

## *Curriculum Vitae*



1. Name: **Dr Prashant Shrivastava**
2. Designation: Assistant Professor (Agriculture Extension) and Assistant Registrar (Legal) & Assistant Registrar (Meeting and Confidential)
3. Gender: Male
4. Category: General
5. Name of Institution: Jawaharlal Nehru Krishi Vishwa Vidyalaya, Jabalpur.
6. Mailing Address:  
O/o Registrar, JNKVV, Adhartal ,  
Jabalpur -482004 (M.P),  
Mob. 9424244042,  
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email- [prashantjnkvv2024@gmail.com](mailto:prashantjnkvv2024@gmail.com),  
[prasantdgg@gmail.com](mailto:prasantdgg@gmail.com)
7. Date of Birth: 02/10/1970
8. Broad Subject Area : Agriculture ( Social Science)
9. Field of Specialization : Agriculture Extension, Marketing Management.
10. Educational Qualification (starting from Bachelors Degree onwards)

Degree/Certificate	Year	Institution	Field
1.BSc	1995	JNKVV, Jabalpur	Agriculture
2.MSc	2003	JNKVV, Jabalpur	Extension Education
3.MDBA	2002	Symbiosis, Pune	Marketing Management
4. NET	2010	ICAR, New Delhi	Agriculture Technology Transfer
4.PhD	2011	IGKV, Raipur	Agriculture Extension
5. BEC	1998	University of Cambridge	English Communication

11. Details of Professional Training and Research Experience  
(Listed below separately)
12. Details of Employment

Designation	Duration		Institution	Nature of work
	To	From		
1. Marketing Executive	April 1997	Sept. 2002	ENBEE Fertilizers & Chemicals Ltd. Bhopal	Sales & Marketing
2. Business Executive	May 2003	Oct. 2004	Bharat Insecticides Ltd. New Delhi	Sales & Marketing
3. Visiting Faculty	Nov. 2008	Dec. 2010	MATS University, Raipur (C.G)	Teaching BBA classes
4. Assistant Professor – Management	Jan. 2011	Oct. 2011	MATS University, Raipur (C.G)	Teaching MBA and BBA classes
5. Subject Matter Specialist / Scientist – Agriculture Extension	Oct 2011	March 2015	JNKVV, Jabalpur	Extension, Research and Teaching
6. Assistant Professor - Agriculture Extension	March 2015	Present	JNKVV, Jabalpur	Teaching, Research and Extension
7. Assistant Registrar – Legal, Meeting and Confidential	Feb. 2018	Present	JNKVV, Jabalpur	Administration, Teaching
	<b>TOTAL WORK</b>	<b>EXPERIENCE</b>	<b>22 YEARS</b>	

13. Professional Recognition/ Awards/Prizes/Certificates etc. won by the

Candidate: **(Listed below separately)**

14. Projects taken by other sources mention in brief. (NA)

15. Details of Ongoing /Completed Projects of Candidate:

S. No.	Name of the funding agency	Name of the Scheme	Programme Title	Year of Funding	Duration	Amount Sanctioned	Status: Ongoing/ Completed
1.	ICAR, New Delhi	NICRA		2011-2014			Ongoing
2.	ICAR, New Delhi	Farmer First		2016-2018			Ongoing

16. Previous financial assistance taken from MPCST:

S. No.	Year of sanction	Purpose	Amount Sanctioned	Status of Utilization Certificate
	NA	NA		

17. List of Publications: **(Listed below separately)**

S. No.	Title of Paper/Report/Book	Author(s)	Name & Vol. of Journal & Year	Page No.	
				From	To

Place:

Date:

