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SUMMARY

- Teaching and Research Experience: 12 years 07 months since 02.02.2024 (contd.)
- Extramural funding till date – 01 Cr as PI; 16.0 Cr as Co-PI
- 118 Research papers; (34 papers Scopus Indexed, 10 papers > 6 NAAS rating; 31 papers >5 NAAS rating, 09 papers in Impact factor journals, 05 papers ABDC Journal list)
- Edited books/ Success Stories/Proceedings: 16; Book Chapters/Conference Papers (Full): 31; Authored Books: 03
- As Co-PI Incubated 78 startups under RKVY-RAFTAAR scheme, out of which 26 received grant-in-aid amounting to the tune of 2.88 crores.
- Contributed towards Technology Commercialization of Start-ups.
- Mentor to the 12 number of mentees during the Agri India Hackathon presented by Ministry of Agriculture & Farmers' Welfare and organized by Pusa Krishi, ICAR-IARI, ICAR and DAC&FW w.e.f 03-05, Feb 2021.
- Organized Institute Industry Interaction Meet under World Funded NAHEP-IDP Project on 29.03.2022 at SKUAST-Jammu.
- Organized One week Entrepreneurship Skill Development Programme from 1st to 8th March 2023.
- Organized One day workshop on "Start-up Ideas" on 16th February, 2023 under NAHEP-IDP, SKUAST-Jammu.
- Created SKUAST-Jammu YOU-TUBE Channel and Shooting of Videos of technologies developed by the scientists of SKUAST-Jammu and uploading of same on YOU-TUBE Channel of SKUAST-Jammu.
- Scientific Team Member in formation of Android APP entitled 'Kisan Hetashi' for dissemination and adoption of scientific agricultural practices by farmers. The APP also includes latest information on government schemes for welfare of the farming community.
- Member University Media Cell.

Education

- Ph.D. Agricultural Economics, Sher-e-Kashmir University of Agricultural Sciences & Technology, Jammu, 2011
- M.Sc. Agricultural Economics, Chaudhary Charan Singh University, Meerut, U.P., 1999.
- B.Sc. Agriculture, Chaudhary Charan Singh University, Meerut, U.P., 1997.
- Post Graduate Diploma in Agricultural Marketing, Pondicherry University, 2007
- Post Graduate Diploma in Rural Development, IGNOU, New Delhi, 2004

PERSONAL DETAILS

- Date of Birth: 12-08-1975
- Languages: English, Hindi, Dogri, Kashmiri
- Residential address: House No. 5, Lane No. 2, Pocket-A, Bohri, Jammu, Jammu & Kashmir, 180002, India

Experience

- Associate Director Research, Directorate of Research, SKUAST-Jammu from 21.06.2024 to continuing
- Assistant Professor, Division of Agricultural Economics and Agribusiness Management SKUAST-J from 01-02-2012 to 21-06-2024
- Invigilators for CET,UG and PG exams since 2012 on regular basis
- Consultant to IIM Bangalore in a collaborative project on Export analysis of Walnut
- Attracted 01 Cr as PI and 16.0 Cr as Co-PI in Project funds from different funding agencies like DST, SERB-DST, DBT, MIDH, ICAR, NABARD JKST&IC etc. This excludes Rs. 600 Cr project on “ Innovative extension approaches for revitalizing agriculture in J&K ” under HADP.

Patent Published

- Title of the Patent: “Machine Learning Integrated Blockchain Model for Industry 4.0 Smart Applications
- Application no.: 202341074960 Date: 03-11-2023

Research

- Research & Extension Experience: 12 years 07 months since 2.02.2012 (contd.)
- Investigated the efficiency and sustainability of agricultural supply chains from production to distribution including assessing transportation logistics, storage facilities, and the role of intermediaries such as wholesalers and retailers.
- Evaluated the impact of agricultural policies on market outcomes, farm profitability, and food security
- Studied farm level economics, including production efficiency, input-output analysis and farm-level decision-making
- Economic analysis of various agricultural commodities
- Focused on investigating the intricate dynamics of agricultural markets, particularly in understanding the mechanisms driving price spreads along the supply chain.
- Devised Vegetable crop calendars for the farmers of sub-tropical areas of Jammu division.
- Developed marketing model for the farmers of Chenani Block of Udhampur district.
- Collected and Documented indigenous agricultural commodities from Jammu division of J&K.
- Also documented traditional storage structure (taye) for storing dry fodder fodder to sustain livestock during harsh winters.

