

**PROCEEDINGS OF THE 6<sup>th</sup> SOCIAL SCIENCES SCIENTISTS' MEET**  
**HELD ON 22.05.2018**

The 6<sup>th</sup> Social Sciences Scientists' Meet 2018 was held on 21.05.2018 and 22.05.2018 at TNAU, Coimbatore.

On 21.05.2018 afternoon, review of the University Research Projects (URP) and Externally Funded Projects in operation during 2017-18 on different areas of Social Sciences viz., Agricultural Economics, Agricultural Extension and Rural Sociology, Agricultural and Rural Management, Trade and Intellectual Property was taken up in the Seminar hall of the Directorate of CARDS. Dr.M.Chinnadurai, Director, CARDS, Dr.H.Philip, Director of Extension Education and Dr.K.Mahendran, Director, Agri Business Development reviewed the progress and gave suggestions.

The review was assisted by the Heads of respective departments. The review meeting began with an introduction by Dr.M. Chinnadurai, Director of CARDS who narrated the status of research projects of Social Sciences and the role of the social scientists in the development of agricultural sector.

Dr.K.Mani, Professor and Head, Dept. of Agrl. Economics, Dr.M.Ashokan, Professor and Head, Dept.of Agrl. Extension and Rural Sociology, Dr.K.R.Ashok, Professor and Head, Dept. of ARM, Dr.T.Alagumani, Professor and Head, Dept.of Trade and Intellectual Property made presentations on the salient findings of the theme-wise completed projects, progress of projects under various themes and the action plan formulated for 2018-19. Suggestions were made during the discussion to modify the presentations highlighting the themes and the actions taken accordingly.

On 22.05.2018, the meet continued at Seminar Hall I of RI Building under the Chairmanship of Dr. K. Ramasamy, Vice-Chancellor, TNAU, Coimbatore.

The University Officers, Heads of all Departments of Social Sciences of TNAU and Social Scientists of TNAU participated.

Dr. K. Ramaraju, Director of Research, welcomed the gathering and highlighted that Social Scientists of TNAU have taken up the research projects on thematic areas. The thematic areas of Agricultural Economics included Farm Planning, Agricultural Marketing, Agricultural Finance, Environmental Economics, Impact Evaluation and Policy Advocacy. The research

projects of Agricultural Extension are focusing on the theme areas of rural entrepreneurship, constraint analysis, livelihood changes, adoption behaviour, skill development and measuring attitude and awareness. The Scientists of Agricultural and Rural Management are focusing on Farmers producer organization, value chain analysis, human resource development and developing agri business modules. The Trade Department has taken up research on one thematic area. The project is focusing on export potential and performance of horticultural commodities of Tamil Nadu.

University and Government are expecting a lot from the social scientists in terms of strenuous efforts in agricultural research and policy analysis for well-being of the farmers of Tamil Nadu. The impact of varieties and technologies released by TNAU and their adoption level have to be elaboratively studied. The social scientists may focus on policy studies, commodity specific research, developing agribusiness models, involving rural youth in agriculture, village adoption and assessing its impact and export potential and performance.

The Director, CARDS informed the house regarding the current status of the projects (Annexure-I). Out of 74 projects, 20 University Research Projects and six externally funded projects were completed and sent for approval. The Principal Investigators of the completed projects were informed to send the closure proposal to get University approval. The list of completed projects are furnished in Annexure-II.

The Heads of Departments have presented the salient findings of the completed projects and progress of the ongoing projects and the action plan for the ongoing projects.

All the scientists were informed to handle a minimum of one University Research Project along with the regular activities. It was suggested to reorient the research to meet the requirements of farmers and policy makers of the government.

### **Remarks**

1. **University Research Project on marketing of organic products:** Consumption centres in Coimbatore district has to be explored; Coconut organic farming in Pollachi has to be verified (Action: Dr.M.Anjugam and Dr.T.Alagumani, Project Leaders)
2. **University Research Project on protected cultivation:** The reasons for the failure of protected cultivation with specific reference to the crops may be documented in the report. TNAU varieties raised in poly house or under protected cultivation have to be documented (Action: Dr.S. Angles, Project Leader)

3. **Pulse price forecasting project:** The gap between MSP and Market Price may be analysis and included in the report (Action: Dr.K.M.Shivakumar, Project Leader)
4. **Crop Insurance project:** The details of crop insured, claimed and settlement made in different districts of Tamil Nadu have to be incorporated in the report. The crop insured by the owner and (non-owner) tenant operated farms has to be included in the report (Action: Dr. M. Prahadeeswaran, Project Leader)
5. **Adoption and spread of TNAU varieties:** Pollachi red groundnut is not found in the results. Oil content is high. Along with Pollachi Red, recently released VRI-8 variety have to be included in the study (Action: Dr.K.Mani, Project Leader)
6. **Non-Wood Timber products (NWTP):** Honey is not found in the project results. It is to be checked and included (Action: Dr.V.Karthick, Project Leader)
7. Link the price forecast with Uzhavan App (Action: Dr. S. Selvam, Professor)
8. The staff from language department is directed to review the recent literatures before proposing new projects. They have to take action to establish language laboratory in each college.

The following issues may be studied

- Documentation of cropping system in Tankfed areas
- Social impact studies
- Identification of an alternate area of rice bowl in Tamil Nadu.
- Documentation of irrigation development in Chola kingdom.
- Documentation of special traits of Udampuli, Tenkasi white brinjal, Thorny brinjal in Virinjipuram, Varikatharikai in Villuppuram, Ramanad Mundu Chilli for getting GI (Action: Professor and Head, Dept.of Trade and IP)
- Project on adoption of technologies, varieties and yield gap may be proposed (Director, CARDS, Professor and Head, Agricultural Economics, Professor and Head, Agrl.Extension)

The Director, CARDS informed that “Impact evaluation of watershed projects implemented in Tamil Nadu” and a Comprehensive study related to varietal adoption, technology

adoption and yield gap analysis for major crops will be taken up by involving a team of social scientists working in different parts of the state. Besides, the proposal for 'Establishing a Data Centre' to take up the policy related study will be sent to the University for approval.

The remarks for individual projects (Ongoing) are given in the Annexure-III. The project leaders are requested to take action and adhere to the time frame to complete the projects. The list of participants for the Social Sciences Scientists' Meet is appended in Annexure-IV.

Dr. H. Philip, Director of Extension Education proposed the vote of thanks and indicated that social scientists will work for the welfare of the farming community.

## ANNEXURE I

### Current Research Programmes

Sl. No	Department	University project			Externally funded			Grand Total
		Completed	On going	Total	Completed	On going	Total	
1	Agricultural Economics	4	16	<b>20</b>	2	6	<b>8</b>	<b>28</b>
2	Agricultural Extension & Rural Sociology	9	15	<b>24</b>	4	1	<b>5</b>	<b>29</b>
3	Agricultural and Rural Management	2	6	<b>8</b>	-	2	<b>2</b>	<b>10</b>
4	Trade and Intellectual Property	5	-	<b>5</b>	2	-	<b>2</b>	<b>7</b>
	<b>Grand Total</b>	<b>20</b>	<b>37</b>	<b>57</b>	<b>8</b>	<b>9</b>	<b>17</b>	<b>74</b>

## ANNEXURE II

### 1. Agricultural Economics

S. No	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Findings
A	<b>UNIVERSITY RESEARCH PROJECTS - Completed</b>				
<b>Theme I: Economics of Agricultural Production and Farm Planning</b>					
1	CARDS/CBE /AEC/2017/003	An economic analysis of protected vegetable cultivation in Tamil Nadu	Jan, 2017 – May, 2018	Dr.S.Angles Asst. Prof., Agrl. Economics, AC & RI, Eachangkottai, Thanjavur	<ul style="list-style-type: none"> <li>• Investment in greenhouse cultivation for vegetable production is financially feasible.</li> <li>• Poor technology awareness and specific pest occurrence in greenhouse vegetable cultivation are reasons for failure.</li> </ul>
<b>Theme II: Agricultural Marketing and Price Analysis</b>					
2	CARDS/CBE /AEC/2016/002	A study on marketing of organic agricultural products in Tamil Nadu	Jan, 2016 to Dec, 2017	Dr.M.Anjugam, Prof. (Agrl. Econ.) Dept. of Agrl.Econ. CARDS, TNAU, Coimbatore.  Dr.T.Alagumani Prof. & Head (T&IP), CARDS, TNAU, Coimbatore	<ul style="list-style-type: none"> <li>• 50% of rice, 20% of banana, 75% of onion, 100% of vegetables and 100% of groundnut oil were sold through organic retail stores of the sample organic farmers.</li> <li>• Of total production, 10% of banana, 50% of lemon, 100% of vegetables, 37% of coconut oil were sold to organic stores.</li> <li>• Organic farmer's share in consumer's price was 55% in vegetables; 62% in banana and lemon; and 65% in coconut oil.</li> </ul>
3	CARDS/CBE /AEC/2017/001	Price transmission, causation and vertical integration in pulses	Jan, 2017 to Dec, 2017	Dr.K.M.Shivakumar Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	<p><b>Green gram:</b></p> <ul style="list-style-type: none"> <li>• Retail price of Madurai and farm gate price of Villupuram influenced each other indicating a bidirectional relationship.</li> </ul>

					<ul style="list-style-type: none"> <li>• But under long run, the major Green gram markets were influenced by their own lag as well as lag of prices of other markets in India.</li> </ul>
<b>Theme IV: Agricultural Finance and Crop Insurance</b>					
4	CARDS/ MDU/AEC/ 2016/001	Performance of crop insurance schemes in Madurai district	Nov 2016 to May 2018	Dr. M. Prahadeeswaran Asst. Professor, Dept. of Agrl. Economics, AC & RI, Madurai	<ul style="list-style-type: none"> <li>• Agricultural Insurance Company (AIC) sanctioned Rs.1.5 Crores claims under NAIS during 2015-16, while it rose to Rs.32 Crores under PMFMY during 2016-17.</li> <li>• Average indemnities received were Rs.12915/acre for paddy, Rs.5381.25/acre for sorghum and Rs. 9423.75/acre for irrigated maize.</li> </ul>

## 2. Agrl.Extension and Rural Sociology

S. No	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Findings
1	ICAR - EM/CARDS /BSR/AEX/ 2016/R04	Diagnostic analysis on the seed supply chain and policy suggestions for quality improvement and management of paddy seeds of TNAU	March 2016 to March 2017	Dr.J.Venkata Pirabhu Prof. (Agrl. Extn.), P&H, Training Div., O/o DEE, TNAU, Coimbatore  Dr.R.Jerlin Asst. Prof. (SST), Dr.D.Kavithamani Asst. Prof. (SST), ARS, Bhavanisagar  Dr.S.Varadha Raj Assoc. Prof., Dept. of Soc. Sci. HC&RI, Periyakulam	<ul style="list-style-type: none"> <li>• The study indicated that among the years of the study, 2012-13 recorded the highest SRR (34.83 %) followed by 2013-14 (27.18 %) and 2014-15 (24.99 %).</li> <li>• During 2012-13, there was an increase of 10.41 per cent when compared to 2011-12.</li> </ul>

2.	ICAR-EM/ CARDS/ CBE / EXT/2016/ R02	Assessment of employability skill requirement of agricultural graduates	January 2016 to March 2017	Dr. Shibi Sebastian Asst. Prof. (Agrl. Ext.), O/o the Dean, Students Welfare, TNAU, Coimbatore	<ul style="list-style-type: none"> <li>• Perception on Employability Skills</li> <li>• The students perceived that the required employability skills are Listening, Life long learning and personal motivation.</li> <li>• Students are competent in Listening, Self - motivation and Interpersonal relations.</li> <li>• The perception of employers is that problem solving and analytics is highly essential for agri-graduates.</li> </ul>
3	DST/CARD S/ CBE/AEX/ 2016/R003	Promoting Rural entrepreneurship and empowerment of rural young women self-help groups (SC / ST) through capacity building for setting up of bio-inoculants production units in Vellore district of Tamil Nadu	March 2016 to March 2018	Dr.P.Sumathi Prof. of Agrl. Extn. Dr.M.Asokhan Prof. & Head, Dept. of Agrl. Extn. & Rural Sociology, Dr.P.Latha Assistant Professor (Pl. Patho.), Dept. of Cotton, TNAU, Coimbatore  Dr.A.Thirumurugan Prof. (Agrl. Extn.), Dept. of Soc. Sci., ADAC & RI, Trichy.	<ul style="list-style-type: none"> <li>• Majority of the women SHG members performed the roles viz., labourers in MNREGA programme, agricultural labourers and other allied activities viz., beedi making, match box making, coconut leaf thatching, incense stick making, tailoring, household work, candle making etc.,</li> <li>• From the training imparted, the SHG women members had acquired adequate skill or production of bio-inoculants and gained confidence to start bio-inoculant production units</li> </ul>
4	ICAR-EM/HSCRI /MDU/ HUD/ 2016/ R05	Dissemination of Nutri Knowledge among the Rural Women and Children for their Nutritional Security through	March 2016 – March 2017	Dr. A. Janaki Rani, Assoc. Prof. (Agrl. Ext.) Dr. V.Veeranan Arun Giridhari Asst. Prof. (FSN), Dr. S. Amutha Prof. (FSN), CSC&RI, Madurai	<ul style="list-style-type: none"> <li>• Nearly 72.78 per cent of the respondents consumed cereals frequently, mostly rice and wheat and small quantity of miner millets in their diet.</li> <li>• Low to medium level of intake of green leafy vegetables was observed in 67 per cent of the</li> </ul>

