

*Curriculum Vitae*

**PARAMASIVAN SETHURAMAN SIVAKUMAR**

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**CAREER OBJECTIVE**

To build a long term career in Sensory and Consumer Science with opportunities for career growth.

**EDUCATION**

**Orissa University of Agriculture & Technology** Bhubaneswar, Orissa, India  
PhD in Extension Education 2005 –2009  
(Minor – Economics and Statistics)

Topic of PhD research:

*Factors affecting computer utilisation behavior of extension functionaries for transfer of technologies*

**G. B. Pant University of Agriculture & Technology** Pantnagar, Uttarkhand, India  
M.Sc in Development Communication 1996-1998

- Secured 5 out of 5 (Overall Grade Point Average).
- Topic of MSc research - *An exploratory study on participatory message design for community wall newspaper*

**Tamil Nadu Agricultural University** Coimbatore, Tamil Nadu, India  
B.Sc in Agriculture 1991-1995

- Secured 8.49 out of 10 (Overall Grade Point Average)

**Tamil Nadu Board of Higher Secondary Education** Tamil Nadu, India  
H.S.C 1991

- Secured a overall 83.70 % marks

## EMPLOYMENT HISTORY

**Central Tuber Crops Research Institute,  
Indian Council of Agricultural Research**

**Bhubaneswar, India**

**Scientist (1999 – Present)**

- Developing technology acceptance models to understand the adoption of high yielding tuber crop varieties, production technologies and value added food products by the user groups (farmers, farm women, farm youth, small scale entrepreneurs)
- Completed two institutionally funded (As Principal Investigator) and three externally aided (As Co-Principal Investigator/ Associated Scientist) research projects.
- Conducted sensory and consumer evaluation (descriptive and affective testing) of functional food products developed from sweet potato – Sweet potato curd,  $\beta$ -carotene / anthocyanin rich lacto-pickle and lacto-juice.
- Organised several exposure training programmes for the consumer groups to popularise value added food products developed from tuber crops.

**International Centre for Research in Semi-  
Arid Tropics (ICRISAT)**

**Hyderabad, India**

**Research Assistant (Feb. – April 1996)**

- Conducted the field survey on adoption of Pearl Millet varieties in Tamil Nadu state of India.

## RESEARCH PAPERS

### International

1. **Sivakumar, P.S.**, Panda, S.H., Ray, R.C., Naskar, S.K., and Bharathi, L.K. (2010). Consumer acceptance of lactic acid fermented sweet potato pickle. *Journal of Sensory Studies*. DOI: 10.1111/j.1745-459X.2010.00299.x.
2. **Sivakumar, P.S.**, Nedunchezhiyan, M., Jata, S.K., and Naskar, S.K. (2010). Modeling Rural Consumers' Acceptance of Orange-Fleshed Sweet Potato in Eastern India. Paper accepted for presentation in the *Fourth European Conference*

- on *Sensory and Consumer Research* organized by University of Basque County, Spain at Palacio Europa, Vitoria-Gasteiz, Spain during 5-8 September 2010.
3. **Sivakumar, P.S.**, Nedunchezhiyan, M., Paramaguru, S., and Ray, R.C. (2009). Production system-specific differences in farmers' demand for greater yam (*Dioscorea alata*) varietal attributes in Orissa State, India. *Experimental Agriculture* **45**, 1–14.
  4. **Sivakumar, P. S.**, Panda, S.H., Ray, R.C., Pradhan, D.C., and Sivaramane, N. (2008). Modeling consumer acceptability of  $\beta$ -carotene rich sweet potato curd. *Journal of Sensory Studies*. **23**, 791-803.
  5. Ray, R.C. and **Sivakumar, P.S.** (2009). Traditional and novel fermented foods and beverages from tropical root and tuber crops: review. *International Journal of Food Science and Technology*, **44**, 1073–1087
  6. Panda, S.H., Naskar, S.K., **Sivakumar, P.S.**, and Ray, R.C. (2009). Lactic acid fermentation of anthocyanin- rich sweet potato (*Ipomea batatas* L.) into lacto-juice. *International Journal of Food Science and Technology*. **44**, 288-296.
  7. Panda, S.H., Panda, S., **Sivakumar, P. S.** and Ray, R.C. (2009). Anthocyanin-rich sweet potato lacto-pickle: Production, nutritional and proximate composition. *International Journal of Food Science and Technology*. **44**, 445-455.
  8. Mohapatra, S. Panda, S.H., Sahoo, S.K., **Sivakumar, P.S.** and Ray, R.C. (2007).  $\beta$ -Carotene-rich sweet potato curd: production, nutritional and proximate composition. *International Journal of Food Science and Technology*. **42**, 1305-1314.

