

Bio-Data

1. Name : Dr. K.R.Sundaravaradarajan
2. Designation and Address : Professor & Head, Department of
Agrl. Economics, Faculty of
Agriculture, Annamalai University,
Tamil Nadu, India
3. Date of Birth : 30-07-1962
4. Father's Name : T. Ramachandran
5. Experience in Years : 20 years
6. Residential Address : 36,Kamaleshwar koil Street,
Chidambaram – 608 001
7. Telephone No. : 04144 237227 094430 90221
8. Email ID : suvaraau@yahoo.co.in
9. Area of Specialization : Agribusiness Management &
International Trade
10. Educational Qualifications :

S.No	Degrees awarded	Name of College/University	Year of Completion	% of Marks obtained
1.	Ph.D.	Tamil Nadu Agricultural University	1998	90.80
2.	M.Sc. (Ag.)	Tamil Nadu Agricultural University	1987	81.60
3.	B.Sc. (Ag.)	Annamalai University	1984	78.00
4.	PGDBA	Annamalai University	1989	60.00
5.	PGDMM	Annamalai University	1990	59.00
6.	DRD	IGNOU, New Delhi	1993	60.00
7.	PGDCSM	Alagappa University	1993	61.00

11. M.Sc. (Ag.) Thesis Title and Chairman:

A Study on Co-operative Crop Loans in Vembakottai Block, Kamarajar District.

12. Ph.D. Thesis Title and Chairman :

Performance, Instability and Efficiency of Rice Production in the Union Territory of Pondicherry.

13. Professional Experience :

S.No.	Position Held	From	To	Employer
1.	Professor & Head	01.04.2007	Till date	Registrar, Annamalai University
2.	Reader & Head	01.08.2004	31.03.2007	Registrar, Annamalai University
3.	Reader	01.02.2001	31.07.2004	Registrar, Annamalai University
4.	Reader & Head (i/c)	01.09.2000	15.07.2001	Registrar, Annamalai University
5.	Senior Lecturer	Feb. 1999	Sept. 2001	Registrar, Annamalai University
6.	Lecturer	Nov. 1987	Feb. 1999	Registrar, Annamalai University
7.	Research Associate	15.07.1987	24.11.1987	Registrar, Annamalai University

14. Projects

A. Completed

1. “An Economic Analysis of Performance of Agriculture in Tamil Nadu” funded by University Grants Commission.

Duration : One year, **Project Cost** : Rs.0.08 lakhs

2. “Entrepreneurship Development Programme on Establishment of Agri Business Management Centre (ABM Centre) for Unemployed Agricultural Graduates” funded by Tamil Nadu State Council for Science and Technology, Chennai..

Duration : One year, **Project Cost** : Rs.0.50 lakhs

3. “National Seminar on Agri Business Consortium (ABC)” funded by Tamil Nadu State Council for Higher Education, Chennai and Council of Scientific and Industrial Research (CSIR), New Delhi,

Duration : One year, **Project Cost** : Rs.0.40 lakhs

4. “Optimization of Groundwater for Sustainable Agricultural Production in Sea Water Intrusion Areas of Cuddalore District, Tamil Nadu” funded by University Grants Commission,

Duration : Two years, **Project Cost** : Rs.0.10 lakhs

5. “Production Efficiency, Market Forecasting and Trade of Aloe vera in India Amount” funded by National Medicinal Plant Board, Ministry of Health and Family Welfare, Government of India, New Delhi.

Duration : Two years, **Project Cost** : Rs.4.50 lakhs

6. “Globalization and its Impact on Fisherwomen in Andhra Pradesh and Tamil Nadu - A Socio - Economic Study” funded by Department of Women and Child Development, Ministry of Human Resource Development, Government of India, New Delhi.

Duration : Two years, **Project Cost** : Rs.4.22 lakhs

7. “Economics of Bio-Inputs Usage in Agriculture in Tamil Nadu” funded by NATP - ICAR, New Delhi

Co-Principal Investigator

Duration : Three years, **Project Cost** : Rs.13.45 lakhs

B. Ongoing Projects

1. Market Feasibility Study of Aloe Products” funded by Subham Herbal Private Limited, Sirkazhi

Duration : 3 Months, **Project Cost** : 0.21 lakhs

2. “Training on Production and Marketing of Stevia under Contract Farming Systems in Tamil Nadu” funded by National Medicinal Plant Board, Ministry of Health and Family Welfare, Government of India, New Delhi.