		Participatory Approaches in Madurai District of Tamil Nadu			respondents. <ul style="list-style-type: none"> <li>• Medium level of intake of pulses, meat and poultry meat was observed among 57 and 67 per cent of the respondents.</li> </ul>
5	CARDS/HC MDU/AEX/2015/07	Constraint analysis of jasmine (Madurai Malli) growers through participatory approaches and developing strategies for enhancing the production in Madurai district of Tamil Nadu.	Aug 2015- July 2017	Dr. A. Janaki Rani Assoc. Prof. (Agrl. Extn.), CSC & RI, Madurai	<ul style="list-style-type: none"> <li>• Cent per cent of the farmers adopted the ruling variety. Gundumalli and 85 per cent of the farmers adopted recommended plant propagation and planting methods.</li> <li>• There existed 1.3 t/ ac of Yield gap-I and 0.45 t/ac of Yield gap-II. Scarcity of water, lack of proper pruning, high temperature, improper fertilizer application and pest and diseases were the major contributing factors for yield gap as expressed by the farmers.</li> </ul>
6	DST/CARDS/ACMD/MDU/AEX/2016/ R0	Establishing model climate responsive villages and dissemination of climate change adaptation and water management technologies through digital and folk media	March 2015 to April 2017	Dr. M. Rama Subramanian Asst. Prof. (Agrl. Extn.), AC & RI, Madurai.  Dr. R. V. Chelviramesh Asst. Prof. (Agron.) KVK, Madurai  Dr. A. Gurusamy Prof. (Agronomy), AC & RI, Kudumiyamalai	<ul style="list-style-type: none"> <li>• Climate change issues and the adaptation measures of the farmers were documented in five villages.</li> <li>• Interactive Multimedia Compact Discs (IMCD) in six themes related to climate change are prepared.</li> </ul>
7.	CARDS/PKM/AEX/2014/002	Problems and prospects of adoption of drip irrigation system in Tamil Nadu	April 2014 - March 2017	Dr.R.Velusamy Assoc. Prof. (Agrl. Extn.), KVK, Madurai	<ul style="list-style-type: none"> <li>• In addition to training given to farmers at the time of implementation, hands on training in drip irrigation system maintenance may be given in their field after one year of implementation.</li> </ul>

					<ul style="list-style-type: none"> <li>• Para extension workers may be developed in drip irrigation maintenance at block level.</li> </ul>
<b>8</b>	CARDS/TR Y/AEX/2015/009	Adoption level of sustainable sugarcane initiative (SSI) in Tamil Nadu.	April, 2015 to Sep, 2016	Dr.D.Periyar Ramasamy Asst. Prof. (Agrl. Extn.) Dr.B.Thiagarajan Prof. (Agrl. Extn.), Dept. of Soc. Sci., ADAC & RI, Trichy	<ul style="list-style-type: none"> <li>• 31 per cent of the farmers are practicing SSI method</li> <li>• Among SSI farmers 16 per cent of them are having their own nursery</li> <li>• Groundnut and black gram is widely followed as intercrops in SSI.</li> </ul>
<b>9</b>	CARDS/MT P/AEX/2016/001	Development and promotion of tree based farmer producer organization in Coimbatore district	Feb, 2017 to mar, 2018	Dr. C. Cinthia Fernandaz Asst. Prof. (Agrl. Extn.), FC & RI, Mettupalayam	<ul style="list-style-type: none"> <li>• Farmer's perception analysis revealed that nearly 60 per cent of the tree growing farmers are interested in formation of FPOs under tree crops.</li> <li>• The preferred tree species were Casuarina and Melia.</li> </ul>
<b>10</b>	CARDS/EKT/AEX/2016/001	Farmers knowledge on organic farming in Thanjavur district of Tamil Nadu	March 2016 to April 2017	Dr. S. Kalaivani Asst. Prof. (Agrl. Extn.), AC & RI, Eachangkottai	<ul style="list-style-type: none"> <li>• Nearly 50 per cent of sample farmers had low level of social participation while more than 50 % of the respondents had medium level of mass media exposure, extension agency contact, risk orientation and innovativeness.</li> </ul>
<b>11.</b>	CARDS/AT L/AEX/2014 / 001	A study on the technological needs and production and processing constraints of millet growing farmers of Tiruvannamalai and Vellore district.	October 2014 to Sep 2016	Dr. P. Jaisridhar Asst. Prof. (Agrl. Extn.), Centre of Excellence for Millets, Athiyandal.	<ul style="list-style-type: none"> <li>• Barnyard millet &amp; Foxtail millet thrive well in water stressed condition.</li> <li>• Cultivation of millets as mixed or intercropping may be encouraged.</li> <li>• Special seed multiplication programme for small millets may be encouraged.</li> </ul>

### C.Agricultural and Rural Management

S. No	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Findings
<b>University Research Project-Completed</b>					
<b>Theme I -Entrepreneurship in Agribusiness</b>					
1	CARDS/CB E/ ARM/2015/002	Entrepreneurial competency and self efficacy among the agriculture graduates of Tamil Nadu Agricultural University	Jan 2015- Dec 2017	Dr.K.Malarkodi Asst. Prof. (Agrl. Extn.), AC & RI, Killikulam  Dr.K.Uma Prof. (ARM), Dept. of Agroforestry, FC & RI, Mettupalayam	The students were having high level of competencies on systematic planning, concern for high quality work and assertiveness.  Most of the students were possessed medium and low level of self-efficacy. It indicated that students hesitated to choose the entrepreneurship as their career choice.  The managerial competency and opportunity competency dimensions played major role in discriminating high and low entrepreneurial self-efficacy among the students.
<b>Theme II – Management of Agribusiness and Rural Organizations</b>					
2	CARDS/TR Y/ ARM/201/001	Organizations, functions and strategy analysis of farmer producer organizations (FPO) in Tamil Nadu	2014-2016	Dr.S.D.Sivakumar Prof. & Head, (ARM), Dept. of Soc. Sci., ADAC & RI, Trichy  Dr.P.Balaji Asst. Prof., Dept. of ARM, CARDS, TNAU, Coimbatore	Of the sample FPOs, 40 per cent are self funded and 41 per cent are supported by NABARD About 49 per cent of the Directors were marginal farmers, while 36 per cent were small farmers Of the total share of farmer members in sample FPOs, 52 per cent were marginal farmers and 30 per cent were small farmers Among the sample FPOs, 41 per cent focused on coconut, followed by groundnut, sesamum, banana and turmeric.

#### 4. Trade and Intellectual Property

S. No	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Findings
<b>Theme I- Competitive Agro Export and Trade</b>					
1	CARDS/CBE/TIP/2015/001	Export potential of grapes in Tamil Nadu	April 2015 to March 2018	Dr.T.Alagumani Prof. (Agrl. Econ.) Prof.& Head, Dept. of T&IP  Dr.M.Anjugam Prof. (Agrl. Econ.), Dept. of Agrl. Economics, CARDS, TNAU, Coimbatore	Grape cultivation is financially feasible with a positive Net present worth, Benefit-Cost ratio of more than one in all the three districts. The IRR was 44 % in Dindigul district, 32% in Coimbatore district and 29 % in Theni district.  Net income from seedless varieties such as Sonaka, Dasganesh and Maniksom was found to be more than Rs.8 lakhs/ha in Theni district. These seedless varieties are suitable for export. Area under these varieties can be increased by suitable extension techniques.
2	CARDS/CBE/TIP/2015/002	Domestic trade and export potential of hill banana with GI tag in Tamil Nadu	April 2015 to March 2018	Dr.C.Velavan Assoc. Professor (ARM), Dept. of Soc. Sci., ADAC & RI, Trichy.  Dr.T.Alagumani Prof. (Agrl. Econ.) & Head, Dept. of T&IP, CARDS, TNAU, Coimbatore	<b>Production</b> <ul style="list-style-type: none"> <li>There were seven crops raised in single planting from the 40 months of duration. The cultivation of hill banana is financially viable.</li> <li>Farmers get higher price for GI tagged bananas in the domestic market</li> </ul> <b>Export Potential</b> <ul style="list-style-type: none"> <li>Current level of production of hill</li> </ul>

S. No	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Findings
					<p>banana is insufficient to meet the domestic demand. Hence, the production of hill bananas has to be promoted.</p> <ul style="list-style-type: none"> <li>The product characteristics of hill banana have not met the existing Banana export specification. The new specification of GI products has to be evolved by the University, State Dept. of Horticulture involving all stakeholders.</li> </ul>
3	CARDS/CBE/TIP/2015/003	Value Chain of Banana in Tamil Nadu	June 2015 to May 2017	Dr.C.Velavan Assoc. Professor (ARM), Dept. of Soc. Sci., ADAC & RI, Trichy.	<p><b>The Major value chain identified for traditional varieties of banana are :</b></p> <p>Farmers - Pre-harvest contractors – Wholesalers - Retailers-Consumers Farmers - Commission Agents- Wholesalers- Retailers-Consumers Farmers- RM/Cooperative markets –Wholesalers- Retailers-Consumers</p>
4	CARDS/CBE/TIP/2015/004	A study on export potential and performance of fresh mango in Tamil Nadu	June 2015 to May 2017	Dr. R. Senthil kumar Prof. (Agrl. Econ.), Dept. of Soc. Sci., AC & RI, Killikulam	Average nominal protection coefficient for fifteen years from 2000 to 2015 was 1.25 for fresh mango that justifies the export potential of fresh mango from Tamil Nadu.

External Funded projects					
Theme I- Competitive Agro Export and Trade					
5	ATMA/CARD S/CBE/TIP/ 2016/ R002	An Economic Analysis of Declining trend in area under Groundnut in Tamil Nadu	July 2015 to Sep 2016	<p>Dr.M.Chinnadurai Prof. (Agrl. Econ.) &amp; Director,</p> <p>Dr. T.Alagumani Prof. (Agrl. Econ.) &amp; Head, Dept. of T&amp;IP,</p> <p>Dr.M.Asokhan Prof. (Agrl. Extn.) &amp; Head, Dept. of AE &amp; RS, CARDS, TNAU, Coimbatore</p> <p>Dr. N. Kiruthika Asst. Prof. (Agrl. Econ.), AC &amp; RI, Vazhavachanur</p> <p>Dr.S.Kalaivani Asst. Prof. (Agrl. Extn.), AC &amp; RI, Eachangkottai</p> <p>Dr.A. Sundar Asst. Prof. (Agrl. Econ.), AC &amp; RI, Madurai</p>	<ul style="list-style-type: none"> <li>The area under groundnut has declined at the rate of 4.04 per cent per annum during the period 1985 to 2013.</li> <li>The previous year area was the major factor in determining the area under groundnut.</li> <li>Rainfall and MSP for groundnut were the other major variables having positive influence on area allocation for groundnut in Tamil Nadu state.</li> </ul>
6	IOPEPC/CAR DS/CBE/TIP/2 016/ R003	Estimating the yield of Kharif/ Rabi Groundnut and Sesame Crops in Tamil Nadu	Oct, 2015 to March, 2017	<p>Dr. T. Alagumani Prof. (Agrl. Econ.) &amp; Head, Dept. of T&amp;IP,</p> <p>Dr. M. Chinnadurai Prof. (Agrl. Econ.) &amp; Director, CARDS</p> <p>Dr.K.Chandran Prof. (Agrl. Econ.), Dept. of Agrl. Econ CARDS, TNAU, Coimbatore</p>	<ul style="list-style-type: none"> <li>It is concluded that the groundnut farmers were using their own seeds since the cost of seed is high.</li> <li>The major groundnut varieties grown in the sample farms during Kharif 2015 were TMV-7 VRI- 2 and TMV -2.</li> <li>Attainable yield gap in groundnut was 0.60 and 0.77 in Kharif 2015 and</li> </ul>

					<p>Kharif 2016, respectively revealed that yield can be increased by 60 to 77 per cent during Kharif season.</p> <ul style="list-style-type: none"> <li>• The average yield of sesame was -373 kg/ha in kharif 2015 and 345 in kg/ha2016</li> <li>• In Sesame the Yield gap- II was 315 kg/ha in kharif 2015 and 442 kg/ha in rabi 2015-16 This clearly indicates the existence of potential to increase farm level yield of sesame by 46 to 56 per cent.</li> </ul>
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### E. Language

