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3.3.1 Number of research papers published per teacher in the Journals notified on UGC care list during the last five years


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3.3.1 Number of research papers published per teacher in the Journals notified on UGC website during the last five years

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the		
						Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
Production and Marketing of fruits and Vegetables	Santosh Bhagwant Wadkar	MBA	Ethos A Journal of research articles in management science and allied areas (refereed)	2017	ISSN 0974-6706	<a href="https://www.kbpimsr.ac.in/publication/Ethos/Ethos%20Volume%2010%20No.%202%20July-December%202017.pdf">https://www.kbpimsr.ac.in/publication/Ethos/Ethos%20Volume%2010%20No.%202%20July-December%202017.pdf</a>	<a href="https://www.kbpimsr.ac.in/publication/Ethos/Ethos%20Volume%2010%20No.%202%20July-December%202017.pdf">https://www.kbpimsr.ac.in/publication/Ethos/Ethos%20Volume%2010%20No.%202%20July-December%202017.pdf</a>	Yes
Problems of Production and Marketing of fruits and Vegetables	Dr. Santosh Bhagwant Wadkar	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/7813">https://tpnsindia.org/index.php/sipn/article/view/7813</a>	Yes
Effectiveness of Distribution Channels of FMCG: A Study of rural Markets of western Maharashtra	Dr. Santosh Bhagwant Wadkar	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/7813">https://tpnsindia.org/index.php/sipn/article/view/7813</a>	Yes
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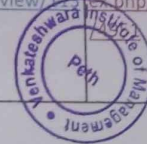
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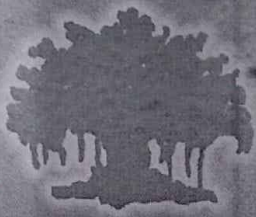
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Volume : 10 No.:2 July-December 2017 ISSN : 0974-6706

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### Abstract of Doctoral Thesis

An Analytical Study of Impact of Consumer Characteristics,  
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## Production and Marketing of Fruits and Vegetables

Santosh B. Wadkar

### Abstract :

The study has been undertaken in Sangli and Kolhapur Districts with specific focus on selected Fruits and Vegetables such as Mango, Grapes, Pomegranate, Banana, Sapota, Tomato, Potato, Cauliflower, Chilli, Brinjal. Generally it has been seen that in case of less production demand is high and need less marketing and in case production is high demand is less requires more marketing. Over production require more marketing, less production require less marketing, over production sometimes incur losses, less production reduces the chain of middlemen, over production gives unnecessary invitation to middlemen, middlemen exploit the producers as well as consumer.

Study has been undertaken to see the scenarios of need of marketing of vegetables and fruits. Hypothesis put to test is, there is no significant relationship between production taken per acre in tones and amount spent on marketing. 400 sample farmers have been interviewed selected conveniently using structured schedule to collect the data. The data has been processed using Ms-Excel and SPSS for analysis and hypothesis testing. Study found that 88% samples are at opinion that the marketing needs when production is more compared to average. In case with Banana only the null hypothesis is rejected and alternative hypothesis i.e. Production and marketing of fruits and vegetables are having negative partial co-relation in the sample area is accepted, in case of vegetables the null hypothesis is accepted.

**Keywords :** Vegetable Marketing, Fruits Marketing, Sangli, Marketing of Fruits and Vegetables.

### Introduction :

In a planned economic development transaction of goods and services plays a very vital role in maintaining balance between production and marketing. In fact marketing expands most rapidly than either agricultural production or gross national production in most developing countries. Due to perishable nature and forces of demand and supply the fruits and vegetables cannot

provide assured returns to the farmers. The dominance of middlemen could not give the expected profit to the farmer and customers gets it for with higher prices. The enthusiasm of agriculturist and customer is not conducive due to middlemen. The strength of middlemen gives a poor arrangement to farmers and the buyers. Mediators control the market, yet don't include much esteem. The system used by the middlemen does not give justice to producer and customers.

The quality and the brand of seeds, fertilizers, pesticides etc. are used by the farmers without seeking advice of the agriculture experts. This causes over production and ultimately increases the cost of marketing or inviting middlemen.

