



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH Major/Minor Projects

Apply under	Major	
Board Discipline	Commerce	
I. Personal Information		
1. Name of the Applicant	Dr Sanjay K.Katait	
2. Address for Communication :	SHRI SHIVAJI ARTS AND COMMERCE COLLEGE, SHIVAJI NAGAR, MORSHI ROAD, AMRAVATI. 444603.(M.S.) 9421819070 skk2810@rediffmail.com Maharashtra 444603	
3. Permanent Address :	70, "Shreepushp", Shankar Nagar, Rajapeth, Amravati. (M.S.) 444606 Maharashtra 444606	
4. Date of Birth (DD/MM/YYYY) :	28/10/1967, Age: 54 years 11	
5(a). Mother's Name :	Late. Indutai Kesharao Katait	
5(b). Mobile Number :	9421819070	
5(c). Email Id :	skk2810@rediffmail.com	
6(a). Father's Name :	Late. Kesharao Rambhau Katait	
6(b). Mobile Number :	9421819070	
6(c). Email Id :	skk2810@rediffmail.com	
7. Employer Details :	Designation: Professor Name: Shri Shivaji Arts and Commerce College Amravati Address: Shivaji Nagar Morshi Road Amravati 444603 Mobile Number: 9970151348 Email: ssacc102@sgbau.ac.in Website: www.shivajicollege.org	
9. Indicate your category :	Category:OBC, Gender: Male, Person with Benchmark Disability: No	

10. Whether received any financial assistance from ICSSR	No
11. Whether received any assistance/project from any other institution e.g. UGC, ICAR, CSIR, ICPR, ICHR, etc. :	Yes
Name of the Award/Scheme :	UGC Major Research Project: Green Marketing in India and Its Impact on Consumer Behavior -A Case Study of Consumer Durables' Date of completion : 21-05 – 2018 Amount : 7,09,600 Funded by: U.G.C.
Year of Award :	2015
Amount Sanctioned (Rs.) :	709600.00
If Completed, Date of completion :	21/05/2018
If Delayed, Reasons thereof :	
If incomplete, proposed date of completion :	
Duration of extension taken, if any :	No
II. Educational Qualifications	

Name of Degree	Name of the University	Year of Passing	% of marks	Disciplines
Master's	Amravati University	2002	60	Commerce
M Phil	00	00	00	00
Ph D.	Sant Gadge Baba Amravati University Amravati	2005	00	Commerce
Post-Doctoral	00	00	00	00

III-Research Experience of the Project Director

	Number	Brief Detail (Title and supporting Institution)

Projects Completed (Maximum 5)	02	1. Minor Research Project: Study of Personnel Relations in Co-operative Bank in Amravati District. Date of completion: 01- 10 – 2008 Amount: 60,000 Funded by: U.G.C. 2. Major Research Project: Green Marketing in India and Its Impact on Consumer Behavior -A Case Study of Consumer Durables' Date of completion : 21- 05 – 2018 Amount : 7,09,600 Funded by: U.G.C.
Ongoing projects, if any (with completion date)	00	00
Fellowships	00	00
Ph.D Guidance	04	Supervision for M.Phil. students, Faculty of Commerce & Management afflicted by Sant Gadge Baba Amravati University Amravati
M.Phil Guidance	33	Supervision for M.Phil. students, Faculty of Commerce & Management afflicted by Sant Gadge Baba Amravati University Amravati
Papers in Journals, Edited Books/Reports Published, etc.(Details of up to best 5) :		