S. No	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Findings
1	CARDS/KKM/LAN/2014/001	A Study on Différence in the Communication Skills in English among the Students of TNAU	2016 to 2018	Th. P Sivakumar Asst. Prof. (English), Dept. of Soc. Sci., AC & RI, Killikulam	<ul style="list-style-type: none"> <li>• Students are highly exposed to the Writing Skill in the English Language rather than the other three skills.</li> <li>• Post test findings indicate some improvement in the writing skill.</li> <li>• Listening is the skill that is least concentrated and developed as the students lack proper training in hearing,</li> </ul>

					concentrating and understanding things in the proper manner.
2	CARDS/ TRY/ LAN/ 2015/ 002	முக்கூடற்பள்ளு காட்டும் வேளாண்மைத் தொழில்நுட்பங்களும் உழவர் வாழ்வியல் நெறிமுறைகளும்	ஏப்ரல் 2015 முதல் மார்ச் 2017 வரை (24 மாத காலங்கள்)	முனைவர்.ம. மணிமேகலை பேராசிரியை (தமிழ்), அன்பில் தர்மலிங்கம் வேளாண்மைக் கல்லூரி மற்றும் ஆராய்ச்சி நிலையம், திருச்சிராப்பள்ளி	<ul style="list-style-type: none"> <li>பலவிதமான நெல் இரகங்களையும் ஒரே நேரத்தில் பல நிலங்களிலும் விதைக்கும் வழக்கம் அக்காலத்தே காணப்பட்டுள்ளது.</li> <li>ஒரே தோட்டத்தில் பல வகைப்பட்ட கனி மரங்களைப் பயிரிட்டு ஆண்டுதோறும் ஒவ்வொரு பருவத்திலும் ஒவ்வொரு பழமர வகையும் அறுவடைக்கு வருவதினால் விவசாயிக்குப் பருவம்தோறும் வருவாய் பெறுகின்ற பல்பயிர் சாகுபடி முறை பயன்பாட்டில் இருந்துள்ளது.</li> </ul>

**Annexure - III**  
**Ongoing Projects**

**A. AGRICULTURAL ECONOMICS**

<b>S. No</b>	<b>Project Number</b>	<b>Project Title</b>	<b>Project Period</b>	<b>Project Leader (PI/Co-PI)</b>	<b>Remarks</b>
<b>A</b>	<b>UNIVERSITY RESEARCH PROJECTS - Ongoing</b>				
	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>				
1	CARDS/CBE/AEC /2016/003	Adoption and Spread of TNAU Varieties in Tamil Nadu	April 2016 to March 2017  (Project extended up to Dec, 2018)	Dr.K.Chandran Prof. (Agrl. Econ.), Dr.K.Mani Prof. (Agrl. Econ.) & Head, Dept. of Agrl. Economics, CARDS, TNAU, Coimbatore	Revise the methodology.  Check the results with alternate source of information
2	CARDS/CBE/AEC / 2016/004	A study on yield gap for major crops in Tamil Nadu	April 2016 to March 2017  (Project extended up to Mar, 2019)	Dr.K.Mani Prof. (Agrl. Econ.) & Head, Dr.K.Chandran Prof. (Agrl. Econ.), Dept. of Agrl. Economics, CARDS, TNAU, Coimbatore	Revise the methodology and confirm the results with alternate sources.
3	CARDS/CBE/AEC/ 2017/002	An Economic Inquiry into Farmers' Knowledge, Perception and Intensity of Pesticide Use in Major Vegetable Cultivation of Tamil Nadu"	April, 2017 to March, 2019	Dr.M.Thilagavathi Prof. (Agrl. Econ.), Dept. of Agrl. Economics, CARDS, TNAU, Coimbatore	Complete the project as per the objectives and time schedule
4	CARDS/MTP/AEC /2016/001	Value chain analysis of selected NWFPS in Salem Forest	Dec'2016 to Nov, 2018	Dr.V.Karthick Asst.Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	Review the literature and strengthen the methodologies of the project.

		circle		Dr.R.Revathi Prof. (Forestry), O/o the Controller of Examination,  Dr.P.Balaji Assistant Professor, Dept. of Agrl. And Rural Management, TNAU, Coimbatore	Complete the project as per the time frame
5	CARDS/MDU/ AEC/2017/001	An Economic Analysis of Farm Mechanization in Sivagangai District	May 2017 to April 2019	Dr. J.S. Amarnath Prof. (Agrl. Econ.) & Head, Dept. of Agrl. Economics, AC & RI. Madurai	Speed up the data collection & complete the project at the earliest.
6	CARDS/CBE/ AEC/2018/ 002	Comparative Economic Analysis of Irrigated and Rainfed farming systems in Tamil Nadu	Jan, 2018 to Dec, 2019	Dr.A.Vidhyavathi, Assoc. Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	Review the literature and refine the methodology.
7	CARDS/CBE/ AEC/2018/002	Economic evaluation of solar powered pumping systems in Tamil Nadu	May 2018 to April 2020	Dr.K.Mani Prof. (Agrl. Econ.) & Head, Dept. of Agrl. Economics, Dr.M.Anjugam Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	Refine the methodology.
8	CARDS/ADT/ AEC/2018/001	Yield gap analysis of Paddy in Tamil Nadu	Dec, 2018 to Jan, 2020	Dr. S. Kanaga, Asst. Prof. (Econ.), TRRI, Aduthurai	Complete the project as per the time schedule and objectives

9	CARDS/MDU/AEC/2018/003	Economics of production and planning under risk in the dry farming tracts of Virudhunagar district of Tamil Nadu	April, 2018 to March, 2020	Dr. David Rajasekar Prof. (Agrl. Econ.), Dept. of Agrl. Econ., AC & RI, Madurai	Finalize the methodology Farm level crop planning has to be included.
10	CARDS/MDU/MAT/2018/001	Forecasting of Pulse Production in Tamil Nadu - A Statistical Modeling Approach	May 2018 - March 2019	Dr.B.Sivasankari Asst. Prof. (Maths), Dept. of Agrl. Econ., AC & RI, Madurai	Different model can be tried & the best model has to be selected for analysis.
11	CARDS/TRY/AEC 2018/001	An assessment of agricultural vulnerability in Tiruchirappalli district of Tamil Nadu	Jan 2018 – Dec 2019	Dr.R.Salvadi Easwaran, Prof. (Agrl. Econ.), Dept. of Soc. Sci., ADAC & RI, Trichy	Review the literature and refine the methodology as per the discussion
<b>Theme II: Agricultural Marketing and Price Analysis</b>					
12	CARDS/MDU/AEC/2017/002	Economic analysis of coriander seed marketing in southern Tamil Nadu	June 2017 to May 2019	Dr. R. Rajesh Prof. (Agrl. Econ., Dept. of Agrl. Econ., AC & RI, Madurai	Include Vilathikulam block in Thoothukudi district & complete the project.
13	CARDS/MDU/AEC/2018/002	An economic analysis of production and marketing of barnyard millet (Kudiraivali) in southern district of Tamil Nadu	May, 2018 – April, 2019	Dr. A. Sundar Asst. Prof. (Agrl. Econ.), Dept. of Soc. Sci., AC & RI, Killikulam	Revise the project methodology.
<b>Theme III: Natural Resource and Environment Economics</b>					
14	CARDS/CBE/AEC /2018/003	Internalizing external benefits and external costs into the economics of agro-forestry in Tamil Nadu	May 2018 to April 2020	Dr. T. R. Shanmugam Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	Complete the project activities as per the schedule.

<b>Theme IV: Agricultural Finance and Crop Insurance</b>					
15	CARDS/CBE/AEC/2018/001	Impact of joint liability group (JLG) finance on rural households in Tamil Nadu	May 2018 to April 2020	Dr. M. Anjugam Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	Complete the project as per the the time schedule and objectives.

<b>Theme VI: Policy Advocacy</b>					
16	CARDS/MDU/AEC/2018/001	Structural Changes in Rural Employment and Its Implications for Agriculture	June 2018 - May 2020	Dr.A.Daniel Viswasam Samuel, Prof. (Agrl.Econ.), Dept. of Agrl. Economics, AC & RI, Madurai	Collect secondary data and present the preliminary results

S. No	Project number	Project title	Project Period	Project Leader (PI/Co-PI)	Remarks
<b>B</b>	<b>EXTERNAL FUNDED PROJECTS - Ongoing</b>				
	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>				
1	GOI/CARDS/CBE/AEC/1970/R001	Comprehensive scheme for studying the cost of cultivation of principal crops in Tamil Nadu.	Continuous scheme Since 1970	Dr.K.Mani Prof. (Agrl. Econ.) & Head, Dept. of Agrl. Econ., Dr.K.Chandran Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	Complete the activities as per the scheme objectives and time frame
2	DBT/CARDS/CBE/AEC/2014/R 010	Socio-economic research in the cassava biotechnology research network in India	Oct, 2014 to Oct, 2017 (Project extended up to Dec, 2018)	Dr. K. R. Ashok Prof. (Agrl. Econ.) & Head, Dept. of ARM, CARDS, TNAU, Coimbatore	Complete the project as per the time schedule
3	ICAR/CARDS/CBE/AEC/2017/RO17	Resource use planning for sustainable agriculture	Dec, 2017 to Mar, 2020	Dr.M.Chinnadurai Professor (Agrl. Econ.) & Director, Dr.K.Mani Prof. (Agrl. Econ.) & Head,	Complete the activity as per the scheduled activities.

				Dr.D.Suresh Kumar Prof. (Agrl. Econ.) Dr.K.R.Karunakaran Prof. (Agrl. Econ.) Dr.S.Muraligopal Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore	
4	TAWDEVA/ CARDS/CBE/ AEC/2017/E001	Final evaluation of completed watershed projects under DPAP/IWDP.	July, 2017 to June, 2018	Dr.M.Chinnadurai Professor (Agrl. Econ.) & Director, Dr.K.Mani Prof. (Agrl. Econ.) & Head, Dr.S.Muraligopal Prof. (Agrl. Econ.) Dr.T.R.Shanmugam Prof. (Agrl. Econ.) Dr.K.M.Shivakumar Prof. (Agrl. Econ.) Dr.D.Suresh Kumar Prof. (Agrl. Econ.), Dept. of Agrl. Econ., CARDS, TNAU, Coimbatore, Dr.S.Varadha Raj Asst. Prof., Dept. of Soc. Sci., HC & RI, Periyakulam	Complete the project as per the time schedule
5	CARDS/TRY/ AEC/2015/03	A study on the mango economy, gender participation and the impact of EFF technology on post- production losses of mango.	September, 2015 to May, 2018  (Project extended upto Dec, 2018)	Dr.C. Sekar Prof. (Agrl. Econ.), Dept. of Soc. Sci., ADAC & RI, Trichy.	Complete the project as per the time schedule and objectives
<b>Theme VI: Policy Advocacy</b>					
6	CARDS/TRY/ AEC/2016/R02	Comprehensive scheme for district agricultural plan (C-DAP)	April, 2013 to March 2018  (Project extended upto Dec, 2018)	Dr.C. Sekar Prof. (Agrl. Econ.), Dept. of Soc. Sci., ADAC & RI, Trichy.	Complete the project and sent the closure proposal

## B. AGRICULTURAL EXTENSION AND RURAL SOCIOLOGY

### B.1. Ongoing Projects

S. No	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Remarks
1	CARDS/CBE/AEX/2017/002	Spread and acceptance of TPS 5 rice variety in Kanyakumari district	May 2017 to Sep 2019	Dr.R.Premavathi Assoc. Prof. (Agrl.Extn.), Dept. of Agrl. Extn & Rural Sociology, CARDS, TNAU, Coimbatore	Complete the project as per the programme.
2	CARDS/CBE/AEX/2017/002	Awareness, knowledge and attitude of under graduate students towards e-learning – an empirical study	June 2017 to May, 2018 (Project extended up to Dec, 2018)	Dr.S.Srivara Buddhi Bhuvaneshwari Asst. Prof. (Agrl. Extn.), Dept. of AE&RS, TNAU, Coimbatore	Complete the project as per the time schedule and submit the report in time.
3	CARDS/CBE/AEX/2017/001	Study on present pattern of extension system in Tamil Nadu – A critical analysis	June 2017 to May 2020	Dr.N.Sriram Assoc. Prof. (Extn.) & Prog. Coordinator, KVK, Sandhiyur	Complete the project as per the programme.
4	DST/CARDS/MDU/EXT/2017/R 006	Empowerment of SC/ST Rural Youth through skill development and entrepreneurship programmes.	2017 to 2021	Dr.P.P. Murugan Prof. (Agrl. Extn.) & Head, Dept. of Agrl. Extension, AC & RI, Madurai	Complete the project activities as per the time schedule
5	CARDS/MDU/AEX/2017/001	A study on technology utilisation pattern of pulse production in Madurai district.	June 2017 to May 2019	Dr. Rexlin Selvin Prof. (Agrl. Extn.), Dept. of Agrl. Extn., AC & RI, Madurai	Complete the project activities as per the plan.
6	CARDS/MDU/AEX/2017/002	Livelihood changes of farm families in different farming systems of Madurai District.	June 2017 to May 2019	Dr. K. Mahandrakumar Prof. (Agrl. Extn.), Dept. of Agrl. Extn., AC & RI, Madurai	The project may be completed with in the time schedule.  Publish article
7	CARDS/MDU/AEX/2017/003	Impact of farmer to farmer extension approach under ATMA- An analysis	June 2017 to May 2019	Dr.G. Selvarani Asst. Prof. (Agrl. Extn.), Dept. of Agrl. Extn., AC & RI, Madurai	The project may be completed in time.

