



Dr. H. M. CHANDRASHEKAR

Asst. Co-ordinator, UGC- CSIR (NET) Coaching Center &

Asst. Professor & Course Co-ordinator MBA(Agri-Business)

Institute of Development Studies

University of Mysore, Manasagangotri, Mysore – 570 006

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PERSONAL PROFILE

Name & Qualification

Dr. H. M. CHANDRASHEKAR

MFAMM., Ph. D.

Date of Birth

:

18th May, 1976

Present Positions

:

1. Asst. Professor,
Agri-Business Management

2. Co-ordinator,
MBA (Agri-Business)

and

3. Asst. Co-ordinator,
University Coaching Center
EMRC Building, University of Mysore,
Manasagangotri, Mysore 570 006

Address (Permanent)

:

S/o Late. Moddesiddaiah
Hunjanakere, Alagudu – Post,
Sri Rangapatna – Tq., Mandya – District,
571811

Address for Communication

:

Assistant Professor, Agri-Business
Management
Institute of Development Studies
University of Mysore
Manasagangotri, Mysore – 570 006.
Mobile: 97316 55554

QUALIFICATION: BBM., MFAMM., Ph. D.

Qualification	Year	Institution/University	Percentage
MFAMM (Master's in Food & Agricultural Marketing Management)	1999	Institute of Development Studies, University of Mysore	67
Ph. D. (Agricultural Marketing Management)	2006	Institute of Development Studies, University of Mysore	Awarded
UGC – NET (Management)	Dec. 2000	University Grant Commission, New Delhi	Qualified for Lectureship in Management
BBM (Business Management)	1997	Maharaja's College, University of Mysore	53
BA (Hindi)	1996	MHPP, Bangalore	61

Title of Ph. D. Thesis: A Study on Export Potential for Fresh & Processed Horticultural Products in Karnataka

SHORT TERM COURSES

Name of the Course	Year	Institution/University
Office Automation	2000	TTL College, University of Mysore, Mysore
I T in Agriculture	2005	NG Ranga Agricultural University, Hyderabad
Planning & Promotion of Horticulture & Agro Enterprises	2006	National Institute of Rural Development (NIRD), Hyderabad

AWARD

Recipient of Mysore University Research Fellowship for Ph. D. Research Work.

PROFESSIONAL PROFILE**TEACHING EXPERIENCE: 6 Years**

Institution	Position Held	Nature of Duty
Institute of Development Studies, University of Mysore	Asst. Professor	Teaching and Research MBA (Agri-Business) Course

Administrative & Organizational Experience

Asst. Co-ordinator, UGC- NET Coaching Center, University of Mysore, EMRC Building, Manasagangotri, Mysore from October 2009 to till day

RESEARCH PROJECTS

Research Experience: 6 years in Research Projects

Name of the Project and Sponsor	Position Held	Duration
District Human Development Report, Mysore Human Development Division, Planning Department, Govt. of Karnataka, Bangalore	Research Assistant	Oct. 2006 To July 2007
Sujala Watershed Development Project Sujala Watershed Department, World Bank Project, Govt. of Karnataka, Bangalore	Associated with the project	Oct. 2007 to March 2009
District Human Development Report, Chitradruga Human Development Division, Planning Department, Govt. of Karnataka, Bangalore	Co-ordinator	August 2008 To Project under Progress
Sujala Watershed Development Project Sujala Watershed Department, World Bank Project, Govt. of Karnataka, Bangalore	Co-Principal Investigator	Dec. 2008 to March 2009
Intermediate Water Supply for Urban Poor in Hubli City Karnataka Water Supply and Sewerage Board Govt. of Karnataka, Bangalore	Co-Principal Investigator	Jan.2010 to till date
Integrated Tribal Development in Mysore District	Co-Principal Investigator	March, 2010 to till date

MEMBERSHIP IN UNIVERSITY PROFESSIONAL BODY

1. Member – Faculty of Commerce for two years (24.03.2010 to 24.03.2012)

PARTICIPATION IN UGC PAY REVIEW COMMITTEE

Participated in the UGC Two day Interactive Session with the Pay Review Committee for revision of the pay to the Universities held on 25th and 26th June, 2008 at Bangalore University, Bangalore.

