

## PROFILE



### Contact Information:

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I would like to work in an organization that allows me to utilize my skill and knowledge to work with enthusiasm and with guidance, to release my full creative potential and thus creating an environment that encourages continuous learning, teamwork and quality and increase the productivity.

## EDUCATION QUALIFICATION

Examination/ degree	Institute / University	Year of Passing	Percentage of Marks
<b>KSET</b>	Mysore University	2021	<b>50.67</b>
<b>Ph.D.(Agribusiness Management)</b>	College of Agriculture, Dharwad University of Agricultural Sciences,	2018	<b>91.70</b>
<b>Post-Graduate Diploma in Rural Development</b>	Annamalai University, Tamil Nadu	2018	<b>70.25</b>
<b>Post-Graduate Diploma in Marketing Management</b>	Annamalai University, Tamil Nadu	2017	<b>57.00</b>
<b>MBA (Agribusiness Management)</b>	University of Agricultural Sciences GKVK Campus, Bangalore.	2012	<b>83.00</b>
<b>B.Sc. (Agri.)</b>	College of Agriculture, Vijayapur UAS, Dharwad.	2010	<b>83.60</b>
<b>Central Board of Secondary Examination</b>	Jawahar Navodaya Vidyalaya Alamatti, Dam Site, Vijayapur.	2006	<b>71.40</b>
<b>Central Board of Secondary Examination</b>	Jawahar Navodaya Vidyalaya Alamatti, Dam Site, Vijayapur.	2004	<b>80.00</b>

## RESEARCH TITLE

- **Ph.D. (Agribusiness Management )**,  
**Thesis Title:** “Impact of e-Tendering and e-Trading on Structure and Performance of Agricultural Produce Markets in Karnataka”.
- **MBA (Agribusiness Management)**,  
**Thesis Title:** “Consumer Preference for E-Marketing in Bangalore City”.

## AWARDS

- Awarded **Gold Medal for Ph.D.** Programme, 2019
- **Best Oral Paper Award** at 'Post Graduate Research Conference, 2018'.
- Awarded **University Merit Scholarship** for Under graduation for the year 2006-07 to 2010-11
- Awarded **University Merit Scholarship** for Post graduation for the year 2010-11 to 2011-12.
- Awarded **University Merit Scholarship** for Ph.D. Programme for the year 2015-16 and 2017-18.

## PAPER PUBLICATIONS

- **Constraints in E-marketing –A Study of e-Marketing preference among consumers in Bangalore city**, in International Journal of Economics, Commerce and Research, Vol. 6(6), Edition: Dec. 2016. NAAS rating: 3.27
- **Consumer Perception on E-marketing in Bangalore City**, in International Journal of Research in Business Management, Vol. 5(3), and Edition: Mar 2017, 83-88. NAAS rating: 3.09.
- **Millet a sustainable crop: Growth and Instability in Area and Production of Millets**, in International ResearchJournal of Agricultural Economics and Statistics, Vol.9(2).Edition: August 2018, NAAS rating: 4.24
- **Awareness of e-Tendering and e-Tradingamong the Farmers and Market Functionaries in the Agricultural Produce Market Committees (APMCs) of Karnataka**, in International ResearchJournal of Pure and Applied Bioscience, Vol. 6(2), and Edition: August, 2018, 363-369. NAAS rating: 4.74
- **Instability in Market Arrivals and Modal Price of Selected Commodities in Agriculture Produce Markets of Karnataka**, Journal of Pharmacognosy and Phytochemistry, NAAS rating: 5.21.
- **Infrastructure for Information and communication technology (ICT) Applications in the APMCs of Karnataka**, Juni Khyat Journal, Vol. 18(7), Edition: July, 2020, 273-281. ISSN: 2278-4632.
- **Instability in area, production and productivity of major traded crops in APMCs of Karnataka**, Dogo Rangsang Research Journal, Vol.10(7), Edition: July, 2020, 157-164. ISSN: 2347-7180.

