

## Agribusiness management: A promising career option

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Today, agriculture field has achieved commercial importance and has tremendous potential of being one of the powerful sectors contributing to nation's GDP. Due to the impact of globalization; production and marketing have become the buzz words in agriculture sector; biotechnology, precision farming; and various hi-tech and mechanized techniques have resulted in paradigm shift in agriculture. Besides government's special emphasis on privatization, public private partnership, farmer organizations too have contributed to the agricultural growth. Over and above, education plays a prime role in achieving the development in any sector. Currently, agribusiness education is one of the promising qualifications which helps mould the personnel into potent managers having managerial expertise.

To realize the real potential in Indian agriculture and to grow it to the point of a prospective sector, it is necessary to manage the sector like a professional enterprise. The same can be expected by utilizing the agribusiness managers having the qualities to serve the agriculture sector efficiently.

**Agri-business education:** In Agriculture education system, management field is of very recent origin and gaining rapid popularity among students. The MBA in agribusiness management programme is planned to develop management workforce who can work in the field of agribusiness or as agri-entrepreneurs.

The students who normally take admission to this course are those who are graduates in agriculture and allied fields, those owning agribusinesses or those who are interested in agribusiness field. These graduates have an academic input at graduation level in the agriculture field but lack the managerial business training to become effective as agri-business managers or as agri-entrepreneurs.

Agribusiness management is normally two years full time course having semester pattern system. The course itself starts from basic fundamentals like introduction to management, business communication, business

economics, quantitative techniques, basic accounting, information systems etc. These help students to be familiar with fundamental concepts of any business. Along with all these subjects, agri-business courses include various subjects like management in agricultural input and allied food processing industries, management of cooperatives, post harvest management, Agriculture finance, Rural marketing, Agri exports management etc. In the final year, programme of many institutes offer elective specializations like Agriculture marketing, Agriculture finance, International business management, Information systems etc.

In addition to these many institutes arrange industry visits; organize guest lectures, management games, business quizzes, CSR activities, personality development workshops as a part of extra-curricular and co-curricular activities. In addition to theoretical and practical knowledge, the curriculum also help students in inculcating managerial skills, soft skills and boosting confidence level which is considered as one of the most crucial part in personality development, as the Industry always prefer such type of qualities while

recruitment. While pursuing the program students also study on solving various kinds of case studies which surely give them experience of involving and solving the various kinds of business matters. The students have to undergo a summer project for two months/ Management Internship Project for a semester in the respective industry which gives them exposure of working practically in the industry and surely helps in boosting their confidence level.

After completing agribusiness management education, students become well versed with various management applications required to follow while running any type of business. The specializations of marketing, human resource management, finance, and international business management certainly help them in growing in the industry successfully. The marketing stream deals with innovative selling and advertising strategies so as to sustain effectively



and efficiently, finance deals with carrying the business operations economically by planning the income and expenditure in advance and solving the financial problems as well. Human resource management educate them about how to retain and utilize the manpower effectively by giving best services, while international business management helps in growing the business globally which mainly involves knowing about various procedures required for the same.

Today Many premium institutes such IIM Ahmedabad, IIM Lucknow, MANAGE Hyderabad, VAMNICOM Pune and State Agricultural Universities are offering PG programme in Agribusiness Management. A student should choose reputed institute on the basis of good infrastructure, experienced faculty, well equipped library and labs and an excellent placement track record.

**Career opportunities:** Agribusiness is applicable to industry, commerce as well as trade. Industry is merely manufacturing of goods, while commerce and trade involved in distribution activities.

The agribusiness education gives an option of joining the agricultural corporate sector as one of the good career alternatives. MBA student have very good placement opportunities because of specialised training provided by the institutes. The corporate sectors involved in production and distribution of pesticides, fertilizers, seeds, farm equipments are some of the usual options available. Now a day there is excellent job potential in food processing sector; this is a wide area involving fruits, vegetables,

fishery, meat and poultry, dairy, apiculture, sericulture sector etc. The other blooming sectors which have tremendous growth opportunities are organic farming, bio fertiliser industry, retail sector, agri-banking, bio fuel sector, FMCGs etc. All these sectors are excellent for the scholars who want to be distinctive in terms of their profession. Another best option can be developing own farming land in to profitable venture or setting up a agribusiness enterprise by applying the managerial skill plus knowledge. Agribusiness managers can perform well in the same due to their suitable educational background. To shape the Indian agriculture into a commercially viable entity, there is vital need to inculcate the spirit of entrepreneurship, and then only Agriculture can become a major contributor to the nation's gross production.

Agri-business management has wide scope in developing the trained manpower in different area of operations viz., cooperatives, policy making, trained teaching staff to cater to academic field, technically sound team to serve research area etc. Apart from this agriculture consultancy, journalism, agri-banking, hi-tech farming, agriculture conservation, agriculture engineering are also some potential areas of the career.

Management education surely helps in developing trained personnel to cater to the agriculture industry and by creating such dynamic workforce India will certainly become the leader in agriculture sector.

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