



NANDHA ENGINEERING COLLEGE

(AUTONOMOUS)



DEPARTMENT OF AGRICULTURAL ENGINEERING

INDIVIDUAL FACULTY DATA SHEET

Name of the College : Nandha Engineering College
Name of the Department : Agricultural Engineering
Name of the Degree & Course : B.Tech
Name of the Faculty Member : Dr. D. Prabha
Regular or Adjunct : Regular
Designation : Assistant Professor
Mail Id : mahaprabha@nandhaengg.org
Gender : Female
Date of Joining the present Post : 11.08.2021



Educational Qualifications:

Category	Name of the Degree	Specialization	Years of Passing	Name of the College	Name of the University	% of Marks / Grades obtained	Class obtained
UG	Home Science	Home Science Extension	2011	Community Science College and Research Institute, Maduari	TNAU	7.57	FIRST
PG	Agri. Extension	Agriculture	2014	TNAU	TNAU	8.68	FIRST
Ph. D.	Extension Education	Agriculture	2017	TNAU	TNAU	8.91	FIRST

Title of Ph.D Thesis* : "An Analysis of Mobile Based Agro Advisory Services of Public Extension System"

Faculty in which Ph.D. was awarded : Agriculture

Academic Experience:

Name of the college	Designation	Joining Date	Relieving Date	Experience		
				Years	Months	Days
Agrl. Engineering and Research Institute,	Junior Research Fellow	01.11.2011	31.05.2012	-	6 Months	-
	Junior Research Fellow	01.06.2012	14.08.2012	-	2 Months	14 Days
Institute of Agriculture	Teaching Assistant	06.12.2017	28.02.2019	1 Year	2 Months	22 Days
Nandha Engineering College	Assistant Professor	11.08.2021	till Date*			

Journal Publication Details:

- 1. Prabha, D.** 2021. Indigenous Knowledge Management vs Adam's Knowledge Management. Acta Scientific Agriculture Vol.5, Issue 4: 44-45.
- 2. Prabha, D.** and R. Arunachalam. 2021. An Analytical Study of Mobile Agro Advisories among the Farmers. MC Agriculture & Environmental Sciences 1.1: 26-31.
- 3. Prabha, D.** and R. Arunachalam. 2021. Mobile SMS Advisories: An Analytical Study among Farmers. Research Biotica, 3(1): 033-036.
- 4. Chandrakumar, M., G.Parthasarathi, D. Prabha** and S.Selvanayaki. 2018. Brand Awareness and Factors Affecting the Buying Behaviour of Fungicides in Onion cultivation: A Study on 'AMISTAR' Fungicide in Tamilnadu. An International Refereed, Peer Reviewed and Indexed Quarterly Journal in Science, Agriculture and Engineering, Vol. VIII, Special Issue (E), August, pp. 47-49.
- 5. Chandrakumar, M., G.Parthasarathi, D. Prabha** and S.Selvanayaki. 2018. Factors Influencing the Fungicide Brand Preferences of Dealers in Onion Cultivation: A Study on 'AMISTAR' Fungicide in Tamilnadu. An International Refereed, Peer Reviewed and

Indexed Quarterly Journal in Science, Agriculture and Engineering, Vol. VIII, Special Issue (E), August, pp. 50-52.