Sl No.	Title of the Article	Name of the Journal, Place of Publication and Frequency	Month, Year and Volume of Publication with Page Nos.	Is the Journal Scopus Indexed and UGC CARE list? (Yes/No)
1.	'Employee Welfare Measures in cements industries in Maharashtra.'	IJREAM	Vol.6 Issue 7, Oct. 2020, ISSN.2454-9150 IF. 6.444http://jmraonline.com	Yes
2.	'Re-commerce & Consumer Awareness: Challenges & opportunities in garment sector'	IJREAM	Vol.6 Issue 8,Nov. 2020. ISSN.2454-9150 IF. 6.444www.ijream.com	Yes
3.	'Corporate Sector Responsibility in Alleviation of Poverty: A Case Study of Selected Cement Industries'	IJREAM	Vol.7, Issue 02, IJREAM Vol.7,Issue 1, Apr. 2021 ISSN.2454-9150 IF. 6.444 www. ijream.com.	Yes
4.	'Corona virus lockdown & Health issues of IT corporate sector employees in Maharashtra'	IJREAM	Vol.7, Issue 02, IJREAM Vol.7,Issue 1, May. 2021ISSN.2454-9150 IF. 6.444 www.ijream.com.	Yes
5.	'Lockdown & Corporate Social Responsibility (CSR) - A Study of Maharashtra '	IJREAM	Vol.7, Issue 02, IJREAM Vol.7,Issue 1, Aug. 2021 ISSN.2454-9150 IF. 6.444 www.ijream.com.	Yes
6.	Indian Government Initiative Towards Electronic Waste	GE- Journal of Management Research,	Vol. 3, Issue 11, Nov. 2015 P.No.181-191 ISSN 2321-1709 IF.4.316	Yes
7.	Electronic Waste Management Through Eco-Friendly Green Computing	IRJMC,	Vol. 3, Issue 02, Feb. 2016, P. No.61 - 70 ISSN 2348-9766 IF.3.007	Yes
8.	Potential application of waste Fly Ash in Agriculture & Construction: preventive measures to protect Health & Environment	IJMRA	Vol. 7 , Issue 6, June 2017, P. No. 260-276 ISSN.2249-0558 IF.7.119	Yes
9.	Employee Welfare Measures In cement industries in Maharashtra	IJREAM	Vol.6 Issue 7,Oct. 2020 P. No. 110 - 116 ISSN.2454-9150 IF. 6.444	Yes
10.	Corporate Sector Responsibility In Alleviation of Poverty: A Case Study of Selected Cement Industries	IJREAM	Vol.7,Issue 1, Apr. 2021 P. No. 281-285. ISSN.2454-9150 IF.6.444	Yes

Participation in Research Projects(also with capacity Best 3).

NA

Any other important Academic Achievement (approx. 100 words)

Selected for UGC Research Award 2. Editor & Reviewer for IJREAM Journal & SKIREC Journal
 3. Invited for lecturer sponsored by ICSSR sponsored 10 days workshops on Research Methodology
 " Importance of Review of Literature in Research Methodology" Books published: 1. 'Personnel
 Management In Banks' Vital Publication, D-19, Indrapuri, Lal Kothi, Tonk Road, Jaipur.
 P.No.01-304, ISBN978 - 93-80274 -16-4 Yr. 2012 2. 'Industrial Disputes In India' LAP
 LAMBART Academic Publishing, Germany. P.No.01- 227 ISBN 978 - 3 - 659 - 68392 – Yr.2015
 3. 'Banking Theory & Practices' LAP LAMBART Academic Publishing, Germany.P.No.01- 186
 ISBN 978 - 3- 659

IV Affiliation Details

Name of the affiliating institution

Shri Shivaji Arts and Commerce College Amravati

Postal address of affiliating institution :

Shivaji Nagar Morshi Road Amravati , Maharashtra ,
 444603

Phone Number

9970151348

Email ID

ssacc102@sgbau.ac.in

Website

www.shivajicollege.org

Type of affiliating institution :

Private Institutions with UGC 12(b) status

V Details of Project Co-Directors (if any, Maximum 3)

Name and Address with contact details

Present Position

Institution

Mobile No/email ID

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VI Project Proposal

(i) Title of the Project Proposal :

“Promoting Tribal Enterprise Through Value Addition, Branding & Marketing of Forest Produces in Maharashtra” (2017-18 to 2021-22)

(ii) Abstract (approx. 200 words)

There are several provisions have been made in the Constitution for safeguarding and promoting the interests and rights of the Scheduled Tribes in various spheres so as to enable them to join the national mainstream. In the same sense for the empowerment of tribal community, Prime Minister Modi launched “Pradhan Mantri Van Dhan Yojana” (PMVDY) on 14 April 2018. PMVDY is a Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) & Development of Value Chain for up gradation and convert tribal wisdom into a viable economic activity. In this proposed research work will study on some main aspects like as; pattern of promoting tribal enterprise the value addition, branding and marketing of tribal forest produce with respect of PMVDY. Beside, to take the overview of financing structure, entrepreneurship and avenues for tribal development in study area. To achieve these aspects, the proposed research is limited to Maharashtra state. Primary data will be collected from tribal household and secondary data will be collected from various reports, books, thesis and research papers. The data will be analyzed with the descriptive and inferential statistics and conclusion will be made as per predetermined objectives of study.

