VIDYA PRASARAK MANDAL, THANE’S

ONLINE – CERTIFICATE COURSE IN
AGRI BUSINESS MANAGEMENT (CCABM)

OUTLINE OF COURSE

TOTAL THEORY SUBJECTS: 15 (5 Hours for Each Subject)
TEACHING HOURS PER EACH THEORY SUBJECT: 5 HOURS
TOTAL THEORY SUBJECT HOURS: 15 x 5 = 75 HOURS
TOTAL PROJECT HOURS: (25 Hours of Project/Assignment)
TOTAL COURSE HOURS/ DURATION: 100 HOURS/ 11 MONTHS
TOTAL THEORY SUBJECTS: 15
GENERAL MANAGEMENT SUBJECT: 3
AGRICULTURE BASED SUBJECTS: 12
SYLLABUS

GENERAL MANAGEMENT SUBJECTS:

1) **Management Principles and Practices:**
   - Study of the basic managerial functions of planning, organizing, staffing, directing, and controlling resources to accomplish organizational goals. The systems concept of management and the role of the manager at each level of the organization are emphasized. In addition, a special emphasis will be placed on the skills that are necessary for a manager to be effective. The course will involve an overview approach to covering the various concepts required for an overall understanding of management’s role in the contemporary organization.

2) **Principles of Marketing, including Rural Marketing:**
   - To develop an understanding of the field of marketing. The focus will be on imparting knowledge of the basic concepts, tools, and functions of marketing.
   - Rural consumer’s behaviour - behaviour of rural consumers and farmers.

3) **Customer Relationship Management:**

AGRI BASED SUBJECTS:

1) **Seed Marketing Management**
   - To apprise students about the seed supply system, concepts and principles of effective marketing of seed and strengths and weaknesses of the seed sector. Importance and scope of seed industry in India, major constraints/problems in seed industry. Seed marketing intelligence and product mix, sales promotion, distribution channels, marketing costs and margins.
2) **Fertilizer Marketing Management**

- Fertilizer development - concept, scope, need and resource availability, types of fertilizers and chemical constituents. Role of fertilizers in agricultural production. Production and consumption of fertilizers in India. Import and export avenues for fertilizers. Fertilizers-marketing system, marketing channels, problems in distribution. Role of IFFCO and KRIBCO in fertilizer marketing. Chemical fertilizers-Prices and pricing policy, subsidy on fertilizers.

3) **Pesticide Marketing Management**

- Definition and classification of Pesticides. Role and status of agro-chemical industry in India. Knowledge of different pesticides with suitable examples. Plant Protection Chemicals - production, export/import, consumption, marketing system – marketing channels.

4) **Floriculture & Landscaping:**

- Introduction, importance and scope of floriculture industry. Recent advances in floriculture industry. Production technology of ornamental plants. Importance and scope of landscape gardening. Style of gardening, anesthetic and socio-aesthetic planning of old and newly developed towns and cities.

5) **Horticulture & Post Harvest Management of Horticultural Crops:**

- World production and horticulture in India; present status of fruit industry in India and emerging scenario. Management of horticultural crops - establishing an orchard, basic cultural practices, regulation of flowering, fruiting and thinning, protection against insect-pest, weeds: pre and post-harvest management for quality and shelf life.


6) **Food Technology & Processing Management**

- Present status of food industry in India, organization in food industry. Basic principles of food processing, food preservation by manipulation.


7) **Organic Farming**


8) **Contract Farming**


9) **Agriculture and Biotechnology**

- Study of concept, method and a range of tools, employed to understand and manipulate the genetic makeup of organisms, to increase the production and processing of agricultural products. Study of topics like Crop and Plant biotechnology, crop yield, reduced vulnerability of crops to environmental stress, increased nutritional qualities and improved taste, texture and appearance of food, reduced dependence on fertilizers, pesticides and other agrochemicals.

10) **Agri Finance & Micro Finance**

- Financing Agriculture and agri-allied sectors in rural area in India. Agricultural credit- organisational pattern and evolution; Primary Agricultural Credit Societies (PACS) - Functions. Management, Crop loan system; District Central Cooperative Banks- Functions, Management, Credit Policy, Scale of finance, disbursement of loans procedure; State Cooperative Banks- its role in the development of Co-operative movement in a State; Agricultural Refinancing Assistance to Agricultural Credit Cooperatives – Role of NABARD.

- Evolution, growth, role, scope and importance of micro credit and micro finance in India, distinctive features, advantages, micro finance and socio-

11) **Agricultural Export Management & International Trade**

- Concept of International Marketing and its scope., Objectives of International Marketing Challenges and opportunities in International Marketing Underlying forces of International Marketing, Motives behind going International. Financial and fiscal incentives provided by government and foreign exchange facilities provided by RBI and EXIM Bank. Institutional support from Government, semi government and autonomous organizations for exporters.

12) **Farm Machinery**

- Farm machinery selection for different farm size and for different agro climatic conditions indices of machine performance. Various sources of farm power, their availability and utilization; importance, present status, level and the scope of farm mechanization. Agricultural equipment industry production, marketing, and constraints; establishment of agricultural engineering enterprises (agro service centers etc).

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