### Co-author

- **Growth Performance of Area, Production and Productivity of Turmeric- An economic Analysis**, in Journal of Pharmacognosy and Phytochemistry, Edition: 2018, NAAS rating: 5.21.

## POPULAR ARTICLES PUBLICATIONS

- **"Microgreens: A Healthy Farming"**, in Readers Shelf magazine, Vol. 14(1), Pp-32, Oct. 2017.
- **"Marketing Strategies"** in Readers Shelf magazine, Vol. 13(12), Pp-49, Sep, 2017.
- **"Seed Banking"** in Readers Shelf magazine, Vol. 14(5), Pp-55, Feb, 2018.
- **"Cryptocurrency"** in Readers Shelf magazine, Vol. 14(8), Pp-53, Aug, 2018

- **“Importance of Medicinal Plants in day Today life”** in Readers Shelf magazine, Vol. 14(8), Pp-23, Aug, 2018.
- Agri Udan, in Readers Shelf magazine, Vol. 15(4), Pp-32, Jan. 2019.
- **ಆನ್‌ಲೈನ್ ಮಾರಾಟ : ಕೃಷಿ ಉತ್ಪನ್ನಕ್ಕೆ ತಕ್ಕ ಬೆಲೆ**, in Krushi Munnade magazine, Vol. 32(7), Pp-25, July, 2019.

## CONFERENCE PARTICIPATION

- Participated and Presented paper entitled **“Importance of Seed Banking: An Initiative Towards Sustainable Agriculture”** in National Conference on **“Emerging Trends in Agribusiness Management in India”** at University of Mysore held on 9-10<sup>th</sup> Mar 2018.
- Participated and Presented paper entitled **“Scenario of Oilseed Crops in India”**, in International Conference on **“Economic Growth and Sustainable Development: Emerging Trends”** at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore held on 10-11<sup>th</sup> Nov. 2017.
- Participated and Presented paper entitled **“Tea Scenario in India”** in National Conference on **“Horticulture Industry in India with Specific Reference to Karnataka: Challenges and Opportunities”** at Agriculture College Vijayapura on 12-14<sup>th</sup> Feb 2014.
- Participated and Presented paper in International Conference on **“Agricultural Marketing in the Context of Changing Global Economic Order”** at University of Mysore held on 25<sup>th</sup> -26<sup>th</sup> March 2011.
- Participated in the International Conference on **“Awareness on GM Foods”** held at Taj west Hotel, Bangalore on 21<sup>st</sup> April 2011.

### Co-Author

- Participated and Presented paper (Co-author) entitled **“An Economic Study of Tamarind Growth in India”** in National Conference on **“Emerging Trends in Agribusiness Management in India”** at University of Mysore held on 9-10<sup>th</sup> Mar 2018.
- Participated and Presented paper (Co-author) entitled **“Growth Performance of Area, Production and Productivity of Coffee in India- An economic Analysis”** in National Conference on **“Emerging Trends in Agribusiness Management in India”** at University of Mysore held on 9-10<sup>th</sup> Mar 2018.
- Participated and Presented paper entitled **“Scenario of Oilseed Crops in India”**, in International Conference on **“Economic Growth and Sustainable Development: Emerging Trends”** at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore held on 10-11<sup>th</sup> Nov. 2017.
- Participated and Presented paper entitled **“Scenario of Oilseed Crops in India”**, in International Conference on **“Economic Growth and Sustainable Development: Emerging Trends”** at Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD), Mysore held on 10-11<sup>th</sup> Nov. 2017.

## RADIO TALKS

Radio talks on the below topics at “ಕೃಷಿ ಸಮುದಾಯ ಬಾನುಲಿ ಕೇಂದ್ರ ವಿಸ್ತರಣಾ ನಿರ್ದೇಶನಾಲಯ ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ”.