Duration : One year, **Project Cost** : Rs.2.0 lakhs

3. “Entrepreneurship Development Programme(EDP) on Food Processing Industries” funded by Ministry of Food Processing Industries, New Delhi.

Duration : One year, **Project Cost** : Rs.0.95 lakhs

4. “Socio Economic Impact of Bt Cotton in Tamil Nadu” funded by Tamil Nadu State Council for Science and Technology, Chennai.

Duration : One year, **Project Cost** : Rs.0.05 lakhs

5. “Opportunities and Challenges in Medicinal Plants Marketing and Trade” funded by State Bank of India, Regional Office, Pondicherry.

Duration : One year, **Project Cost** : 0.09 lakhs

6. “Production Efficiency, Marketing cost and Trade Economy of Coleus sp. in India” funded by National Medicinal Plant Board, Ministry of Health and Family Welfare, Government of India, New Delhi.

Duration : Two years, **Project Cost** : Rs.5.00 lakhs

15. Seminars/Symposia /Conferences/Workshops Organized

1. “National Seminar on Role of Agriculture in Pushing Back Poverty in India”, Department of Agricultural Economics, Annamalai University, funded by UGC, New Delhi on March 16 &17 2001.

2. “National Seminar on Water Resource Management in Coastal Ecosystem Challenges in India and Tamil Nadu (WRMCIT)”, funded by UGC, New Delhi on 5th and 6th March – 2003.
3. “National Seminar on Present Status and Future Trend in Medicinal Plants Production, Marketing and Trade (MPPMT)”, funded by UGC, New Delhi on 2nd and 3rd March, 2005.
4. “Recent Trends in Agri-Business in Post WTO Regime (RTAB-WTO)”, funded by UGC, New Delhi on 19th Feb, 2007.

16. Research Publications

a) International

1. Selvaraj, K.N., K. Chandran and **K.R. Sundaravaradarajan**, Access to Credit and the Effects of Credit on Resource Allocation Decisions and Productivity in Indian Agriculture, Asia-Pacific Journal of Rural Development, 1998.
2. Selvaraj, K.N., and **K.R. Sundaravaradarajan**, Functioning of Informal Credit Market and its Linkages: Evidences from Rural Credit Markets of South India, Asia-Pacific Journal of Rural Development, 1999.
3. Selvaraj, K.N., **K.R. Sundaravaradarajan**, Anil Kuruvila and A.Rohini Performance, Level of Protection and Comparative Advantage of Agriculture in Tamil Nadu, India. Bangladesh Journal of Agricultural Economics, 1999.
4. **Sundaravaradarajan, K.R.**, and K.N. Selvaraj. An Application of Dummy Variable and Mann Whitney Test to Inter Regional Growth and Instability of Rice Production, The Asian Economic Review, 2000.
5. Venkataraman, R., and **K.R. Sundaravaradarajan**, Comparative Performance, Investment Pattern and Economics of Dug-Cum Borewell (DCBW) and Tubewell (TW) Irrigation System in White and Gray Areas of Cuddalore District, Tamilnadu, 3rd International R & D Conference, Jabalpur, India, 2000.

6. **Sundaravaradarajan, K.R.**, Venkataraman, R., and G. Ramanathan, Farmers' Subjective Assessment of Varietal Technology: A Panacea for Breaking Yield Barriers in Rice, "World Rice Congress, Beijing, China, September 16-20, 2000.
7. **Sundaravaradarajan, K.R.**, and R. Rengaraju, Problems and Prospects of Sustainability of Medicinal and Aromatic Plants Proceedings of the International Conference on Medicinal and Aromatic plants, Hyderabad, 2003.
8. **Sundaravaradarajan, K.R.**, and R. Rengaraju, Azadiracta The True Vrکشayurveda. Proceedings of the Ayurveda World Summit, Organized by Kaje Ayurvedic foundation, Bangalore, Karnataka on Feb, 2003.
9. Selvaraj, K.N., and **K.R. Sundaravaradarajan**, Local Governance and Empowerment of Rural Women in Delivery of Rural Services-Evidence from Field Survey, Proceedings of International Conference on Gender Issues in E-Society, Annamalai University, December 2005.
10. Selvaraj, K.N., and **K.R. Sundaravaradarajan**, Is Technological Breakthrough Needed in Agriculture to Gain From Free Trade: Evidences from International Model for Policy Analysis for Agricultural Commodities and Trade (IMPACT), Proceedings of the 4th International conference on Globalisation and Sectoral Development, Institute for Integrated Learning in Management, New Delhi, February, 2006.

