



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

ONLINE CERTIFICATE COURSE PROMOTED BY CSC ACADEMY CENTERS

Online Course: Advanced Certificate Course in Agri-Business Management

Summary

Course Type:	Certificate
Duration:	6 Months
Category:	Management
Credit Points:	20
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 th Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 7500/-

Program Structure:

- Agriculture Industry Overview
- Regulatory Framework for Agribusiness
- Marketing and Sales of Agricultural Commodities
- Entrepreneurship in Agribusiness
- Information Technology in Agribusiness

Admission Batch for Certification Courses	Admissions in Month	All Assessments Completion through LMS
March	1st Mar, April, 30th May	July
June	1st June, July, 30th Aug	Oct
Sept	1st Sept, Oct, 30th Nov	Jan
Dec	1st Dec, Jan, 28th Feb	April

Course Layout

Agriculture Industry Overview

Chapter 1: Indian Agriculture Industry: Overview

Introduction - History of Indian Agriculture During Modern Times - Commercialization of Agriculture (1850-1947) - Republic of India (1947 CE onwards) - Importance of Agriculture in Indian social and economic life - Importance of Agriculture in Social Life of Indian - Importance of Agriculture in Economy of India - Agricultural Productivity - Trends in agricultural productivity (Pre-Post Independents Era) - Prior Independence - Post Independence - Causes and consequences of Low Agricultural Productivity - Suggestions to increase Agricultural production - Summary - Keywords - Self-Assessment Questions –

Chapter 2: Agriculture and National Economy

Introduction - Place of Agriculture in National Economy - Size of Agricultural Holdings - Definitions related to holdings - Different Groups of Size of holding - Factors influencing size of Farm - Fragmentations - Causes of fragmentation - Effect of Fragmentation on Agriculture - Fragmentation Corrective Levels - Subdivision of Land - Consolidation - Challenges of Land Consolidation - Advantages of Consolidation - Principles of Modern Land Consolidation - Land Reforms - Need of Land Reforms - Land Tenure Systems - Objectives of Land Reforms - Co-operative Movements - Principles of Co-operations - Co-operative Movements in India - Major Committees on Co-operation - Summary - Keywords - Self-Assessment Questions –

Chapter 3: Different Agricultural Revolutions and Yield Improvement Programmes in India

Introduction - Green Revolution - Need of Green Revolution - Benefits of Green Revolution - Challenges of Green Revolution - White Revolution - Objectives of Operational Flood - Phases of Operational Flood - Yellow Revolutions - Highlights of Yellow Revolution - Blue Revolution - Objectives of Blue Revolutions - Outcomes of Blue Revolutions - Round Revolution - Highlights of Round Revolutions - Gray Revolution - Silver Fiber Revolution - Red Revolution - Rainbow revolution - Objectives of Rainbow Revolution - Different Yield Improvement Programmes of India - National Project on Management of Soil Health and Fertility (NPMSF) - Soil Health Card Scheme - Nutrient Based Subsidy (NBS) Scheme - Neem Coated Urea - Micro Irrigation Fund - Pradhan Mantri Krishi Sinchai Yojana (PMKSY) - Rashtriya Krishi Vikas Yojana (RKVY) - Kisan Credit Card - High Yielding Variety Programme - National Agricultural Market (E- NAM) - Summary - Keywords - Self-Assessment Questions

Chapter 4: Food Security

Introduction - Food Security - Dimensions / Pillar of Food Security - Importance of Food security - Problems and Suggestions of Food Security - Problems of Food Security - Suggestions of Food Security - Food Security System in India - Production of Food Grains in India - Per Capita Availability of Food Grains in India - Government initiatives in Food Security - Buffer stock and Public Distribution Systems - Buffer Stock - Process of Procurement - Procurement and Distribution Prices - Public Distribution System - Summary - Keywords - Self-Assessment Questions –

Chapter 5: Provisions For Agriculture In Five Year Plans

Introduction - History of Planning in India - First Five Year Plan(1951-56) - Objectives of First five year plan -