*Prashant Shrivastava*

### **Professional Trainings Attended**

1. Soil Testing organized by Directorate of Extension Services, Jabalpur from 18-22 June, 2012.
2. Preparation of Agromet Advisory Services and Use of Weather Data organized by Central Research Institute for Dryland Agriculture, Hyderabad. 17-18<sup>th</sup> September 2012.
3. Application of PRA Tools in Agriculture Extension organized by Extension Education Institute, Hyderabad. 18-21<sup>st</sup> February 2013.
4. Human Resource Development, organized by Extension Education Institute, Hyderabad. 25-27<sup>th</sup> April 2013.
5. Advanced Extension Strategy for Communication and Management Skill for Extension Personnel: The Approach, Methodology and Application organized by Centre for Human Resource Development, BCKV, Kalyani, West Bengal, from 3<sup>rd</sup> to 23<sup>rd</sup> December 2014.
6. Gender Analysis and Mainstreaming in Agriculture organized by Centre of Advanced Faculty Training of ICAR, Division of Agriculture Extension, ICAR-IARI, New Delhi. 02-22<sup>nd</sup> January 2016.
7. Extension Strategies for Nutrition Sensitive Agriculture to Address Sustainable Development Goals organized by Centre of Advanced Faculty Training of ICAR, Division of Agriculture Extension, ICAR-IARI, New Delhi. 02-22<sup>nd</sup> September 2017.
8. Qualitative and Quantitative Technique in Analyzing of Agriculture Research Data organized by National Institute of Agriculture Extension Management, Hyderabad. 24<sup>th</sup> Feb- 05<sup>th</sup> March 2018.
9. Information and Communication Technology organized by UGC Human Resource Development Centre, Rani Durgavati Vishwa Vidyalaya, Jabalpur from 22<sup>nd</sup> to 27<sup>th</sup> March 2021.

### **Professional Recognition/ Awards/Prizes/Certificates etc. won by the Candidate:**

1. **Excellence in Teaching Award-2017** given by Agricultural Technology Development Society (ATDS), Ghaziabad, Uttar Pradesh.
2. **Excellence in Extension Award -2018** given by Society for Agriculture Innovation & Development, Ranchi.
3. **Best Oral Presentation Award** for the paper entitled- Recent Advances in Agriculture Extension-A Review in the National Conference on Livelihood and Food Security 27-28<sup>th</sup> January 2018.
4. **Outstanding Achievement Award-2019** given by Society for Agriculture Innovation & Development, Ranchi.
5. **Best Teacher Award – 2021** for outstanding contribution in the field of Agriculture Extension by Agro Environmental Development Society (AEDS), Rampur, U.P.

6. **Excellent Dedicated Service Achievement Award – 2018** given by South Asia Management Association and LNCT Bhopal.

**Life Membership** : 1. International Society of Extension Education, Nagpur.  
2. Society of Extension Professionals, Hyderabad.  
3. The Indian Society of Extension Education, New Delhi.  
4. Orissa Society of Extension Education, Bhubneshwar.  
5. Indian Society of Agricultural Sciences, New Delhi.  
6. Maharashtra Society of Extension Education, Pune.  
7. Society for Agriculture Innovation and Development, Ranchi.

**Reviewer** : International Journal of Agriculture Sciences.  
: The Indian Journal of Agricultural Sciences (ICAR)  
: Journal of Social Science.  
: International Journal of Psychology and Counselling  
: American Journal of Applied Science  
: Plant Cell Biotechnology and Molecular Biology  
: International Journal of Plant and Soil Science  
: Academia Letters  
: Indian Journal of Extension Education, New Delhi

**Zonal Editor (Central Zone)** : Indian Journal of Extension Education.  
**Associate Editor** : International Journal of Agriculture Sciences.  
**International Editorial Board Member:** Journal of Research in Weed Science.  
**Reviewer & Advisory Editor** : Indian Journal of Social Research  
**Member Board of Reviewers** : International Journal of Applied & Natural Science  
**Editorial Panel of** : EC Agriculture ( ECRONICON)

## **List of Publications**

### **Research Papers**

1. Anupama Verma and **P. Shrivastava** (2025) Digital marketing scenario & Customer Relationship Management in India, *International Journal of Development Research*, 15(2), 67621-67623.