b) National

1. Vasanthakumar, J., and **K.R. Sundaravaradarajan**, Adoption of Scientific Technology by Trawler Operators of Tamil Nadu, Proceedings of Second Indian Fisheries Forum, Mangalore, May 1991.
2. **Sundaravaradarajan, K.R.**, K.N. Selvaraj and S. Krishnamoorthy, Decision Making of Farmers in Relation to Marketing of Paddy at Various Centre, Indian Journal of Agricultural Marketing, 1997.

3. Selvaraj,K.N., S Krishnamoorthy and **K.R. Sundaravaradarajan**, Performance of Agriculture in Tamil Nadu- A Regional Analysis, Indian Journal of Agricultural Economics, 1997.
4. **Sundaravaradarajan,K.R.**, K.N. Selvaraj and K.R Jahanmohan, An Economic Analysis of Performance of Agriculture in the Union Territory of Pondicherry, Agricultural Situation in India, 1998.
5. Selvaraj,K.N., S.Krishnamoorthy, K.Chandran and **K.R. Sundaravaradarajan**, Level of Protection and Comparative Advantage of Agriculture in Tamil Nadu Under Liberalized Trade Economy, Indian Journal of Agricultural Marketing, 1998.
6. Jagan Mohan, K.R., and **K.R. Sundaravaradarajan**, Soyabean in India's Oil Seeds Scenario, Kisan World, 1998.
7. Farmer's Perception and Functioning of Regulated Markets-An Assessment, Indian Journal of Agricultural Economics, 1998.
8. Selvaraj,K.N., and **K.R. Sundaravaradarajan**, Performance and Attitude Towards Regulated Marketing in Tamil Nadu, Bihar Journal of Agricultural Marketing, 1998.
9. Selvaraj,K.N., S.Krishnamoorthy and **K.R. Sundaravaradarajan**, Is Productivity A Major Factor for Agricultural Growth? – A Regional Analysis, Productivity, 1998.
10. Jahanmohan, K.R., and K.R. Sundaravaradarajan, Impact of Tractorisation on Employment and Resource Use: A Study in Cuddalore District, Tamil Nadu, Indian Journal of Agricultural Economics, 1998.

11. Selvaraj,**K.N.**, and **K.R. Sundaravaradarajan**, Credit Linked Transactions in Rural Financial Markets of Tamil Nadu Under Supply Determined Condition, Indian Journal of Agricultural Marketing, 1999.
12. **Sundaravaradarajan**,**K.R.**, and K.R Jahanmohan, Dual Benefits to Producers and Consumers in Domestic Market, Indian Journal of Agricultural Marketing, 1999.
13. **Selvaraj**,**K.N.**, and **K.R. Sundaravaradarajan**, Demand for and Supply of Fruits and Vegetables in Tamil Nadu : An Analysis of Growth, Marginal Productivity and Processing Feasibility, Indian Journal of Agricultural Marketing, 1999.
14. Selvaraj,**K.N.**, N. Swaminathan, **K.R. Sundaravaradarajan** and N. Aswathy,Economics of Mechanised and Non-Mechanised Marine Fishing – Some Implications for Efficiency, National Conference on Fisheries Economics, Extension and Management, Central Institute of Fisheries Education, Mumbai, 5 2000.
15. Venkataraman, R., and **K.R. Sundaravaradarajan**, Environmental Impact of Agricultural Trade Liberalization - Issues for India, Agricultural Economics Research Review, 9th Annual Conference Proceedings, New Delhi, 2001.
16. Venkataraman, R., and **K.R. Sundaravaradarajan**, Groundwater Utilizationand Farmer’s Awareness for Sustainable Agricultural Development : An Environmental Perspective, Annamalai University, Agricultural Research Annual, 2001.
17. **Sundaravaradarajan**,**K.R.**, and G.Ramanathan, Instability in Cashew Production and Trade, Agricultural Economic Research Review, 9th Annual Conference Proceedings, 2001.
18. Venkataraman, R., and **K.R. Sundaravaradarajan**, Constraints and Opportunities of Tubewell Irrigation – A Case Study in Two Agro Ecological Regions of Cuddalore District, Tamil Nadu, “Agricultural Economics Research Review” 7th Annual Conference Proceedings, 2001.
19. **Sundaravaradarajan**,**K.R.**, and K.N. Selvaraj, Inter Regional Growth and Instability of Rice Production in Union Territory of Pondicherry – An Application