- ಅಗ್‌ಮಾರ್ಕ್
- ಕೃಷಿ ಮತ್ತು ಕೃಷಿ ಮಾರುಕಟ್ಟೆಗೆ ಸಂಬಂಧಪಟ್ಟ ಅಂತರಜಾಲ ತಾಣಗಳು
- ಆನ್‌ಲೈನ್ ಮಾರಾಟ ವೇದಿಕೆಯ ಮೂಲಕ ಕೃಷಿ ಉತ್ಪನ್ನಗಳ ಮಾರಾಟ
- ಖರೀದಿದಾರರಿಗೆ ಲೈಸೆನ್ಸ್ ನೀಡಿಕೆ ಹಾಗೂ ನವೀಕರಣ -ಒಂದು ಲೈಸೆನ್ಸ್
- ಕೃಷಿ ಮಾರಾಟ ನೀತಿ ೨೦೧೩ರ ಉದ್ದೇಶ
- ಏಕೀಕೃತ ಮಾರುಕಟ್ಟೆಯಲ್ಲಾಗುವ ಲಾಭಗಳು
- ಮಣ್ಣಿನ ಆರೋಗ್ಯಕಾರ್ಡ್
- ಕೃಷಿ ಮಾರುಕಟ್ಟೆ

## CO-CURRICULAR ACTIVITIES

- Participated in the “VIII<sup>th</sup> All India Inter Agriculture Universities Sports and Games” held at Punjab Agricultural University, Ludhiana from 23<sup>rd</sup> February to 26<sup>th</sup> February, 2007.
- Team member in organising “National Management Fest- Gravity 2010” held on 16<sup>th</sup> and 17<sup>th</sup> December 2010 at University of Agricultural Sciences Bangalore.

## WORK EXPERIENCE

- Working as “MBA Programme Coordinator” at Karnataka State Rural Development and Panchayat Raj University, Gadag since from 9<sup>th</sup> September 2020 to present day.
- Coordinated for the Model Plant Nursery Unit development work at Karnataka State Rural Development and Panchayat Raj University, Gadag since from 19-06-2020.
- Guided MBA students in preparation of MGNCRE Village internship programme.
- NSS Programme officer at Karnataka State Rural Development and Panchayat Raj University, Gadag since from 11-01-2020 till 23-07-2020.
- Worked as “Technical Assistant” at College of Diploma (Agriculture), Nippani for the period of 10 months from 23<sup>rd</sup> October to 8<sup>th</sup> September, 2019. Taught diploma students.
- Worked as “Technical Assistant” under NFSM Scheme at Joint Director of Agriculture, Vijayapur from August, 2014 to July, 2015.
- Worked at University of Agricultural Sciences Dharwad in the Dept. Agribusiness Management as “Research Associate” under a project Titled as “Agricultural Marketing Intelligence and Market Planning” from 23<sup>rd</sup> November, 2013 to 29<sup>th</sup> March, 2014.
- Worked at Chi Square consultancy, Bangalore as “Project Analyst” from 5<sup>th</sup> October, 2012 to 30<sup>th</sup> September, 2013.
- Worked on “National Hatton Bank” - A Sri Lanka Project” and also worked on preparation of various bankable agriculture projects as consultant and as Intern in 2012.
- Summer Internship Programmer during MBA (ABM) Course for 2 months, Project Title: “Developing Comprehensive Business Plan for IFAB (International Flower Auction Centre), Bangalore” from 18<sup>th</sup> June 2011 to 10<sup>th</sup> September 2011.