6. **Prabha, D.** and R. Arunachalam. 2017. Pattern of Mobile Agro Advisory Services Offered by Public Service Provider among the Farmers of Tamil Nadu. *International Journal of Agriculture Sciences*, Vol. 9(22), pp. 4254-4256.
7. **Prabha, D.** and R. Arunachalam. 2017. Mobile phone technology: An impact of farming community. *Journal of Pharmacognosy and Phytochemistry*. Pp. 719-721.
8. **Prabha, D.** and R. Arunachalam. 2017. Utilization Pattern of the Mobile Agro Advisory Services among the Farmers of Tamil Nadu. *Trends in Biosciences- An International Fortnightly Journal*, Vol. 10(2), pp. 907-910.
9. **Prabha, D.,** Ravi Kumar Theodore and C. Karthikeyan. 2017. Behavioural Impact of e-Velanmai Model of Agricultural Extension Service. *Trends in Biosciences - An International Fortnightly Journal*, Vol. 10(1), pp. 279-283.
10. **Prabha, D.,** Ravi Kumar Theodore and C. Karthikeyan. 2017. 'e-Velanmai' – An Innovative Approach of Agricultural Extension in Tamil Nadu. *Contemporary Research in India*, Vol. 7(1), pp. 72-77.
11. **Prabha, D.,** Ravi Kumar Theodore and C. Karthikeyan. 2017. E-velanmai model of extension service among the farmers of Tamil Nadu. *Agriculture Update*, Vol. 12, TECHSEAR-7, pp. 1748-1752.
12. **Prabha, D.** and Arunachalam, R. 2017. Constraints in adoption of mobile agro advisories by the farmers. *Agric. Update*, 12 (TECHSEAR-7), pp. 1782-1785.
13. **Prabha, D,** Ravi Kumar Theodore and C. Karthikeyan. 2017. Impact of e-Velanmai Model of Extension Service in Tamil Nadu. *Madras Agricultural Journal*, Vol. 104 (1-3), pp.90-93.
14. **Prabha, D.** and R. Arunachalam. 2017. Farmers' Preferences for Mobile Agro Advisory Services. *Journal of Extension Education*, Vol.29, No. 1, pp. 5811-5817.
15. **Prabha, D.,** Ravi Kumar Theodore and C. Karthikeyan. 2015. Economic Impact of e-Velanmai Model of Extension Service. *Journal of Extension Education*, Vol.27, No. 4, October-December, pp.5551-5555.
16. **Prabha, D.,** Ravi Kumar Theodore, C. Karthikeyan, and S.D. Sivakumar. 2015. A Study on e-Velanmai model of Extension in Tamil Nadu. *International Journal of Current Research*, Vol. 7(12), December, pp.24576-24579.

- 17. Prabha, D.,** Ravi Kumar Theodore, C. Karthikeyan, and P. Balasubramaniam. 2014. Process Impact of e-Velanmai model of Extension among Beneficiaries in Tamil Nadu. *Journal of Extension Education*, Vol.26, No. 4, October-December, pp.5349 -5356.
- 18. Prabha, D.,** Ravi Kumar Theodore, C. Karthikeyan, and B. J. Pandian. 2014. Impact Assessment of e-Velanmai model of Extension in Tamil Nadu. *International Journal of Tropical Agriculture*, Vol.32, No. 3-4, pp.459-464.

National/International Conference:

1. Participated the two days 5th National Conference and Webinar on **Doubling Farmers Income for Sustainable & Harmonious Agriculture ‘DISHA-2022’** 11th -12th June organized by KNIPSS, Sultanpur, UP in association with GAPS, Dhanbad, Jharkhand and PKVSS, Patna, Bihar (Online mode)
2. Participated in the 5th International Conference on **“Advances in Agriculture, Environmental and Biosciences for Sustainable Development (AAEBSD-2021)”** held on August 5 - 7, 2021, Via Zoom Video Conferencing App.
3. Participated for **poster presentation** entitled **“Mobile Phone Technology: An Impact of Farming Community”** during National Conference on Farmers Orientation towards Climate Change and Upgrading to Sustainable Agriculture, 23rd and 24th February, 2019 at National College, Trichy, Tamilnadu.
4. Participated for **Poster presentation** entitled **“Impact Assessment of e-Velanmai on Quality of Agricultural Extension Service Delivery”** in the **“International Conference on Contaminated Site Remediation”** conducted on December 13-15, 2016 at Coimbatore.
5. Participated for **Oral presentation** entitled **“Extension Innovation – e-Velanmai Model of Extension Service”** in the **“4th Agricultural Graduate Student Conference”** held during 3-4 May, 2016 at Tamil Nadu Agricultural University, Coimbatore.
6. Participated for **Oral presentation** entitled **“Extension Approach – e-Velanmai Model of Extension Service”** in 8th GCRA International Conference on **“Innovative Applications for Sustainable Development”** held at University of Agricultural Sciences, Bangaluru during 5-7, January, 2016.

