



Dr. V.Kavitha M.Sc Agri and Ph.D in Agricultural Economics
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Academic Background

Degree	University	Year
Ph.D	Tamil Nadu Agricultural University, Coimbatore	2010-13
M. Sc.	Tamil Nadu Agricultural University, Coimbatore	2001-03
B.Sc.	Tamil Nadu Agricultural University, Periyakulam	1997-01

Courses Taught

- Fundamentals of Agricultural Economics
- Agricultural Finance and Cooperation
- Agricultural Marketing Trade and Prices
- Entrepreneurship Development and Business Management
- Horti Business Management
- Economics and Marketing

Research Interests

- Natural Resource Economics
- Micro Finance
- Agricultural Marketing
- Production Economics

Memberships in Professional Bodies

- Member, Agricultural Economics Research Association (AERA) India
- Member, Indian Society of Agricultural Marketing
- Member, Ulavarin Valarum Velanmai (Tamil Agricultural Magazine-TNAU Publication)

MOST RECENT PUBLICATIONS

- **Kavitha. V.**, Chandran.K., Umanath. M., and Sudha, R (2016). Intensive Farming and Ground Water Sustainability in India, Progressive Research an International Journal, Vol 11 (5), 2016. pp. 2885-2888.
- **Kavitha,V.**, Umanath, M., and Paramasivam, R (2016). An Economic Analysis of Institutional Agricultural Credit in India, International Journal of Science and Nature, Vol. 7(3) 2016. pp. 550-552.
- **Kavitha,V.**, Umanath, M., Paramasivam, R and Chandran, K. (2016). Determinants of Consumption Probability and Demand for Fruits in India, Agricultural Economics Research Review, Vol. 29, Conference issue 2016. pp. 161-170.
- **Kavitha.V**, G.Sindhumathi and K.Chandran (2017). Small Millets: Food for the Poor or Elite?-An online Market study in Coimbatore City of Tamil Nadu, International Journal of Current Microbiology and Applied Sciences, Vol 6 (11).
- **Kavitha. V** and Chinnadurai, M (2017). Changing Pattern of Input Cost in Tamil Nadu, International Journal of Current Microbiology and Applied Sciences, Vol 6 (12) .
- **Kavitha, V** and Chandran.K (2017). Organic Produce Vs Inorganic Produce ? : - An E - Marketing Price Comparison, , Agriculture Update, Vol 12, TECHSEAR-3 Conference issue 2017. pp.844-848.
- **Kavitha, V.** and Chandran.K , (2017). Organic Farming in Conserving Bio Diversity in India: A Review, Agricultural Reviews.Vol 38(4)2017.pp.316-320.
- **Kavitha, V.** and Chandran, K (2017). Is Organic Farming an Alternative to Indian Intensive Farming?" Plant Archives, Vol 17 (2).
- **Kavitha, V** and Chandran.K (2019). A study on Organic produce consumption in Coimbatore city of Tamil Nadu, Journal of Pharmacognosy and Phytochemistry, 629-631.
- **Kavitha.V, Chandran.K** (2020). Organic Farming: A Road for Sustainable Future in India, Plant Archives, Vol.20, Supplement 1.
- **Kavitha.V** and Usha Nandhini. S. (2020). A Study on Organic Produce Marketing in Coimbatore District of Tamil Nadu, Plant Archives, Vol.20, Supplement 1.
- **Kavitha.V** and Usha Nandhini. S. (2021). An Analysis of Total Factor Productivity of Cotton in Tamil Nadu, Ecology Environment and Conservation, Vol 27 (1).