## PARTICIPATION IN TRAINING/ SEMINARS/ WEBINAR / WORKSHOP

- Presented paper titled as **Market stakeholder’s Awareness on e-Tendering and e-Trading in APMCs of Karnataka** at NSUAMI, Mysore 2022.
- Participated in Webinar on “**Prospects of Agribusiness management- A way ahead**,” organised by Institute of Agribusiness Management, S.V. Agricultural College, Tirupati of Acharya N.G. Ranga Agricultural University on 16-12-2020.
- Participated in online workshop on “**Composting – The life Cycle of Life**” organised by CGBMT and Daily Dump on 1<sup>st</sup> August 2020.
- Participated in online workshop on “**Food, birds, bees in your balcony**” organised by CGBMT and Urban Mali on Jul 26<sup>th</sup>
- Participated in **National Level Webinar on E-Education in Agriculture Sciences in the age of Social Distancing: Opportunities, Challenges and Strategies**, organised by NHEP, ICAR and Assam Agricultural University, 2020.
- Participated in **National Level Webinar and Quiz Competition on Yoga, Physical Education and Sports** organised on the occasion of **International Yoga Day**, at Karnataka State Rural Development and Panchayat Raj University, Gadag on 21<sup>st</sup> June 2020.
- Participated in **National Level Webinar on Gender Sanitization and Equality** in collaboration with UGC, MHRD, Government of India organised by K.L.E. Society’s J.G.College of Commerce, Hubballi on 12<sup>th</sup> July, 2020.
- Participated in **One day Online Swachhata Action Plant Workshop for NSS Program Officer of Gadag District, Karnataka, held on 10-07-2020** at Karnataka State Rural Development and Panchayat Raj University, Gadag in Collaboration with Mahatma Gandhi National Council of Rural Education, Hyderabad by NSS State Cell, Karnataka.
- Participated in **Live Webinar Series, from 26-05-2020 to 02-06-2020 from School of Skill and Entrepreneurship Development** at Karnataka State Rural Development and Panchayat Raj University, Gadag
- Participated in the five days’ workshop on” **Curriculum/Faculty development programme on building rural resilience**” organised by Mahatma Gandhi National Council of Rural Education, Hyderabad on 4<sup>th</sup> to 8<sup>th</sup> February 2020 at Karnataka State Rural Development and Panchayat Raj University, Gadag.
- Participated in the “**Capacity Building Programme on Commodity Futures Market**” held at UAS, GKVK campus, Bangalore on 26<sup>th</sup> and 27<sup>th</sup> December 2011.
- Participated in the short course programme on “**Working with Digital Maps- Leveraging the Power of GIS**” held on 18-27<sup>th</sup> January 2013, at Indian Institute for Human Settlements (IIHS), Bangalore.

## **STRENGTHS AND SKILLS**

- **Basics of computer operations – MS Word, Advanced Excel, Power Point Presentation, Nudi (Kannada), SPSS**
- Knowledge on analytical tools like **R program, STATA, SAS**
- Dedicated and Sincere worker with a high level of Integrity
- Optimistic, Good communication skills, Enthusiastic
- Fast learner, Adapt well to changes and pressures in workplace
- Planning, Co-ordination, Co-operative & organizing skills
- Work effectively with diverse groups of people as a team
- Highly organised - can prioritise work schedules, manage time effectively.

- Participating in individual and team game

## PERSONAL DETAILS

- Date of Birth :1<sup>st</sup> June, 1987
- Gender :Female
- Marital Status :Unmarried
- Languages Known :**English, Hindi, Kannada**

## REFERENCES

1. Dr. H. M. Chandrashekar  
Registrar (Evaluation)  
Karnataka State Akkamahadevi Women's University  
and  
Professor, Institute of Development Studies,  
University of Mysore, Manasagangotri, Mysore-570006  
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2. Dr. N. M. Kerur  
Associate Professor  
Department of Agribusiness Management,  
College of agriculture,  
University of Agriculture Sciences,  
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Phone Number: 9449075654, Email Id.- kerur\_nm@yahoo.com / kerurnm@uasd.in
3. Shri. M. B. Channappagoudar  
Special Officer (Academics),  
Karnataka State Rural Development and Panchayat Raj University, Gadag  
Phone Number: 9945952574, Email Id. - suryasamarth@rediffmail.com

## DECLARATION

I hereby declare that all the information furnished above is true and correct to the best of my knowledge and belief.

Date:

Place:

(Neelamma. R. Kolageri)