RESEARCH GUIDANCE

Inplant Training/Project Work Guidance:

Course	Title	Year
MFABM	<i>Changing Paradigm in Exports of Fresh & Processed Fruits & Vegetables from India</i>	2005
MBA (Agri-Business)	➤ <i>Gherkin cultivation thriving under Contract Farming in Karnataka.</i>	2009
	➤ <i>Export Performance and Prospects of Fresh and Processed Mango in India.</i>	2009
	➤ <i>Supply Chain Management of Procurement and Network Distribution of Safal Market with respect to Fruits and Vegetables.</i>	2009
MBA (Agri-Business)	➤ <i>Inplant Training on Performance of International Flower Auction Bangalore Ltd. In Marketing of Cut flowers.</i>	2010
	➤ <i>Inplant Training on Supply Chain Management of HOPCOMS of Mysiore City</i>	2010

MBA Project Guidance – KSOU, Mysore

Course	Title	Year
MBA	<i>Auto Loan – A Case study of Finance Analysis Procedure and Policy in MAGMA FINCORP LTD – A study with reference to MAGMA FINCORP LTD, Mysore</i>	2009
MBA	<i>Profitability Analysis of KGM SWEATER & KNITS PVT. LTD. Bangalore.</i>	2010
MBA	<i>Consumer Grievance and Complaint handling in CESC</i>	2010
MBA	<i>A Comparative Study of Muthoot Mahila Mitra Business Loan</i>	2010
MBA	<i>A Comparative Study of different loans of Muthoot Finance corporation Ltd.</i>	2010
MBA	<i>Impact of Salesmanship and Advertisement on Animal Health Care Products</i>	2010
MBA	<i>Sales of Coffee Day Xpress in Mysore comparison with Bangalore</i>	2010
MBA	<i>Training and Development in CESC</i>	2010
MBA	<i>A Comparative Study of Muthoot Mahila Business Loan</i>	2010
MBA	<i>Employees Motivation towards monitory and non-monitory benefits in IT Company</i>	2010

TRAINING PROGRAMME

Associated in organizing Training Programme on Contract Farming and Its Implications on Agricultural Marketing with association of National Institute for Agricultural Marketing held on 16-20th Jan. 2006 at Institute of Development Studies, University of Mysore, Mysore.

EXTERNAL EXAMINER

1. Department of Agricultural Marketing and Co-operation and Agri-Business Management, University of Agricultural Sciences, GKVK, Bangalore.
2. Department of Agricultural Marketing and Co-operation and Agri-Business Management, University of Agricultural Sciences, Krishinagar, Dharwad.

ACADEMIC PROJECTS

1. Project work on Agricultural Production and Rural Credit at Kodiyala village of Srirangapatna Taluk, Mandya District.
2. Obligatory Research Work – Market Functionaries, Storage, Lot Size, Cash flow, Producers Returns in Mandya APMC.
3. Dissertation – Marketing Cost and Returns – A Case study of Primary Market, Sub- Market and Shandies in Mandya District.

ORIENTATION/REFRESHER COURSES ATTENDED

Attended UGC Sponsored Orientation Programme held on 16.04.2009 TO 13.05.2009 at ASC, University of Mysore, Mysore

Training Programmes Conducting at University UGC NET Coaching Center

Name of the Course Conducted	Duration
B.Ed (High School) Coaching classes	28-07-2009 to 07-08-2009
Panchayat Development Officer	01-09-2009 to 17-09-2009
Excise Inspector	21-10-2009 to 06-11-2009
UGC-JRF/NET	20-11-2009 to 16-12-2009
IAS/KAS Coaching Classes	15-02-2010 to 15-04-2010
UGC-JRF/NET Coaching Classes	12-05-2010 to 19-06-2010

EDITORIAL BOARD MEMBER

International Journals

1. Interdisciplinary Journal of Contemporary Research in Business (IJCRB), IIBR (Institute of Interdisciplinary Business Research), UK and South Africa.
2. Journal of Agricultural Extension and Rural Development (JAERD), Open Access Journal