<b>8</b>	CARDS/PKM/ AEX/2016/02	Prioritization of research in grapes cultivation among the grape growers in Theni District.	June 2017 to May 2019	Dr.A. Pounraj Prof. (Agrl. Extn.), Dept. of Agrl. Extn., AC & RI, Madurai	Complete the project as per the schedule
<b>9</b>	UGC/CARDS/ MDU/EXT/2016 /R004	A multidimensional study on gender responsive budgeting among three tiers of panchayat set up in Madurai district of Tamil Nadu	July 2015 to June 2018 (Project extended up to Dec, 2018)	Dr.M.Ramasubramanian, Asst. Prof. (Agrl. of Extension) Dept. of Agrl. Extension, AC & RI, Madurai	Complete the project as per the plan and submit the report.
<b>10</b>	ACMD-MDU- AE&RS/2015/ S 186	Agrarian change and livelihood diversification in Tamil Nadu	2015 to March 2019	Dr.M. Jegadeesan Asst. Prof. (Agrl. Extn.), AC & RI, Eachangkottai Dr.P.P. Murugan Prof. (Agrl. Extn.) & Head, Dept. of Agrl. Extn., AC & RI, Madurai.	Complete the project as per the time schedule
<b>11</b>	CARDS/KKM/ AEX/2016/002	Palmyrah: A means for sustainable livelihood through value addition	June 2016 to June 2018 (Project extended up to Dec, 2018)	Dr. S.R. Padma Asst. Prof. (Agrl. Extn.), AC & RI, Killikulam	Complete the project in time and submit the report.
<b>12</b>	CARDS/KKM/ AEX/2016/001	An analytical study on contribution of floriculture in the livelihood of farmers in southern districts of Tamil Nadu	July 2016 to June 2019	Dr. S. Nazreen Hassan, Asst. Prof. (Agrl. Extn.), AC & RI, Killikulam	Complete the project as per the plan of action.
<b>13</b>	CARDS/ KDM/ AEX/ 2016/001	Documentation of existing indigenous and traditional knowledge of farmers by using new media tools in Pudukkottai district of Tamil Nadu	June 2016 to May,2018 (Project extension requested up to Sep, 2018)	Dr.N. Anandaraja Asst. Prof. (Agrl. Extn.), AC & RI, Kudumiyamalai	Complete the project as per the action plan.

<b>External funded – Ongoing project</b>					
<b>14</b>	DST/CARDS/ TRY/SOS/2016/ D003	Enhancing the livelihood status of the tribal women through technological interventions of trainings on non – wood forest products	2016-18 (Project period extended up to Aug, 2018)	Dr.P.Balasubramani am Prof. (Agrl. Extn.), Dept. of Soc. Sci., ADAC & RI, Trichy	Complete the project in time. Include the impact of the interventions. Completion report to be submitted.

### **C. AGRICULTURAL AND RURAL MANAGEMENT**

#### **C.1. Ongoing projects**

<b>S. No</b>	<b>Project Number</b>	<b>Project Title</b>	<b>Project Period</b>	<b>Project Leader (PI/Co-PI)</b>	<b>Remarks</b>
<b>Theme II – Management of Agribusiness and Rural organizations</b>					
<b>1</b>	CARDS/CBE/ ARM/2016/ 002	A study on marketing and value addition of curry leaves in western region of Tamil Nadu	Nov,2016 to Mar, 2018 (Project extended up to Sep, 2018)	Dr.T.Samsai Asst. Prof. (ARM), O/o ODL, TNAU, Coimbatore	Complete the project as per the time schedule
<b>2</b>	CARDS/CBE/ ARM/2016/ 001	A study on dynamics of coconut farmers producer companies in western TamilNadu	Oct, 2016- Sept,2018	Dr.N.Deepa Asst. Prof. (ARM), Dept. of ARM, AC & RI, Madurai	Methodology and objectives may be fine-tuned based on review of literatures. Complete the project as per the extended time schedule
<b>THEME III-SUPPLY CHAIN MANAGEMENT AND VALUE CHAIN ANALYSIS</b>					
<b>3</b>	CARDS/CBE/ ARM/2016/ 003	Value chain analysis of turmeric in Tamil Nadu	Dec 2016 – Dec 2018	Dr.A.Rohini Asst. Prof. (ARM), Dept. of ARM, AC & RI, Eachangkottai	Complete the project as per the programme and objectives
<b>4</b>	CARDS/CBE/ ARM/2015/ 004	An assessment of waste generated in select fruits and vegetables at point of sale – a study of farmers markets in Coimbatore, Trichy and Madurai cities	April 2016- June 2018	Dr.V.M.Indumathi Asst. Prof. (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore Dr.S.Moghana Lavanya, Asst. Prof. (ARM), AC & RI, Madurai Dr.S.Hemalatha Asst. Prof. (ARM), HC & RI (W), Trichy	Complete the study as per the action plan.

5	CARDS/MTP/ ARM/2016/ 001	Value chain analysis of plywood in Coimbatore district	Dec 2016- Nov 2018	Dr.P.Balaji Asst. Prof. (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore	Complete the project as per the objectives and plan of action.
6	CARDS/KKM /ARM/2016/ 001	Value chain analysis of chillies in southern districts of Tamil Nadu	July,2016- June,2018	Dr.D.Muruganathi Asst. Prof. (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore	Complete the study as per the time frame and send closure proposal.

S. N o	Project Number	Project Title	Project Period	Project Leader (PI/Co-PI)	Remarks
<b>External funded projects-ongoing</b>					
1	ICAR/CARDS/ TRY/SOS/2016/ R007	Developing agribusiness models by linking farmer producer organizations and farmers groups to markets through value chain management	Sep, 2016 – Mar, 2019	Dr.S.D.Sivakumar Prof. (ARM) & Head, Dept. of Soc. Sci., ADAC & RI, Trichy Dr.K.Mahendran Prof. (ARM) & Head, Dept. of ARM, CARDS, TNAU, Coimbatore	Complete the project as per the time schedule
2	SFD/FCRI/MTP/A GF/2015/R002	Fruit yield and economic analysis of selected tree species under agroforestry system in Tamil Nadu.	Mar, 2016 to June 2018	Dr.P. Balaji Asst. Prof. (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore	Complete the project as per the time schedule

**E. LANGUAGE****E.1 Ongoing projects**

<b>S. No</b>	<b>Project Number</b>	<b>Project Title</b>	<b>Project Period</b>	<b>Project Leader (PI/Co-PI)</b>	<b>Remarks</b>
1	CARDS/MDU/LAN/2018/001	A study on class room interactive skills in english among the students of AC & RI, & CSC & RI, Madurai & HC & RI, Periyakulam	April, 2018 to March, 2019	Tmt. S.P.Shanmuga priya, Asst. Prof. (English), Dept. of Agrl. Extn., AC & RI, Madurai	As per the time schedule complete the activities and submit the report in time.
2	CARDS/ KDM / TAM / 2016 / 001	புதுக்கோட்டை மாவட்டத்தில் கடைபிடிக்கப்படும் வேளாண்மை சார்ந்த பாரம்பரியத் தொழில்நுட்பங்களும், வட்டார வழக்குச் சொற்களும்	2016 – Dec, 2018	முனைவர்.கே.செல்வராசு பேராசிரியர் வேளாண்மைக் கல்லூரி மற்றும் ஆராய்ச்சி நிலையம் குடுமியான்மலை	Complete the project activities and publish article

## ACTION PLAN FOR 2018-19

### A. AGRICULTURAL ECONOMICS

#### Project No. 1

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/AEC/2016/003</b> Adoption and spread of TNAU varieties in Tamil Nadu
<b>Project Duration</b>	April 2016 to March 2017 Project Extension requested up to December 2018.
<b>Project Activity</b>	
	<ul style="list-style-type: none"> <li>• To assess the rate of adoption of TNAU varieties by the farmers.</li> <li>• To identify the problems in adoption of TNAU varieties.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.K.Chandran,</b> Professor (Agrl. Economics), Dept. of Agrl. Economics, CARDS, TNAU, Coimbatore

#### Action plan for 2018-19

Name of the Scientist	Quarter I	Quarter II	Quarter III
<b>Dr.K.Chandran</b>	Analysing the results	Report writing	Sending closure proposal

#### Project No. 2

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/AEC/ 2016/004</b> A study on yield gap for major crops in Tamil Nadu
<b>Project Duration</b>	April 2016 to March 2017 (Project Extension requested up to March 2019)
<b>Project Activity</b>	
	<ul style="list-style-type: none"> <li>• To assess the yield gap for major crops viz., paddy, maize, black gram, sugarcane, groundnut and cotton.</li> <li>• To identify the reasons for yield gaps in the selected crops</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.K.Mani,</b> Professor (Agrl. Economics) & Head, Dept. of Agrl. Economics, CARDS TNAU, Coimbatore

#### Action plan for 2018-19

Name of the Scientist	Quarter I	Quarter II	Quarter III
<b>Dr.K.Mani</b>	Analysing the results	Report writing	sending closure proposal

### Project No. 3

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/AEC/2017/002</b> An economic inquiry into farmers' knowledge, perception and intensity of pesticide use in major vegetable cultivation of Tamil Nadu
<b>Project Duration</b>	April, 2017 to March, 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• Study of the positive and negative effects of pesticides use in major vegetable crops.</li> <li>• Estimating the Farmer's awareness and adoption level of infestation and pesticide use in major vegetable crops.</li> <li>• Analysing the causes to human health and environment due to indiscriminant use of pesticide.</li> <li>• Studying the determinants for adoption and non-adoption of recommended practices on pesticide use and safety measures.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. M. Thilagavathi,</b> Professor (Agrl. Econ.,) Dept. of Agricultural Economics, CARDS, TNAU, Coimbatore - 03

### Action Plan for 2018-19

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
<b>Dr. M. Thilagavathi</b>	Primary data collection		Analysis of the data	Drafting of final report and presenting the results in the Social Scientist's Meet

### Project No. 4

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS / MTP / AEC / 2016 / 001</b> Value chain analysis of selected NWFP's in Salem forest circle
<b>Project Duration</b>	Dec'2016 to Nov, 2018
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To identify and document the production of various NWFPs in the study area;</li> <li>• To identify the potential service providers and mapping the value chain of selected NWFP's;</li> <li>• To assess the existing value chain suitable to the needs of the NWFPs collectors and industries.</li> <li>• to suggest suitable strategies for efficient value chain management</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. V. Karthick,</b> Asst. Prof. (Agrl. Economics), Dept. of Agricultural Economics, CARDS, TNAU, Coimbatore

### Action Plan for 2018-19

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
<b>Dr.V.Karthick</b>	Sending extension proposal  Preparation of questionnaire	Collection of Data on Marketing cost and income from sale of tamarind  Collection of Data on Marketing of Phoenix grass and value chain map	Analysis of data Drafting of final report and presenting the results in Social Scientists Meet	--

### Project No. 5

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/AEC/2017/001</b> An economic analysis of farm mechanization in Sivagangai district
<b>Project Duration</b>	May 2017 to April 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the pattern of mechanization crop wise and operation wise</li> <li>• To study the impact of mechanization on input cost, productivity, cropping pattern, cropping intensity, income and employment and externalities on non-farm income and non-farm employment</li> <li>• To study the comparative economics of machine labour and human labour and to work out the break-even hectares for different machineries</li> <li>• To study the socio-economic determinants of adoption of farm mechanization</li> <li>• To develop optimal farm plan with mechanization</li> <li>• To study problems in adoption of farm mechanization and to suggest policy measures to overcome the same</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. J. S. Amarnath</b> Professor (Agrl. Economics) and Head, Department of Agricultural Economics, AC & RI, Madurai.

### Action Plan for 2018-19

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
<b>Dr. J.S. Amarnath</b>	Primary data collection		Analysis of the data	Drafting of final report and presenting the results

**Project No. 6**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/ CBE/ AEC /2018/002</b> Comparative economic analysis of irrigated and rainfed farming systems in Tamil Nadu
<b>Project Duration</b>	Jan, 2018 to Dec, 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• Collection of primary and secondary data from published sources, unpublished sources and from farmers.</li> <li>• Based on the details collected on area and crops from both rainfed and irrigated agriculture, sample districts will be selected and survey will be carried out in these districts.</li> <li>• Comparative analysis on cropping pattern strategies adopted for improving productivity, resource use efficiency and technical efficiency of both irrigated and rainfed farms will be assessed.</li> <li>• Profitability of major crops and farm household income of the irrigated and rainfed farms will be assessed.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.A.Vidhyavathi,</b> Associate Professor (Agrl. Econ.), Dept. of Agricultural Economics, CARDS TNAU, Coimbatore - 03

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.A.Vidhyavathi 2018-19</b>	Review of Literature	Secondary data collection on area under irrigated and rainfed cultivation, for all districts of Tamil Nadu from 1980-81 to 2015-2016.	Sampling and Questionnaire preparation for pilot survey	Primary data collection
<b>2019-20</b>	Primary data collection		Analysis of the data	Drafting of final report and presenting the results in the Social Scientist's Meet

**Project No. 7**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS / CBE/AEC/2018/002</b> Economic evaluation of solar powered pumping systems in Tamil Nadu
<b>Project Duration</b>	May 2018 to April 2020
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• Estimation of farm size wise resource use and economics of major crops with respect to irrigation input using electric / diesel /solar powered pumping systems</li> <li>• Assessment of amount of solar energy generated, energy saving in terms of fuel and electricity, reduction in carbon emission</li> <li>• Comparison of impact on farm profitability due to the installation of solar powered pumping system</li> <li>• Identification of benefits and constraints in using solar powered pumping systems</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.K.Mani,</b> Professor (Agrl. Economics) and Head, Dept. of Agricultural Economics, CARDS, TNAU, Coimbatore

**Action Plan**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.K.Mani 2018 -19</b>	Review of Literature	Secondary data collection on no. of electric / diesel /solar powered pumping systems all districts of Tamil Nadu.	Sampling and Questionnaire preparation for pilot survey	Primary data collection
<b>2019-20</b>	Primary data collection		Analysis of the data	Drafting of final report Presenting the results in SSSM