● Recommendation generated

- The current cropping pattern may be expanded to include more lemongrass because this crop is profitable and will increase household incomes and living standards. As more labour is needed for various operations on lemongrass plantations, there is also plenty of potential to create employment opportunities.
- The spent of lemongrass herbage after processing can be used further as a fuel thus cost of fuel used for processing can be reduced by using the spent grass.
- Net returns and cost-benefit ratio indicates that Harad cultivation is a profitable enterprise if taken up under recommended conditions .
- The Marigold farmers were suggested that they should focus on value addition rather than production aspect as by making garlands, their income will be increased by more than 40 percent.
- The farmers were suggested to focus on marigold crop cultivation because it will increase their employment opportunities by increasing their labour requirement by more than 30 percent.
- Climate of the Chenani area is suitable for growing walnut, bei, apricot, plum, apple etc. Moreover, area is famous for the production of amlook which is having religious importance as it is used in prashads. So, government can take initiative and promote cultivation of fruit crops in the area.

- During the survey, in consultation with the farmers of the study area in Chenani Block, they were suggested to take initiative of marketing their produce by making a small group of 20 to 25 farmers. Atleast one member of the group must daily accompany the trucks with produce to Jammu market and will himself watch the selling procedure in the market. This will definitely help them to get better price for their produce.
- Invest in infrastructure for transportation and storage facilities, considering the challenging geography. Improved roads and cold storage facilities can aid in preserving the freshness of produce and expanding market reach.

Professional

- Agricultural Economics Research Association (Life Member)
- Mobilization, Society for Community Mobilization for Sustainable Development (Life Member)
- Economic Affairs (a quarterly journal of Economics (Life Member)
- Bioved Research Society, Allahabad (Life Member)
- Maharashtra Society of Agricultural Economics (Life Member)
- Indian Society for Agricultural Development & Policy, Ludhiana (Life Member)
- Indian Ecological Society (Life Member)
- Academy of Natural Resource Management (ANRCM) (Member)
- Society for Integrated Development of Agriculture, Veterinary and Ecological Sciences (Life Member)
- Executive Member, Agricultural Economics Research Association
- Reviewer, Agricultural Research Journal
- Reviewer, Indian Journal of Agricultural Research, Agricultural Research Communication Centre, Karnal, India
- Member, Editorial Board, Research Journal entitled, “Economic Affairs”
- Organized conferences/training programmes/workshops etc. as Co-organizing Secretary (6th J&K Agricultural Science Congress).
- Organized conferences/training programmes/workshops etc. as Organizing Secretary/Convener/Co-organizing Secretary
- Delivered guest lectures at “IIT Jammu” and Reserve Bank of India, Jammu

PROJECTS

● As Principal Investigator

S.NO.	Title	Funding Agency
1.	Documentation revival and upscaling of indigenous knowledge systems for scientific development in Pir panjal and shivalik ranges of J&K UT.	DST- Govt. of India
2.	Value chain analysis of walnut in Jammu and Kashmir	SERB-DST, Govt. of India
3.	Economic analysis and marketing of vegetables	NABARD
4.	Diagnostic study of farmers in context of price spread analysis, marketing pattern and assessment of agricultural diversification in Chenani block of udhampur district	NABARD

● As Co- Principal Investigator

S.NO.	Title	Funding Agency
1.	Rashtriya Krishi Vikas Yojana-Remunerative Approaches for agriculture and allied sector rejuvenation (RKVY-RAFTAAR)	DAC&FW, Govt. of India
2.	Strengthening institutional capacities for delivering globally competent skilled professionals	NAHEP-IDP
3.	Innovative extension approaches for revitalizing agriculture in J&K	HADP
4.	Cluster Based business organization (FFPOs)	NABARD
5.	Technological Entrepreneurship and enhance income in Agricultural sector in outer Himalayas of Jammu region of Jammu and Kashmir (UT)	Ministry of Science and Technology (Dept of Biotechnology)
6.	Promotion of niche crops(Anardana) in the UT of J&K	HADP
7.	Mobilization of farmers through development of bee village for collective marketing of organic honey	NABARD
8.	Vocational education in Agriculture-Need in present context	Extramural fund of ICAR, New Delhi
9.	Mapping the adoption of improved varieties of major crops and management practices in Jammu	IFPRI

10.	Development of Aonla base cropping system for Jammu subtropics	MIDH
11.	Entrepreneurship development in organic farming for sustainable livelihood security of small and marginal farmers	RKVY
12.	Strengthening Agricultural Marketing in Union Territory of J&K	HADP, JK Govt.

