

Name and Designation : Mr. K. VISWANATHA REDDY, Scientist
Date of Birth : 20.06.1982
Date of Joining ICAR : 01.01.2013
Email : vishwanatha.reddy@icar.gov.in,
vishu.uas@gmail.com
Telephone No (O) : 0883-2448995-211 (M): 8790856179
Educational Qualification : M.Sc. (Agri. Economics)
Ph.D. Perusing
Discipline : Agricultural Economics



Service Particulars

- Scientist (2013-15, ICAR-NIAP, New Delhi)
- Scientist (2015-17, ICAR-CCARI, Goa)
- Scientist (2017- till date, ICAR-CTRI, Rajahmundry)

Areas of Expertise for Consultancy Purpose

- Agricultural Sustainability
- Policy Research and Impact Assessment
- Agri-Food Systems, Marketing and Trade
- Agricultural Growth and Development

Research Publications (Best Ten)

1. K. Viswanatha Reddy, Paramesh, V., Arunachalam, V., Das, Bappa., Ramasundaram, P., Pramanik, M., Sridhara, S. D. Damodar Reddy, Abed Alataway, Ahmed Z. Dewidar and Mohamed A. Mattar. (2022). Farmers' Perception and Efficacy of Adaptation Decisions to Climate Change. *Agronomy*, 12, 1023. (NAAS rating-9.6)
2. K. Viswanatha Reddy, D. Damodar Reddy, M. Sheshu Madhav , P. Prakash , B. Hema and A. Srinivas (2023). Impact of WHO-FCTC on the performance of Indian tobacco sector, *Current Science*, 124 (7):840-844. (NAAS rating-7.17)
3. K. Viswanatha Reddy, Venkatesh Paramesh, Arunachalam, V., Bappa Das, Hosam O. Elansary, Arjun Parab, Damodar Reddy, D., Shashidhar, K.S. 2020. Assessment of Sustainability and Priorities for Development of Indian West Coast Region: An Application of Sustainable Livelihood Security Indicators. *Sustainability*, 12: 8716. (NAAS Rating 9.9)
4. Bappa Das, Bhakti Nair, Viswanatha Reddy, K. and Paramesh, V. 2018. Evaluation of multiple linear, neural network and penalised regression models for prediction of rice yield based on weather parameters for west coast of India. *International Journal of Biometeorology* 62(10): 1809-1822. (NAAS Rating 9.79)
5. Kumar K.N.R., Reddy M.J.M., K. Viswanatha Reddy, Paramesha V, Balasubramanian M, T. Kiran Kumar, Kumar R.M. and Reddy D.D. (2023). Determinants of climate change adaptation strategies in South India: Empirical evidence. *Frontiers in Sustainable Food Systems*,

- 7:1010527. (NAAS rating-11.05)
6. Prakash P, Pramod Kumar, K. Viswanatha Reddy, K. N. Ravi Kumar, Srinivasa K., Paramesh, V., (2022). Protected Cultivation of Horticultural Crops as a Livelihood Opportunity in Western India: An Economic Assessment. *Sustainability* 14: 7430 (NAAS rating-9.9)
 7. Bappa Das, Bhakti Nair, Arunachalam, V., Viswanatha Reddy, K., Paramesh, V., Debashis Chakraborty and Sujeet Desai. 2020. Comparative evaluation of linear and nonlinear weatherbased models for coconut yield prediction in the west coast of India. *International Journal of Biometeorology*, 64: 1111-1123. (NAAS Rating 9.79)
 8. Nataraja, T.H., Naika, R., Shashidhara, S.K., Viswanatha Reddy, K., Abdelmohsen, S.A.M. et.al. 2021. Productivity of Paddies as Influenced by Varied Rates of Recommended Nutrients in Conjunction with Bio fertilizers in Local Landraces. *Agronomy*, 11: 1165. (NAAS Rating 9.6)
 9. M. P. Bhendarkar, B. B. Gaikwad, A.K. Bhalerao, A. L. Kamble, K. Viswanatha Reddy, Sreekanth Giri Bhavan, R. Sendhil, P. Ramasundaram and Sonal Rajendra Kalbande (2023). Impact of COVID-19-induced lockdown and key reforms in the Indian fisheries sector- a stakeholders' perspective. *Aquaculture International* 14(12): 7430. (NAAS rating-8.95)
 10. Kumar, P., Kar, A., Singh, D.R., Perumal, A., Shivamurthy, S.G., Viswanatha Reddy, K., Badal, P.S., Lala Kamble, A., Kamalvanshi, V., Jha, G.K. 2021. Protected Cultivation of Horticultural Crops in Uttarakhand- An Economic Analysis. *Agronomy* 11: 692. (NAAS Rating 9.6)

Awards/ Honours/ Recognitions

- Secured First Rank in All India Combined Examination for Admission to Master's Degree Programme in Social Science and Agri. Business Management group and awarded with ICAR Junior Research Fellowship
- Secured Inspire Fellowship-Department of Science & Technology, Ministry of Science and Technology, Government of India
- Recognized as a Post Graduate Guide to M. Sc. Scholars in the Department of Agricultural Economics, ANGRAU, Bapatla, Andhra Pradesh
- Secured Best Poster Award for the paper entitled Augmenting Tobacco Farmers' Income: Trends and Strategies in XV National Symposium on Approaches and Strategies for Augmenting Tobacco Farmers' Income, July 2019