INTERNATIONAL PUBLICATIONS

1. Dr. H. M. Chandrashekar & Dr. M. U. Lokesh (2009) Role of SHGs in Socio-Economic Change of Vulnerable Poor, *International NGO Journal*, Vol. 4(4), pp. 127-131, April 2009
2. Dr. H. M. Chandrashekar & Ms. Roopa (2009) Export Performance and Prospects of Fresh and Processed Mango in India, *International Journal of Biotechnology Research*, Vol. 2 No.1, January – June 2009.
3. H. M. Chandrashekar (2009) AEZ and Production of Gherkin, **Indian Development Review: An International Journal of Development Economics** ISSN: 0972-943, Volume 7, Number 1-2, January-December 2009, Page 43- 52.
4. Dr. H. M. Chandrashekar (2010) Changing Scenario of Organic Farming in India: An Overview, *International NGO Journal*, Vo.5(1), pp 034-039, February 2010
5. Dr. H. M. Chandrashekar (2009) Supply Chain Management of Fruits and Vegetables in Karnataka – A Study of Safal Market, Bangalore, Karnataka, India, *Journal of Contemporary Research in Business. International Journal*, Vol. 1, No. 3, July 2009.

Accepted for Publication

6. Dr. Lokesh M . U and Dr. H. M. Chandrashekar (): Awareness among working women about Their rights at workplace,” with special reference to Mysore city, India, *Journal of Contemporary Research in Business. International Journal*, (Accepted for publication).
7. Dr. H. M. Chandrashekar (): Consumer Perception towards Horticultural Producers Co-operative Marketing and Processing Society Ltd. (HOPCOMS in Mysore City , IJCRB Journal – UK (Accepted for publication).
8. Dr. H. M. Chandrashekar & Yogesh (): Performance of International Flower Auction Bangalore Limited in Marketing of Cut Flowers for publication in your esteemed IJCRB Journal – UK, (Accepted for publication).
9. Dr. H. M. Chandrashekar & Yogesh (): Buyers attitudes towards Performance of International Flower Auction Bangalore Limited in Marketing of Cut Flowers, *International Journal of Retail & Distribution Management* (Accepted for publication)
10. Dr. H. M. Chandrashekar (): **Production and Export Performance and Prospects of Indian Spices** *Journal of Medicinal Plants Research*, (an ISI indexed journal), 2010 December Special Review Issue
11. Prof. T. M. Mahesh, Dr. Sandeep Dave & Dr. H. M. Chandrashekar (): Sujala Project And its Impact on Landless Labourers, Small and Marginal Farmers and Socially Marginalized Groups in Chitradurga District, *International Journal of Sustainable Development and Planning*
12. Dr. H. M. Chandrashekar & Satish Mudagal, Role of HOPCOMS in Socio-Economic Change of Farmer Members in Mysore City, *International NGO Journal* (Accepted for Publication)

NATIONAL PUBLICATIONS:

1. Dr. M. Devaraj & H. M. Chandrashekar (2005): Gherkin cultivation under contract farming in India with special reference to Karnataka - *Indian Journal of Agricultural Marketing* , Vol. 19 (2), 2005.(Abstract)
2. H. M. Chandrashekar, Dr. M. Devaraj and Dr. A. Satishchandra Babu(2007): Contract Farming in Marketing of Horticultural Produce, *Southern Economist*, Vol. 46, No. 5, pp 8, July 1, 2007
3. H. M. Chandrashekar, Dr. M. Devaraj and Dr. A. Satishchandra Babu Need For Better Agricultural Marketing in the Wake of Globalization - *Southern Economist*, Vol. 46, No. 21, pp 31-32, March 1, 2008
4. H. M. Chandrashekar Constraints of Commodities Futures Trading in India - *Southern Economist*, Vol. 47, No. 6, pp 43-45, July 15, 2008
5. Production and Export opportunities for Indian Mangoes – *Mysore Journal of Agriculture*, UAS, Bangalore, 2008.
6. Marketing of NTFPs through LAMP Society – *Mysore Journal of Agriculture*, 2008.
7. Dr. H. M. Chandrashekar (2008): AEZ and Gherkin Production under Contract Farming in Karnataka – *Indian Journal of Marketing*, Volume, XXXVIII No. 11, pp 11-18, November, 2008
8. Dr. H. M. Chandrashekar (2008): Constraints - Commodities Futures Trading in India, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XI, No. 11, pp 48-52 September, 2008
9. Contract farming - Risk factors, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XI, No. 12, pp 53-56, October, 2009
10. Dr. H. M. Chandrashekar (2008):
Fresh Mango & Grapes - Quality assurance and safety, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine Vol. XI, No. 12, pp 48-52, October, 2008.
12. Dr. H. M. Chandrashekar (2009): Fresh and Processed Mango in India - Export Performance and Prospects, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XII, No. 04 , pp 41-46, 2009
13. Dr. H. M. Chandrashekar & Mahadevappa Muttalagere (2009): Supply Chain Management and Network Distribution of SAFAL Market, *Indian Journal of Management*, Vol. II, No. 1, pp 11-13, February, 2009.
14. Dr. H. M. Chandrashekar (2009): Horticultural Products - Strategies for Marketing, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vo. XII, No. 3, pp 39-43-January, 2009.
15. Dr. H. M. Chandrashekar (2009):Horticulture the Karnataka Model, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XII, No. 05, pp 51-56, March 2009.
16. Dr. H. M. Chandrashekar (2009):Indian Pepper- Production and Export Prospects, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XII, No. 07, pp 44-46, May 2009
17. Dr. H. M. Chandrashekar (2009):Vegetables - Quality Assurance and Safety Aspects, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XII, No. 06, pp 54-56, April 2009
18. Dr. H. M. Chandrashekar & Prof. T. M. Mahesh (2009):Jatropha Curcas: Bio Diesel from Wastelands, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine Vol. XII, No. 07, pp 39-41, May 2009