2. Anupama Verma, Rishabh Patidar and **P. Shrivastava** (2024) Consumer Preferences for Dehydrated Vegetables, *Archives of Current Research International*, 24(12) Page 10-20,
3. Kumar Shubham, **Shrivastava P**, Kumar Shushant, Verma Anupama and Jaiswal D K (2023) Marketing Behaviour of Kusumi Lac growers of Kanker District of Chhattisgarh. *International Journal of Agriculture Sciences*,15(1), pp.- 12179-12181. **(NAAS Score:4.20)**
4. Pankaj Patidar, **P. Shrivastava**, Anupama Verma and A. Shrivastava (2023) Socio-economic profile of farmer members of Divasa Agro Farmer Producer Company, Dewas district of Madhya Pradesh, *International Journal of Agriculture Sciences*,15(3), pp.- 12226-12228. **(NAAS Score:4.20)**
5. Lekhna Pinnamaneni, Anupama Verma and **P. Shrivastava** (2023) The Market Share Growth of the Paddy Seed in Bhoodan Pochampally Market of Yadadri Bhuvangiri District in Telangana, *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(5), p 121-126. **(NAAS Score:4.86)**
6. Sushant Kumar, Anupama Verma, Shubham Sinha and **P. Shrivastava** (2023) Factors influencing scientific orientation of sugarcane farmers, *International Journal of Agricultural Sciences*, 19(2), p 744-747. **(NAAS Score:4.73)**
7. **P Shrivastava** and Anupama Verma (2022) Abundance of Entrepreneurial opportunities in Agriculture: A Review, *The Andhra Agriculture Journal*, 68(4), 508-513. **(NAAS Score:3.61)**
8. Anupama Verma and **P. Shrivastava** (2022) Online Education: A Gateway to be Educated from Top Universities of India and across, *International Journal of Research and Analytical Reviews (IJRAR)*, 9(2), 567-570.
9. Meshram M, **P Shrivastava**, A Jaiswal, V Meshram, S Paradkar (2022) Rural Leadership, *Technological Developments in Agricultural Extension*, Volume – 5, AkiNik Publications New Delhi. 87-97.
10. Anupama Verma and **P. Shrivastava** (2021) Scope and Challenges of Entrepreneurship in Agriculture in India. *International Journal of Education, Modern Management, Applied Science & Social Science*.03(2) (III):75-79.
11. **Shrivastava P.** and Verma A. (2021) Organizational Characteristics of Panchayat Leaders and their Attitude towards Panchayati Raj Institutions. *Int.J.Curr.Microbiol.App.Sci.* 10(2) :1091-1100. **( NAAS Score:5.38)**

