

## **Biodata of the Scientist**

Division/Section: \_ Extension and Social Sciences

### **A. Personal information**

1. Name (With Title): Dr. P. Sethuraman Sivakumar

1.a. Qualification: PhD

2. Designation: Senior Scientist

3. Address(Personal): TC 9/ 852/2 Bankers Enclave, V J Land, Vellayambalam, Sastamangalam PO, Thiruvananthapuram – 695010, Kerala, India

4. Phone Numbers:

(a)Residence+91-471-2318656 (b)Intercom\_\_\_\_\_ (c)Mobile: +91-9496550999

5. Email: sethu\_73@yahoo.com

6. Countries visited: Nil

### **B. Professional information**

1. Area of specialization: Consumer Behaviour

2. Area of interest: Psychology of eating

3. Number of institute projects completed(Add list): Five

1. Development of media support system for tuber crops extension and training
2. Tuber Crops: Production system diagnosis for Eastern and North Eastern India
3. Designing strategies for improving elephant foot yam and greater yam seed systems
4. Investigations on consumers' food choice, consumption patterns and acceptance of tuber crops based food products
5. Development of optimum market positioning models for tuber crops based food products

4. Number of Institute projects being handled: One

5. Number of externally funded projects completed (Add list): One

1. Investigations on the consumers need, knowledge, attitude and purchase behaviour of functional foods from starchy staples (Funded by ICSSR, New Delhi)

6. Number of externally funded projects being handled(Add list): Nil

7. Number of students guided for a) Ph.D \_\_\_\_\_ b) M.Phil \_\_\_\_\_ c) M.Sc: One (Co-guide)

8. Number of students being guided for a) Ph.D \_\_\_\_\_ b) M.Phil \_\_\_\_\_ c) M.Sc \_\_\_\_\_

8.a. information about the students under your guidance NA.

Name of the student	Course undergoing	Title of the	E-mail address
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	(Ph.D/M.Phil/M.Sc)	project/Thesis	

#### 9. Information on guide ship

Guide ship for Ph.D/ M.Phil/ M.Sc	University	Subject

#### 10. Number of Research papers (Add list): Fifteen

##### International

1. **Sivakumar, P.S.**, Parasar, B., Das, R.N., and Anantharaman, M. (2013). Determinants of Computer Utilization by Extension Personnel: A Structural Equations Approach. *Journal of Agricultural Education and Extension*. <http://dx.doi.org/10.1080/1389224X.2013.803986>
2. **Sivakumar, P.S.**, Panda, S.H., Ray, R.C., Naskar, S.K., and Bharathi, LK. (2010). Consumer acceptance of lactic acid fermented sweet potato pickle. *Journal of Sensory Studies* **25**, 706-719
3. **Sivakumar, P. S.**, Panda, S.H., Ray, R.C., Pradhan, D.C., and Sivaramane, N. (2008). Modeling consumer acceptability of  $\beta$ -carotene rich sweet potato curd. *Journal of Sensory Studies*. **23**, 791-803

4. **Sivakumar, P.S.**, Nedunchezhiyan, M., Paramaguru, S., and Ray, R.C. (2009). Production system-specific differences in farmers' demand for greater yam (*Dioscoreaalata*) varietal attributes in Orissa State, India. *Experimental Agriculture*, **45**, 1–14
5. Ray, R.C., Panda, S.K., Swain, M.R., and **Sivakumar, P.S.** (2012). Proximate composition and sensory evaluation of anthocyanin-rich purple sweet potato (*Ipomoea batatas* L.) wine. *International Journal of Food Science and Technology*, **47**, 452-458
6. Ray, R.C. and **Sivakumar, P.S.** (2009). Traditional and novel fermented foods and beverages from tropical root and tuber crops: review. *International Journal of Food Science and Technology*, **44**, 1073–1087
7. Panda, S.H., Naskar, S.K., **Sivakumar, P.S.**, and Ray, R.C. (2009). Lactic acid fermentation of anthocyanin- rich sweet potato (*Ipomea batatas* L.) into lacto-juice. *International Journal of Food Science and Technology*.**44**, 288-296.
8. Panda, S.H., Panda, S., **Sivakumar, P. S.** and Ray, R.C. (2009). Anthocyanin-rich sweet potato lacto-pickle: Production, nutritional and proximate composition. *International Journal of Food Science and Technology* **44**, 445-455.
9. Mohapatra, S. Panda, S.H., Sahoo, S.K., **Sivakumar, P.S.** and Ray, R.C. (2007).  $\beta$ -Carotene-rich sweet potato curd: production, nutritional and proximate composition. *International Journal of Food Science and Technology*, **42**, 1305-1314.

