

RESEARCH SCHOLAR DETAILS

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4	Name of the Nodal Centre & Address	Department of Business Administration ,Sambalpur University, Jyoti Vihar, Burla
5	Name of the Supervisor(s)	Prof.(Dr.)Tushar Kanti Das
6	Details of the Funding Agency	Sambalpur University Research Fellowship (SURF)
7	Title of the Research Work	Marketing Strategies and Livelihood Management of Rural People: An Analysis of National Rural Livelihood Mission (NRLM) in Angul And Khordha Districts of Odisha
8	Brief Abstract of the Research Work	Research on livelihoods development in rural areas has developed since the 1990s and become an important issue in discussing efforts to alleviate rural poverty(Singgalen, Sasongko, and Wiloso 2019).Despite increase in urban area in the country after its independence, majority of India still live in villages. As per census, 2011, out of total population of 121 crores,83.3crores still live in rural area (Kumar, Singh, and Yadav 2019). Rural areas and rural development are not novice concepts. These concepts have been prevalent within the country since ancient times. In Odisha with more than two-thirds of population living in rural areas, rural development through National Rural Livelihood Mission (NRLM) could play a key role in the country

as it produces forward and backward linkages in the rural economy. It focuses on the strengths and abilities of individuals, as opposed to the needs, it takes into account policies links at macro and micro levels as well as government affairs when they impact on people's livelihood through specific actions and it constantly relies on sustainability. Keeping the gap area in mind this study is earned out with the following objectives i-To study the different marketing strategies adopted by Mission Shakti to sell their products in Angul and Khordha districts.ii- To make a comparison of livelihoods of rural people of Angul and Khordha districts through an index. iii- To examine the progress of National Rural Livelihood Mission (NRLM) in Angul and Khordha districts.iv- To study the impact of National Rural Livelihood Mission (NRLM) on the livelihood security of beneficiaries of NRLM of Angul and Khordha districts.v- To study the social safety nets programmes of Mission Shakti and evaluate the impact of vocational and skills training on the poverty reduction in rural areas of Angul and Khordha districts

Designing a suitable methodology, the selection of analytical tools is important for a meaningful analysis of any research problem. In this section, reasons for the choice of the study area, the collection of data and the sampling design are described. The study is descriptive in nature and based on primary and secondary data. Primary data has been collected from the respondents through the use of Interview Schedule and data are collected through interviewing the rural people. Using Purposive sampling technique and secondary data in the form of annual report and final account of the different department has been used for analysis of the study. In this analysis dichotomous set of questions were asked for the study to be proposed. The study will be focus on Angul and Khordha districts of Odisha. Angul district is situated in the focal place of the Odisha as well as the Khordha district is the eastern part of odisha. The two districts is chosen for research purpose because one of the district Angul is industrial hub and another Khordha districts is head quarter of the state. The study is based on qualitative and quantitative approaches. This propose research adopts a qualitative research approach based on in-depth interviews to gather data on rural livelihoods, challenges faced and measures that women employ to manage the situation thereof. Quantitatively, a questionnaire was also distributed to gather

		<p>data on the livelihood activities done for the selected households. The qualitative data was analyzed thematically while quantitative data was analyzed using the Statistic Package for the Social Sciences (SPSS) software and presented using diagrams. Data was presented to answer the major questions of the study. The researchers also observed ethical issues such as confidentiality, informed consent, and voluntary participation.</p> <p>Livelihood strategies aim to achieve livelihood outcomes. Decisions on livelihood strategies may invoke natural-resource-based activities, non natural resource-based and off-farm activities, migration and remittances, diversification, and short-term versus long-term outcomes, some of which may compete. One of the many problems of development is that projects and programs, while favoring some, can disadvantage others. Potential livelihood outcomes can include more income, increased well-being, reduced vulnerability, improved food security, more sustainable use of the natural resource base, and recovered human dignity, between which there may again also be conflict.</p>				
9	Progress of Research Work(Stage)	<p>I-Review of Literature</p> <p>II-Data Collection</p>				
10	Research Experience	3Years				
11	Teaching Experience	1Years				
12	Corporate Experience	1.5 Years				
13(A)	Journal Publication					
Year	Author	Co-Author	Title	Name of the Journal	Publisher	Volume/Issue
2022	Kailash Chandra Dash	Prof. (Dr.) Tushar Kanti Das	AN ANALYSIS ON VEGETABLES MARKETING OF ODISHA- A CASE STUDY IN ANGUL DISTRICT	Asian Journal of Multidimensional Research	Asian Journal of Multidimensional Research	Vol. 11, Issue 3, March 2022 ISSN: 2278-4853 DOI: 10.5958/2278-4853.2022.00041.6

13(B)Conference Presentations

SL . No	Seminar/Confere nces/Workshops & Webinar	Name of the seminars/Confere nces/ Workshops	Title of the Paper	Name of the Institute	Date
1	International Conference	International Conference conducted by the Department of Economics and Department of Journalism & Mass Communication.	5t Initiative - Marketing Strategy Implimentd By Mission Shakti Established Under Nrlm In Angul And Khordha Districts Of Odisha	Department of Economics and Department of Journalism & Mass Communication, Central University of Odisha, Koraput	28 th - 29 th March 2023
2	International Conference	On Business, IT and Enterprise, Architecture (ICBIT 2022	Role of 5T- Marketing Strategy Implemented By Mission Shakti Established Under NRLM in Angul District Of Odisha	Management Development Institute,Murshidabad, WestBengal,India	16 th - 17 th Dece mber 2022
3	National Conference	National Conference On Decision Making In A Disruptive Era (DMDE)-2022	A Review On Marketing Strategy Implemented By Mission Shakti Established Under NRLM in Angul District of Odisha.	Department of Business Administration ,Sambalpur University	2 nd - 3 rd Dece mber 2022
4	Virtual Conference	Doctoral Thesis Virtual Conference At IBS Hyderabad	A Study On Problems Of Marketing Vegetables In Farmers Market: An Analysis In Angul District Of Odisha	IBS Hyderabad	29 th - 30 th Novem ber, 2022
5	Webinar	Webinar on Mental Health in Covid 19 Era: Public Health Perspective		IIHMR University.	13 th Octob er 2020

6	Webinar	Webinar on Atmanirbhar Bharat: Opportunities Unlimited		BGU Bhubaneswar	25 th August 2020
7	Webinar	Webinar on Digitalization of Indian Economy: Issues and Challenges		BGU Bhubaneswar.	21st August 2020
8	Webinar	Conversation with Father of Rural Marketing- RURAL IS NOW		IIHMR University	20 th August 2020
9	Webinar	Webinar on Demystifying Rural Marketing During COVID Times: Opportunities & Challenges,		IIHMR University	18th August 2020
10	Webinar	Webinar on International Business Post Covid-19		Birla Global University, Bhubaneswar	17 th July 2020
11	International Webinar	International Webinar on Technology Future & Education		BGU Bhubaneswar.	18 th June 2020
12	International Webinar	International Webinar on Technology Future & Education		Birla Global University, Bhubaneswar	18 th June 2020

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13-(C)FDP Attended			
SL. No	FDP/WORKSHOP	Name of the Institute	Date
1	FDP on Multivariate Data Analysis Techniques	Birla Global University, Bhubaneswar	4 th -10 th June 2018
2	FDP on Methodology for Advanced Research and Quality Publication	Birla Global University, Bhubaneswar	21 st -25 th March 2022
3	Bibliometric Analysis & Visualization (Using Vosviewer)	IIPM School of Management, Kansabahal, Rourkela	20 th -22 nd July 2023