12. **Shrivastava P.** and Verma A. (2021) A Review of Socio-Economic Characteristics of Panchayat Leaders. *International Journal of Agriculture Sciences*,13(1), 10596-10599. ( **NAAS Score:4.20**)
13. **Shrivastava P.**, Shrivastava K.K and Verma A. (2020) Contribution of Characteristics of Panchayat Leaders Towards Their Attitude as Evident from the Multiple Regression Analysis. *Indian Journal of Extension Education*,57(1), 73-77. ( **NAAS Score:5.32**)
14. **Shrivastava P.**, Shrivastava K.K. and Verma A. (2020) Comprehensive review of socio-personal characteristics of grass root level/ panchayat leaders. *International Journal of Agriculture Sciences*,12(5), 9630-9634. ( **NAAS Score:4.20**)
15. **Shrivastava P.**, Shrivastava K.K. and Verma A. (2020) A Collection of Review on Concept of Leaders, Leadership and Importance of Leaders *Int.J.Curr.Microbiol.App.Sci.* 9(3) :926-936. ( **NAAS Score:5.38**)
16. **Shrivastava P.** and Shrivastava K.K. (2019) Path Analysis of Characteristics of Panchayat Leaders and its Impact on their Attitude. *Int.J.Curr.Microbiol.App.Sci.* 8(4) :1568-1577. ( **NAAS Score:5.38**)
17. **Shrivastava P.** and Shrivastava K.K.(2018) Constraints encountered by Panchayat Leaders in performance of their desired roles. *Journal of Soils and Crops* 28(2), 305-312. ( **NAAS Score: 4.46**)
18. **Shrivastava P.** and Shrivastava K.K.(2018) Multiple Regression Analysis of Characteristics of Panchayat Leaders and its Impact on their Role Performance. *International Journal of Agriculture Sciences*, ISSN:0975-3710 & E-ISSN :0975-9107, Volume 10, Issue 03,pp.-5145-5148.( **NAAS Score:4.20**)
19. **Shrivastava P.** and Shrivastava K.K.(2018) Path Analysis of Characteristics of Panchayat Leaders and its Impact on their Role Performance. *Int.J.Curr.Microbiol.App.Sci.* 7(2) :1587-1595.( **NAAS Score:5.38**)
20. **Shrivastava P.**, Shrivastava K.K., and Kumar Dilip (2018) Socio-Economic characteristics on performance of Panchayat Leaders of Chhattisgarh. *Journal of Pharmacognosy and Phytochemistry*, P-ISSN: 2349-8234 & E-ISSN : 2278-4136, SPI,pp.-526-530.( **NAAS Score:5.21**)
21. **Shrivastava P.** and Shrivastava K.K.(2018) Correlation Analysis of Performance of Panchayat Leaders in Rajnandgaon district of Chhattisgarh. *International Journal of Agricultural Science and Research*, ISSN:2250-0057 & E-ISSN :2321-0087, Volume 08, Issue 01,pp.-145-152.( **NAAS Score:4.20**)
22. **Shrivastava P.** and Shrivastava K.K.(2018) Communicational Characteristics and Role Performance of Panchayat Leaders. *Trends in Biosciences - An International Journal*,

ISSN:0974-8431 & E-ISSN :0976-2485, Volume 11, Issue 02,pp.176-184.( **NAAS Score: 3.94**)

23. **Shrivastava P.** and Shrivastava K.K.(2017) Correlates of attitude of Panchayat Leaders towards Chhattisgarh panchayati raj institutions. *Trends in Biosciences - An International Journal*, ISSN:0974-8431 & E-ISSN :0976-2485, Volume 10, Issue 08,pp.1596-1600. ( **NAAS Score: 3.94**)
24. **Shrivastava P.** and Shrivastava K.K.(2017) Impact of Socio-personal characteristics on role performance of Panchayat Leaders. *Trends in Biosciences - An International Journal*, ISSN:0974-8431 & E-ISSN :0976-2485, Volume 10, Issue 11,pp.2026-2033. (**NAAS Score: 3.94**)
25. Dwivedi R., Shrivastava K.K. and **Shrivastava Prashant** (2016) Adoption of lac production technology in Bastar district of Chhattisgarh. *Asian Journal of Extension Education*, 34: 05-07. . (**NAAS Score:3.70**)
26. Tripathi A.K. and **Shrivastava P.** (2017) Yield advantage through integrated crop management technologies in Green Gram at Chhattarpur district of Madhya Pradesh. *Annals of Agriculture Research*, 38(1) : 01-05. . (**NAAS Score:4.01**)
27. Rohit Dwivedi, **Prashant Shrivastava** and Dilip Kumar (2016) Utilization pattern of Communication sources by Lac Growers in Bastar district of Chhattisgarh State, *Journal of Global Communication*,9(conf) p 178-187 .(**NAAS Score:4.50**)
28. Kumar D. and **Shrivastava P.** (2014) Capacity building through focused Farmer training; A study of the opinion and preferences of Farmers regarding training programmes (on different aspects of rice cultivation) *Journal of Plant Development Sciences*, 6(1), 60-74. ( **NAAS Score:2.35**)
29. R.S.Raikwar and **P. Shrivastava** (2013) Productivity enhancement of Sesame ( *Sesamum indicum* L.) through improved production techniques. *African Journal of Agriculture Research*, 8(47), 6073-6078. ( **NAAS Score:6.00**)
30. D.Kumar, K.K.Shrivastava and **P.Shrivastava** (2013) Use of Information Sources by Farmers of Raipur district of Chhattisgarh. *Journal of Plant Development Sciences*, 5(4), 423-429. ( **NAAS Score:2.3**)
31. R.K.Shori, K.K.Shrivastava, D.Kumar and **P. Shrivastava** (2013) Knowledge and Adoption of control measure practices of various weeds of Rice crop in Chhattisgarh. *Journal of Plant Development Sciences*, 5(4), 379-384. ( **NAAS Score:2.3**)
32. Rudrasen Singh, A.K.Upadhyay, **Prashant Shrivastava**, V.K.Singh and S.K.Singh (2014) Productivity enhancement of Sesame (*Sesamum indicum* L.) through improved production technologies. *The Bioscan*, 9(1), 107-110. ( **NAAS Score:4.57**)

