, 2020	Loyola College (Autonomous), Chennai
9	International webinar on Food System Approach to Nutritional Security: Role of Agricultural Higher Education System in India	6 th February, 2021	Department of Agricultural Economics and Extension, PAJANCOA & RI, Karaikal
10	National Conference on Challenges of First Generation Agripreneurs and Agri-Startups in India	6-8 th October 2021	MANAGE, Hyderabad
11	7 th National Conference on	02-03 September	Tamil Nadu Veterinary and

	Agricultural Scientific Tamil	2022	Animal Sciences University and Agricultural Scientific Tamil Society, New Delhi
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FDP / Training Programs: << 9 >>

Sl. No	FDP Name	Date	Conducted by
1	Training cum Awareness Programme on Protection of Plant Varieties and Farmers Rights Act	March 24, 2010	IPR Cell, Department of Agricultural Economics, CARDS, TNAU, Coimbatore
2	Faculty Development Programme on Commodity Futures	21 st and 22 nd July, 2010	Department of Agricultural Economics, CARDS, TNAU, Coimbatore, association with Forward Markets Commission and Multi Commodity Exchange Government of India, Mumbai
3	The Sensitisation cum Training Workshop on Supply Chain Management for Horticultural Commodities: Approaches for Socio-Economic Impact Analysis	2 nd and 3 rd May, 2011	USAID-MSU-IHDA-TNAU Collaborative workshop conducted by Department of Agricultural Economics, CARDS, TNAU, Coimbatore
4	Group Studies- International Business Perspectives “ (BUS-TECH 294 T)	March 26, 2012 to June 9, 2012.	Department of Agricultural Economics, CARDS, TNAU, Coimbatore, association with Ohio State Agricultural Technical Institute (OSU-ATI)
5	Training workshop on climate change and socio economic impact assessment models	25-27 March, 2013	International Water Management Institute, Hyderabad
6	Training program on Innovative Agricultural Interventions for Doubling the Farmers Income in India	5- 9 February, 2018	AC& RI, Madurai
7	Sensitization training on “Advanced teaching methodologies to nurture academic proficiency”	26 to 28.02.2020	TNAU, Coimbatore
8	Faculty Development Program on “ Recent Technologies & Trends in Computer Science and Information Technology	04-05 th July 2020	Department of Information Technology, Oriental Institute of Science & Technology, Bhopal.
9	Training program on Certificate Program in Leadership Management.	05.03.2022	IIT, Indore

Memberships:

- Life Member in Agricultural Economics Research Association (India)

List of Publication

a. Books (Only with ISBN No.)

Title	Author(s)	Year of Publication	Publisher	ISBN No.
Flow of Institutional credit to Agriculture	Vijayarathy.K, A.Pouchepparadjou, and P.Nasurudeen	2011	LAP LAMBERT Academic publishing	978-3-8454-4317-1
Impact Assessment of Rice Research and Technology	Shanmugam, T.R and K. Vijayarathy	2011	LAP LAMBERT Academic publishing	978-3-8454-2973-1
Economic Analysis of Farm and Market Risk	Shanmugam, T.R, M.Chandrasekaran and K. Vijayarathy	2011	LAP LAMBERT Academic publishing	978-3-8454-3903-7
Impact Evaluation and Constraint Analysis of Rice Hybrid CORH 3	M.Thilagavathi M.Chandrasekaran and K.Vijayarathy	2013	LAP LAMBERT Academic publishing	978-3-659-50494-5

Book Chapters

Name of the Book	Title of the Chapter	Publisher	Year
Social Exclusion, Dimensions of Marginality in India.	Econometric Analysis of Demand for Food Commodities by Scheduled Caste and Scheduled Tribes in India	A.P.H. Publishing Corporation 4435-36/7, Ansari road, Darya ganj, New delhi-110002	2015
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Food Expectations of the people in the new Millennium-The Basics of Human Civilization: Food, Agriculture and Humanity	Electronic Marketing: It's application in Agri-Business,	PremNath Agricultural Science Foundation (PNASF), Bengaluru and Westville Publishing House, New Delhi.	2016
New Pathways for Sustainable Horticulture Development.	Linking Horticultural Produce to Markets	Prem Nath Agricultural Science Foundation (PNASF), Bengaluru.	2017

c. Research Articles (enclose reprints mentioning NAAS rating)

i.	International (No.)	:	5	NAAS Rating
	<p>Pouchepparadjou, A, Thimmappa, K, Sarada, G, Vijayasathya, K (2006), "Economic Evaluation of Rice Seed Production in the Union Territory of Pondichery – A Case Study", 2nd international rice congress, October 9-13, New Delhi, pp. 511-512.</p> <p>Vijayasathya.K, A.Pouchepparadjou, M.Sankar (2013), Determinants of Institutional Credit to Agriculture in Union Territory of Puducherry: An Economic Analysis", International Journal of Research in Commerce, Economics and Management, Vol 3(4) pp.38-42.</p> <p>Vijayasathya,K., and K.R.Ashok.,(2013), "Probability and Intensity of</p>			<p>4.14</p> <p>4.82</p>