**Santosh B. Wadkar**  
(MBA, M.Phil.)  
Assistant Professor,  
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Production and Marketing of Fruits and Vegetables

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**“PROBLEMS OF PRODUCTION AND MARKETING OF FRUITS AND VEGETABLES”**

**Dr. Santosh B. Wadkar**  
(MBA, M.Phil. Ph. D.)

Assistant Professor,  
Venkateshwara Institute of Management,  
Peth, Tal-Walwa, Dist-Sangli,  
Maharashtra, India - 415 407

**Abstract :**

The study has been undertaken in Sangli and Kolhapur Districts with specific focus on selected Fruits and Vegetables such as Mango, Grapes, Pomegranate, Banana, Sapota, Tomato, Potato, Cauliflower, Chilli, Brinjal. The producers are unaware about marketing knowledge or very few producers use these marketing practices. Lack of these knowledge leads to suffer losses by getting less prices to their produces. The middlemen take the advantage of this unawareness and exploit the producers. So it necessary from producer's side to acquire marketing knowledge from various sources like media, government organizations and agricultural organizations etc. it results to increase the profit.


Study has been undertaken to see the scenarios of awareness of marketing of vegetables and fruits. Hypothesis put to test is, The producers of fruits & vegetables are not aware of marketing knowledge which leads to less price and demotivation of the producers. 400 sample farmers have been interviewed selected conveniently using structured schedule to collect the data. The data has been processed using Ms-Excel and SPSS for analysis and hypothesis testing. Study found that almost all producers are unaware about marketing knowledge in the study area. there exists relation between knowledge of marketing and demotivation of samples. Lesser the knowledge more is the demotivation. Since value of r square is very less reveals that beyond knowledge of marketing many more reasons are existed which need to be explore.

Having discussed this hypothesis in two parts it concludes that null hypothesis is accepted and alternative hypothesis is rejected.

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Mob No.-9766540908

Email – [Avipratiksha@Gmail.Com](mailto:Avipratiksha@Gmail.Com)

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**“EFFECTIVENESS OF DISTRIBUTION CHANNELS OF FMCG: A  
STUDY OF RURAL MARKETS OF WESTERN MAHARASHTRA”**

**ABSTRACT:**

*The rural market offers a big attraction to marketers, it would be naïve to think that any company can enter the market without facing any problems and walk away with a sizable share. Unfortunately, it is not possible to transplant successful urban marketing strategies to rural markets, namely, deep and intensive retailing and continuous consumer-pull generation through advertising and promotions.*

*Distribution is the most important variable in the marketing plans of most consumer goods manufacturers, because managing such a massive sales and distribution network is in itself a huge task. This paper covers problems faced by channel members while distributing good and services. Distribution channels play a pivotal role in marketing by performing a number of vital distribution functions. Firms rely mostly on their marketing channels to generate customer satisfaction and to achieve differentiation over competition.*

*This paper focused on need to access retailers in towns and larger villages and promote products there, so that the products that are purchased locally can reach smaller retail outlets in villages. Consumer royalty can be to the brand or to the retailer. It follows that the type of consumer loyalty exhibited by the target group has implications for the marketer. The influence of the retailer is perceived to be high in the rural market.*


**KEYWORDS:** *Rural marketing, Effectiveness of channel of distribution, problem perceived by channel members, Satisfaction of channel members and rural consumers.*



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## Importance of Online Marketing on Integrated Marketing Communication

Dr. Avinash M. Kharat\*Miss. Shital Vijay Tibe\*Mr. Rahul L. Chitnis\*

\*Venkateshwara Institute of Management, Peth Naka  
avipratiksha@gmail.com

### Abstract

Online Marketing is turning into an intriguing issue in each business division, and steadily assumes a genuinely significant job in any organization's multi-channel promoting system. Integrated Marketing Communication (IMC) is a promoting idea that guarantees all types of correspondence and messages are painstakingly connected together. Promotion is one of the P's in the marketing mix.

IMC utilizes whole showcasing endeavors through publicizing, open connection, individual selling, deals advancement, web promoting, direct-advertising so as to create most extreme effect on the intended interest group at the base expense. Deals Promotion is the Demand-invigorating action intended to help the offers of an item or administration. Individual Selling is oral correspondence with potential purchasers of an item with the goal of making a deal. The individual selling may concentrate at first on building up an association with the potential purchaser, however will in every case at last end with an endeavor to bring the deal to a close.