33. L.R.Verma, K.K.Shrivastava and **P Shrivastava** (2013) Job Performance of Village Panchayat Leaders. *Indian Research Journal of Extension Education*, 13(3), 30-33. ( **NAAS Score:3.50**)
34. L.R.Verma, K.K.Shrivastava, J.D.Sarkar and **P. Shrivastava** (2012) Constraints faced and suggestions given by Village Panchayat Leaders of Rajnandgaon district of Chhattisgarh state in their job Performance. *Journal of Interacademia*, 16(4a), 1053-1058. ( **NAAS Score:3.00**)
35. L.R.Verma, K.K.Shrivastava , J.D.Sarkar and **P.Shrivastava** (2012) Job Perfprmance of Village Panchayat leaders of Rajnandgaon district of Chhattisgarh State. *Journal of Interacademia*, 16(4a), 1111-1116. ( **NAAS Score:3.00**)
36. **P.Shrivastava**, D.Kumar ,K.K.Shrivastava and J.D.Sarkar (2012) Paddy related Training Needs of Farmers in Chhattisgarh. *Journal of Interacademia*, 16(4a), 1059-1067. ( **NAAS Score:3.00**)
37. R.K.Shori, K.K.Shrivastava, A.P.Singh, D.Kumar and **P.Shrivastava** (2012) Attitude of Farmers regarding adoption of control measure practices of various weeds of Rice Crop in Chhattisgarh. *Journal of Plant Development Sciences*, 4(4), 613-617. ( **NAAS Score:2.30**)
38. P.K.Sangode , D.Kumar and **P Shrivastava** (2012) Characteristics of Farmers Influencing use of Information Sources. *Journal of Plant Development Sciences*, 4(4), 493-497. ( **NAAS Score:2.30**)
39. Dilip Kumar, K.K. Shrivastava, **P. Shrivastava**, and R.K. Shori (2012) Profile of farmers and their attitude towards mass information sources. *Journal of Plant Development Sciences*, 4(4), 605-611. ( **NAAS Score:2.30**)
40. L.R.Verma, K.K.Shrivastava, **P. Shrivastava** and K.N.Yadaw (2012) Communicational behaviour of village panchayat leaders of Rajnandgaon District of Chhattisgarh. *Journal of Communication Studies*, 30, 08-13. ( **NAAS Score:3.20**)
41. Shrivastava R. Shrivastava K.K., Sarkar J.D. and **Shrivastava P.**, Analysis of Problems faced by the Farmers in Adoption of Control Measures of diseases of Rice. *J.Interacad.* ( **NAAS Score:4.50**)
42. Shrivastava R. Shrivastava K.K., Sarkar J.D. and **Shrivastava P.**, Socio-Personal Factors of Rice Growers influencing adoption of control measures of various diseases of Rice in Dhamtari district of Chhattisgarh. *J. Soils and Crops.*, ( **NAAS Score:4.50**)
43. Patel M.K., Shrivastava K.K., Sarkar J.D. and **Shrivastava P.**, Effect of Socio-economic characteristics of farmers on technological gap in recommended soybean production technology in Kabirdham district of Chhattisgarh. *J.Soils and Crops*, 20(1), 27-32.

