

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – III) (W.E.F. January 2014)

Specialization: Rural & Agro-Based Management

Subject Name: Agri and Food Processing Industry (AFPI)

Subject Code: 2830703

1. Course Objectives:

The main objective of the course is to enable students to develop insight into Agri-processing and Food Processing Industries, which are two of the largest and fastest growing industrial sectors in India, with the potential of generating huge exports, combined with large number of employment opportunities at managerial, operational as well as blue-collar level. India is aptly described as Vegetarian Food Basket of the world due to large land, water and labour availability and diverse weather. Mastering the course with Practical Module / Project work is expected to help the student get good employment or business opportunities in Gujarat / India / worldwide.

2. Course Duration:

The total hours for teaching this course will be 45 hours, which will be divided into 36 sessions of 75 minutes duration each.

3. Course Contents:

Module No	Contents	Sessions
1	Agriculture in India Role of Agriculture in Indian Economy Agriculture Production in India Major Agriculture Commodities Agro-Processing – Present Status and Potential Indian Agriculture Policy Allied Agriculture Activities Agreement on Agriculture Impact of WTO on Indian Agriculture	7
2	Management of Agribusiness- Features of Agribusiness Forms of Agri-business Agri-business Activities	7

	Functional Management Setting up Agribusiness Unit Financing Agribusiness Unit Resource Management Supply Chain Management Agriculture Storage Facilities Agro-processing facilities Information Management	
3	Agriculture Input Management Agriculture Inputs Agriculture Credit- Role of NABARD , Commercial Banks and Cooperative Credit Institutions Management of Seeds, Pesticides/insecticide, Fertilizers, Irrigation etc Role of NABARD, Governments and Development Agencies in Agri input management Market Intelligence Logistic Support Problems of Agri-input management	7
4	Agriculture Marketing Management- Agriculture Marketing Structure in India Classification of Agriculture Markets Role of Regulated Markets in Agriculture Marketing Structure and System of Agriculture Marketing In India - APMC, Commodity Markets, Cooperative Marketing Societies (Primary, District level, State Level and National level Cooperative Marketing Societies/Federations) Marketing Strategies Domestic Marketing and Export of Agriculture Products Agencies Involved in Agri-Export Future Trading Commodity Exchange and Trading of Agri-products	7
5	Agro Processing & Food Processing Agriculture Products and Value Additions their-in Different types of Agro Processing Industries Sugar Industry, Milk Processing, Rice, Pulses, Wheat and Other Processing Units, Fish Processing, Fruits Processing Units, other Food Processing Industries Government Intervention and Schemes for Food Processing	7
*	Practical: Indian Agriculture in New Regime Current Updates in Agri Business Status and potential of Hi-Tech Agriculture in India Risk Management in Agriculture – Insurance – Diversification High Tech Agriculture Contract Farming and Corporate Farming WTO issues related to Agriculture	Presentations and Live Projects

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication

T1	Dr Smita Diwase	Indian Agriculture and Agri Business Management	Krishi Resource Management Network, Pune	2009, Latest
T2	Surjit Singh and V Ranta Reddy	Changing Contours of Asian Agriculture: Policies Performance and Challenges	Academic Foundation , New Delhi	2009, Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
R1	PK Joshi, Ashok Gulati, Ralph Cummings Jr.	Diversification and Smallholders in South Asia	Academic Foundation, New Delhi	2007, Latest
R2	N A Mujumdar and Uma Kapila	Indian Agriculture in the New Millennium, Changing perception and Development Policy	by Academic Foundation , New Delhi	
R3	A Vinayak Reddy and Yadgira Chryulu	Indian Agriculture, Challenges of Globalisation	New Century Publication, New Delhi	2008, Latest

8. Lists of Journals/ Periodicals/ Magazines/ Newspapers:

Publications of NABARD, RBI, SBI, BOB, PNB, Economic Times, Financial Express, etc.

1. Session Plan:

1 – 3	Agricultural Economics: Meaning and scope of agricultural economics, importance of agriculture in Indian Economy, contribution to national income, comparison with other countries, study of significant economic problems in Indian agricultural production, marketing, Labour, credit, etc.
4 – 6	Types and systems of farming; determining factors. Planning for profitable use of land, water, labour and equipment, methods of measuring farm efficiency. Major Agriculture Commodities, Indian Agriculture Policy, WTO:Agreement on Agriculture, Impact of WTO on Indian Agriculture

7 – 10	Management of Agribusiness: Features of Agribusiness, Forms of Agri-business, Agri-business Activities , Functional Management, Setting up Agribusiness Unit, Financing Agribusiness Unit, Resource Management,
11 – 12	Supply Chain Management, Agriculture Storage Facilities, Agro-processing facilities , Information Management
13–16	Agriculture Input Management : Agriculture Inputs, Agriculture Credit- Role of Commercial Banks and Cooperative Credit Institutions, Role of NABARD, Governments and Development Agencies in Agri input management.
17 – 18	Management of Seeds, Pesticides/ insecticide, Fertilizers, Irrigation etc, , Market Intelligence, Logistic Support, Problems of Agri-input management
19-22	Agriculture Marketing Management: Agriculture Marketing Structure in India, Classification of Agriculture Markets, Role of Regulated Markets in Agriculture Marketing, Structure and System of Agriculture Marketing In India - APMC, Commodity Markets,
23-26	Cooperative Marketing Societies (Primary, District level, State Level and National level Cooperative Marketing Societies/Federations), Domestic Marketing and Export of Agriculture Products, Agencies Involved in Agri-Export, Future Trading , Commodity Exchange and Trading of Agri-products, Marketing Strategies.
27 -32	Agro Processing & Food Processing : Agriculture Products and Value Additions their-in, Different types of Agro Processing Industries, Sugar Industry, Milk Processing, Rice, Pulses, Wheat and Other Processing Units, Fish Processing, Fruits Processing Units, other Food Processing Industries, Government Intervention and Schemes for Food Processing
33 – 36	Presentations and Live Projects : Status and potential of Hi-Tech Agriculture in India, Risk Management in Agriculture – Insurance – Diversification , Contract Farming and Corporate Farming, WTO issues related to Agriculture, Indian Agriculture in New Regime, Current Updates in Agri Business