



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH Major/Minor Projects

Apply under	Minor	
Board Discipline	Commerce	
I. Personal Information		
1. Name of the Applicant	Dr Sanjay K.Katait	
2. Address for Communication :	HRI SHIVAJI ARTS AND COMMERCE COLLEGE, SHIVAJI NAGAR, MORSHI ROAD, AMRAVATI. 9421819070 skk2810@rediffmail.com Maharashtra 444603	
3. Permanent Address :	70, "Shreepushp", Shankar Nagar, Rajapeth, Amravati. (M.S.) Maharashtra 444606	
4. Date of Birth (DD/MM/YYYY) :	28/10/1967, Age: 54 years 11	
5(a). Mother's Name :	Late. Indutai Keshaoarao Katait	
5(b). Mobile Number :	9421819070	
5(c). Email Id :	skk2810@rediffmail.com	
6(a). Father's Name :	Late. Keshaoarao 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: 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 :	

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.01186
 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 , 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 Mobile No/email ID	Present Position	Institution	
NA	NA	NA	
NA	NA	NA	NA
NA	NA	NA	NA

VI Project Proposal

(i) Title of the Project Proposal :

Tribal Welfare through National Agriculture Marketing (e-NAM) 'One Nation, One Market' – A
 Case Study of Maharashtra (2016-17 to 2020-21)

(ii) Abstract (approx. 200 words)

Electronic National Agriculture Market (e-NAM) launched on 14th April by 2016 by Central Government of India. e-NAM is an innovative initiative in agricultural marketing to enhance farmer's accessibility digitally to multiple numbers of markets & buyers and to bring transparency in trade transactions with the intent to provide transparency in price discovery, price commensurate with quality of the produce and also to develop the concept of "One Nation One Market" for agriculture produce. The proposed research work entitled "Tribal Welfare through "National Agriculture Marketing (e-NAM) One Nation, One Market: - A Case study of Maharashtra" focus on how the e-NAM agriculture marketing initiative will be effective & useful for the development and welfare of Scheduled Tribes in Maharashtra state. In this proposed research the primary data will be collected from tribal farmers, traders & existing mandis as per the objectives of study. Apart from this the secondary data will be collected from e-NAM related websites data, reports by Centrals Tribal Ministry, Maharashtra Adivasi Vikas Vibhag, Books on agriculture marketing, thesis on proposed study, published and unpublished reports, articles and research papers and webliography data will be used for this study. The study will be carried out with statistical tools of SPSS software for the descriptive and inferential statistics analysis. After that conclusions will be made as per predetermined objectives of study.

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

National Agriculture Market (NAM) is a pan-India electronic trading portal launched on 14th April, 2016 completely funded by Central Government and implemented by Small Farmers Agribusiness Consortium (SFAC). NAM portal networks the existing APMC (Agriculture Produce Marketing Committee) / Regulated Marketing Committee (RMC) market yards, Sub-market yards, Private markets and Other unregulated markets to unify all the nationwide agricultural markets by creating a central online platform for agricultural commodity price discovery. The scheme stands up deployment of a common e-market platform. The main objective of e-NAM is to integrate markets first at the level of the various states and eventually across the country through a common online market platform, to facilitate pan - India trade in agricultural commodities. e-NAM streamlines marketing/ transaction procedures and makes them uniform across all markets to promote efficient functioning of the markets. e-NAM is an electronic portal which promote better marketing opportunities for farmers / sellers through online access to more buyers/markets, removal of information asymmetry between farmer and trader, better and real-time price discovery based on actual demand and supply of agri-commodities, transparency in auction process, prices commensurate with quality & online payment option. India is a diverse country with the largest democracy in the World. With the second-most populous country worldwide, India has 104.2 Million tribal populations which as per Census 2011 constitute 8.6 % of total population of the country. About 93 % of them live in rural areas and engaged in agriculture & allied activities and forest product allied activities. By taking this background the proposed research work aims to “Tribal Welfare through National Agriculture Marketing (e-NAM): ‘One Nation, One Market’- A study of Maharashtra” highlight on welfare & economic development of tribal community. To achieve the aim of the proposed study, some important objectives will be studied; i.e. to describe the e-platforms of agriculture marketing for tribal community, to study the impact of e-NAM on tribal community, to study the trading benefits of e-NAM for tribal community, to identify the trading challenges and avenues of e-NAM for tribal community and to suggest remedial measure for effective application of e-NAM for welfare of tribal community in Maharashtra state.