(iii) Introduction of the Proposed Study (approx. 400 words)

Economic development is possible only with the help of planned and unrelenting business allied activities. Entrepreneurs are the driving force behind such activities, in the same sense proposed research work entitled “Promoting Tribal Enterprise through value addition, branding & Marketing of Forest Produces in Maharashtra” is design & structured for upliftment of Tribal’s. The theme of the topic is relatively difficult because the entrepreneurship is a difficult task, especially, when it concerns with tribal population. India has 104.2 Million tribal populations which as per Census 2011 constitutes 8.6 % of total population of the country. About 93 % of them live in rural areas and engaged in agriculture and allied activities. The socio-demographic statistical data reveal the disadvantaged position of STs as compared to other category of population. The literacy rate among the STs in India is 63.1 % (NSSO, 2010), which is lower than national literacy rate i.e. 72.8 % (Census, 2011). Majority of the ST population is engaged in unorganized sector without any job security. Historically, the tribal is not only most disadvantaged, but exploited and neglected in India. Therefore, have interest in preserving the forest as it is their life support system. However large scale industrialization, urbanization, exploitation of natural resources and deforestation is resorted to meet the urban and industrial demands which greatly affected their livelihood pattern. Indian constitution has various provisions for development of tribal society. Article 23 prohibits traffic of human beings, beggars and other similar forms of forced labor for Scheduled Tribes. Article 275(1) promises grant-in-aid for promoting the welfare of STs. In the same sense for the empowerment of tribal community, Prime Minister Modi launched “Pradhan Mantri Van DhanYojana” (PMVDY) in Bijapur, Chhattisgarh on 14 April 2018. PMVDY is a Mechanism for Marketing of Minor Forest Produce (MFP) through Minimum Support Price (MSP) & Development of Value Chain for the upliftment of tribal’s community. Due to the limitation and magnitude of tribal community the proposed research is limited to the state of Maharashtra and three tribal regions will be select for this research i.e. western Sahyadri Hill Region located in Dhule, Nandurbar & Jalgaon, Eastern forest district located in Chandrapur, Gadchiroli, bhandara and Gondia as well as Amravati region in Melghat tribal area.

(iv) Major Research Works Reviewed: 1) International and 2) National. Not less than 15 to 20 important works (approx. 400 words) :

As there is a much scope for the entrepreneurship development of tribals for in-depth analysis global as well as national outlook is considered for study. 1) INTERNATIONAL: Anderson, Hindle & Lansdowne (2015) suggested entrepreneurship is associated with creating, managing and developing new ventures for the benefit of tribal's people. Baker & Howell (2014) also suggested demand for the goods produced by the community is unlimited relative to the capacity of the community to supply them. in the same sense Pareto (2004) too stated that entrepreneurship development depends on entrepreneurial behaviours and motivation of tribal's. Scherret (2004) concluded that significant trends to decentralize natural resource management to local levels and new markets emerging for forest products is essential. Likewise, Townson (1995) advocates entrepreneurship provides potential for unlocking economic wealth, enabling empowerment for disadvantaged population sector. In exactly the same way WCFSD (1999) estimated 350 million depend almost entirely for their subsistence and survival needs on forests and another 1 billion depend on forests and trees for fuel wood, food and fodder and World Bank (2001) estimated that 1.6 billion depend to varying degrees on forests for their livelihoods, with 350 million living in or near dense forests depending on them to a high degree. 2) NATIONAL: There are so many study found in nationwide literature on the proposed study. Ray & Biswas (2014) discuss tribal entrepreneurship is developing only through the development of small help group in the vicinity and Mohapatra & Rabindra (2012) suggested lack of awareness regarding government policies will hamper growth of tribal entrepreneur. Devi (2014) also supports the fact that tribal entrepreneurial sector has to face a large number of challenges as compared to other sector. In the same sense Nathan, Thapa, Kelkar & Cordone (2012) stated that over the years, most tribal's having settled into private land and rely heavily on agriculture for their livelihood. Mohanty and Sahu (2015) also stated that, the development of rural industries can be solving to the large extent by inculcating entrepreneurial habits among tribals. Tripathi (2014) also recognized that, entrepreneurship is the backbone of economic development of country like India. Mohapatra and Sahu (2012) in their paper explained that socio-economic development of tribal people can only be possible with the help of promotion of entrepreneurship development.