#### **National**

1. **Sivakumar, P.S.**, Pradhan, D.C., Das, S.N., and Sivaramane, N. (2008). An analysis of structural change in area and productivity of sweet potato in Orissa. *Journal of Root Crops*. 34(2): 181-187.
2. **Sivakumar, P.S.** and Ray, R. C., Panda, S.H. and Naskar, S.K. (2006). Application of principal components analysis for sensory characterization of sweet potato curd. *Journal of Root Crops*. **33**: 62-66.
3. **Sivakumar, P.S.** and Ray, R.C. (2006). Gender difference in learning styles of trainees. *Manage Extension Research Review*. **7**(2), 77-84.

4. Sethi, K. **Sivakumar, P. S.** and Naskar, S. K. (2005). Impact of sweet potato technologies on food and nutritional security of tribals – A success story. *Intensive Agriculture*. **43** (11-12): 22-23.
5. **Sivakumar, P.S.** (2003). Sweet potato: A crops for food and nutritional security in Orissa. *Orissa Review*. **LX** (2&3): 61-64.
6. Pandian, S., Radhakrishnan, T. and **Sivakumar, P.S.** (2002). Effect of video education on knowledge gain. *Agricultural Extension Review*. **14** (5), 3-4.

**10. Number of Books/Book chapters(Add list):** Books – Two, Book chapters - Five

**Books**

**International**

1. Ray, R.C., Panda, S.H., and **Shivkumar, P.S.** (2010). *Lactic Acid Fermentation of Sweet Potato*. LAP LAMBERT Academic Publishing, Germany, pp-224 (ISBN - 978-3-8433-7657-0).

**National**

1. Sasikumar, R., and **Sivakumar, P.S.** (2012). *Agri-Food crops: Processing, value addition, packaging and storage*. New Delhi: New India Publishing Agency (ISBN: 9789381450406).
2. Naskar, S.K. Nedunchezhiyan, M., Rajasekhara Rao. K. **Sivakumar, P. S.**, Ray, R.C., Misra, R.S. and Mukherjee, A. (2006). *Root and tuber crops in nutrition, food security and sustainable environment*. Regional Centre of Central Tuber Crops Research Institute, Bhubaneswar (ISBN: 81-903825-0-0)

**Book chapters**

1. **Sivakumar, P.S.**, and Ray, R.C. (2008). Sensory evaluation methodologies for tuber crop products. In: Nedunchezhiyan, M (Ed.). *Advance techniques in quality planting material production and commercial cultivation of tropical tuber crops*. Pp, 261-267. Bhubaneswar, India: Regional Centre of Central Tuber Crops Research Institute.
2. **Sivakumar, P.S.**, and Ray, R.C. (2008). Statistical methods for data interpretation. In: Nedunchezhiyan, M (Ed.). *Advance techniques in quality planting material*

*production and commercial cultivation of tropical tuber crops*. Pp, 277-281. Bhubaneswar, India: Regional Centre of Central Tuber Crops Research Institute.

3. **Sivakumar, P.S.**, Ray, R.C., and Naskar, S.K. (2007). Consumer evaluation of sweet potato curd. In: Padmaja, G., Prem Kumar, T., Edison, S., and Bala Nambisan (Eds.). *Root and tuber crops: Post harvest management and value addition*. Proceedings of the National seminar on achievements and opportunities in post harvest management and value addition in root and tuber crops (NSRTC 2). Pp: 398-400. Thiruvananthapuram, India: Central Tuber Crops Research Institute.
4. **Sivakumar, P.S.**, Nedunchezhiyan, M. and Ray, R.C. (2007). Indigenous technology, eco-friendly environment and sustainable agriculture. In (Ed.) Satapathy, M.K. *Education, environment and sustainable development*. New Delhi. Shipra Publications. Pp: 228-252.
5. Anantharaman, M. Ramanathan, S. and **Sivakumar, P.S.** (2002). Capacity development for KVK – Internal and external dimensions. In: Samata, R.K. and Chandra Gowda, M.J. (Eds.). *Krishi Vigyan Kendra: The capacity building of farmers*. B.K. Publishing Corporation, New Delhi...pp: 105-130.