### Project No. 8

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>	
<b>Project No &amp; Title</b>	<b>CARDS/ADT/AEC/2018/001</b> Yield gap analysis of paddy in Tamil Nadu.	
<b>Project Duration</b>	Dec, 2018 to Jan, 2020	
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>Data collection from sample farmers</li> <li>Estimation of yield gap</li> </ul>	
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. T. Elenchezian</b> Asst. Professor (Economics) AC & RI, Vazhavachanur Tiruvannamalai	<b>Dr. S. Kanaga</b> Asst. Professor (Agrl. Economics) TRRI, Aduthurai

### Action Plan

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
<b>Dr. T. Elenchezian / Dr. S. Kanaga 2018-19</b>	Review of Literature	Secondary data collection on area under paddy for all districts of Tamil Nadu.	Sampling and Questionnaire preparation for pilot survey	Primary data collection
<b>2019-20</b>	Primary data collection		Analysis of the data	Drafting of final report

### Project No. 9

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>	
<b>Project No &amp; Title</b>	<b>CARDS/ MDU/AEC/2018/003</b> Economics of production and planning under risk in the dry farming tracts of Virudhunagar district of Tamil Nadu	
<b>Project Duration</b>	April, 2018 to March, 2020	
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>to study the socio-economic profile of the dryland farmers in the study area;</li> <li>to examine the cost and returns of different crops and allied enterprises in the dry farms of the study area;</li> <li>to workout the resource use efficiency of existing dry farming enterprises and to identify the sources of inefficiency;</li> <li>to develop risk efficient farm plans with optimum enterprise mixes across scale of farming; and</li> <li>to identify the different production and other institutional constraints faced by dry land farmers and to suggest appropriate policies and strategies to improve agricultural production in the dry tracts of the study area</li> </ul>	
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. D. David Rajasekar, Ph.D.,</b> Professor (Agrl. Econ), Department of Agrl. Economics, AC & RI, Madurai-625104	

### Action Plan

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
<b>Dr. David Rajasekar</b> 2018-19	Review of Literature	Secondary data collection on area under dry farming in Virudhunagar district.	Sampling and Questionnaire preparation for pilot survey	Primary data collection
<b>2019-20</b>	Primary data collection		Analysis of the data	Drafting of final report

### Project No. 10

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/MAT/2018/001</b> Forecasting of pulse production in Tamil Nadu - A Statistical modeling approach
<b>Project Duration</b>	May 2018 to March 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>To study the growth rate of area, production and yield of major pulses in select districts of Tamil Nadu using different growth models.</li> <li>To compare the nonlinear growth models with fuzzy time series models using different selection criteria.</li> <li>To forecast the production of pulses in select districts of Tamil Nadu using the best fitted forecast models.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.B.Sivasankari,</b> Assistant Professor (Mathematics), AC & RI, Madurai

### Action Plan for 2018-19

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
<b>Dr.B.Sivasankari</b>	Review of Literature	Secondary data collection on area, production, and yield of major pulses in select districts of Tamil Nadu.	Analysis of the data	Drafting of final report

**Project No. 11**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/TRY/AEC/2018/001</b> An assessment of agricultural vulnerability in Tiruchirappalli district of Tamil Nadu
<b>Project Duration</b>	Jan, 2018 to Dec, 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To develop the indicators of exposure to climate variability and to assess the extent of exposure in agriculture</li> <li>• To examine and assess the sensitivity of farming such exposure</li> <li>• To assess the adaptive capacity of farmers to climate variability</li> <li>• To develop an overall agricultural vulnerability index to climate variability</li> <li>• To evolve policy measures to climate variability</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. Salvadi Easwaran</b> Professor (Agrl. Economics), HC & RI (W), Trichy

**Action Plan**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
Dr.R.Salvadi Easwaran 2018-19	Review of Literature	Secondary data collection on area and climatic factors for Tiruchirappalli District.	Sampling and Questionnaire preparation for pilot survey	Primary data collection
2019-20	Primary data collection		Analysis of the data	Drafting of final report and presenting the results

**Project No. 12**

<b>Theme No. and Title</b>	<b>Theme II: Agricultural Marketing and Price Analysis</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/AEC/2017/002</b> Economic analysis of coriander seed marketing in Southern Tamil Nadu
<b>Project Duration</b>	June 2017 to May 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• to identify the existing marketing channels in coriander seed marketing</li> <li>• to quantify the price spread of various marketing channels in coriander seed marketing</li> <li>• To estimate the economics of value addition in coriander seed, and</li> <li>• to examine the problems affecting the coriander seed marketing and processing and suggest possible measures</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.R.Rajesh,</b> Professor (Agrl. Economics), Dept. of Agricultural Economics, AC&RI, Madurai

**Action Plan**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
Dr. R. Rajesh 2018-19	Review of Literature	Secondary data collection from DDH offices in Madurai and Virudhunagar.	Sampling and Questionnaire preparation for pilot survey	Primary data collection from Farmers: 100.
2019-20	Primary data collection from Total Intermdearies:30; Total Processors:10		Analysis of the data	Writing of final report and presenting the results

**Project No. 13**

<b>Theme No. and Title</b>	<b>Theme II: Agricultural Marketing and Price Analysis</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/AEC/2018/002</b> AN economic analysis of production and marketing of barnyard millet (Kuduraivali) in Southern districts of Tamil Nadu
<b>Project Duration</b>	May, 2018 to April, 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the temporal trends in area, production and productivity of Barnyard millet in southern districts of Tamil Nadu</li> <li>• To analyse the extent of varietal adoption in Barnyard millet</li> <li>• To work out the cost and returns in Barnyard millet production</li> <li>• To identify the marketing channel, estimation of price spread and marketing efficiency</li> <li>• To identify the constraints and to suggest suitable policy measures to overcome the problems in production and marketing of Barnyard millets.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.A.Sundar</b> Asst. Professor (Agrl.Econ.) Department of Social Sciences AC & RI, Killikulam

**Action Plan**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.A.Sundar</b> 2018-19	Review of Literature	Secondary data collection on area under Barn yard millet in Southern Districts of Tamil Nadu	Sampling and Questionnaire preparation for pilot survey	Primary data collection
2019-20	Primary data collection		Analysis of the data and report writing	Presenting the results and finalizing the final draft report.

**Project No. 14**

<b>Theme No. and Title</b>	Theme III: Natural Resources and Environmental Economics
<b>Project No &amp; Title</b>	<b>CARDS/CBE/AEC/ 2018/003</b> Internalizing external benefits and external costs into the economics of agro-forestry in Tamil Nadu
<b>Project Duration</b>	May 2018 to April 2020
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• to estimate and analyze the costs and benefits of Agro- Forestry in Tamil Nadu;</li> <li>• to measure and internalize the external cost and external benefit involved in Agro- Forestry in Tamil Nadu;</li> <li>• to analyze the factors determining Agro-Forestry adaptation as a strategy for mitigating climate change and</li> <li>• to suggest appropriate policy for improving eco system services provided by Agro- Forestry in Tamil Nadu</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. T. R. Shanmugam,</b> Professor (Agrl. Economics), Dept. of Agricultural Economics, CARDS, TNAU, Coimbatore -03

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.T.R.Shanmugam 2018-19</b>	Review of Literature	Secondary data collection and Methodology finalized	Sampling and Questionnaire preparation for pilot survey	Primary data collection
<b>2019-20</b>	Primary data collection		Analysis of the data and report writing	Presenting the results and finalizing the report

**Project No. 15**

<b>Theme No. and Title</b>	<b>Theme IV: Agricultural Finance and Crop insurance</b>
<b>Project No &amp; Title</b>	<b>CARDS / CBE/AEC/2018/001</b> Impact of joint liability group (JLG) finance on rural households in Tamil Nadu
<b>Project Duration</b>	May 2018 to April 2020
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• Documentation of profile of JLGs and JLG beneficiaries</li> <li>• Assessment of purpose wise utilization of loan, type of enterprises taken, and its management</li> <li>• Assessment of impact of JLG finance in terms of employment generation, income, consumption, asset creation, savings and investment, social status and empowerment of JLG member households</li> <li>• Assessing the benefits and constraints realized by the beneficiaries in availing JLG financing.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.M.Anjugam, Ph.D.</b> Professor (Agrl. Economics), Dept. of Agricultural Economics, CARDS TNAU, Coimbatore

**Action Plan**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.M.Anjugam 2018-19</b>	Review of Literature	Secondary data collection on list of JLG members Methodology finalization	Sampling and Questionnaire preparation for pilot survey	Primary data collection
<b>2019-20</b>	Primary data collection		Analysis of the data and report writing	Finalising the report and presenting the results.

**Project No. 16**

<b>Theme No. and Title</b>	<b>Theme VI: Policy Advocacy</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/AEC/2018/001</b> Structural changes in rural development and its implications for agriculture
<b>Project Duration</b>	June 2018 to May 2020
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To discern the changes in rural employment from past to present</li> <li>• To identify the factors and linkages for the cause of diversification in rural employment</li> <li>• To analyze its impact in terms of standard of living among rural households</li> <li>• To study its overall implications for agriculture</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.A.Daniel Viswasam Samuel</b> Professor (Agrll Economics) Dept. of Agrl. Economics AC&RI, Madurai.

**Action Plan**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
Dr.A.Daniel Viswasam Samuel 2018-19	Review of Literature	Secondary data collection on rural employment pattern. Methodology finalization	Sampling and Questionnaire preparation for pilot survey	Primary data collection
2019-20	Primary data collection		Analysis of the data and drafting the report	Presenting the results and finalizing the report

**EXTERNAL FUNDED PROJECTS – Ongoing**

**Project No. 1**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>
<b>Project No &amp; Title</b>	<b>GOI/CARDS/CBE/AEC/1970/R001</b> Comprehensive scheme for studying the cost of cultivation of principal crops in Tamil Nadu (E 28 AH)
<b>Project Duration</b>	Continuous scheme Since 1970
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To collect and compile cost data on major crops for implementing price policy</li> <li>• To collect input and output price data for major crops</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<p><b>Dr.K.Mani,</b> Professor (Agrl. Economics) and Head, Dept. of Agrl. Economics, CARDS, TNAU, Coimbatore</p> <p><b>Dr.K.Chandran,</b> Professor (Agrl. Economics), Dept. of Agrl. Economics, CARDS, TNAU, Coimbatore</p>

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Honorary Director</b>	Overall Monitoring and Administrative control of the scheme Inspecting the clusters for ensuring quality of primary data collected from the sample farmers			
<b>Field Officer</b>	Monitoring data collection, sending the data to the Directorate of Economics and Statistics, New Delhi. Inspecting the clusters for ensuring quality of primary data collected from the sample farmers			
<b>Assistant Statistician</b>	Monitoring and validating the collected data by 60 field men			
<b>Field Supervisor</b>	Monitoring and validating the collected data by 10 field men working in their respective regions			
<b>Field men</b>	Collection of primary data from 10 sample farmers of their respective clusters and collection of Input and output prices			

**Project No. 2**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>
<b>Project No &amp; Title</b>	<b>DBT/CARDS/CBE/AEC/2014/R010</b> Socio-economic research in the Cassava biotechnology research network in India.
<b>Project Duration</b>	Oct, 2014 to Oct, 2017 (Project extended up to December 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• Analysis of cassava seed system with reference to varieties and trait preferences of farmers</li> <li>• Analysis of cassava cropping system with reference to economics of cassava production under different production environment and CMD incidence in the study area</li> <li>• The estimation of input use, yield, tuber characteristics and farmer's acceptance of the newly developed cassava varieties.</li> <li>• Analysis of shift in cropping pattern in cassava areas and relative profitability of competing crops</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. K. R. Ashok,</b> Professor (Agrl. Economics) and Head, Department of ARM, TNAU, Coimbatore <b>Dr. M. Chinnadurai,</b> Professor (Agrl. Economics) & Director, CARDS, TNAU, Coimbatore <b>Dr. S. Varadha Raj,</b> Assoc. Prof. (Agrl. Econ), Dept. of Social Sciences, HC&RI, Periyakulam

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
Dr.M.Chinnadurai	Overall guidance, monitoring and supervision of the scheme			
Dr.K.R.Ashok	Data analysis, report writing, article publication and budget management.			
Dr.S.Varadha Raj	Data collection	Data entry	--	--

**Project No. 3**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>
<b>Project No &amp; Title</b>	<b>ICAR/CARDS/CBE/AEC/2017/RO17</b> ICAR - NIAP Network Project of TNAU, Coimbatore Centre: <b>Resource use planning for sustainable agriculture in Tamil Nadu</b>
<b>Project Duration</b>	Dec, 2017 to Mar, 2020
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• Secondary data collection and analysis, preliminary works on literature collection, interview schedule preparation, pilot study, finalizing the methodology for the study, identification of study area.</li> <li>• Development of crop suitability matrix</li> <li>• Analysis of regional specific potentials and constraints in different production system</li> <li>• Data entry, processing and analysis -             <ul style="list-style-type: none"> <li>○ Analysis of farm profitability and development of input-output matrix</li> </ul> </li> <li>• Final Report Writing, organizing policy workshop and report finalization.</li> <li>• Printing technical bulletins and policy briefs</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Principal Investigator</b> <b>Dr.M.Chinnadurai</b> Professor (Agrl. Economics) & Director, CARDS, TNAU, Coimbatore <b>Co-PIs</b> <b>1.Dr.K.Mani</b> Professor (Agrl. Econ.) and Head, Dept of Agrl.Economics, TNAU, Coimbatore <b>2. Dr.D.Suresh Kumar</b> Professor (Agrl. Economics), Dept. of Agrl. Econ., TNAU, Coimbatore <b>3. Dr.K.R.Karunakaran</b> Professor (Agrl. Econ.), Dept. of Agrl. Econ., TNAU, Coimbatore <b>4. Dr.S.Muraligopal</b> Professor (Agrl. Econ.), Dept. of Agrl. Economics, TNAU, Coimbatore