Outlay of First Five Year Plan - Highlights of First Five Year Plan - Second Five Year Plan(1956-61) - Objectives of Second Five Year Plan - Outlay of Second Five Year Plan - Highlights of Second Five Year Plan - Third Five Year Plan(1961-66) - Objectives of Third Five Year Plan - Outlay of Third Five Year Plan - Highlights Third Five Year Plan - Three Year Annual Plan - Fourth Five Year Plan(1969-74) - Objectives of Fourth Five Year Plan - Outlay of Fourth Five Year Plan - Highlights of Fourth Five Year Plan - Fifth Five Year Plan(1974-79) - Objectives of Fifth Five Year Plan - Outlay of Fifth Five Year Plan - Highlights of Fifth Five Year Plan - Rolling Plan - Sixth Five Year Plan(1980-85) - Outlays of Sixth Five Year Plan - Highlights of Sixth Five Year Plan - Seventh Five Year Plan(1985-90) - Outlays of Seventh Five Year Plan - Highlights of Seventh Five Year Plan - Eight Five Year Plan(1992-97) - Objectives of Eight Five Year Plan - Outlay of Eight Five Year Plan - Highlights of Eight Five Year Plan - Rolling Plan - Ninth Five Year Plan(1997-2002) - Outlay of ninth five year plan - Highlights of ninth five year plan - Tenth Five Year Plan(2002-07) - Objectives of Tenth five year plan - Outlay of Tenth Five Year Plan - Highlights of Tenth Five Year Plan - Eleventh Five Year Plan (2007-12) - Objectives of Eleventh five year plan - Outlay of Eleventh Five Year Plan - Twelfth Five Year Plan (2012-17) - Outlay of Twelfth Five Year Plan Summary - Keywords - Self-Assessment Questions –

Chapter 6: NITI Aayog

Introduction - History of planning commission - NITI Aayog Evolution - Formation of NITI Aayog - NITI Aayog Organization - Seven Pillar's of Effective Governance of NITI Aayog - Objectives of NITI Aayog - Working of NITI Aayog - Difference between NITI Aayog and Planning Commission - Agricultural policies of NITI Aayog - - Summary - Keywords - Self-Assessment Questions

Chapter 7: Agriculture Mechanization

Introduction - Meaning and Definitions of Agricultural Mechanization - Concepts Related to Mechanizations - Types of Mechanization - Sources of Farm Power and Mechanization - Scope of Mechanization - Advantages and Disadvantages of Mechanization - Advantages of Mechanization - Disadvantages of Mechanization - Challenges of Agricultural Mechanization - Summary - Keywords - Self-Assessment Questions

Chapter 8: Irrigation and Development

Introduction - Meaning of Irrigation - Sources of Irrigations - Concepts Related to Irrigation Sources - Irrigation Projects Available in India - Types of Irrigation Technique - Irrigation development in India - Pre-colonial period - Under Colonial rule - Post-Independence - Importance of Irrigation - Disadvantages of Irrigation - Problems/ Challenges of Irrigation in India - Future development of irrigation - Future possibilities of Irrigation Development in India - Government Initiatives - Summary - Keywords - Self-Assessment Questions

Chapter 9: Agriculture Supply Chain and Retail Market

Introduction of Supply Chain - Components of Agri-Supply Chain - Backward and forward linkages of supply chain - Need of Back Ward and Forward Linkages - Government Policy for Backward and Forward Linkages - Food supply chain in India - Food Supply Chain Ecosystem of India - Ways towards improve Food Supply Chain - Food Supply chain Networks - Retail Market - Retail Outlets - Major Retailers in India - Challenges of Retailing - Summary - Keywords - Self-Assessment Questions

Chapter 10: Agriculture Processing and Rural Market

Introduction - Current status of Indian agricultural Industry - Indian food processing industry - ICT in Agriculture - Process of Development of E-Agriculture - ICT Initiatives For Agricultural In India - Agro- based industries -

Meaning of Processing - Levels of processing of Farm Commodities - Types of processing in Agriculture - Major Processing Industries - Rural Market - Challenges in Rural Market - Rural market and urban market - Summary - Keywords - Self-Assessment Questions

Books and References

- Agribusiness and Technology: Revolutionizing the Future of Farming by Sujit Sahgal
- General Agriculture Retention by Satyanarayana

Regulatory Framework for Agri Business

Chapter 1: Introduction to Agribusiness.

Meaning, Importance of Agribusiness in Indian economy, Scope, Agribusiness system, Kinds of Agribusiness, Legal structure of Agribusiness, Opportunities and Challenges.

Chapter 2: Regulation Management in Agribusiness.

Meaning of regulated Market, History of Regulated market in India, Price and its policy, Taxation, Concepts and forms of taxes for Agribusiness, Policies for Online Agribusiness viz., e-commerce.