of Dummy Variable and Mann Whitney Test, “Agricultural Economics Research Review” 7th Annual Conference Proceedings, 2001.

20. Sundaravaradarajan, K.R., and R. Venkataraman, Groundwater Utilization and Farmer’s Awareness for Sustainable Agricultural Development : An Environmental Perspective”, Annamalai University, Agricultural Research Annual, 2001.
21. **Sundaravaradarajan, K.R.**, and G.Ramanathan, Marketing Cost, Margin, Price Spread and Marketing Efficiency of Cashew in Tamil Nadu, Agricultural Situation in India, 2002.
22. **Sundaravaradarajan, K.R.**, and K.R.Rajesh Kumar, Production and Trade Instability in Cashew - An Economic Analysis, The Cashew, 2002.
23. **Sundaravaradarajan, K.R.**, Firm-Specific and Input-Specific Allocative Efficiency – Non-Neutral Shift, Proceedings of the National Symposium on Statistical Methods and Applications, Department of Statistics, Annamalai University, 2002.
24. **Sundaravaradarajan, K.R.**, and K.R Jahanmohan Cost, Returns and Economic Viability of Cashew Plantations in Tamil Nadu, Agricultural Situation in India, 2003.
25. Ramanathan, G., and **K.R. Sundaravaradarajan**, Cashew Nut shell Liquid Extraction Units – A Promising Venture in Agro processing, Indian Journal of Agricultural Economics, 2003.
26. **Sundaravaradarajan, K.R.**, and K.R Jahanmohan, Cost, Returns and Economic Viability of Cashew Plantations in Tamil Nadu, Agricultural Situation in India, 2003.
27. Selvaraj, K.N, K.Divya and **K.R. Sundaravaradarajan**, Implications of Freer Trade and Export Performance of Fruits and Vegetables in India, Indian Journal of Agricultural of Marketing, Conference Special, 2003.
28. **Sundaravaradarajan, K.R.**, C. Prabakar and R. John Christy, Trend and Seasonal Variation of Egg Prices in Pondicherry Union Territory, Indian Journal of Agricultural of Marketing, 2004.
29. Rengaraju, R., and **K.R. Sundaravaradarajan** Strategies and Issues in herbal Business in Indian, I Map Today, 2004.

30. Sundaravaradarajan, K.R., K.R. Jahanmohan and S. Sundaresan, Low Cost and Efficient Application of Bio Fertilizer in Paddy, Agro Bios, 2004.
31. Sundaravaradarajan, K.R., and K.R. Jagan Mohan, Constraints in Adoption of Bio-Input Usage in Cotton Cultivation, Agricultural Economics Research Review, 19 (Conference issue) 2006.
32. Banumathy, V., and K.R. Sundaravaradarajan, An Economic Analysis of Vegetable Consumption in Cuddalore District of Tamil Nadu, Indian Journal of Agricultural Economics, 2006.
33. Sivakumar, P., and K.R. Sundaravaradarajan, Migration a Rural Areas Evidences from Tamil Nadu Indian Journal of Agricultural Economics, 2006.