(v) Identification of Research Gap (approx. 300 words) :

Information from various studies shows that there is a great opportunity & scope & avenues for entrepreneurship development for the tribal community in global scenario and national outlook. Various schemes, programs and activities undertaken by the government of India are contributing significantly to the development of this tribal community. The proposed research theme yet not be put forward in Maharashtra. Therefore, through the proposed study the entrepreneurship of Tribal communities in the state of Maharashtra can be studied from the framework of research and it will be a milestone for their socio economic development strategy.

(vi) Objectives of the Proposed Study (approx. 100-150 words):

The objectives of this study are recapitulated as below: 1. To study the pattern of Promoting Tribal Enterprise through value addition, branding & Marketing of Forest Produces in study area. 2. To study & analyze the "Pradhan Mantri Van DhanYojana" (PMVDY) in Maharashtra state. 3. To study whether finance provided by the existing financial institutions and other governments agencies are adequate for the tribal community in the area under study. 4. To study the interrelationship between established enterprises and tribal enterprises with the respect of PMVDY in study area. 5. To study the future scope & avenues for tribal entrepreneurship development in the state.

(vii) Major Research Question/Hypotheses (approx. 150-200 words):

Based on these objectives the following hypothesis will be tested with the help of predetermined data of study: 1. Tribal entrepreneurs have to face serious problems than the other entrepreneurs. 2. Tribal entrepreneurs have better prospects to develop entrepreneurship. 3. There is a positive impact of "Pradhan Mantri Van DhanYojana" (PMVDY) for the upliftment of entrepreneurs of tribal in Maharashtra. 4. There is much scope for developing tribal entrepreneurs in Maharashtra.

(viii) Proposed methodology for the research work (approx. 400 words)

In order to pursue the objectives outlined earlier, the methodology will be used to analyze different aspects. Descriptive research method will be used for this research. Objectives, hypothesis, data collection, sampling techniques will be used for analysis. The primary data will be collected from the tribal households of study area as per the objectives of the study. Apart from this the secondary data will be collected from TRIFED, Tribal Ministry's reports, Published reports by Maharashtra Adivasi Vikas Vibhag, books, thesis, reports, articles and research papers. To make the study more practicable & viable in nature observation, interviews, questionnaire and Officer's Interview Schedule, will be used as a tool. The study will be carried out with the help of statistical tools of SPSS software. Scope & Limitations of Study: Three tribal regions of Maharashtra state will be select for this research i.e. western Sahyadri Hill Region located in Dhule, Nandurbar & Jalgaon, Eastern forest district located in Chandrapur, Gadchiroli, Bhandara and Gondia as well as Amravati region in Melghat tribal area. The sample will be framed with the help of stratified sampling method from three tribal regions of Maharashtra state. The research study is limited only to the tribal community residing in the state of Maharashtra. The tentative period of study will be 2017-18 to 2021-22 the quantitative data will be used with respect of this period.

ix) Innovation/Path-breaking aspects of the Proposed Research

The proposed research work will be giving the path-breaking answers to the following questions arising in entrepreneurship of tribal community. 1. Should they go back to traditional products? 2. How to tap new market for the product produce? 3. Where is the customer? 4. What marketing mix model is needed? 5. Whether electronic mode of Marketing is worthwhile? 6. Should they stop this business and find new alternative of Livelihood?

(x) Proposed Outcome such as papers in journals, edited book/(s), book, policy papers, document etc. with proposed timeline and place of publications (300 words)

The expected outputs of present research would be follows: 1. The present study will be helpful for tribal community; who are jobless in Maharashtra. 2. It will also be helpful to analyze the various symposium on 'Tribal Entrepreneurs' 3. The various reports will be submitted on the same topic to Ministry of Tribal Affairs and State Tribal Ministry. 4. The quantitative and qualitative data will be available & useful to government and non-government for enhancement of tribal entrepreneur. 5. Besides, the book will be published on 'The Success Story of Tribal Entrepreneurs of Maharashtra'. 6. As well as documentary will be produced on 'The Success Story of Tribal Entrepreneurs of Maharashtra'.

(xi) Any new data to be generated where data deficiency is felt (100-150 words) :

Tribal groups have always shared a unique relationship with nature and follow sustainable practices of livelihood. With religious practices of worshiping nature and land laws that give collective rights to communities, the tribal way of life is unique. However, due to lack of accessibility and development, and long neglect, the standard of life among tribal groups remains poor. Low literacy, high dropout rates from schools, malnutrition, and exploitation and poverty plague India's tribal population. Taking the consideration of this background and identity of tribal the proposed research work will be innovative in nature & develop as a means for the upliftment of tribal community. The proposed research work will be helpful in developing new innovative entrepreneurship model for the enhancement of entrepreneurship of tribal community in study area.