19. Dr. H. M. Chandrashekar (2009):Grapes: Production and Marketing, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XII, No. 9, pp 41-44 July, 2009.
20. Dr. H. M. Chandrashekar (2009):Institutional Arrangement for Agribusiness in India, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine (Accepted for Publication)
21. Dr. H. M. Chandrashekar (2009):Organic Farming for Qualitative Change: *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol. XII, No.10, pp 41-44August, 2009
22. Dr. H. M. Chandrashekar (2009):Information Technology (IT) in Agriculture, *Agri, Gold Swarna Sedyam*, Vol. XII, No.12, pp 51-52 October, 2009.
23. Dr. H. M. Chandrashekar (2009):Supply Chain Management and Network Distribution of SAFAL Market, *GITAM Journal of Management*, Vol. 8, No.12, pp 141-155, January – March 2010.
24. Dr. H. M. Chandrashekar & Sunil M (2010):Gherkin: Production and Export Potential, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine, Vol: XIII, No. 4, pp 41-44, February 2010.
25. Dr. H. M. Chandrashekar (2009):Tomato: Production and Marketing in India, *Agri Gold Swarna Sedyam*, Bi-Lingual Agricultural Monthly Magazine (Accepted for Publication)
26. Dr. H. M. Chandrashekar & Dr. M. U. Lokesh (2009):Managerial Creativity and Transformational Leadership among Managers“ - ‘OPTIMIZATION’ *Journal of Research and Management* ,Vo. 2, No. 2, pp 11-21,July-December, 2009.
27. Dr. H. M. Chandrashekar & Dr. M. U. Lokesh Role of Self-Help Groups in Effective Socio-Economic Change among Vulnerable Poor: Case Study of Belthangadi Taluk, Dakshina Kannada District, *Spatio – Economic Development Record*, Vo. 16 No.3 May – June 2009.

Accepted for Publication

28. Dr. H. M. Chandrashekar & Satish Mudagal (): Consumer Perception towards Horticultural Producers Co-operative Marketing and Processing Society Ltd. (HOPCOMS in Mysore City *GITAM Journal of Management*, 2010. (Accepted for publication)
29. Managing Fruits and Vegetables Supply Chains and Networks - A Study of HOPCOMS in Mysore City"
30. Dr. H. M. Chandrashekar (): Production and Export Performance and Prospects of Indian Spices *Journal of Medicinal Plants Research*, (an ISI indexed journal),2010December Special Review Issue
31. Dr. H. M. Chandrashekar (): **Role of HOPCOMS in Socio-Economic Change of Farmer Members in Mysore City, SDR Journal**
32. Dr. H. M. Chandrashekar ():Impact of Organized retailers on Horticultural Producers’ Co-operative Marketing and Processing Society Ltd (HOPCOMS): A study in Mysore City, *SCMS Journal of Indian Management*.