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

After framing the objectives, it is observed that there is a much scope for the agricultural electronic trading for tribal's welfare, for in-depth analysis global as well as national outlook is considered for study. INTERNATIONAL: Josef Schmidhuber (2014) discusses & guides the overall guidance that online trading is the need of hour for agricultural development. likewise, Máximo Torero (2015), (FAO Chief Economist) and by the Economic and Social Development Stream Management team suggested e- mode of agricultural is the only option to reduce exploitation of farmers. Racy Davids (2011) from the Bureau for Food and Agricultural Policy (BFAP) led the drafting of the Regional Briefs which suggest e- platform is essential for benefit of farmers in direct selling. Some of the developing countries in the world in terms of modern technology of agricultural marketing made the significant initiatives like as Albania started laying the groundwork for its national e-agriculture strategy and vision in 2019, with the support of the FAO. it seems that in Armenia the second half of 2018, the EU-funded FAO European Neighborhood Programme for Agriculture and Rural Development (ENPARD) project, which benefits from FAO technical cooperation, helped the government develop a vision for the national e-agriculture strategy. In 2014, Moldova decided to develop a national e-agriculture strategy as well as in Russian Federation the key stakeholders jointly set up the Digital Agriculture Project and developed, in 2018, the concept for the scientific and technological development of digital agriculture. Besides in Turkey the Ministry of Agriculture and Forestry has started developing a national e-agriculture strategy with the technical assistance of FAO. In Kyrgyzstan the Digital Roadmap on the implementation of the digital transformation concept, Digital Kyrgyzstan 2019–2023, includes the preparation of an ICT implementing policy for the development of the agricultural sector. Likewise, Tajikistan and Uzbekistan both countries requested FAO assistance in 2019 for the development of their respective national e-agriculture strategy. 1) NATIONAL: There are so many study found in nationwide literature in the sense of technology adoption in agriculture marketing. Bisen & Kumar (2018) advocate online trade of agriculture and horticulture commodities using a transparent price discovery mechanism will provide remunerative prices to the farmers produce. It seems that, Kushankur Dey (2016) suggested e-NAM is a unique platform with an objective of a real-time information and symmetry among all the stakeholders across the mandis. Jairath & Shalendra (2016) stated that e-platform brings new avenues and bring more opportunities to farmers to sell their product directly. As well as Shoumitro Chatterjee and Devesh Kapur (2016) concluded that analyzing trade in agricultural markets in India is a multifaceted and frightening task, particularly in absence of data on trade flows. likewise, Singh (2017) farmers must spend a significant amount of time visiting markets in order to receive their payments for the product produce. in the same sense Verma & Roshini (2018) also stated that, there are numerous benefits to e-NAM for the stakeholders; nevertheless, e-NAM growth is still small and in its early phases of development.

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

Agriculture has primarily remained conventional since independence of India despite planned agricultural growth activities. Farmers lack the fair share of final consumers' prices and intermediaries have higher margins because of the extended supply chain. The various study emphasis on the same problems of agriculture marketing. But yet not did on the proposed research topic; so there is much scope of study to the avenues & opportunities for tribal welfare through National Agriculture marketing i.e. e-NAM which will be the government's moto i.e. 'One Nation, One Market'. To consideration and achieve above moto the proposed research work in hand to execute the study as a means of tribal welfare.

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

The objectives of this study are recapitulated as below: 1. To describe various e-platforms available for agricultural marketing in Maharashtra for tribal community. 2. To analyze the impact of e-NAM on the market arrival of tribal community's commodities. 3. To assess the trading benefits of e-NAM adoption for tribal community's welfare and their economic development. 4. To identify the trading challenges & new avenues in the adoption of e-NAM in Maharashtra state for tribal community. 5. To suggest remedial measures for effective application of e-NAM for welfare tribal community in Maharashtra.

(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. H0: Tribal Farmers and Traders make less use of e-NAM for trading in Maharashtra state. H1: Tribal Farmers and Traders make optimum use of e-NAM for trading in Maharashtra state. 2. H0: There are no challenges and difficulties for tribal farmers facing while trading through e-NAM. H1: Tribal farmers facing challenges & difficulties while trading through e-NAM. 3. H0: There is less scope for tribal Farmers and Traders using e-NAM in Maharashtra. H1: There is much scope for tribal Farmers and Traders using e-NAM in Maharashtra. 4. H0: There is no significant difference between the satisfaction of tribal community with the bidding process in e-NAM in Maharashtra state. H1: There is a significant difference between the satisfaction of tribal community with the bidding process in e-NAM in Maharashtra state. 5. H0: There is no significance difference between benefits of e-NAM and welfare of tribal community. H1: There is a significance difference between benefits of e-NAM and welfare of tribal community.

