

## Key resource persons



**Dr. P. Sethuraman Sivakumar**, is Principal Scientist, ICAR-CTCRI, India. He is specialized in consumer behaviour and entrepreneurship development, and has published over 30 papers in both international and national journals. He had conducted five national level workshops on social research methods and multivariate data analysis. He was a Fulbright-Nehru Postdoctoral Fellow at the Department of Psychology, Florida State University, USA, during 2013-2014.



**Dr. Rasheed Sulaiman V** is an internationally recognised authority on the reform of agricultural systems and has published widely in his field of specialisation. He is currently the Director of the Centre for Research on Innovation and Science Policy (CRISP), Hyderabad, India. He is the Consultant of many national and international organizations including: DFID, FAO, World Bank, ICRISAT, ODI and UNU-MERIT. He is associated in SIAS as a visiting faculty member.



**Dr. Saravanan Raj**, is the Director (Agricultural Extension), National Institute of Agricultural Extension Management (MANAGE), Hyderabad. He is specialised in ICT- enabled extension and social media. He has published several research papers, books, manuals and blogs on ICT based extension and using social media for rural development.



**Dr N. Sivaramane** is a Senior Scientist at the Agribusiness Management Division, NAARM, Hyderabad. He is specialised in econometrics, market analytics and International trade. He has published many research papers in the journals of International repute. He is a Master Trainer in Econometrics and Multivariate statistics.

**For further information, please contact**

The Director

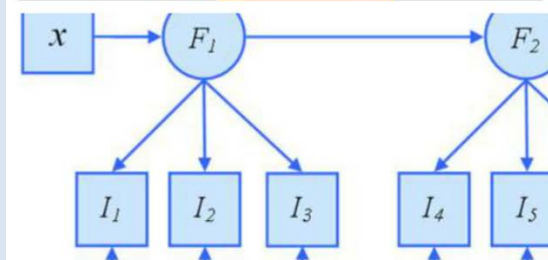
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# National Workshop on Advances in Social and Behavioural Science Research

(November 12 – 17, 2018)



**ICAR – Central Tuber Crops Research Institute**  
Sreekariyam, Thiruvananthapuram – 695017, Kerala, India.

### Background

The social and behavioural science research in India is witnessing rapid transformation due to advancements in technologies and their applications in various fields including agriculture, industries and services. Consequently, the technical and business establishments are increasingly looking towards social and behavioural scientists/ professionals to carryout technology transfer, commercialisation, HRD, market research and entrepreneurship development functions. As the empirical research plays a crucial role in improving the decision-making processes in those functions, there is a need to strengthen basic research competencies of the social and behavioural scientists. Strong basic research skills combined with competency in advanced methods will help in advancing knowledge, sharpen critical skills and develop constructive attitudes/ opinions to improve decision-making and professional practice.

### About the workshop

This National-level workshop is organised by ICAR – Central Tuber Crops Research Institute (ICAR-CTCRI) in collaboration with Agricultural Extension in South Asia (AESAs), CRISP, MANAGE and NAARM, Hyderabad to equip the scientists, academicians and research scholars from extension, economics, sociology, psychology, social work, business management and other related disciplines with critical skills in conducting and publishing empirical social and behavioural science research. The workshop focuses on strengthening fundamental skills in social and behavioural research with adequate “hands-on” experiences on specific techniques. This workshop broadly covers the following aspects:

2. **Research planning** - Specifying research problems, research questions and objectives; Critical review of literature; Specifying concepts, constructs, and hypotheses; Choosing a “right” research design, methods and tools; online data collection; Sampling techniques
3. **Conducting research** – Field data collection and management; techniques of reducing biases; Reliability and validity assessment
4. **Analysis and interpretation of data** - Data cleaning and basic statistical analysis– Univariate and multivariate; interpretation

### 1. Advanced methods

Scale development – Factor analysis; Structural Equation Modelling; Conjoint analysis; Social Network Analysis; Qualitative Content Analysis/ Thematic Analysis

### 5. Publishing research outputs/ outcomes and research utilization

All the methods and techniques will be dealt using specialised statistical software.

### Who should attend?

This programme is open for scientists, faculties, research scholars and students from any social and behavioural science disciplines. The maximum number of participants for the Workshop is 40 (Scientists/ faculties – 25 and research scholars/ students -15).

**Programme duration:** November 12-17, 2018

**Venue:** ICAR – Central Tuber Crops Research Institute, Thiruvananthapuram, Kerala.

### Workshop fee

The workshop fee for scientists/ faculties is Rs. 8500 and for research scholars/students is Rs 3000 (all inclusive of GST 18%). This workshop fee includes course fee, boarding and lodging for six days during the workshop period. The workshop fee may be paid in the form of online RTGS transfer to the beneficiary “ICAR Unit, CTCRI”, AC No. 00000057019705533, Bank: State Bank of India, Sreekariyam, IFSC Code SBIN0070288. The fee may also be deposited through DD drawn in favour of “ICAR Unit, CTCRI” payable at Thiruvananthapuram, Kerala, India.

### How to apply?

The applicants are requested to fill the Nomination form attached with this brochure and send the scanned copy to the Programme Director by email ([headess.ctcri@gmail.com](mailto:headess.ctcri@gmail.com)/ [itmu.ctcri@gmail.com](mailto:itmu.ctcri@gmail.com) ). The research scholars/ students are requested submit a *bona fide* student/ scholar certificate from HoD/ Dean. The last date for receiving the nominations is October 31, 2018.

For any programme specific queries, please contact

### Programme Director

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### Programme Coordinator

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