### **National**

9. **Sivakumar, P.S.** and Ray, R. C., Panda, S.H. and Naskar, S.K. (2006). Application of principal components analysis for sensory characterisation of sweet potato curd. *Journal of Root Crops*. **33**, 62-66.
10. **Sivakumar, P.S.** and Ray, R.C. 2006. Gender difference in learning styles of trainees. *Manage Extension Research Review*, **7**(2), 77-84.

### Technical bulletins

11. **Sivakumar, P.S.**, Nedunchezhiyan, M., Padmaja, G., and Jata, S.K. (2010). *Tuber crops products for household utilisation and small-scale industries*. NAIP Field guide series 1, Regional Centre of Central Tuber Crops Research Institute, Bhubaneswar, India (Bilingual publication – English & Oriya)
12. Ray, R.C. Naskar, S.K. and **Sivakumar, P.S.** (2005). *Sweet potato curd*. Technical Bulletin Series – 39. Central Tuber Crops Research Institute, Thiruvananthapuram, India.

### Book chapters

13. **Sivakumar, P.S.**, and Ray, R.C. (2008). Sensory evaluation methodologies for tuber crop products. In: Nedunchezhiyan, M (Ed.). *Advance techniques in quality planting material production and commercial cultivation of tropical tuber crops*. Pp, 261-267. Bhubaneswar, India: Regional Centre of Central Tuber Crops Research Institute.
14. **Sivakumar, P.S.**, Ray, R.C., and Naskar, S.K. (2007). Consumer evaluation of sweet potato curd. In: Padmaja, G., Prem Kumar, T., Edison, S., and Bala Nambisan (Eds.). *Root and tuber crops: Post harvest management and value addition. Proceedings of the National seminar on achievements and opportunities in post harvest management and value addition in root and tuber crops (NSRTC 2)*. Pp: 398-400. Thiruvananthapuram, India: Central Tuber Crops Research Institute.

## PROFESSIONAL TRAINING

- Organised a short course on “*Applied Multivariate Data Analysis for Biological and Social Sciences*” at the Regional Centre of Central Tuber Crops Research Institute, Bhubaneswar, Orissa, India during June 28 to July 2, 2010. Fourteen trainees from various parts of India participated in this programme.
- Participated in the short course on “*Sensory analysis of aroma and flavour of food ingredients and packaged foods*” at Central Food Technological Research Institute, Mysore, India, during 2-4, February 2009.

## AWARDS AND RECOGNITIONS

- **Travel grant** - Awarded Department of Science and Technology, Govt. of India travel grant for participation in the *Fourth European Conference on Sensory and Consumer Research*” organized by University of Basque County, Spain at Palacio Europa, Vitoria-Gasteiz, Spain during 5-8 September 2010.
- **Best Scientific paper** - *Messages that work: A participatory approach for designing tuber crops communication folders* (National Seminar on Restructuring extension systems for effective transfer of technology: Experiences, needed changes and policy support, Gandhigram Rural Institute, Dindigul, India, November 2004).
- **ICAR- Junior Research Fellowship** in Agricultural Extension (1996-1998).

## STATISTICS AND COMPUTER SKILLS

- Has good knowledge of **multivariate statistical modelling** (factor analysis, discriminant analysis, logit, probit, conjoint analysis, structural equation modelling) and **experimental designs** (including response surface designs).
- Expert in using **general** (Microsoft Word, PowerPoint) and **statistical** (SPSS 17, AMOS 16, SYSTAT 11, Design Expert 7.1) software. Also have operational knowledge of SAS 9.2, and MINITAB 15..

## LEADERSHIP

- Executive Council Member, Indian Society for Root Crops, Thiruvananthapuram, India (2004-2007).
- Vice President, Agricultural Communication Society, Pantnagar, India (Aug. 1997 – July 1998).

## PERSONAL INFORMATION

Sex & age : Male, 36 years  
Nationality : Indian  
Marital status : Married  
Language proficiency : English: Good (Speak, read & write)  
Hindi: Good (Speak, read & write)  
Tamil: Excellent (Speak, read & write)

## REFERENCES

Dr. Durga Charan Pradhan  
Professor of Econometrics  
Planning, Monitoring and Evaluation Unit  
Orissa University of Agriculture &  
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Dr. Ramesh Chandra Ray  
Principal Scientist of Microbiology  
Regional Centre of Central Tuber Crops  
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I hereby certify that the above information is true to the best of my knowledge.

Place: Bhubaneswar

Yours faithfully

Date: September 8, 2010

(P. Sethuraman Sivakumar)