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
Dr.M.Chinnadurai	Overall guidance, monitoring and supervision of the scheme			
Dr.K.Mani	Report finalization and Administration			
Dr.D.Suresh Kumar	Source wise Irrigation Data collection and Analysis,			
Dr.K.R.Karunakaran	Source wise land use and cropping pattern - Data collection and Analysis			
Dr.S.Muraligopal	Stock purchase and budget management			

**Project No. 4**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>
<b>Project No &amp; Title</b>	<b>TAWDEVA/CARDS/CBE/AEC/2017/E001</b> Final evaluation of completed DPAP / IWDP watershed project Tamil Nadu.
<b>Project Duration</b>	July, 2017 to June, 2018
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>to study the various aspects of programme implementation process such as community organization, watershed treatment activities, training, exposure visits, operational procedures etc. and</li> <li>to assess the various activities executed under DPAP / IWDP watersheds.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. M. Chinnadurai</b> Professor (Agrl. Economics) & Director, CARDS TNAU, Coimbatore

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
Dr.M.Chinnadurai	Overall guidance, monitoring and supervision of the scheme		--	--
Dr.K.Mani	Report finalization and Administration		--	--
Dr.D.Suresh Kumar Dr.S.Muraligopal Dr.T.R.Shanmugam Dr.K.M.Shivakumar Dr.S.Varadha Raj	Evaluation of watersheds for 2 districts and report preparation		--	--

**Project No. 5**

<b>Theme No. and Title</b>	<b>Theme I: Economics of Agricultural Production and Farm Planning</b>
<b>Project No &amp; Title</b>	<b>CARDS/ACTRY/TRY/AEC/2015/03</b> A study on the mango economy, gender participation and the impact of EFF technology on post production losses of mango
<b>Project Duration</b>	September, 2015 to May, 2018 (Project extension requested up to December 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>To study the gender participation in mango farming in Tamil Nadu</li> <li>To workout the cost of establishment and cost of cultivation of mango, and</li> <li>To study the impact of EFF (Effective Freshness Formulation) on the keeping quality and cost economics of EFF technology.</li> </ul>
<b>Name of the scientist(s) with designation &amp; Centre:</b>	<b>Dr.C.Sekar</b> Professor (Agrl. Economics), Dept. of Social Sciences, ADAC & RI, Trichy.

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.C.Sekar</b>	Data Analysis, report writing and submission of report		-	-

**Project No. 6**

<b>Theme No. and Title</b>	<b>Theme VI: Policy Advocacy</b>
<b>Project No &amp; Title</b>	<b>CARDS/TRY/AEC/2016/R002</b> Comprehensive scheme for district agricultural plan (C-DAP)
<b>Project Duration</b>	April, 2013 to December 2018 (Project extended up to December 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>Preparation of District Agriculture plan for Trichy district</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.C.Sekar</b> Professor (Agrl. Economics), Dept. of Social Sciences,  <b>Dr. S.Gurunathan,</b> Asst. Professor Department of Social Sciences ADAC & RI, Trichy.

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.C.Sekar</b>	Report writing and submission		-	-

## B. AGRICULTURAL EXTENSION & RURAL SOCIOLOGY

### Project No.1

<b>Theme No. and Title</b>	<b>Theme I: Monitoring, Adoption and Impact Assessment</b>
<b>Project Duration</b>	May 2017 to September 2019
<b>Project No &amp; Title</b>	<b>CARDS/CBE/AEX/2017/002</b> Spread and acceptance of TPS 5 paddy variety in Kanyakumari district
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the profile characteristics of TPS 5 paddy farmers</li> <li>• To find out the extent of adoption of recommended TPS 5 rice cultivation practices by farmers</li> <li>• To identify the marketing behaviour of TPS 5 rice growing farmers</li> <li>• To document the successful TPS 5 paddy growers as case study</li> <li>• To identify the constraints faced by TPS 5 rice growers and formulate suitable strategies to overcome the constraints</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. R.Premavathi</b> Assoc. Prof. [Agrl. Extension] Department of Agricultural Extension and Rural Sociology, CARDS, TNAU, Coimbatore

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. R.Premavathi</b>	Data collection	Data collection	Tabulation, analysis and report writing	submission of final report

**Project No.2**

<b>Theme No. and Title</b>	<b>Theme III: Analysis of shifting pattern of rural youth and developing strategies for retention in Agriculture</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE / AEX / 2017 / 002</b> Awareness, knowledge and attitude of under graduate students towards e – learning – an empirical study
<b>Project Duration</b>	June 2017 to May 2018 (Project Extension requested up to December 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the characteristics of UG students</li> <li>• To study the awareness of UG students towards E-Learning</li> <li>• To assess the knowledge of UG students towards E-Learning</li> <li>• To identify the attitude towards E-Learning</li> <li>• To suggest measures to improve E-Learning</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. S. Srivara Buddhi Bhuvaneswari,</b> Assistant Professor (Agricultural Extension) Department of Agricultural Extension and Rural Sociology, CARDS, TNAU. Coimbatore

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. S. Srivara Buddhi Bhuvaneswari</b>	Data collection from the respondents	Data collection from the respondents	Tabulation, Analysis of Data  Report Writing and submission of final report and publishing the results	--

### Project No.3

<b>Theme No. and Title</b>	<b>Theme V: Extension System/ Approach analysis</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/AEX/2017/001</b> Study on present extension system in Tamil Nadu – A Critical Analysis
<b>Project Duration</b>	June 2017 to May 2020
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the present extension methods used by the extension workers for transfer of technologies to the farming community</li> <li>• To find out the extension workers' training needs towards present agricultural scenario</li> <li>• To conduct SWOC analysis about the present pattern of Extension System in Tamil Nadu</li> <li>• To find out the extent of role performance played by the extension workers in the present extension system</li> <li>• To study the perceived attributes about the extension reforms programme in Tamil Nadu among the extension workers</li> <li>• To enumerate the constraints encountered by the extension workers while discharging duties and suggestions for further strengthening of extension system in Tamil Nadu</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.N.Sriram,</b> Assoc. Professor (Agrl. Extension) & Programme Coordinator, KVK, Sandhiyur

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.N.Sriram</b>	SWOC Analysis  Coimbatore, Salem and Trichy	SWOC Analysis  Tirunelveli, Madurai, Tanjore and Villupuram	Tabulation, Analysis of Data	Report Writing and presenting the results in SSSM

#### Project No.4

<b>Theme No. and Title</b>	<b>Theme III: Extension research on ICT in Agriculture</b>			
<b>Project No &amp; Title</b>	<b>DST/CARDS/MDU/EXT/2017/R006</b> Empowerment of SC/ST rural youth through skill development and entrepreneurship programmes			
<b>Project Duration</b>	2017 to 2021			
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To undertake entrepreneurial need analysis of SC/ST Rural Youth in selected blocks of Western Agro Climatic Zone in Tamil Nadu</li> <li>• To finalize the Agriculture based Entrepreneurial ventures to be considered for skill training</li> <li>• To conduct the skill training in selected agriculture based entrepreneurial ventures to SC/ST Rural Youth</li> <li>• To facilitate the selected trained Rural Youth to prepare a Project report for getting financial and other inputs</li> <li>• To link the trained rural SC/ST Youth with Financial and other institutions which facilitate them to start a business</li> <li>• To prepare Socio-Economic Impact Indicators and to conduct Impact evaluation of skill training among selected SC/ST rural youth</li> </ul>			
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. P. P. Murugan</b> Professor (Agrl. Extension) and Head Department of Agricultural Extension and Rural Sociology, AC & RI, Madurai-625104			

#### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. P. P. Murugan</b>	Data collection from the respondents	Data collection from the respondents	Tabulation, Analysis of Data and report writing	Presenting the results and finalizing the report.

**Project No.5**

<b>Theme No. and Title</b>	<b>Theme I: Monitoring, Adoption and Impact Assessment</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/AEX/2017/001</b> A study on technology utilization pattern of pulses production in Madurai district
<b>Project Duration</b>	June 2017 to May 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To analyse the knowledge level of pulse growers on the recommended production technologies</li> <li>• To study the technology utilization pattern of pulse growers</li> <li>• To find out the reasons/constraints for non-utilization of technologies</li> <li>• To formulate strategies based on the suggestions given by the pulse growers</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. Rexlin Selvin</b> Professor (Agrl. Extension) Department of Agricultural Extension and Rural Sociology, AC & RI, Madurai – 625 104

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. Rexlin Selvin</b>	Data collection from 75 pulse growers	Data collection from 75 pulse growers	Tabulation and data analysis	Report writing and submission of closure proposal.

**Project No.6**

<b>Theme No. and Title</b>	<b>Theme IV: Agricultural Education / Social Change</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/AEX/2017/002</b> Livelihood changes of farm families in Periyar-Vaigai command area of Madurai district.
<b>Project Duration</b>	June 2017 to May 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To explore the dimensions of livelihood changes and extent of livelihood changes of farm families in different farming system of Madurai district.</li> <li>• To find out the factors responsible for livelihood changes of farm families in different farming system of Madurai district</li> <li>• To assess the extent of influence of livelihood changes in the existing farming system.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. K. Mahandrakumar</b> Professor (Agrl. Extension) Department of Agricultural Extension and Rural Sociology, Agricultural College & Research Institute, Madurai – 625 104

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.K.Mahandrakumar</b>	Collection of primary data	Tabulation, Analysis of Data	Report Writing and submission of completion report	Presenting the results

### Project No.7

<b>Theme No. and Title</b>	<b>Theme V: Extension System/ Approach analysis</b>
<b>Project No &amp; Title</b>	<b>CARDS/MDU/AEX/2017/003</b> Impact of farmer to farmer extension approach under ATMA - An Analysis
<b>Project Duration</b>	June 2017 to May 2019
<b>Project Activity</b>	<ul style="list-style-type: none"><li>• To explore the perception of the farmers on the roles of Farmer Friends in Transfer of Technology.</li><li>• To examine the TOT methods used by the Farmer Friends in Transfer of Technology.</li><li>• To analyze the impact generated by Farmer Friends in Technology Transfer as perceived by the beneficiaries.</li><li>• To conduct SWOC analysis on Farmer to Farmer Extension approach under ATMA.</li><li>• To suggest suitable strategies to increase the effectiveness of Farmer to Farmer Extension under ATMA.</li></ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. G. Selvarani</b> Assistant Professor (Agrl. Extension) KVK, Agricultural College & Research Institute, Madurai – 625 104

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. G. Selvarani</b>	Data collection from the respondents	Data collection from the respondents	Tabulation, Analysis of Data and report writing	Presenting the results and finalizing the report.

**Project No.8**

<b>Theme No. and Title</b>	Theme I: Monitoring, Adoption and Impact Assessment
<b>Project No &amp; Title</b>	<b>CARDS/PKM/AEX/2016/002</b> Prioritization of research in grapes cultivation among the grapes growers in Theni District
<b>Project Duration</b>	June 2017 to May 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the socio-economic characteristics of grape growers.</li> <li>• To study the practice wise research priorities of grape growers in grapes cultivation.</li> <li>• To study the problems and constraints expressed by the grape growers while adopting new technologies in their field.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.A.Pounraj</b> Professor (Agrl. Extension) Department of Agricultural Extension and Rural Sociology, Agricultural College & Research Institute Madurai – 625 104

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.A.Pounraj</b>	Collection of primary data	Tabulation, Analysis of Data	Report Writing	Presenting the results and sending closure proposal

### Project No.9

<b>Theme No. and Title</b>	<b>Theme IV: Agricultural education / Social change</b>
<b>Project No &amp; Title</b>	<b>UGC/CARDS/MDU/EXT/2016/R004</b> “A multi-dimensional study on gender responsive budgeting among three tiers of panchayat set up in Madurai district of Tamil Nadu”
<b>Project Duration</b>	July 2015 to June 2018 (Project Extended upto Dec, 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To analyse the budgetary decision making in rural families and its determinants</li> <li>• To compare the budget of women headed and men headed panchayats with Gender Budgeting Tools</li> <li>• To examine with gender lens, budget allocations for development programmes in District Panchayat and different blocks of Madurai district and its realization by women beneficiaries</li> <li>• To assess the attitude, existing skills, required training needs and constraints of Officials of Development departments towards Gender Responsive Budgeting</li> <li>• To arrive at comprehensive strategies for upscaling gender inclusive budgetary processes at all levels.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. M. Ramasubramanian</b> Assistant Professor (Agricultural Extension) ICAR-KVK, Needamangalam, Thiruvarur

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. M.Ramasubramanian</b>	Tabulation, Analysis of Data	Report Writing and submission  Sending closure proposal	--	--