Foreign Exposure

- International Conference on "Innovative Theories and Practices for Sustainable Development in Changing World Scenario: An Interdisciplinary Perspective" which was held w. e. f July 10-13, 2018 in Kuala Lumpur, Malaysia.
- International Conference on Natural Resource Management and Sustainability held at Udayana University, Bali, Indonesia w. e. f November 27-29,2023.

Selected Journal/Research Articles

- Kaur, M., Bhat, V., Zada, E.R.S and Sharma, R. 2023. Productivity Analysis and Employment Effects of Marigold Cultivation in Jammu, India. *Horticulturae*, 8(3): 263.
- Sutradhar, S., Sharma, E., Sood, A. and Bhat, A. 2023. Export and Import performance of Walnut in India: An empirical analysis through Revealed Comparative and Trade advantage along with Revealed competitiveness. *Agricultural Mechanization in Asia*. 53(12):12069-12081.
- Kumar, H., Bhat, A., Choudhary, P. and Sharma, M. 2022. Economic Analysis of production of Harad (*Terminilia Chebula*) and constraints faced in its cultivation in Jammu. *Indian Forester*, 148(5):245-255.
- Bhat, A., Diskit, R., Kachroo, J., Sharma, M. and Sharma, M. 2021. Economic sustainability of vegetables growers in Jammu region of Jammu and Kashmir Union territory. *Empirical Economics Letters*, 20(3).
- Kumar, B., Sharma, M., Bhat, A. and Kumar, P. 2021. An analysis of Indian Agricultural workers: a ridge regression approach. *Agricultural Economics Research review*, 34(1):121-127.
- Kaur, M., Bhat, A., Sharma, A. and Singh, S.P. 2020. Economic Benefits of Marketing of value Added Marigold Flowers. *Journal of Community Mobilization and Sustainable Development*. 15(1): 53-58.
- Bhat, A., Kachroo, J., Rizvi, S.E.H., Sharma, M. K., Dwivedi, S., Singh, S.P., Bhat, M.I.J. and Kumar, R. 2018. Diagnostic Study of Farmers in Context of Cost and Return Analysis, Price Spread Analysis and Marketing Pattern in Mantalai Village of Udhampur District. *Indian Journal of Economics and Development*. 14(1a): 211-218.
- Sharma, M., Jasrotia, N., Kumar, B., Bhat, A. and Mahajan, S. 2018. Modeling of Monthly Arrival of Rohu Fish Using ARIMA in Jammu Region of J&K State. *Journal of Animal Research*. 8(2):259-262.

- Bhat, A., Kachroo, J. and Sharma, R. 2016. Financial Profitability, Marketing Analysis and Technical Efficiency of Cabbage Cultivation in Jammu Region of J&K State, India. Indian Journal of Ecology. 43(Special Issue): 563-568.
- Bhat, A., Kachroo, J., Sharma, M. and Peshin, R. 2015. Constraints in production and marketing of citrus fruit in Jammu region of J&K state. Economic Affairs. 60(2):331-337.
- Bhat, A., Kachroo, J. and Kachroo, D. 2012. Economic appraisal of Kinnow production and marketing under North-western Himalayan region of Jammu Agricultural Economics Research review,24:283-290.

Teaching Experience

- Teaching Agricultural Marketing and Agribusiness Management to Undergraduate and graduate students {12 years 02 months (U.G & P.G. Classes) since February, 2012, contd.}
- Developed e-Content for E-Learning Portal under NAHEP Component for PG Course
- Major Advisor to 23 Masters and 04 PhD students, Co-advisor/member- 35 students.
- Academic In charge of Division
- In charge ICAR, ARS-NET preparation classes
- Flipped classroom - providing e notes & PPTs two days in advance.
- Ms. Manpreet Kour (PG student) was selected ARS at Jaipur
- Three students qualified ICAR, NET examination

