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M.Sc.(Ag.);Ph.D.,PGDHRM

Principal
Scientist

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Employment Record

- Principal Scientist & Head (Acting), Div. of post harvest & value addition, March 13- till date.
- Principal Scientist (Agricultural Extension) & OIC (Seminar Halls), 2015- March,12, 2023.
- Principal Scientist & Nodal Officer, Pulses Seed Hub of CTRI, 2016- till date.
- Principal Scientist & Officer-in-charge Agricultural Extension, 2012-2014.
- Principal Scientist (Agricultural Extension)- Since 01-01- 2009
- Programme Coordinator, KVK of CTRI. 2005-2009
- Senior Scientist (Agricultural Extension) . 2002-2008
- Core Team Leader of ICAR Pilot Project “ TAR through IVLP”. 1996-99.
- Training Organiser, KVK of CTRI. 1995-1997
- Scientist (Agricultural Extension). 1993-1998

Area of Interest

Technology Assessment and Demonstration; Decision Support Systems; Technology Adoption and Impact analysis; Farmer- Extension- Research feedback studies

Publications

1. Hema Baliwada, D. Damodar Reddy, S. Kasturi Krishna, **Y. Subbaiah** and N. Aruna Kumari (2018) Socio Economic Impact of Flue Cured Tobacco in NLS of A.P. *Ind. Journal. of Extn. Education* , 54(1):65-71
2. Sarala K, K. Prabhakararao, P venkateswarlu, **Y. Subbaiah** , TGK Murthy, AVSR Swamy, D. Damodar reddy and C. Chandrasekhar

- Rao (2017) Tobios-6: A Promising Tobacco soma clone for Northern Light Soils of Andhra Pradesh, *Tobacco research*, 43(2): 93-99
3. **Y. Subbaiah** and D. Damodar Reddy (2015) Small Holder Family Farming of FCV tobacco in Karnataka- a socio economic evaluation, *Tobacco research*, 41(2):72-76
 4. Ravishankar H, **Y. Subbaiah** and T.G.K Murthy (2015) Decision Support system for Transfer of Technology in FCV tobacco production, *International Journal of Applied Research on Information Technology and Computing*. 6(2): 94-99
 5. Siva Raju K, D. Damodar Reddy, C. Chandrasekhar Rao and **Y. Subbaiah** (2015) Effect of Nitrogen and Leaf Position on Quality Constituents of Lanka Tobacco (*Nicotiana tabaccum.L*) grown in Andhra Pradesh, *Tobacco research*, 41(2): 55-61
 6. Murthy TGK., U. Sreedhar, K. Siva Raju , P.V. Venugopala Rao, K.Sarala, S. Kasturi Krishna, **Y. Subbaiah** , D. Damodar Reddy and K. Santi Nandivelu (2014) TBST-2, A high yielding multiple resistant FCV tobacco line for traditional black soils of Andhra Pradesh, *Tobacco research*, 40(2): 73-78
 7. Siva Raju K., D. Damodar Reddy, R.K Ghosh and **Y. Subbaiah** (2014) Neutral volatile aroma constituents of Lanka tobacco (*nicotiana tabacum L.*) in relation to nitrogen supply and leaf Position, *Tobacco research*, 40(2): 83-90
 8. **Subbaiah, Y.** (2011). Evaluation of tobacco farmers' portal. *Agricultural Extension Review XXII*(1): 24-28.
 9. Ravishankar, H., **Subbaiah, Y.**, Sudhakar, R. (2009). A data base management system for vocational training programmes. *Agricultural Extension Review XX*(4): 14-17.
 10. Naidu SK, **Subbaiah, Y.**, K. Suman Kalyani and S. Nageswara Rao (2009) ,Constraints in adoption of recommended practices among FCV tobacco farmers of AP .*Tobacco research*, 35(1&2):: 27-30

Awards/Honors

- KVK of CTRI has been adjudged as the best KVK in zone- V, ICAR (2006).Certificate awarded to(Me) Programme Coordinator of KVK
- Best Paper award in National Seminar organised by MSEE-2002
- Best Paper award in National Conference on Tobacco -2005
- Member –Technology Advisory Committee of DRDA, East Godavari District
- Member – Management Committees of NFSM and ATMA, East Godavari District
- Received Gold Medals for having secured highest OGPA of 9.18/10.00 in M.Sc (Ag) (Extension Education) and 9.01/ 10.00 in Ph.D (Extension Education). ANGRAU, Hyderabad
- Editorial Board member, ISTS Joint Secretary, ISTS