(xii) Relevance of the proposed study for policy making :

Entrepreneurship variously defined as innovation, leadership, management, coordination; essentially about 'risk taking' these are the main challenges consideration while making the planning for tribal community. The proposed research will be helpful for policy making as a 'Model of Entrepreneurs for Tribal Community'. The proposed study underlines the fact that this feature of the tribal society which could have been an important asset for cultivating entrepreneurship among these people. The present research study will be also helpful for regional level planning, block level, state level and central level planning too.

(xiii) Relevance of the proposed study for society (approx. 200 words) :

Though the tribal population constitutes 8% of India's population, they represent an enormous diversity of groups in regards to language, linguistic traits, ecological setting, physical attributes, modes of livelihood, level of development etc. This wide heterogeneity gives rise to both opportunities and challenges for their overall socio-economic development. This research will be helpful to tribal segment has a huge potential that still remains untapped due to different reasons, one of them being a lack of awareness about tribal heritage and ignorance about the range and diversity they produce across the country.

(xiv) Milestones set for each successive quarter of the study

Quarter	Milestone
I	Step 1: Identity and develop the topic - within 3 months duration of research
II	Step 2: Preliminary search for information on 'Tribal Enterprise' within 3 months duration of research
III	Secondary data on "Promoting Tribal Enterprise Through Value Addition, Branding & Marketing of Forest Produces in Maharashtra" will be collected with help of secondary data collection tools i.e. books, reports, study and webistes- within 3 months duration of research
IV	Step 4: Evaluate the sources on 'Tribal Enterprise - within 3 months duration of research
V	Step 5: Primary data will be collected from various primary data collection tools i.e., observations, interviews and schedules - within 3 months duration of research
VI	Step 6: Writing the chapters on i.e., Introduction, Review of Literatures, Data analysis and interpretation and conclusion - within 3 months duration of research
VII	Step 7: Draft report will be prepared - within 3 months duration of research
VIII	Step 8: Final report will be prepared - within 3 months duration of research

(xv) Budget and Duration (please see Guidelines at 5.3 for proportionate Limit of a head)

Total Grant expected under the scheme (In Rs.)	Duration Proposed (months)
150000	24

(xvi) Proposed budget of the study under expenditure heads with justification

Heads of Expenditure	Number	Months	Rate	Amount
1.Research Staff	00	00	00	00
1(a).Research Associate	01	24	20000	480000
1(b).Research Assistant	01	20	16000	320000
1(c).Field Investigator	01	24	15000	360000
2.Field work	01	00	100000	100000
3.Equipment and study material	00	00	150000	150000
4.Contingency	00	24	3125	75000
Total	00	00	00	1485000
5.Publication of report - approx.5-7% (The allocation for publication amount will be retained by the ICSSR for publication of the final report if it is found to be high quality by the expert/experts appointed by the ICSSR)	00	00	00	75000
Grand Total	00	00	00	1560000

Justification of different heads of budget (write in 30 words each)

1.Research Staff

Research staff will engaged by the Project Director on basis during the research work and the consolidated monthly emoluments of their employment may be decided as per the ICSSR rules

2.Field work

The present research work highly field work oriented and various research tools, technics will be used for this proposed work i.e. filling the questionnaires, interviews schedule, interviews from respondents

3.Equipment and study material

1.Reference books on proposed topic 2. Laptop and projector for the proposed study 3. Professional Photo-cum-Video camera and Projector.

Declaration

I hereby declare that:

- I am not a defaulter of any previous ICSSR grant.
- I have not availed ICSSR pay protection scheme previously.
- I have neither been subjected to any disciplinary action nor found guilty of any criminal offence in my career.
- The Research Proposal and its contents are entirely original and as per the standard practice
- I have not concealed any information in my fellowship application. If ICSSR finds any contrary information at any stage, it may cancel my fellowship out rightly and/or penalize me as per ICSSR rules.


Place :

Amravati

Declaration Date :

08/10/2022

Signature :



Annexure/Checklists

Forwarding letter from the Head of the affiliating Institution duly stamped and signed on the letter head. .

CV of all Researchers (PD and Co-PDs) with their signatures and consents in writing (Brief CVs, not more than two to three pages each).

Self-attested SC/ST certificate or certificate of disability issued by the competent authority, if required.

Indian Council of Social Science Research