Chapter 3: Intellectual Property Rights.

Meaning, History of IPRs, Forms of IPRs, Ministry and organization working for IPR in India, Merits and demerits of IPR

Chapter 4: International Treaties for IPRs related to Agribusiness

Paris convention, Berne convention, Budapest treaty, Madrid protocol, Nagoya protocol and Patent cooperation treaty

Chapter 5: Patent Act and System in India.

Salient features of Patent act 1970 & (amendments) 2005, Indian patent system and Its History, Stages of filing application for patent, Infringement, Compulsory licensing, patent search and database

Chapter 6: New Agriculture policies and schemes in Agribusiness.

Concepts of policy, Need, Characteristics, Components of policy framework, Models, Process and cycle of policy, New Agricultural policies, Start ups and schemes in agribusiness

Chapter 7: Laws of Indian Agribusiness and business ethics.

Indian Contract Act, 1872, Companies act, 1956, Factories Act, 1948, SEBI, Act and Regulated market act, Nature and Importance of ethics in Agribusiness, Scope and purpose of ethics in Agribusiness

Chapter 8: International trade agencies in Agribusiness.

Concept and theories of International trade, Importance of foreign trade, Trade Organizations: GATT, WTO, TRIPs, WIPO etc.

Chapter 9: International organizations and laws of seed industry. Different rights related to seed industry, ITPGRFA, UPOV and PPVFRA

Chapter 10: Regulatory Laws of value addition in agribusiness.

The central Warehousing Corporation Act, Essential commodity Act, Food safety and standards Act, 2006, Consumer Protection Act and Bill

Books and References

- Legislative and regulatory frameworks for family farming by J. Vapnek and P. Boaz
- Agricultural law in India: Overview, by Nusrat Hassan and Yosham Vardhan

Marketing and Sales of Agricultural Commodities

Chapter 1: Introduction to Sale and Marketing of Agricultural Commodities

Concept and Definition, Scope and Subject Matter, Role of Agricultural Marketing, Markets and Marketing, Market – Meaning, Components of a Market, Dimensions of a Market, Classification of Markets (On the basis of each of the twelve dimensions), Importance of Agricultural Marketing.

Chapter 2: Market structure and performance

Market Structure – Meaning, Components of Market Structure, Dynamics of Market Structure – Conduct and Performance, Agricultural Marketing and Marketing Functions and their Classification, Marketing Agencies, Economic Surplus of Agricultural Commodities."

Chapter 3: Market Integration and Regulations

Market Integration-Meaning, Definition, Types of Market Integration, Degree and effect of Integration, Regulation of Agricultural Marketing, Objectives of Market Regulations, Features and Problems of Regulated Markets, Suggestions for improvements in Regulated Marketing.

Chapter 4: Marketing management

The Concept of Marketing Management, Marketing Environment; Marketing Mix, Strategic Marketing, Market Segmentation, Targeting, and Positioning; Buyer Behavior, Marketing Information System

Chapter 5: Agencies and Certification Marks in Agricultural marketing and Sale.

NAFED, APEDA, MPEDA, TRIFED, NDDDB, CACP, NIAM, IIPM,MANAGE, VAMNICOM, DMI, DPPQS, BIS, FCI, CWC, SWC, NCDC,ISO, CAC. Certification Marks in India- AGMARK, FPO, ECOMARK, HACCP.

Chapter 6: Agricultural Prices and Risk Management

Price Policy, Parity between prices paid and prices received by farmers (Terms of Trade), Meaning and Importance of Risk, Types of Risk in Marketing, Minimization of Risk, Risk Management Strategies in Agricultural Marketing- Speculation and Hedging, Futures Trading- Meaning, Commodities for Futures Trading, Services Rendered by a Forward Market, Dangers of Forward Market, Forward Market Commission,"

Chapter 7: Contract Farming/Contract Marketing (Farmer – Processor Linkages)

Meaning, Advantages of Contract Farming, Flip Side of Contract Farming, Experience in Contract Farming, Incentives for Promoting Contract Farming

Chapter 8: Export and export potential of Agricultural Commodities

Cereals, Pulses, Oilseeds, Cash crops, Fruits and Vegetable, Milk and milk product and fish and fish product

Chapter 9: Government policies and regulations for agribusiness and marketing and Principles of taxation and tax structure in India

Introduction of Govt. policies, regulations for agribusiness and marketing and principles of taxation

