

Dr Piyush Mehta

Associate Professor

Specialization: Agribusiness Management

Contact: +91 1792 252706(O)

Mobile: 98170 66096

E.mail: piyushabm@uhf.ac.in; piyushabm@gmail.com



Ongoing Research Projects

- प्राकृतिक खेती के अंतर्गत किसान संगठनों (FPO) का संवर्धन, sanctioned by NABARD and SPIU (PK3Y) (PI)
- Furthering Entrepreneurship Capacity of Natural Farming based FPCs through Institutional Technological Interventions, funded by SPIU, Department of Agriculture, Govt. of Himachal Pradesh (Co- PI).

Important Research Publications

- Thakur Pankaj, **Mehta Piyush**, Guleria Amit , Divyanshu , Singh Pardeep and Sharma Prashant. 2024. Marketing Performance and Factors Influencing Farmers Choice for Agricultural Output Marketing Channels: The case of garden pea (*Pisum Sativum*) in India. *Frontiers in Sustainable Food Systems*. Frontiers Media SA (NAAS Rating :11.01 (Impact Factor: 5.01)
- **Mehta Piyush**. 2025.Need for Global Education Initiatives and Institutional Support for Sustainable Farming Practices in the Indian Himalayan Region. *Indian Education Forum Newsletter Harvard Graduate School of Education (HGSE)*.02:12-15.
- Ajay Kumar, Divyanshu, Rughuvir Singh Prashar, Rajeshwar Singh Chandel ,Inder Dev , Subhash Sharma, **Piyush Mehta** and Rohit Kumar Vashishat. 2025. Market performance and supply chain selection dynamics for vegetables grown through sustainable practices in the Northwest Himalayan region. *Frontiers in Sustainable Food Systems*. 9: 01-14.(NAAS Rating :11.01 (Impact Factor: 5.01)
- Thakur, Pankaj; **Mehta, Piyush**; Guleria, Amit ; Divyanshu; Singh, Pardeep; Sharma, Prashant ; Tiwari, Rahul Kumar ; Lal, Milan Kumar; Kumar, Ravinder .2024. Determinants of farmers' choice for agricultural output marketing channels of tomato (*Solanum Lycopersicon*): An empirical evidence from north-western Himalayan region. *Environment, Development and Sustainability*. Springer. (NAAS Rating :10.9 (Impact Factor :4.9)
- Thakur, Pankaj; **Mehta, Piyush**; Lal, Priyanka; Chaudhary, Rashmi; Pani, Saswat Kumar; Singh , Akash Gaurav; Devi, Chhaya; Verma, Kamlesh and Sharma, Prashant. 2024. Agricultural Produce Supply Chain Network of Capsicum: Empirical Evidence from India. *Economies*. MDPI, Oxford University Press. (NAAS Rating : 8.6 (Impact Factor: 2.6, ABDC: Q1)
- P Thakur, **Mehta, Piyush** C Devi, P Sharma, KK Singh, S Yadav, P Lal,2023. Marketing Performance and Factors Influencing Farmers Choice for Agricultural Output Marketing Channels: The case of garden pea (pisum sativum) in India. *Frontiers in Sustainable Food Systems* 7 (127), 01-22
- Thakur, Pankaj; **Mehta,Piyush**; Guleria, Amit ; Divyanshu; Singh, Pardeep; Sharma, Prashant ; Tiwari, Rahul Kumar ; Lal, Milan Kumar; Kumar, Ravinder. 2023. Determinants of farmers' choice for agricultural output marketing channels of tomato (*Solanum lycopersicum*): An empirical evidence from north-western Himalayan region. *Environment, Development and Sustainability*. 25(12):01-25.

- Thakur P, **Mehta P**, Guleria A, Divyanshu, Singh P and Sharma P. 2023. Study on Marketing Performance and Constraints of Pea (*Pisum sativum*) Output in High Hills Wet Temperate Zone of Himachal Pradesh India. *Indian Journal of Ecology* **50**(1): 129-135.
- Thakur P, **Mehta P**, Guleria A, Divyanshu, Singh P and Sharma P. 2022. Farmers' Choice for Output Marketing Channels of Cauliflower in Himachal Pradesh India: A Multinomial Logit Model Analysis. *Economic Affairs* **67**(05): 01-08.
- Singh S, Sharma P, Kushwaha R, **Mehta P** and Raina KK. 2022. Marketing distribution channel of FMCG goods in Jogindernagar of Mandi District Himachal Pradesh. *Pharma Innovation Journal* **11**(8): 581-583.
- Thakur, P. **Mehta P**. Sharma P and Divyanshu. 2022. Determinants of Farmers' Adoption Behaviour towards Farm Business Management Practices for Vegetable Farming in Mid-Hills of Himachal Pradesh, India. *Economic Affairs* **67**(02): 01-06.

Books and Manuals

- **Mehta P** and Kumar K. 2018. Manual of Production and Operations Management. Directorate of Extension Education UHF Solan Himachal Pradesh India. ISBN: 978-81-930100-7-5.
- **Mehta P** and Sharma P. 2017. Agriculture Ecology, Sustainable Development and Agribusiness Management. Discovery Publishing Group, New Delhi. ISBN Number: 9789350568514.

Awards & Recognitions

- **Best oral paper presentation (Second position)** at 2nd National conference Advances in Sustainable agriculture held on September 26-28, 2020, organized by Society of Krishi Vigyan, Kolkata, India.
- Transstellar Journal Publications & Research Consultancy (TJPRC) **Best Research paper award**, in recognition to research paper quality, originality and significance in modeling and technical flow.
- **Best oral paper presentation (First position)** at National Symposium on Modern Agro-technologies for Nutritional Security and Health, April 21-23, 2015, Dr. YS Parmar University of Horticulture and Forestry, Nauni, Solan, Himachal Pradesh, India.