17. a. Books/Proceedings Published:

1. **Sundaravaradarajan, K.R.**, “Marketing of Agricultural Inputs and Products (PGDAMM Full Paper II) ”, Directorate of Distance Education, Annamalai University, 2000.
2. **Sundaravaradarajan, K.R.**, “Quantitative Methods in Agricultural Marketing Management (PGDAMM Full Paper IV)”, Directorate of Distance Education, Annamalai University, 2000.
3. **Sundaravaradarajan, K.R.**, “Trade Reference and Indian Exports and Imports of Agri-Commodities-in India (Ed) Impact of Economic Reforms in India”, Academic Staff College, Pondicherry University, 2002.
4. Sundaresan, R., **K.R. Sundaravaradarajan**, K.R. Johan Mohan, S. Padma rani and Anil Kurvilla, “Development for Agro-climate Zones of Tamil Nadu-A Spatio-Temporal Analysis”, CARDS, Tamil Nadu Agricultural University, Coimbatore, 2003.
5. Sundaresan, R., **K.R. Sundaravaradarajan**, K.R. Johan Mohan, S. Padma rani and D. Binu Kumar, “Economy of Selected Taluks of Agro-climatic zones”, CARDS, Tamil Nadu Agricultural University, Coimbatore, 2003.

6. Sundaresan, R., K.R.Johan Mohan, **K.R. Sundaravaradarajan**, S.Padma rani and S.P.Saravanan, “Prospects and Potential of Usage of Bio Inputs in Agriculture in Tamil Nadu”, CARDS, Tamil Nadu Agricultural University, Coimbatore,2005.
7. **Sundaravaradarajan,K.R**, and R.Rengaraju, “Economic Use of Medicinal and Aromatic Plants”, Department of Agricultural Economics, Faculty of Agriculture, Annamalai University, 2005.

18. Research Guidance (as Chairman) : M.Sc. (Ag.)/Ph.D

(i) M.Sc.(Ag.) Completed

1. Rajesh Kumar, “An economic Evaluation of Cashew Varietal Technology and Cashew Trade”, 2000.
2. Deepasourkkanayagi, “Production Scenario and Market Structure for *Aloe sp* in Tamil Nadu”, 2006.
3. Ezhil,R., “Socio Economic Implications of Bt Cotton in Tamil Nadu”.

(ii) M.Sc.(Ag.) Ongoing

1. Jayasudha,S., “Impact of Tsunami on Coastal Agriculture in Tamil Nadu”.

(iii) Ph.D

a. Completed

1. Environomics of Groundwater Utilization on Crop Agriculture in the Costal Belts of Tamil Nadu. Mr. R. Venkataraman.
2. Estimation of Demand for and Supply of Vegetables in Coastal Agro Ecosystem by Ms.V.Banumathy.
3. Agricultural Diversification, Technology Diffusion, Environmental Risk and their Effect on Distributions of Farm Income. Mr.S. Vasantha Kumar

b. Submitted

1. An Economic Analysis of Bio-Inputs Usage for Selected Crops in different Agro Climate Zones of Tamil Nadu. Mr.S.Ravichandran.
2. Production and Marketing Efficiency of Herbal Plants in Tamil Nadu. Mr. R. Rengaraju.

c. Ongoing:

1. Production Efficiency, Processing Feasibility and Trade Economy of Cashew in India. Mr.G. Ramanathan.
2. Migration and Remittances of Agricultural Labour in Post-Liberalization Period in Tamil Nadu. Mr. P. Sivakumar.
3. An Economic Analysis of Small Scale Fishery Sector in Tamil Nadu. Mr. C. Prabakar.
4. Econometric Modeling of the Groundnut Oil Industry in Thiruvannamalai District for Forecasting and Policy Simulations. Mr.G.Srinivasan.

19. Professional Membership:

1. Life member in Agriculture Economics Research Society, New Delhi.
2. Life member in Asian Fisheries Society, Philippines.
3. Member in Indian Society of Agricultural and Marketing, Nagpur.
4. The Society for Fisheries Economics and Development, Hyderabad.

20.Awards / Recognition as Expert, Member of Board:

1. Chairman M.Sc.(Ag.), board of Studies, Board of Exams.
2. Chairman P.G. Diploma in Agricultural Marketing Management.
3. Chairman Diploma in Agricultural Marketing Management.