Chapter 10: Marketing Channels and Efficiency

Marketing Channels- Definition, Factors Affecting Length of Marketing Channels of cereals, pulses, oilseeds, fruit and vegetable and eggs, Innovative Marketing Channels (Direct Marketing),

Marketing Efficiency- Definition, Efficient marketing, Approaches to the assessment of marketing efficiency, Marketing Costs, Margins and Price Spread- Concepts of Marketing Margins, Importance of Study of Marketing Margins and Costs, Estimation of Marketing Margins and Costs, Factors Affecting the Cost of Marketing, Reasons for Higher Marketing Costs of Agricultural Commodities, Marketing Cost in India and Other Countries, How to Reduce Marketing Costs

Books and References

- Agricultural Marketing In India, by S.S. Achary, N.L. Agarwal
- Marketing of Agricultural Commodities in India, by Dr. Shoji Lal Bairwa, Dr. Saket Kushwaha, Dr. Chandra Sen, Shilpi

Entrepreneurship in Agribusiness

Chapter 1: Basic Concepts of Entrepreneurship

Introduction about Entrepreneur - Conception of Entrepreneur - Definition of Entrepreneur - Objectives of Entrepreneur - Functions of Entrepreneur - Types of Entrepreneur - Characteristics of Entrepreneur - Entrepreneur vs Manager - Summary - Keywords - Self Assessment Questions

Chapter 2: Entrepreneurship Process

Introduction - Entrepreneurship conception - Entrepreneur vs Entrepreneurship - Need For Entrepreneurship Process - Myths of Entrepreneurship - Positives and Negatives of Entrepreneurship - Entrepreneurship Process - Entrepreneurship Theories - Entrepreneurship In Global scenario - Factors impacting emergence of entrepreneurship - Keywords - Summary - Self Assessment Questions

Chapter 3: Entrepreneurship Development Programmes

Introduction - Entrepreneurship Development Programs - Objectives of EDPs - Indian EDP Model - Phases of EDP - Problems involved in EDPs - Criterion for evaluation of EDPs - Setting up of Entrepreneurial ideas of Enterprise - Keywords - Summary - Self Assessment Questions

Chapter 4: Entrepreneurship in Agriculture

Introduction - Agripreneurship - Need for Agri-Entrepreneurship in India - Scope For Agri- Entrepreneurship - Models of Agri-Entrepreneurship - Agribusiness models associated with entrepreneurship - Practices of Agri-Entrepreneurship Models - Key-words - Summary - Self- Assessment Questions –

Chapter 5: Entrepreneurship & Economic Development

Introduction of the topic - Entrepreneurial role in development of economy - Entrepreneurial activities that contributes to economic development - Entrepreneurial procedure and its inclusion in monetary turn of events - Entrepreneurship development and motivation - Management of an enterprise - Keywords - Summary - Self-Assessment Questions

Chapter 6: Agricultural Enterprise

Introduction of the topic - Definition of Enterprise - Managing of an enterprise - Kinds of enterprise - Contract Farming - Public Private Partnership - Joint Venture - Key Words - Summary - Self- Assessment Questions

Chapter 7: Planning in Entrepreneurship

Introduction of the topic - Planning - Significance of Budgeting - Monitoring and Evaluation of an Enterprise - Impact Assessment - Significance of Monitoring and Evaluation - Follow up – Keywords -Summary - Self-Assessment Questions

Chapter 8: Agro-Entrepreneurship Analysis

Introduction of the topic - Ways of Defining Possible Competitors - Competitor information - SWOT analysis - Venture capital - Keywords - Summary - Self-Assessment Questions

Chapter 9: Women Entrepreneurship

Introduction of the topic - Idea of women entrepreneurship - Problems of Women Entrepreneurship

- Recent issues involved in women entrepreneurship - Developments of women entrepreneurship - Activities taken by government for advancing ladies business enterprise - Supporting Agencies - Keywords - Summary - Self-Assessment Questions

Chapter 10: Government Schemes And Policies For Small And Medium Enterprise

Introduction of the topic - Small Scale Industry Related Programmes that Promote Entrepreneurial Activities - Government Policies on Entrepreneurship - New small enterprise policy - Keywords - Summary - Self-Assessment Questions

Books and References

- AgriBusiness Management and Entrepreneurship Development by Reddy M. V. Srinivasa)
- Entrepreneurship Development And Communication Skills In Agricultural Extension Education 2018 Edition by Bhise R N, CBS Publishers and Distributors