Awards and Recognitions

- Presidential Appreciation Award for organising 30th Annual Conference of Agricultural Economics Research Association (AERA-2022) w.e.f. December 21-23, 2022 at SKUAT-J.
- Best Community Mobilizer Award-2022 on the occasion of 10th National Seminar on “ Agriculture and More: Beyond 4.0” at SKUAST-K.
- Appreciation Award-2022 on the occasion of Regional Conference on “Specialty Agriculture in the Context of Farm Economy of Himalayan Region” w.e.f. 21st-22nd, 2022 at SKUAST-J.
- Received best oral presentation research paper award during the National Conference on Women Empowerment through Agro-Entrepreneurship for Livelihood Security organized by Society for Integrated Development of Agriculture, Veterinary and Ecological Sciences (SIDAVES) in collaboration with SKUAST-Jammu w.e.f February, 07-08, 2019 at SKUAST-Jammu, Chatha.
- Receives Global Distinguished Scientist Award in the discipline of Agricultural Economics during International Conference on “Innovative Theories and Practices for Sustainable Development in Changing World Scenario: An Interdisciplinary Perspective’ which was held w.e.f July 10-13, 2018 in Kuala Lumpur, Malaysia.
- Received Young Scientist Award during National Conference on “Smart Technology to Boost Farm Profitability and Socio Economic Status of Rural India” which was held w.e.f 19th - 20th November, 2018 at SKUAST-Jammu, Chatha.
- Received best oral presentation research paper award and was declared first in International Conference on “Recent Trends in Bioinformatics and Biotechnology for Sustainable Development” which was held on October, 12-13, 2017 at F.V.Sc. R. S. Pura, SKUAST-Jammu.
- Received Best Paper Award for the Oral Presentation in 1st National Case Study Conference (NSCS-2015) held during April, 24-26, 2015 at SMVDU, Katra, Jammu (J&K).
- Received Best Paper Award for the Oral Presentation in the Technical Session – II (B) of ICSSR Sponsored International Conference on “Shifting Paradigms in Applied Economics and Management: Course Correction” held during August 1-2, 2014 at SMVDU, Katra, Jammu (J&K).
- Received Best Paper Presentation Award in National Symposium on Natural Resource Management and Sustainable Hill Farming System for Livelihood Security Hill held at SKUAST-Jammu w.e.f 23 to 24 July, 2014.

VISION

As an academician deeply rooted in the field of Agricultural Economics and Agribusiness Management. My vision for managing agricultural research is one that is collaborative, inclusive, and responsive to the needs of farmers and the environment. It is mission-driven, equitable, and innovative. It is a vision that recognizes the interconnectedness of agriculture with other sectors. Together, through collaborative efforts, we can work towards building a more sustainable and resilient society for generations to come.

● We need to

- Promote collaboration between scientists, farmers, and other stakeholders. This will help to ensure that research is focused on the most pressing needs and that the benefits of research are shared equitably. Establish multi-stakeholder platforms to facilitate collaboration and dialogue.
- Invest in data infrastructure and capacity building to support data-driven research and decision-making. This includes making agricultural data more accessible to researchers and developing tools and skills to help researchers and farmers use data effectively.
- Support the development of new technologies and tools that can be used to improve agricultural productivity and sustainability. This includes technologies such as precision agriculture, gene editing, and artificial intelligence.
- Takes a systems approach to research, considering the interconnectedness of agriculture with other sectors. This will help to develop solutions that are sustainable and resilient.
- Promotion of startup and secondary agriculture fostering innovation in agricultural technologies, supporting the development of sustainable farming practices, and creating opportunities for entrepreneurs in the agricultural sector.
- Conducting research on emerging trends, identifying market gaps, and collaborating with startups to develop solutions that enhance productivity, profitability, and environmental sustainability in secondary agriculture.
- One of the most important components to effective management of any system is the finances. As an administrator my focus will also to be obtain finances by tapping different funding agencies.
- Increase funding for interdisciplinary and transdisciplinary research. This type of research is essential for addressing complex challenges such as climate change and food security.
- Invests in a diverse range of research disciplines and approaches. This will allow for the development of innovative solutions to the complex challenges facing agriculture today.
- Develop research initiatives that address the challenges posed by climate change, including crop adaptation, weather forecasting, and mitigation strategies.

In the end we cannot ignore Sustainable Agriculture. The primary focus of agricultural research should be on promoting sustainable agriculture practices that ensure long-term food security while minimizing environmental impact. This includes research on organic and natural farming, regenerative agriculture, and the integration of advanced technologies for precision agriculture.