44. Patel M.K., Shrivastava K.K., Sarkar J.D. and **Shrivastava P.**, Technological gap and role of media in adoption of recommended soybean production technology, *Indian Res. J. Ext. Edu.*
45. Shrivastava R. Shrivastava K.K., Sarkar J.D. and **Shrivastava P.**, Communicational and Socio Psychological characteristics influencing adoption of control measure practices in various diseases of Rice, *Indian Res. J. Ext. Edu.*
46. Patel M.K., Shrivastava K.K., Sarkar J.D. and **Shrivastava P.**, Technological Gap in Recommended Soybean Production Technology among the farmers of Kabirdham district of Chhattisgarh, *J.A.I.*
47. Patel M.K., Shrivastava K.K., **Shrivastava P.** and Sarkar J.D., 2009, Constraints Analysis in Adoption of Recommended Soybean Production Technology, *J.Interacad.* 13 (2) : 224-231.
48. Shrivastava R. Shrivastava K.K., **Shrivastava P.** and Sarkar J.D., 2009, Attitude of Farmers regarding Adoption of Control Measures of various disease of Rice. *J.Interacad.* 13 (3) : 320-325.
49. Shrivastava R. Shrivastava K.K., **Shrivastava P.** and Sarkar J.D., 2009, Impact of Socio-Economic traits on adoption of disease control measures in rice. *J. Soils and Crops*, 19 (2):214-218.
50. Patel M.K., Shrivastava K.K., **Shrivastava P.** and Sarkar J.D., 2009, Knowledge and Adoption of Recommended Soybean Production Technology. *J. Soils and Crops*, 19 (2):229-233.
51. Patel M.K., Shrivastava K.K., Sarkar J.D. and **Shrivastava P.**, 2009, Influence of Socio-Psychological Characteristics on Technological Gap in Recommended Soybean Production Technology. *J.Interacad.*, 13(4):507-512.
52. **Shrivastava P.**, Pyasi V.K. and Agrawal S.K., 2008, Job Competency of Panchayati Raj Institution Leadership. *Shodh Prakalp*, 42(1):5-9.
53. **Shrivastava P.**, Pyasi V.K. and Saravgi A.K., 2008, Job Performance of Village Panchayat Leaders. *Shodh Prakalp*, 42(1):26-29.
54. **Shrivastava P.**, Pyasi V.K. and Kumar K.S., 2008, Role Performance of Panch and Sarpanch of Village Panchayats, *Shodh Prakalp*, 42(1):10-14

## **Books and Book Chapters**

1. Chief Editor of Technological Developments in Agricultural Extension **Vol-I**, Akinik Publications, New Delhi, 2020
2. Chief Editor of Technological Developments in Agricultural Extension **Vol-II**, Akinik Publications, New Delhi, 2020
3. Chief Editor of Technological Developments in Agricultural Extension **Vol-III**, Akinik Publications, New Delhi, 2021
4. Chief Editor of Technological Developments in Agricultural Extension **Vol-IV**, Akinik Publications, New Delhi, 2021
5. Chief Editor of Technological Developments in Agricultural Extension **Vol-V**, Akinik Publications, New Delhi, 2022
6. Chief Editor of Technological Developments in Agricultural Extension **Vol-VI**, Akinik Publications, New Delhi, 2024
7. Scope & Potential of Emerging Information Technologies & Agriculture Extension, Technological Developments in Agricultural Extension Vol-II, Akinik Publications, New Delhi, 2020
8. Acid Sulphate Soils and Their Management: An Extension Approach, Technological Developments in Agricultural Extension Vol-II, Akinik Publications, New Delhi, 2020
9. Panchayati Raj-Local Self Government in Rural India, Technological Developments in Agricultural Extension Vol-II, Akinik Publications, New Delhi, 2020

### **Students Advisor/ Guide for PhD and Post Graduation (PG)**

**PhD –**

2 students research work under progress

**PG –**

**M Sc (Ag)- Agriculture Extension – 8 students degree awarded.**

**M Sc (Ag)- Agriculture Extension – 10 students research work under progress.**

**MBA(ABM) – 8 students degree awarded.**

**MBA(ABM) – 1 student's degree under progress.**