**Project No.10**

<b>Theme No. and Title</b>	<b>Theme III: Analysis of shifting pattern of rural youth and developing strategies for retention in Agriculture</b>
<b>Project No &amp; Title</b>	ACMD/MDU/AE&RS/2015/S186 Agrarian change and livelihood diversification in Tamil Nadu
<b>Project Duration</b>	2015 to March, 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the changes in tank irrigated agriculture and rainfed agriculture in Tamil Nadu</li> <li>• To analyse livelihood dynamics of farmers and landless labourers in response to agrarian change</li> <li>• To evaluate sustainability of livelihood choices of farmers and landless labourers in Tamil Nadu</li> <li>• To elucidate availability of non-farm opportunities in the study area and its capability of absorbing labours</li> <li>• To compare inter and intra blocks, village, community wise differences in responding agrarian change and social dynamics.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr M. Jegaadeesan, Ph.D.,</b> Assistant Professor (Agricultural Extension) Department of Agricultural Extension and Rural Sociology Agricultural College and Research Institute, Madurai

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr M. Jegaadeesan</b>	Data collection from the respondents	Data collection from the respondents	Tabulation, Analysis of Data	Report Writing and presenting the results.  Submission of closure proposal

### Project No.11

<b>Theme No. and Title</b>	<b>Theme I: Monitoring, Adoption and Impact Assessment</b>
<b>Project No &amp; Title</b>	<b>CARDS/KKM/AEX/2016/002</b> Palmyrah: A means for sustainable livelihood through value addition
<b>Project Duration</b>	June 2016 to June 2018 (Project Extended upto Dec, 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the socio-economic profile of the Palmyrah entrepreneurs;</li> <li>• To document the value added products developed by Palmyrah entrepreneurs;</li> <li>• To assess the knowledge on commercially produced value added products and the skill on production techniques;</li> <li>• To assess the training needs in the identified areas of edible and Non-edible value added products; and</li> <li>• To enumerate the constraints in sustenance of enterprises and suggestions for strengthening</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. S.R. Padma</b> Assistant Professor [Agrl. Extension] Department of Social Sciences Agrl. College and Research Institute Killikulam, Vallanad - 628 252

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. S.R. Padma</b>	Tabulation and Analysis	submission of final report after presenting the results	Sending the closure proposal	-

**Project No. 12**

<b>Theme No. and Title</b>	<b>Theme I: Monitoring, Adoption and Impact Assessment</b>
<b>Project No &amp; Title</b>	<b>CARDS/KKM/AEX/2016/001</b> An analytical study on contribution of floriculture in the livelihood of farmers in southern districts of Tamil Nadu
<b>Project Duration</b>	July 2016 to June 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To study the socio-economic profile of flower growers in southern districts of Tamil Nadu;</li> <li>• To find out the area and production trend of flower cultivation in the study area;</li> <li>• To assess the skill gap in loose flower cultivation;</li> <li>• To examine the economic returns generated through the cultivation of loose flowers and its contribution to the livelihood support to the farmers;</li> <li>• To study the marketing potential of floriculture in the study area; and</li> <li>• To identify the constraints faced by the flower growers</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. S. Nazreen Hassan</b> Assistant Professor [Agrl. Extension] Department of Social Sciences Agrl. College and Research Institute Killikulam, Vallanad - 628 252.

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. S. Nazreen Hassan</b>	Tabulation and analysis	Report writing and presenting the results	Finalizing the report and sending closure proposal	-

### Project No.13

<b>Theme No. and Title</b>	<b>Theme II: Extension Research on ICT in Agriculture</b>
<b>Project No &amp; Title</b>	<b>CARDS/ KDM/AEX/ 2016/001</b> Documentation of existing indigenous and traditional knowledge of farmers by using new media tools in Pudukkottai district of Tamil Nadu
<b>Project Duration</b>	June 2016 to May 2018 (Project Extension requested up to September 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To identify and scout the existing indigenous and traditional knowledge of farmers in agriculture and allied sectors.</li> <li>• To document the traditional practices with the help of new media tools.</li> <li>• To ascertain the scientific rationale behind the identified traditional knowledge.</li> <li>• To upload the documented information in TNAU site and social media tools for larger reach.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. N. Anandaraja, Ph.D.</b> Assistant Professor (Agrl. Extension) Agricultural College and Research Institute, Kudumiyamalai, Pudukkottai-622 104

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. N. Anandaraja</b>	Data collection from the respondents	Data collection from the respondents	Tabulation, Analysis of Data	Report Writing and presenting the results. Finalizing the report

## EXTERNALLY FUNDED PROJECTS

### Project No.1

<b>Theme No. and Title</b>	<b>Theme VI: Gender Studies</b>
<b>Project No &amp; Title</b>	<b>DST/CARDS/TRY/SOS/2016/D003</b> Enhancing the livelihood of tribal women through technological interventions of trainings and demonstration on NonWood Forest Products (NWFPs)
<b>Project Duration</b>	2016 – 2018 (Project period extended up to August, 2018)
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>• To train the tribal women on collection, storage, processing, value addition and marketing of NWFPs.</li> <li>• To assess the impact of the trainings on the livelihood status of tribal women.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.P. Balasubramaniam</b> Professor (Agrl.Extension) Department of Agricultural Extension and Rural Sociology, CARDS, TNAU, Coimbatore

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.P. Balasubramaniam</b>	Conducting training			Publishing results and sending the completion report.

## C. AGRICULTURAL & RURAL MANAGEMENT

### Project No.1

<b>Theme No. and Title</b>	<b>Theme II – Management of Agribusiness and Rural organizations</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/ARM/2016/ 002</b> A study on marketing and value addition of curry leaves in western region of Tamil Nadu
<b>Project Duration</b>	Nov 2016 to March 2018 (Project extension requested upto Sept, 2018)
<b>Project Activity</b>	Preparation of schedule, Data collection from various stakeholders, Analysis of data and report writing
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.T.Samsai,</b> Asst. Professor (ARM), Open & Distance Learning, TNAU, Coimbatore

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.T.Samsai</b>	Survey of sample respondents	Data Analysis	Report writing and Sending the closure proposal	-

### Project No.2

<b>Theme No. and Title</b>	<b>Theme II – Management of Agribusiness and Rural organizations</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/ARM/2016/001</b> A study on dynamics of coconut farmers producer companies in Western Tamil Nadu
<b>Project Duration</b>	Oct, 2016 to Sept, 2018
<b>Project Activity</b>	Preparation of schedule, Data collection in selected coconut Analysis of data and report writing
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. N. Deepa,</b> Asst. Prof. (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.N.Deepa</b>	Survey of sample respondents	Data Analysis	Report writing & discussing the results	Sending the completion report

### Project No.3

<b>Theme No. and Title</b>	<b>THEME III - SUPPLY CHAIN MANAGEMENT AND VALUE CHAIN ANALYSIS</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/ARM/2016/003</b> Value chain analysis of turmeric in Tamil Nadu
<b>Project Duration</b>	December, 2016 – December, 2018
<b>Project Activity</b>	Preparation of schedule, Data collection among the participants in the chain, Analysis of data and report writing
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr. A.Rohini</b> Associate Professor (ARM), AC & RI, Eachangkottai, Thanjavur

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr. A.Rohini</b>	Completion of Primary Data collection	Data Analysis	Report writing & presenting the results Sending the closure proposal	--

### Project No.4

<b>Theme No. and Title</b>	<b>THEME III - SUPPLY CHAIN MANAGEMENT AND VALUE CHAIN ANALYSIS</b>
<b>Project No &amp; Title</b>	<b>CARDS/CBE/ARM/2015/004</b> An assessment of waste generated in select fruits and vegetables at point of sale – A study of farmers markets in Coimbatore, Trichy and Madurai Cities
<b>Project Duration</b>	APRIL 2016 - JUNE 2018
<b>Project Activity</b>	Preparation of schedule, Data collection in selected districts, Analysis of data and report writing
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.V.M.Indumathi,</b> Asst.Prof.(ARM), Dept. of ARM, TNAU, Coimbatore

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.V.M.Indumathi</b>	Submission of completion report	Publishing the results	--	--

**Project No. 5**

<b>Theme No. and Title</b>	<b>THEME III-SUPPLY CHAIN MANAGEMENT AND VALUE CHAIN ANALYSIS</b>
<b>Project No &amp; Title</b>	<b>CARDS/MTP/ARM/2016/001</b> Value chain analysis of plywood in Coimbatore district
<b>Project Duration</b>	Dec, 2016 to Nov,2018
<b>Project Activity</b>	Preparation of schedule, Data collection from farmers and plywood manufacturers, Analysis of data and report writing
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.P.Balaji</b> Asst. Professor (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore - 3

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.P.Balaji</b>	Final report preparation	Presenting the results and finalizing the report	Sending closure proposal	--

**Project No.6**

<b>Theme No. and Title</b>	<b>THEME III-SUPPLY CHAIN MANAGEMENT AND VALUE CHAIN ANALYSIS</b>
<b>Project No &amp; Title</b>	<b>CARDS/KKM/ARM/2016/001</b> Value Chain Analysis of Chillies in Southern Districts of Tamil Nadu
<b>Project Duration</b>	July 2016 to June,2018 (Project Extension requested up to December 2018)
<b>Project Activity</b>	Preparation of schedule, Data collection from participants in the value chain, Analysis of data and report writing
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.D.Muruganathi,</b> Asst. Prof. (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.D.Muruganathi</b>	Primary data collection in Ramnad District	Primary data collection in Virudhunagar district	Data analysis and submission of project report  Presenting the results and finalising the report	--

## EXTERNAL FUNDED PROJECTS - Ongoing

### Project No. 1

<b>Theme No. and Title</b>	<b>THEME III - SUPPLY CHAIN MANAGEMENT AND VALUE CHAIN ANALYSIS</b>
<b>Project No &amp; Title</b>	<b>ICAR/CARDS/TRY/SOS/2016/R007</b> Developing agribusiness models by linking farmer producer organizations and farmers groups to markets through value chain management
<b>Project Duration</b>	Sep, 2016 –Mar, 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>➤ to analyze and develop relevant agribusiness strategy, agribusiness model and business process for selected Farmers Groups and FPOs in Tamil Nadu</li> <li>➤ to assess the linkages among various functions and stakeholders and design value chain</li> <li>➤ to develop entrepreneurs among rural women for undertaking various activities in value chain</li> <li>➤ to assess the resource requirements for implementation of business model</li> <li>➤ to develop and implement capacity building programs for farmers for effectively managing Farmers Groups and FPOs and value chain management</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	Dr.S.D.Sivakumar Prof. (ARM) & Head, Dept. of Soc. Sci., ADAC & RI, Trichy

### Action Plan for 2018-19

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>2018-19</b>	FPC survey	FPC survey and Market survey	Formulating business strategy and developing agribusiness model	Conducting workshop
<b>2019-20</b>	Interaction with various stakeholders  Enabling implementation of the newly developed value chain system through suitable interventions	Training farmers  Financial planning	Analysis of farmer's knowledge and skills for management of organization, market analysis, business planning and value chain management.  Designing and implementation of capacity building programmes	Report writing and Submission

**Project No. 2**

<b>Theme No. and Title</b>	<b>THEME III - SUPPLY CHAIN MANAGEMENT AND VALUE CHAIN ANALYSIS</b>
<b>Project No &amp; Title</b>	<b>SFD/FCRI/MTP/AGF/ 2015/R002</b> Fruit yield and economic analysis of selected tree species under agroforestry system in Tamil Nadu.
<b>Project Duration</b>	Mar, 2016 to June 2018
<b>Project Activity</b>	To assess the fruit yield of tree species under agroforestry system
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Dr.P. Balaji</b> Asst. Prof. (ARM), Dept. of ARM, CARDS, TNAU, Coimbatore

**Action Plan for 2018-19**

<b>Name of the Scientist</b>	<b>Quarter I</b>	<b>Quarter II</b>	<b>Quarter III</b>	<b>Quarter IV</b>
<b>Dr.P. Balaji</b>	Writing of report and sending closure proposal	--	--	

**LANGUAGES****Project No.1**

<b>Project No &amp; Title</b>	<b>CARDS /MDU/LAN /2018/001</b> A study on class room interactive skills in english among the students of AC & RI, & CSC & RI, Madurai and HC & RI, Periyakulam, TNAU
<b>Project Duration</b>	April, 2018 - March, 2019
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>To develop the interactive skills in English among the First Year B.Sc. Agriculture and Food Science &amp; Nutrition Students (2018-19 Batch)</li> <li>To expose the interactive skills in English among the First Year B.Sc. Agriculture and Food Science &amp; Nutrition Students (2018-19 Batch) through the interactive techniques.</li> <li>To suggest means to improve the interactive skills of agricultural graduates.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>Tmt. S.P.Shanmugapriya</b> Asst. Professor (English), Dept. of Agri. Extension and Rural Sociology AC & RI, Madurai

**Action Plan for 2018-19**

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
Tmt. S.P.Shanmugapriya	Data collection from the respondents	Data collection from the respondents	Tabulation, Analysis of Data	Report Writing and presentation of findings  Sending the completion report