	<p>Climate Adaptation through Agricultural Technologies in Western Zone of Tamil Nadu". International Journal of Commerce and Business Management, Vol 6(2) pp 229-235.</p> <p>P G Chengappa, M Umanath, K Vijayasathy, Pradeepa Babu B N (2016), "Dynamics of Tea and Coffee Consumption Pattern in India and Its Determinants at Household level", International Journal of Agriculture Sciences, Vol 8(51):2378-2383.</p> <p>Chengappa, P.G., Umanath, M, Vijayasathy, K, Pradeepa Babu B N and Devika, C.M (2017), Demand for Agro Processed Food Products: An Evidence from Indian Households, Asian Journal of Agricultural Extension, Economics and Sociology,16 (1).</p>		4.35	
ii.	National (No.)	:	13	NAAS Rating
	<p>Pouchepparadjou, A, Thimmappa, K, Sarada, G, Vijayasathy, K and Kumaravel, K S, (2009), "Comparative Economics of Seed Production Vis-a-Vis Commercial Grain Production of Paddy in Puducherry", <i>The IUP Journal of Agricultural Economics</i>, VI, issue 1, p. 47-54.</p> <p>Pouchepparadjou, A, Thimmappa, K, Sarada, G, Vijayasathy, K, (2009), "Profitability of Rice Seed Production in the Union Territory of Puducherry", <i>Agricultural Situation in India</i>, 66(4), p. 191-194.</p> <p>Vijayasathy, K., and K.R.Ashok.,(2015), "Trend in Climatic Variables in the Agro climatic Zones of Tamil Nadu-An Economic Analysis", Indian Journal of Social Research Vol.56(3).</p> <p>Vijayasathy, K (2013), "Indian Coffee-Growth, Instability and Export Performance", abstract proceedings, Agricultural Graduate Student Conference, ISBN: 978-81-8424-828-9.</p> <p>Thimmappa.K, Pouchepparadjou, A, Sarada, G, Vijayasathy, K (2006), "Sustainable rice seed production in the union territory of Pondicherry-an economic evaluation", Journal of the Indian Society of Agricultural statistics, 60(3),pp.181-182.</p> <p>Pouchepparadjou, A, Thimmappa, K, Sarada, G, Vijayasathy, K,(2012), "Evaluation of Risks, Seed Delivery System, Profitability and Seed Production Problems in the Union Territory of Puducherry", Agricultural Economic Research Review, Vol.25(Conference Issue),p.526.</p> <p>Vijayasathy,K., and K.R.Ashok.,(2015), "Climate Adaptation in Agriculture through Technological Option: Determinants and Impact on Efficiency of Production", Agricultural Economic Research Review, Vol.28(1),pp.103-116.</p> <p>Vijayasathy,K., and K.R.Ashok.,(2015), "Economic impact of climate variability on</p>		<p>3.15</p> <p>3.00</p> <p>5.90</p> <p>5.90</p>	

	<p>agriculture in areas of high climate variability in Tamilnadu- Ricardian approach”, Karnataka Journal of Agricultural Sciences (Special Issue), Vol.28(5),pp.775-779.</p> <p>Chengappa P.G., Pradeepa Babu B.N., Arun Muniyappa and Vijayasathy , “An overview of agriculture in south India-a comparative analysis”, Proceedings on workshop on prospects for agriculture in Indians southern Region over the Medium Term: setting an agenda for strategies to meet challenges, organized by Madras Institute of Development Studies supported by Food and Agriculture Organization held on Jan 21-22,2016.</p> <p>Umanath M, Vijayasathy K, Pradeepa Babu B.N and Baskar M (2015), “An Empirical Analysis of Food Consumption Pattern and Nutritional Intake in Rural and Urban Households of Karnataka, Indian Journal of Agricultural Economics, Vol 70(4).</p> <p>Umanath M, Vijayasathy K, and Pradeepa Babu B.N (2016), “Determinants of preference for and consumption of liquid milk by Indian households”, Indian Journal of Dairy Science, Vol.69(4):498-504.</p> <p>P G Chengappa, M Umanath, K Vijayasathy, Pradeepa Babu B N and A V Manjunatha (2016), “Changing demand for livestock food products: An evidence from Indian households”, Indian Journal of Animal Sciences, Vol. 86(9): 1055-1060.</p> <p>M Umanath, P G Chengappa, and K Vijayasathy (2016), “Consumption Pattern and Nutritional Intake of Pulses by Segregated Income Groups in India”, Agricultural Economics Research Review, Vol.29 (conference issue): 53-64.</p>	<p>4.42</p> <p>5.15</p> <p>5.26</p> <p>6.17</p> <p>5.90</p>
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d. Popular articles:

Magazines (No.)-2

Vijayasathy,K., and M.Umanath., (2015), “Family farming an understanding of concept, significance and limitations”, **Readers shelf**, Vol.11(8),pp.33-34.

Umanath M, **Vijayasathy K.**, (2015), “Concept, Importance and Constraints of Green Marketing: A Business Perspective” **Readers shelf**, Vol.11 (6), pp.7-8.