## **12. Number of Technical Bulletins(Add list): Four**

### **Technical Bulletins**

1. Sivakumar, P.S., Anantharaman, M., Ramanathan, S., Misra, R.S., Laxminarayana, K., and Jha, A.K. (2013). *CTCRI Rooting ahead to North-Eastern Hill India*. CTCRI-NEH programme technical bulletin No. 59. Sreekariyam, India: Central Tuber Crops Research Institute.
2. **Sivakumar, P.S.**, Anantharaman, M., Thirugnanvel, A., Ramanathan, S., and Punita, P. (2013). *Traditional Tuber crops foods of North-Eastern India*. CTCRI-NEH programme technical bulletin No. 58. Sreekariyam, India: Central Tuber Crops Research Institute
3. **Sivakumar, P.S.**, Nedunchezhiyan, M., Padmaja, G., and Jata, S.K. (2010). *Tuber crops products for household utilisation and small-scale industries*. NAIP Field guide series 1, Regional Centre of Central Tuber Crops Research Institute, Bhubaneswar, India
4. Ray, R.C. Naskar, S.K. and **Sivakumar, P.S.** (2005). Sweet potato curd. Technical Bulletin Series – 39. Central Tuber Crops Research Institute, Thiruvananthapuram, India.

### **Training manuals**

1. **Sivakumar, P.S.** Anantharaman, M., Roy, A., and Seeralan, S. (2012). Sustainable livelihood assessment and value chain analysis: Tools and Techniques. CTCRI-NEH Training Series – 1. Thiruvananthapuram, Central Tuber Crops Research Institute.
2. **Sivakumar, P.S.** and Anantharaman, M., (2012). Improved tuber crops production technologies for NEH Region under CTCRI North East programme: Training handbook. CTCRI-NEH Training Series – 2. Thiruvananthapuram, Central Tuber Crops Research Institute.

### **13. Consultancies offered(Add list and give a brief description):**

#### **Evaluation Expert**

Acted as expert for the evaluating the Comprehensive District Agricultural Plan (C-DAP) of Bolangir district for the Institute of Social and Economic Change, Bangalore, India during August 2009.

#### **Subject Matter Expert**

Member of the team which provided a Specific Task Force (STC) consultancy to CARE INDIA on "*Popularising cassava and sweet potato production technologies in the food scarcity areas of Bolangir, Phulbani and Gajapathi Districts of Orissa*" during 1<sup>st</sup> April 2004 to 30<sup>th</sup> September 2004.

### **14. Technologies developed(Add list and give a brief description): Nil**

### **15. Patents/Copyrights obtained (Add list and give a brief description): Nil**

### **16. Any other information:**

#### **Awards and recognitions**

- **Fulbright – Nehru Postdoctoral Research Fellow 2013-2014** at the Department of Psychology, Florida State University, Tallahassee, USA (Aug 19, 2013 to Aug 18, 2014)
- Selected as distinguished young scientist and listed in the **Marquis Who's Who in the World - 29th Edition, 2011** published by the News Communications, Inc., USA.
- **Travel grant** - Awarded Department of Science and Technology, Govt. of India travel grant for participation in the *Fourth European Conference on Sensory and Consumer Research*" organized by University of Basque County, Spain at Palacio Europa, Vitoria-Gasteiz, Spain during 5-8 September 2010 (Could not participate due to personal reasons)

- **Reviewer** – (1) Food Products Marketing (Taylor & Francis)  
(2) Journal of International Food & Agribusiness Marketing (Taylor & Francis)

### **Trainings organised**

**Organised** two national level short courses on “*Applied Multivariate Data Analysis for Biological and Social Sciences*” (June 28 to July 2, 2010) and “*Applied Multivariate Data Analysis for Social and Business Research*” (26-30, September 2011) at the Regional Centre of CTCRI, Bhubaneswar, Orissa. A total of 21 trainees from Indian Institute of Technology, engineering Institutes, agricultural universities from five states of India participated in these programmes.