

Dr Pavithra is currently serving as a scientist (Senior Scale) at the ICAR-NIAP. She obtained her graduation degree in Agriculture, from the Gandhi Krishi Vignana Kendra (GKVK), University of Agricultural Sciences (UAS), Bengalooru in the year 2007. She completed her Post-graduation in Agricultural Economics, from the Punjab Agricultural University (PAU), Ludhiana in 2009. She has pursued her PhD (Agricultural Economics) from the ICAR-Indian Agricultural Research Institute (ICAR).



Dr Pavithra joined the Indian Council of Agricultural Research (ICAR) in September 2011 and was posted as a Scientist at the ICRA-Central Institute of Fisheries Education (CIFE), Mumbai for a brief period from 2012 to 2013 during which she was involved in both teaching and research activities of the institute. She has been serving as a scientist at the ICAR-NIAP, New Delhi, since 2013.

Her key area of research relates to Agricultural Technology Policy. Her major research work till date has covered issues related to fertilizer use imbalance, pesticide use, crop yield gaps, adoption of modern crop varieties, agricultural credit, agricultural markets and trade. She has successfully completed several inhouse, external as well as ICAR sponsored extra mural projects during the past one decade. Her publications include articles in peer reviewed journals, book chapters, policy brief, policy paper and popular articles.

Recent Publications:

1. **Pavithra S.**, Alka Singh, Harbir Singh and R. R. Burman, (2024). Can Access to Institutional Credit Promote Adoption of Improved Technology? A Case of Biofertilizer Use among the Indian Paddy Farmers. *Indian Journal of Agricultural Economics* **79**:3:739-749. DOI:10.63040/25827510.2024.03.028
2. Jain, R., **Pavithra, S.**, Ashok, A., Bharadwaj, A., Sachan, R. and Paul, R.K. (2023). Digitalization of Agricultural Education in Northern India: Accessibility, Use and Effectiveness. *Journal of the Indian Society of Agricultural Statistics*, **77**(3) 2023 305–316. <http://isas.org.in/isa/volume/8-RajniJain-18122023.pdf>.
3. **Pavithra S.**, Gracy C.P., Saxena R. and Patil G.G. (2018). Innovations in agricultural marketing: a case study of e-tendering system in Karnataka, India. *Agricultural Economics Research Review*, **31**(1):53-64. DOI: 10.5958/0974-0279.2018.00005.8
4. **Pavithra S.**, Boeber C., Shah S.A., Subash S. P., Birthal P. S. and Mittal S (2018). Adoption of Modern Maize Varieties in India: Insights Based on Expert Elicitation Methodology. *Agricultural Research*, **7**(4), 391-401. DOI:10.1007/s40003-018-0330-x
5. **Pavithra S.**, Jumrani J., and Pal S. (2017). Role of Optimal Fertiliser Use in Boosting Farm Income. *Indian Journal of Fertilisers*, **13**(12): 16-24.

6. **Pavithra S.**, Mittal S., Bhat S. A., Birthal P.S., Shah S.A and Hariharan V.K (2017). Spatial and Temporal Diversity in Adoption of Modern Wheat Varieties in India. *Agricultural Economics Research Review*, **30**(1): 57-71. DOI: 10.5958/0974-0279.2017.00005.2
7. Chand, R. and **Pavithra, S.** (2015). Fertiliser Use and Imbalance in India Analysis of States. *Economic & Political Weekly*, **50**(44):98-104.
8. **Pavithra, S.**, Ananthan, P.S. and Krishnan, M. (2014) Market shares, instability and revealed comparative advantage of seafood exports from India. *Indian Journal of Fisheries*, **61**(4): 90-97.