Training programs :

1. Participated in the 7 days virtual training on **“Opportunities for Sustainable Technological Interventions in Agricultural and Skill Development Ecosystem”** held from 10 - 16 February, 2022 organized by Nature Science e-Magazine and National Environmental Science Academy, New Delhi.
2. Participated in 15 days International Online Training on **“Advances in Agripreneurship and Skill Development for Reshaping the Future of Indian Agriculture”** organized by Agro Environmental Education and Farmer’s Welfare Society (AEEFWS), Punjab and Just Agriculture-magazine during 01 – 15, August, 2021.
3. Participated in 21 days national training course on **“Technology Interventions Towards Transformation of Agriculture, Sericulture, Animal Husbandry and Allied Sectors into Sustainable Enterprises for Atmanirbhar Bharat”** jointly organized by Agro Environmental Development Society (AEDS), India, Central Sericultural Research & Training Institute (CSRTI), Central Silk Board, Ministry of Textiles, GoI, Mysuru, Karnataka, Bioved Research Institute of Agriculture, Technology & Sciences, Prayagraj (Allahabad) and Pondicherry Institute of Agricultural Sciences, Thavalakakuppam, Puducherry held on October 11-31, 2020 via virtual mode.
4. Participated in four days training program on **“Social Media for Effective Sharing Agriculture Knowledge”** from 8-11 June 2015 at Directorate of Extension Education, Tamil Nadu Agricultural University, Coimbatore.
5. Participated in one day training program on **“Precise Crop Production by Nutriseed Pack Technique”** held on 24 September 2013 at Department of Soil Science and Agricultural Chemistry, Tamil Nadu Agricultural University, Coimbatore.

Area of Expertise:

S. No.	Subject of Area
1.	Knowledge studies
2.	Adoption studies
3.	Information and Communication Technology Studies
4.	Case Studies

Books Published

S.No	Title	Authors	Publication	Year/Month
1	Extension Methods and Audio Visuals Aid	Chandrakumar, M., D. Prabha and G.Parthasarathi.	Institute of Agriculture	2018
2	Agricultural Economics and Marketing,	Chandrakumar, M., G.Parthasarathi and D. Prabha	Institute of Agriculture	2018

Awards:

1. Received the *Young Achiever Award* from Research Education Solutions during An International Conference on Green Technology, Agriculture Information Technology, Business Management and Social Sciences & Award Ceremony 16th -17th July, 2022.
2. Received the *Young Professional Award* during the two days 5th National Conference and Webinar on Doubling Farmers Income for Sustainable & Harmonious Agriculture ‘DISHA-2022’ 11th -12th June organized by KNIPSS, Sultanpur, UP in association with GAPS, Dhanbad, Jharkhand and PKVSS, Patna, Bihar.
3. Received the *Young Scientist Award in Extension Education* from Agro Environmental Development Society (AEDS), Majhra Ghat, Rampur, Uttar Pradesh on the occasion of 5th International Conference on “Advances in Agriculture, Environmental and Biosciences for Sustainable Development (AAEBSD-2021)” August 05-07, 2021.

4. Received the *Young Researcher Award 2020* from Institute of Scholars.
5. Received the *Best Doctoral Researcher Award* in the 18 October 2020 from Society for Biotic and Environmental Research.
6. Award with *National Fellowship for Students of Other Backward Classes (OBC)* during Ph.D. in the academic year of 2014-2017

Poster Presentation Award

1. Awarded the *Best Oral Presentation* on the topic entitled the ways of achieve the target of Doubling of Farmer's Income by 2021-2022 during the two days 5th National Conference and Webinar on Doubling Farmers Income for Sustainable & Harmonious Agriculture 'DISHA-2022' 11th -12th June organized by KNIPSS, Sultanpur, UP in association with GAPS, Dhanbad, Jharkhand and PKVSS, Patna, Bihar.
2. Awarded the *Best Poster Presentation* (Feb. 23-24, 2019) during National Conference on Farmers Orientation towards Climate Change and Upgrading to Sustainable Agriculture at National College, Trichy, Tamilnadu.

Book Chapters :

Name of the Book	Title of the Chapter	Publisher	Year
1. Wholegrain for Healthy Life	Success Story of Entrepreneurship Development- Aero Foods	Indian Institute of Crop Processing Technology, Thanjavur.	2015
2. Wholegrain for Healthy Life	Whole Grains: Functional and Nutraceutical Food – An Overview	Indian Institute of Crop Processing Technology, Thanjavur.	2015
3. Agricultural Skill Development to Foster the Future	Extension Innovation – e Velanmai Model of Extension Service	Dean, School of Post Graduate Studies, TNAU, CBE.	2016
4. CleanUp India	Impact Assessment of e-Velanmai on Quality of Agricultural Extension Service Delivery	Department of Environmental Sciences, TNAU, CBE.	2016
5. Transforming Agriculture of Future	Technology Adoption of Mobile Agro Advisory Services among the Farmers of Tamil Nadu	Dean, School of Post Graduate Studies, TNAU, CBE.	2017
6. Invigorating	Service Preferences of	Extension Education	