IMC sets aside cash as it disposes of duplication in zones, for example, illustrations and photography. They can be shared and utilized in promoting, displays and deals writing. The advances in innovation have prompted one of the most unique and progressive changes throughout the entire existence of promoting, the emotional changes in correspondence utilizing intuitive media.

**KEY WORDS:** Online marketing, effectiveness, Integrated Marketing Communication.

### Introduction:

Online marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

Integrated Marketing Communication (IMC) is a marketing concept that ensures all forms of communication and messages are carefully linked together.

Integrated Marketing Communication means integrate all the promotional tools so that they are work together in harmony. IMC makes the use of entire marketing efforts in the form of advertising, public relation, personal selling, sales promotion, internet marketing, direct marketing in order to generate maximum impact on the target audience at the minimum cost.

This paper is based on secondary data and attempt to provide the effectiveness of Online Marketing through Integrated Marketing Communication.


### Objectives of the study:

1. To know the Online Marketing, its benefits and limitations.

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## “STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING IN PALUS CITY”

### ABSTRACT:-

Electronic commerce, commonly known as e-commerce, refers to the buying and selling of products or services over electronic systems such as the internet and other computer networks.

Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home. A successful web store is not just a good looking website with dynamic technical features, listed in many search engines.

This study aims to establish a preliminary assessment, evaluation and understanding of the characteristics of online shopping, Consumer behavior, online shopping Usage of internet, Purchase of goods, kind of goods, Method of payment, satisfaction level of inline buyers.

**KEYWORDS:** Consumer behavior, online shopping Usage of internet, Purchase of goods, kind of goods, Method of payment, satisfaction level of inline buyers.

### 1. INTRODUCTION:-




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## Changing Consumer Buying Behaviour in Rural areas

-Dr. Pravinkumar Bharatkumar Lupane\* and Amit Shivaji Patil\*\*

### Abstract

According to Census 2011, it consists of more than 740 million Indians, forming 73% of the Indian Population in rural areas. The number of rural households is in excess of 120 millions and accounts for over 70% of total households in India. There are around 12 million sales outlets at the retail level in rural India. The total area of Sangli district is 8,572 sq. Mt. and the total population is 28, 20,505. There are 10 talukas and 734 towns in Sangli district and 5,741 registered Kirana shops in the sample area. The objectives of the study are-to understand the various reasons affected on consumer behavior and to study the impact of 4P's (Product, Price, Place and Promotion) on consumer behaviour. The primary data is collected through questionnaire. The sample size is 400 for customers. The study of customer is the most essential to understand the changing behaviour. The study of customers guides to decide the policies related to marketing mix decisions. Without them marketing is not successful. This study of customers changing behaviour facilitates why, what and when the customers purchase the goods and services. Also study the 4P's have affected on consumer behaviour.

**Key Words:** Consumer, behaviour, rural, marketing, Kirana Shops

### 1. Introduction:

According to Census 2011, it consists of more than 740 million Indians, forming 73% of the Indian Population in rural areas. The total number of villages including uninhabited ones are 6, 38,365. The number of rural households is in excess of 120 millions and accounts for over 70% of total households in India. The urban population in India lives in 3,200 cities and towns and just 90,040 villages have population of 5,000 or more. The remaining villages have less than 5,000 people in each village. It means there is huge population lives in rural areas.



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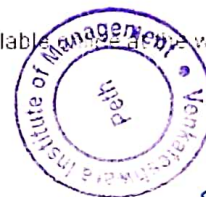
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**“Micro Finance – A Ray of Women Empowerment”**