Information Technology in Agribusiness

Chapter 1: Introduction to Information Technology

Introduction - Meaning, Importance and Scope of IT - Introduction to Operating System Computers input and

output devices, Organization and Architecture of Computers - Basic of Internet connectivity, Editing and Formatting a document - Basic of LAN, WiFi, Ethernet port and Search Engine - Microsoft : Word, Excel, Power point - Editing and Formatting a documents, Word Processors, Presentation - Software - Summary - Questions of Discussion

Chapter 2: IT and Agriculture

Introduction - IT in agriculture: significance and need - Decision Support System for farmers - Market Monitors - Opportunities in agriculture using technology - IT and agriculture using technology - Implementation - Summary - Questions of Discussion

Chapter 3: Classification of IT for agriculture management

Introduction - Types of IT for agriculture management - Traditional vs. modern IT tools and resources for agriculture management - Media and Agricultural Management - Community Radio : Concepts and Important - Community radio for Agricultural Development and Management - Mobile Agriculture - SSCM - Ample Profit to Farmers by Using IT - Real Time Monitoring Method - Precision Farming Outlook Can Tackle both - Financial and Environmental Matters - E-Agriculture - Summary - Questions of Discussion

Chapter 4: Indian Agriculture Extension System

Introduction - Concept of Agricultural Extension System - SWOT Analysis of Indian Agricultural Extension System - Government Agriculture Extension System - Private Agriculture Extension Systems - Public Sector Agriculture Extension System - Summary - Questions of Discussion

Chapter 5: E-Commerce Technology in Agriculture

Definition and meaning of e-commerce - Application of E-Commerce - Explanation of Traditional agriculture and modern agriculture and their impacts. - Differences between Traditional and Modern Agricultural pricing, Marketing and selling. - E-Commerce Applications for Agri-Business and Marketing - Agricultural Product E-Marketing Models - E-Commerce in Agriculture using Social Media - Summary - Self-assessment question

Chapter 6: Mobile Applications and E Portals for Agriculture Management

Mobile applications and Benefits - Mobile Applications for Agricultural Production - Mobile Applications for Weather Forecast - Mobile Applications for Cropping Patterns and Pest Management - Mobile Applications for Marketing and Price - Mobile Applications for Agricultural Technology Supports - Summary - Questions of discussion

Chapter 7: Technology for Greenhouses, warehouses and livestock management

Meaning, Principles and concepts of Greenhouse Structure and their types - Farm management and weed control using technology - Meaning, Principles and concepts, and structure of Warehouse technology - Meaning, Principles and concepts, and structure of Livestock management technology - Summary - Keywords - Self assessment question

Chapter 8: IT for Weather Forecasting

Definition and meaning of weather forecasting - Process of weather forecasting - Fundamental of weather forecasting - Importance and Significance of weather forecasting for agriculture - Need and Requirement of

weather forecasting for agriculture - Elements of agricultural weather forecasting - Aspects of agricultural weather forecasting - Characteristics of agricultural weather forecasting - IT Tools for agricultural weather forecasting - Summary - Self-Assessment Questions

Chapter 9: Mobile Applications and Portals for Agriculture Management

Concept of Mobile Application and Portals. - Fundamentals and Importance of Mobile Applications and Portals. - Definition and meaning of ITC E-Choupal. - Definition and Concept of Digital Mandi. - Meaning and Importance of M-Krishi. - Description of Kissan Call Centre. - Information about Village Knowledge Centre. - Rapid Revision - Summary - Self-Assessment Questions.

Chapter 10: Management Information System

Definition and meaning of MIS. - Scope and importance of MIS. - Definition of Agricultural system. - Concept of Agricultural system. - MIS Structures for Agriculture. - Meaning of Artificial Intelligence for Agriculture Management. - Rapid revision. - Summary – Self-Assessment Questions

Books and References

- Agribusiness and Technology: Revolutionizing the Future of Farming by Sujit Sahgal
- Sensing Agriculture from Space: Geospatial Technology concepts and solutions for key players in Agri Value Chain by Dinesh Kar

CRITERIA TO GET A CERTIFICATE

- *Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments (MCQ Type) per Course through LMS*
- *Exam Score = 75% Weightage, Students to Attempt the Assessment through LMS – (MCQ Type)*
- *Passing Criteria – 40%*

Only the e-certificate will be made available. Hard copies will not be dispatched. Thanks for your interest in our online courses and certification. Happy Learning.