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

The proposed research work will be focus on how e-NAM agriculture marketing initiative will be effective for the development and welfare of Scheduled Tribes in Maharashtra state. Tribal farmers, traders, existing mandis will be selected for research purpose in Maharashtra state. The research study is limited only to the tribal farmers, traders, & existing mandies in the state of Maharashtra. Tribal dominant area will be selected for this study; like as 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 research study is limited only to the tribal community residing in the state of Maharashtra only. The sample will be framed with the help of stratified sampling method from three tribal regions of Maharashtra state. The tentative period of study will be limited to 2016-17 to 2020-21 period. the quantitative data will be select with this respective period. In this proposed research work the primary data will be collected from interview schedule as well as from official's questionnaire. The study will be carried out with statistical tools of SPSS software for the descriptive and inferential statistics analysis. Apart from this the secondary data will be collected from e-NAM related websites data, Published reports by Maharashtra Adivasi Vikas Vibhag and books, thesis, reports, articles and research papers too.

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

Tribal farmers eventually lose out on higher pricing for their forest goods, while traders could not purchase high-quality and rare produce. These issues can be resolved if traders and farmers establish a direct connection without intermediaries. The proposed research work will be a milestone for the thinking on the development procedure for the tribal community. The study also put the model for the regulated marketing structure for tribal community's welfare on the platform of e-NAM in Maharashtra state. It will be also impactful for the new researchers for do the study on same.

(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 to know the status of tribal community welfare with respect of agriculture sector in Maharashtra. 2. It will be also helpful to analyze the various symposium on 'Tribal Welfare through National Agriculture Marketing.' 3. The various reports will be submitted on the same topic to Ministry of Agricultural Marketing and Ministry of Tribal Affairs. 4. The quantitative and qualitative data will be available with regards to 'Tribal Welfare through electronic National Agriculture Marketing(e-NAM).' 5. Besides, the book will be published on 'The Success Story of Tribal e-agriculture system in Maharashtra state.' 6. As well as documentary will be produced on 'The Success Story of Tribal e-agriculture system in Maharashtra state.'

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

There is a much scope in the study of implication of e-NAM across the country. e-NAM is now developing as a "Platforms of Platform" to create a digital ecosystem that leverage the expertise of individual platforms across various segments of agriculture sector in all states. The proposed study will be benefited to Maharashtra state for the welfare of tribal community in accordance with the agriculture development. The proposed study also highlighted on e-NAM various innovativeness services i.e. value chain viz. developing and Integrating service platform with e-NAM (Quality Control services, transportation & delivery services, sorting/grading services, packaging services, insurance, trade finance and warehouses etc.), enabling the tribal farmers to add value to their produce and facilitate them with ease of agriculture marketing.

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

National Agriculture Market (e-NAM) is an innovative initiative in agricultural marketing to enhance farmer's accessibility digitally to agriculture marketing. The proposed study will be very impactful for the planning for the development of tribal farmers so as to reduce their un-employability in Maharashtra state. It will be helpful for government of Maharashtra's every tribal department for to frame the remedies for welfare of tribal community. The study will be put forward the model construction for the price commensurate with quality of the tribal products and also to spread the magnitude the concept of 'One Nation One Market' for agriculture produces in this research.

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

The proposed research work will be fully field work oriented for the collection of primary data in the study area. The research will be benefited to tribal community's farmer for their access the prevailing commodity prices. The system of e-NAM will be helpful for the farmer and tribal farmer may see the live online bid value of their produce through mobile. The proposed research work will be helpful to create awareness among the tribal community farmers towards the new agriculture technology in the current era.

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

Quarter	Milestone
I	Step 1: Identity and develop the topic- within 1 months duration of research
II	Step 2: Preliminary search for information on topic - within 2 months duration of research
III	Secondary data on Tribal Welfare through National Agriculture Marketing (e-NAM)' will be collected with help of secondary data collection tools i.e. books, reports, study and websites- within 3 months duration of research
IV	Step 4: Evaluate the sources on research topic -within 1 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 2 months duration of research
VI	Step 6: Writing the chapters on i.e., Introduction, Review of Literatures and Analysis and interpretation of data - within 1 months duration of research
VII	Step 7: Draft report will be prepared - within 1 months duration of research
VIII	Step 8: Final report will be prepared - within 1 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)
500000	12

(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	00	00	00	00
1(b).Research Assistant	01	12	16000	192000
1(c).Field Investigator	01	12	15000	180000
2.Field work	00	08	5000	40000
3.Equipment and study material	00	12	6000	60000
4.Contingency	00	12	25000	25000
Total	00	12	00	497000
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	30000
Grand Total	00	00	00	527000

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

1.Research Staff

Research staff will engaged by the Project Director on basis the research 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 from respondents

3. Equipment and study material

Equipment and study material 1. Reference books 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.

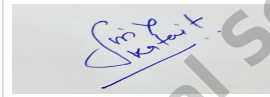
Place :

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.