Transformation of Farm Extension towards Sustainable Development: Futuristic Challenges and Prospects	Farmers over Mobile Agro Advisory Services	Society, TNAU Campus, CBE.	2018
7. Innovations and Advancements of in Agriculture and Plant Sciences	Impact Assessment of Mobile Agro Advisory Services in Tamilnadu	Dhanalakshmi Srinivasan Agriculture College, Perambalur.	2018
8. Innovations and Advancements of in Agriculture and Plant Sciences	Economics of Drip Irrigation in Coconut Production	Dhanalakshmi Srinivasan Agriculture College, Perambalur.	2018
9. Promoting Agriculture for Farmers Livelihood and Food Security	Impact: Changes over Farmers using Mobile Agro Advisory Services	Ramakrishna Mission vivekananda Educational and Research Institute, Faculty Centre for Agricultural Education and Research, Coimbatore	2020

Popular Articles :

1. **D. Prabha.** 2019. Traditional Media in the Process of Rural Development. Agrobios Newsletter. Vol. xvii, Issue No.12, Pp. 122-123.
2. **D. Prabha.** 2019. Mobile Apps: Development to Indian Farming. Agrobios News letter. Vol. XVIII, Issues No. 04, Pp. 121-122.
3. **D. Prabha.** 2019. NITI Aayog: Women Entrepreneurship Development. Agrobios News letter. Vol. XVIII, Issues No. 04. Pp. 126-127.
4. **D. Prabha.** 2019. Eco Tourism in India: SWOT Analysis. Agrobios Newsletter. Vol. XVII, Issue No.10, Pp. 128-129.
5. **D.Prabha.** 2017. Radio: Role in Agricultural Development under Indian Context. *Biomolecule*. ISSN: 2456-8759. No. BR/10/17/08. Pp.1- 4.

Reviewer under Journals

Reviewer of the Article

1. Nuru Joseph Gwimile and Zhang Yongsheng. 2022. Agricultural Information Gathering and Use among Smallholders' Sugarcane Farmers during the COVID-19 Pandemic in Tanzania: A Case of Kilosa District, Asian Journal of Agricultural Extension, Economics & Sociology, 40(5): 115-127. Available at: <https://www.sdiarticle5.com/review-history/84862>
(DOI: 10.9734/AJAEES/2022/v40i530892)
2. Golam Torab Ali, Ganesh Das and Prabhat Kumar Pal. 2021. Inter-collaboration Network among Institutional Actors of Agricultural Knowledge Information System (AKIS): A Comparative Study between Cooch Behar and Jalpaiguri Districts of West Bengal, India, Asian Journal of Agricultural Extension, Economics & Sociology. 39(11): 35-41. Available at: <https://www.sdiarticle4.com/review-history/75112> (DOI: 10.9734/AJAEES/2021/v39i1130723)

Additional Reviewer of the Article

1. Tanuja Verma and Gyanendra Sharma. 2022. Socio-economic, Communication and Psychological Characteristics of the Farmers using Mobile based Agro-advisory Services, Asian Journal of Agricultural Extension, Economics & Sociology, 40(3): 9-15, 2022. Available at: <https://www.sdiarticle5.com/review-history/83599>
(DOI: 10.9734/AJAEES/2022/v40i330853)
2. Sivaraj Paramasivam and G. Vivekanathapatmanaban. 2021. Perception of Farmers towards Climate Change in Southern Parts of Tamil Nadu: A Critical Analysis, Asian Journal of Agricultural Extension, Economics & Sociology, 39(12): 45-53. Available at: <https://www.sdiarticle5.com/review-history/79297>
(DOI: 10.9734/AJAEES/2021/v39i1230802)
3. Christiana, O. N., S. T. Folorunso, F. E. James and J. O. Ed-Idoko. 2021. Assessment of Rural Women Agro Processing Activities in Improving Household Food Security in the Southern Guinea Savannah Agro-ecological Zone of Nigeria, Asian Journal of Advances in Agricultural Research, 17(4): 1-13. Available at: <https://www.sdiarticle5.com/review-history/77985>
(DOI: 10.9734/AJAAR/2021/v17i430201)