CHAPTERS PUBLISHED IN BOOKS

1. H. M. Chandrashekar (2009) *Agri Export Zone and Production of Gherkin, special Economic Zones in India*, Serial Publications, New Delhi, ISBN 8183871690

2. H. M. Chandrashekar & Ms. Roop (2009) Inclusive Growth in India Export Performance and Prospects of Fresh and Processed Mango in India, Serial Publications, New Delhi, ISBN 8183873081

SEMINAR/CONFERENCE/WORKSHOP ATTENDED

1. National Conference on Emerging Challenges in Agricultural Commodity Marketing with Globalization, organized by Institute of Development Studies, University of Mysore, 1999.
2. Seminar of Marketing of Fruits and Vegetables – Problems and Prospect held on 16th September 2000, organized by Dept. of Agricultural Economics, GKVK, UAS, Bangalore.
3. 14th National Conference on Agricultural Marketing held on 3-5th Feb. 2001 at Vishakapatnam, Organized by Indian Society of Agricultural Marketing with School of Economics, Andhra University, Andhra Pradesh.
4. One day seminar on WTO and Indian Economy held on 17th Feb. 2001, organized by University of Agricultural Sciences, Bangalore with Collaboration of Texas University at UAS, Hebbal Campus, Bangalore.
5. International Research Symposium on Sustainable Agricultural Development held on March 27th 2001 at University of Agricultural Sciences, GKVK, Bangalore.
6. One day workshop on Local Urban Observatory held on 18th April, 2002 at Institute of Development Studies, University of Mysore, Mysore.
7. One day workshop on Development of Scheduled Tribes in Mysore division – Schemes and Issues held on 23rd May 2002 at Institute of Development Studies, University of Mysore, Mysore.
8. Seminar on Devaraj Urs and his Vision held on 25th Oct. 2002 at Institute of Development Studies, University of Mysore, Mysore.
9. 19th National Conference on Agricultural Marketing held on 3-5th Feb. 2005 at Uttaranchal, organized by Indian Society of Agricultural Marketing with College of Agribusiness Management, Pantnagar.
10. Workshop on census Data Dissemination held on 28th March 2006 at BIMS, University of Mysore, Mysore, conducted by Directorate of Census operations, Karnataka.
11. First Annual Conference of the Indian Society of Agri-Business Management, organized by University of Agricultural Sciences and IIM, Bangalore held on 25 – 27, September 2008.
12. National Seminar on Trilogy of Non-governmental Organisations, Community Engagement and Development Ethos, organized by Institute of Development Studies University of Mysore, Mysore on December 12-13, 2008.
13. National Seminar on Cyber Crimes and Human Rights – New Perspective, organized by CIST, University of Mysore, Manasagangotri, Mysore on 2nd February, 2009 at Mysore.
14. Workshop on Implementation Completion Report of Sujala Watershed Project, organized by Department of Watershed, GOK, Bangalore on 20th and 21st, February 2009.
15. National Seminar on Constitutional Status and Religious Conversion, organized by Department of Law, University of Mysore, Manasagangotri, Mysore on 26th February, 2009 at Mysore.
16. National Seminar on Positive Discrimination: Some unexplored Dimensions, organized by Institute of Development Studies University of Mysore, Mysore on March 13-14, 2009.

17. Two day Workshop on Research Methodology at Institute of Development Studies, University of Mysore, Manasagangotri, Mysore during 12 and 13th, March 2010.
18. National Seminar on Socially Excluded Communities: Contemporary Issues held on 19th March 2010 at UGC-Centre for Study of Social Exclusion and Inclusive Policy, Bangalore University, Bangalore.
19. South Zone conference on Heritage Conservation organized by IDS and ITPI, New Delhi held on 12th June 2010 at Institute of Development Studies, Mysore.

MEMBERSHIP OF PROFESSIONAL SOCIETIES & JOURNALS

1. Indian Society of Agricultural Marketing, Nagpur
2. Agricultural Economics Research Association (India)
3. Mysore Journal of Agriculture, UAS, Bangalore
4. Southern Economists, Bangalore
5. Indian Society of Agri-Business Management
6. Indian Journal of Marketing, New Delhi
7. Indian Journal of Management, New Delhi

CURRENT AREAS OF INTEREST

- Research in Agribusiness Management
- Teaching and Academic Administration Responsibility

(Dr. H. M. CHANDRASHEKAR)