



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: Agri Input Management

Summary

Course Type:	Certificate
Duration:	3 Months
Category:	Management
Credit Points:	2
Level:	Undergraduate/Postgraduate
Eligibility:	Minimum 10 th Std Pass or ITI or a Polytechnic Diploma Holder or Above
Fees:	Rs. 1250/-

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

Chapter 1: Agricultural Marketing Management

Introduction - Concepts and Definition - Scope and Importance of Management & Marketing - Classification of Agricultural markets - Keywords - Summary - Self Assessment Questions

Chapter 2: Agriculture Input Management and Marketing

Meaning and Importance - Major Agriculture Input and their types - Challenges and Opportunities for Agricultural Inputs industry - Upgrading Competition along-with Competitiveness - Summary - keywords - Self-

Assessment Questions

Chapter 3: Marketing Management of Seed

Importance - Types of seeds - Demand and supply of seed - Agencies Involved in seed marketing, Distribution, Import-export of seeds - Role of NSC, NSP, SFCI, and SSC - Government policy on seed marketing - Problems and suggestions in the marketing of seeds - Summary - keywords - Self-assessment questions

Chapter 4: Marketing of Chemical Fertilizer and Management

Importance of fertilizers - Types and classification of fertilizer - Classification of fertilisers - Fertilizer's supply and demand: - Pricing policy: Subsidy on fertilizers - Agencies involved in the fertilizer marketing: Public, private and co-operative companies: - Legal aspect of fertilizer marketing - Problem and suggestion in production distribution, export-import, supply of chemical fertilizer - Summary - keywords - Self-Assessment Questions

Chapter 5: Management of Plant Protection Chemicals

Production of pesticides - Export/Import of pesticides - Consumption of pesticides - Marketing of pesticides - Variant organization involved in plant protection Chemicals - Regulatory Framework - Problems and suggestion in marketing of plant protection chemicals - Summary - keywords - Self-assessment questions

Chapter 6: Management of Electricity/Diesel Oil for Agriculture

Introduction - Supply and Demand for Electricity/ Diesel oil for Agriculture - Defining the Product Market - Agro-based Industries in India - Subsidy - Case Study - Problems & suggestion in the distribution of Electricity - Summary - Keywords - Self assessment questions

Chapter 7: Farm Mechanization Management

Farm Mechanisation - Various Farm Equipment - Supply, demand, Distribution, Channels of Farm machines - Supply and demand of farm machines - Distribution - Channels - Agencies involved in distribution of Agro-Machineries and implements - Summary - Keywords - Self-assessment Questions

Chapter 8: Labour

Kinds of Labour - Skill labour - Unskilled labour - Family labours - Animal labours - Work productivity - Types of wage differentials - Problem and Suggestion of Agricultural Labour Management - Summary - Keywords - Self-assessment Questions

Chapter 9: Agricultural Credit Management

Definition - Importance - Types - Primary Agricultural Cooperative Societies - District Central Cooperative Banks - State Cooperative Bank - Primary Land Development Banks - Central Land Development Bank - Large-sized Adivasi Multi-purpose Cooperative Societies - Regional rural banks - National bank for agricultural and rural development - Agricultural finance corporation - Classification of credit - Long Term Credit - Short term Credit - Medium term Credit - Sources of Credit in agri-input marketing - Summary - keywords - Self-assessment Questions

Chapter 10: Agricultural Consultancy

Meaning - Various works that are performed under Agriculture Consultancy - Importance - Farm Consulting's pillar - Project planning and development for farm consulting in India - Project management & implementation - Turnkey implementation for farms - Partner search & financial services - Value chain development for Indian farms - Key

benefits of farm consulting methodology - Agencies Involved in Agricultural consultancy - Various agencies - Government Agencies / Institutions - Other organizations - Role of Government in Farmer's knowledge development - Functions performed by government - Steps have been taken by the government to improve the agricultural system - Associating agriculture data to user requirements - - Summary - - Keywords - - Self-assessment questions

Books and References

- Agri-input Marketing in India Paperback – 27 June 2014, by Pingali Venugopal
- Agricultural Inputs & Services in India by Amutha David

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.