**Project No. 2**

<b>Project No &amp; Title</b>	<b>CARDS/ KDM / TAM / 2016 / 001</b> புதுக்கோட்டை மாவட்டத்தில் கடைபிடிக்கப்படும் வேளாண்மை சார்ந்த பாரம்பரியத் தொழில்நுட்பங்களும், வட்டார வழக்குச் சொற்களும் .
<b>Project Duration</b>	2016 – Dec, 2018
<b>Project Activity</b>	<ul style="list-style-type: none"> <li>எங்கெல்லாம் ஆட்டுக்கிடை அமைக்கிறதோ அந்த வயலில் எலி வாழாது. பசும் சாணத்தை வயலிலும் வரப்பிலும் வைத்தால் எலித்தொல்லை குறையும் என்பது போன்ற தொழில்நுட்பங்கள் வழக்கில் உள்ளன.</li> </ul>
<b>Name of the scientist(s) with designation and Centre:</b>	<b>முனைவர்.கே.செல்வராசு</b> பேராசிரியர் வேளாண்மைக் கல்லூரி மற்றும் ஆராய்ச்சி நிலையம் குடுமியான்மலை. புதுக்கோட்டை

**Action Plan for 2018-19**

Name of the Scientist	Quarter I	Quarter II	Quarter III	Quarter IV
<b>முனைவர்.கே.செல்வராசு</b>	Sending extension proposal  Preparation of questionnaire	Data collection  Tabulation Analysis of Data	Report writing and presenting the results  Submitting the final report.	--

**TIME SPENT FOR VARIOUS ACTIVITIES (%)**  
**WORK LOAD OF SOCIAL SCIENCES SCIENTISTS FOR THE YEAR 2018-19**

S. No.	Scientists	% of time	S. No.	Scientists	% of time
<b>CARDS</b>					
<b>1</b>	<b>Dr. M.Chinnadurai</b>		<b>8.</b>	<b>Dr.M.Anjugam</b>	
	Teaching	16		Teaching	60
	Research	24		Research	20
	Extension	10		Extension	-
	Administration	40		Administration	-
	Others	10		Others	20
<b>Dept. of Agri. Economics</b>					
<b>2</b>	<b>Dr.K.Mani</b>		<b>9</b>	<b>Dr.M.Thilagavathi</b>	
	Teaching	30		Teaching	60
	Research	20		Research	20
	Extension	10		Extension	-
	Administration	40		Administration	-
	Others			Others	20
<b>3</b>	<b>Dr.T.R.Shanmugam</b>		<b>10</b>	<b>Dr.K.R.Karunakaran</b>	
	Teaching	80		Teaching	50
	Research	20		Research	35
	Extension	-		Extension	-
	Administration	-		Administration	-
	Others	-		Others	15
<b>4.</b>	<b>Dr.C.Sekar</b>		<b>11</b>	<b>Dr.A.Vidhyavathi</b>	
	Teaching	60		Teaching	58
	Research	30		Research	17
	Extension	10		Extension	5
	Administration	-		Administration	-
	Others	-		Others	20
<b>5.</b>	<b>Dr.P.Paramasivam</b>		<b>12</b>	<b>Dr.S.Senthilnathan</b>	
	Teaching	45		Teaching	70
	Research	30		Research	10
	Extension	-		Extension	10
	Administration	-		Administration	-
	Others	25		Others	10
<b>6.</b>	<b>Dr.K.Chandran</b>		<b>13</b>	<b>Dr.D.Sureshkumar</b>	
	Teaching	30		Teaching	30
	Research	30		Research	60
	Extension	20		Extension	5
	Administration	20		Administration	-
	Others	-		Others	5

<b>7.</b>	<b>Dr.S.Muraligopal</b>		<b>14</b>	<b>Dr.S.Varadharaj</b>	
	Teaching	50		Teaching	60
	Research	30		Research	20
	Extension	10		Extension	10
	Administration	-		Administration	-
	Others	10		Others	10
<b>15.</b>	<b>Dr.S.Angles</b>		<b>16.</b>	<b>Dr.A.Malaisamy</b>	
	Teaching	35		Teaching	55
	Research	25		Research	15
	Extension	25		Extension	5
	Administration	-		Administration	10
	Others	15		Others	15
<b>Dept. of Agrl. Extension and Rural Sociology</b>					
<b>1</b>	<b>Dr.M.Asokhan</b>		<b>7</b>	<b>Dr. K. Mahandrakumar</b>	
	Teaching	25		Teaching	60
	Research	15		Research	30
	Extension	10		Extension	5
	Administration	40		Administration	-
	Others	10		Others	5
<b>2</b>	<b>Dr.R.Arunachalam</b>		<b>8</b>	<b>Dr. J. Pushpa</b>	
	Teaching	55		Teaching	50
	Research	20		Research	20
	Extension	10		Extension	10
	Administration	-		Administration	20
	Others	15		Others	-
<b>3</b>	<b>Dr.R.Premavathi</b>		<b>9</b>	<b>Dr. S. Somasundaram</b>	
	Teaching	70		Teaching	70
	Research	15		Research	10
	Extension	10		Extension	10
	Administration	-		Administration	-
	Others	10		Others	10
<b>4</b>	<b>Dr. S. Srivara Buddhi Bhuvanewari</b>		<b>10</b>	<b>Dr. S. Nazreen Hassan</b>	
	Teaching	64		Teaching	60
	Research	13		Research	20
	Extension	10		Extension	10
	Administration	-		Administration	-
	Deputy Warden	13		Others	10

<b>5</b>	<b>Dr.P.P.Murugan</b>		<b>11</b>	<b>Dr. S.R.Padma</b>	
	Teaching	30		Teaching	55
	Research	30		Research	15
	Extension	20		Extension	20
	Administration	15		Administration	-
	Others	5		Others	10
<b>6</b>	<b>Dr.Rexlin Selvin</b>		<b>12</b>	<b>Dr.N.Sriram</b>	
	Teaching	60		Teaching	10
	Research	20		Research	20
	Extension	10		Extension	40
	Administration	-		Administration	20
	Others	10		Others	10
<b>13</b>	<b>Dr.M.Ramasubramanian</b>		<b>14</b>	<b>Dr.G.Selvarani</b>	
	Teaching	30		Teaching	50
	Research	40		Research	20
	Extension	30		Extension	20
	Administration	-		Administration	-
	Others	-		Others	10
<b>AGRICULTURAL AND RURAL MANAGEMENT</b>					
<b>1</b>	<b>Dr.K.R.Ashok</b>		<b>6</b>	<b>Dr.T.Samsai</b>	
	Teaching	30		Teaching	50
	Research	30		Research	10
	Extension	10		Extension	15
	Administration	30		Administration	-
	Others	-		Others	25
<b>2</b>	<b>Dr.N.Deepa</b>		<b>7</b>	<b>Dr.S.D.Sivakumar</b>	
	Teaching	65		Teaching	30
	Research	10		Research	40
	Extension	15		Extension	10
	Administration	-		Administration	20
	Others	10		Others	-
<b>3</b>	<b>Dr.S.Selvanayaki</b>		<b>8</b>	<b>Dr.S.Moghana Lavanya</b>	
	Teaching	60		Teaching	50
	Research	25		Research	25
	Extension	10		Extension	5
	Administration	5		Administration	-
	Others	-		Others	20

<b>4</b>	<b>Dr.V.M. Indumathi</b>		<b>9</b>	<b>Dr.M.Malarkodi</b>	
	Teaching	40		Teaching	55
	Research	25		Research	20
	Extension	7		Extension	10
	Administration	10		Administration	-
	Others	18		Others	15
<b>5</b>	<b>Dr.D.Murugananthi</b>		<b>10</b>	<b>Dr.K.Uma</b>	
	Teaching	60		Teaching	45
	Research	15		Research	20
	Extension	10		Extension	10
	Administration	-		Administration	10
	Others	15		Others	15
<b>TRADE AND INTELLECTUAL PROPERTY</b>					
<b>1</b>	<b>Dr.T.Alagumani</b>		<b>2</b>	<b>Dr.R.Senthilkumar</b>	
	Teaching	15		Teaching	50
	Research	20		Research	10
	Extension	10		Extension	20
	Administration	40		Administration	10
	Others	15		Others	10

## LIST OF PARTICIPANTS

### TNAU Campus

#### University Officers

01. Dr.M.Chinnadurai, Director, CARDS
02. Dr.H.Philip, Director of Extension Education
03. Dr.K.Mahendran, Director, Agri Business Development

#### Agri. Economics

04. Dr.K.Mani, Professor and Head
05. Dr.T.R.Shanmugam, Professor
06. Dr.K.Chandran, Professor
07. Dr.S.Muraligopal, Professor
08. Dr.M.Thilagavathi, Professor
09. Dr.K.R.Karunakaran, Professor
10. Dr.M.Anjugam, Professor
11. Dr.K.M.Shivakumar, Professor
12. Dr.A.Vidyavathi, Assoc.Professor
13. Dr.V.Karthick, Asst.Professor

#### Agri.Extension and Rural Sociology

14. Dr.M.Asokhan, Professor and Head
15. Dr.R.Arunachalam, Professor
16. Dr.P.Balasubramanian, Professor
17. Dr.S.Kalaivani, Assoc. Professor
18. Dr.R. Premavathi, Assoc.Professor
19. Dr.Srivara Budhi Bhuvaneswari, Asst. Professor

#### Agri. & Rural Management

20. Dr. K.R.Ashok, Professor and Head
21. Dr.N.Venkatesa Palanichamy, Professor
22. Dr.S.Hemalatha, Asst. Professor (ARM)
23. Dr.P.Balaji, Asst. Professor
24. Dr.S.Mohana Lavanya, Asst.Professor
25. Dr.D.Murugananthi, Asst.Professor

#### Dept. of Trade and Intellectual Property

26. Dr.T.Alagumani, Professor and Head

#### Dept. of Training Division

27. Dr.Venkata pirabhu, Professor and Head

**Directorate of Agri Business Development**

28. Dr.M.Malarkodi, Asst. Professor

**Directorate of Open and Distance Learning**

29. Dr. T. Samsai Asst. Professor (ARM)

**O/o the Dean, Students Welfare**

30. Dr. N.Shibi Sebastian, Asst. Professor (Ag.Extn.)

**Agricultural College and Research Institute, Madurai**

31. Dr.N.Deepa, Asst.Professor (ARM)

**Dept. of Agrl.Economics**

32. Dr. J. S. Amarnath, Professor and Head  
33. Dr.D. David Rajasekaran, Professor  
34. Dr. Daniel Viswasam Samuel, Professor  
35. Dr.M.Prahadeeswaran, Asst.Professor

**Dept. of Agrl. Extension**

36. Dr.P.P.Murugan, Professor and Head  
37. Dr.Rexlin Selvin, Professor  
38. Dr.A.Pounraj, Professor  
39. Dr.Mahandra Kumar, Professor  
40. Dr.G.Selvarani, Asst. Professor  
41. Tmt.S.P.Shanmugapriya, Asst. Professor

**Community Science College and Research Institute, Madurai**

42. Dr.K.A.Jeyakumar, Professor (Ag.Extn.)  
43. Dr.A.Janaki Rani, Asst. Professor (Ag.Extn.)  
44. Dr.A.Malaisamy, Asst. Professor (Ag.Econ.)  
45. Dr.L.Nirmala, Asst.Professor

**Anbil Dharmalingam Agricultural College and Research Institute, Trichy**

46. Dr.S.D.Sivakumar Professor and Head  
47. Dr.S. Selvam, Professor  
48. Dr. M. Manimekalai, Professor  
49. Dr.Arulanandu, Professor  
50. Dr.D.Periyar Ramasamy, Asst. Professor  
51. Dr.R.Parimalarangan, Asst. Professor  
52. Dr.S.Padmarani, Asst.Professor

**Horticultural College and Research Institute, Periyakulam**

**Dept. of Social Sciences**

53. Dr.S.Varadharaj, Assoc.Professor

**Agricultural College and Research Institute, Killikulam**

54. Dr.J.Pushpa, Professor and Head

55. Dr.S.Somasundaram, Professor

56. Dr.R.Senthilkumar, Professor

57. Dr.S.Nazreen Hassan, Asst. Professor

58. Dr.S.R.Padma, Asst. Professor

59. Th.P.Sivakumar, Asst. Professor

60. Dr.C.Muralidharan, Asst. Professor (ARM)

**Forest College and Research Institute, Mettupalayam**

61. Dr.K.Uma, Professor

62. Dr.D.Suresh Kumar, Professor

63. Dr.K.Dhivya, Asst. Professor (ARM)

64. Dr.Cinthia Fernandez, Asst. Professor

**Horticultural College and Research Institute for Women, Trichy**

65. Dr.R.Salvadi Easwaran , Professor

66. Dr.P.Sumathi, Professor

67. Dr.C.Velavan, Assoc.Professor

68. Dr. Jaisridhar, Asst. Professor

**Agricultural College and Research Institute, Kudumiyamalai**

69. Dr.N.Anandaraja, Asst. Professor (Ag.Extn.)

70. Dr. V.M. Indumathi, Asst. Professor

71. Dr.K.Selvaraju, Professor

**Agricultural College and Research Institute, Eachangkottai, Thanjavur**

72. Dr.A.Rohini, Assoc.Professor

73. Dr.S.Angles, Asst.Professor

74. Dr. J.Thilagam, Asst Professor

75. Dr.M.Jegatheesan, Asst.Professor

**Agricultural College and Research Institute, Vazhavachanur, Thiruvannamalai**

76. Dr.T.Elenchezian, Asst. Professor

77. Dr. S. Selvanayaki, Asst. Professor

**Krishi Vigyan Kendra, Madurai**

78. Dr.R.Velusamy, Asst. Professor

**KVK, Needamangalam**

79. Dr.M.Ramasubramanian, Asst. Professor

**KVK. Sandhiyur**

80. Dr.N.Sriram, Programme Co-ordinator