

MBPC3021 AGRIBUSINESS MANAGEMENT (3-0-0)

Course Objective:

1. Gain insights into the scope, nature, significance, and challenges of agribusiness, along with functional classification, value chain, and various farming models.
2. Understand the characteristics of demand for farm products, farm product markets in India, forecasting demand, and the institutional framework of Indian agriculture, including land tenure and agricultural finance.
3. Explore legislations such as the Essential Commodities Act and Food Safety and Standards Act, and analyze recent trends in agribusiness, including biotechnology, commercialization, and emerging production, marketing, and export trends.
4. Apply knowledge of agribusiness fundamentals, environmental analysis, legislative frameworks, and recent trends to address challenges and opportunities in the agribusiness sector effectively.

Module –I

Introduction of Agri Business Scope, Nature, Significance and challenges. Functional Classification of Agri Business, Agribusiness Network, Agri Business value chain, contract farming, cooperative farming, Group farming, corporate farming, Production of hi-tech agri crops, agro based industries, Role of Agriculture in Indian Economy.

Module-II

Agri-Business Environment Characteristics of demand for farm products, Characteristics of farm product markets in India, Forecasting demand for food products. Institutional Framework of Indian Agriculture- institutions of ownership holdings and operational holding, land tenure system, Land reform policy. Agricultural Finance: Sources, Institutional system, NABARD and co-operative credit for Agriculture sector, Crop insurance and Kisan Credit card.

Module – III

Legislations and Recent trends Essential Commodities Act, Food Adulteration Act, Food safety and standards. Recent trends- Green houses, Role of Bio Technology in Agriculture, Commercialization of agriculture, Tissue culture, Green house operations, Genetically modified crops, Emerging trends in production, marketing and exports of agro products.

Course Outcomes:

- CO-1: Develop a comprehensive understanding of agribusiness fundamentals, environmental factors, legislative frameworks, and recent trends, enabling informed decision-making in the agribusiness sector.
- CO-2: Acquire skills in analyzing the agribusiness environment, including demand forecasting, institutional frameworks
- CO-3: Understand legal and regulatory frameworks governing agribusiness, ensuring compliance with relevant laws and standards for sustainable and ethical operations.
- CO-4: Develop adaptability and innovation skills to respond to evolving trends in agribusiness, leveraging technologies such as biotechnology, tissue culture

Books:

- Fundamentals of Agricultural Economics, Sandhu and Singh, HPH
- Agricultural Problems in India, Agrawal and Kundan, Vikas
- Transforming Traditional Agriculture, TW Schultz Bare Acts.
- Agriculture and Agri-Business management, Smita Diwase, Krish Resource Management Network, 2009.