- Amit Shivaji Patil\* and Dr. Pravinkumar Bharatkumar Lupane\*\*

**Abstract**

*Women are an integral part of every economy. Empowerment of women is a holistic concept. The scheme of micro-finance through SHG create empowerment promoting conditions for women to move from positions of marginalization within household decision making process and exclusion with community, one of greater centrality, inclusion of voice. Thus, micro financing through SHGs has transferred the real economic power in the hands of women and has considerably reduced their dependence on men. But the lack of education often comes in the way and many a times they had to seek help form their husbands or any other educated men/women for day- to- day work. Self Help Groups (SHGs) is now well known concept. The objectives of the study are-To understand the role of micro finance through Self Help Groups (SHGs) towards Women empowerment. To know about status of Self Help Groups (SHGs) in India. To know the achievement through women empowerment. The paper is based on secondary data and some discussion with women members of Self Help Groups. Micro- finance programme are currently being promoted as a key strategy for simultaneously addressing both poverty alleviation and women’s empowerment. There were certain misconception about the poor people that they need loan at subsidized rates of interest on soft terms, they lack skills, capacity to save, credit worthiness and therefore are not bankable. Nevertheless, the experience of several and SHGs reveal that rural people are actually efficient managers of credit and finance.*

**Key Words:** Women Empowerment, Self Help Group, Micro Finance

**1. Introduction:**

The origin of micro finance could be traced back to the beginning of the cooperative movement in Germany. The movement was started in 1944 in the field of co-operative based credit system by the Raiffeisen Societies as well as Rochdale pioneers in England. Similarly, the enactment of the co- operative credit societies Act, 1904 could be considered as the beginning of micro- finance in India.



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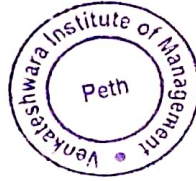
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Importance of Online Marketing on Integrated Marketing Communication	Dr. Avinash M. Kharat	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/7813">https://tpnsindia.org/index.php/sipn/article/view/7813</a>	Yes



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“STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING IN PALUS CITY”	Dr. Avinash M. Kharat	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/4951">https://tpnsindia.org/index.php/sipn/article/view/4951</a>	Yes
Changing Consumer Buying Behaviour in Rural areas	Dr. Pravinkumar Bharatkumar Lupane	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/7813">https://tpnsindia.org/index.php/sipn/article/view/7813</a>	Yes
Micro Finance – A Ray of Women Empowerment”	Dr. Pravinkumar Bharatkumar Lupane	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/7813">https://tpnsindia.org/index.php/sipn/article/view/7813</a>	Yes
Changing Consumer Buying Behaviour in Rural areas	Mr. Amit Shivaji Patil	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/7813">https://tpnsindia.org/index.php/sipn/article/view/7813</a>	Yes
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Importance of Online Marketing on Integrated Marketing Communication	Miss. Shital V. Tibe	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/7813">https://tpnsindia.org/index.php/sipn/article/view/7813</a>	Yes
“STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING IN PALUS CITY”	Miss. Shital V. Tibe	MBA	Studies in Indian Place Names	2020	ISSN 2394-3114	<a href="https://tpnsindia.org/index.php/sipn/issue/view/113">https://tpnsindia.org/index.php/sipn/issue/view/113</a>	<a href="https://tpnsindia.org/index.php/sipn/article/view/4951">https://tpnsindia.org/index.php/sipn/article/view/4951</a>	Yes



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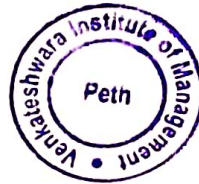
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**DVV Suggestion:-**

6. Kindly note that Publication in the current UGC CARE with ISSN will only be considered.

**HEI Reply:-**

Yes DVV Suggestion is noted. All the papers are with ISSN number only. Publication list in proper format is attached.



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**Research Paper published in UGC care listed Journal**


Sr. No.	Title of paper	Name of the author/s	Name of journal	Year of publication	ISSN number
1	Production and Marketing of fruits and Vegetables	Santosh Bhagwant Wadkar	Ethos A Journal of research arthicles in mangagement science and allied areas (refereed)	2017	ISSN 0974-6706
2	Problems of Production and Marketing of fruits and Vegetables	Dr. Santosh Bhagwant Wadkar	Studies in Indian Place Names	2020	ISSN 2394-3114
3	Effectivness of Distribution Channels of FMCG: A Study of rural Markets of western Maharashtra	Dr. Santosh Bhagwant Wadkar	Studies in Indian Place Names	2020	ISSN 2394-3114
4	Importance of Online Marketing on Integrated Marketing Communication	Mr. Rahul Laxmikant Chitnis	Studies in Indian Place Names	2020	ISSN 2394-3114
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