
Emerging Role of Management Education for Growing and Developing Agri-business In Indian Scenario: A Review

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Abstract — In India, agriculture is considered as the backbone of its economy. It has been around since ancient times when other sectors were not even in existence yet. Today agriculture has achieved commercial importance and one of the powerful sectors contributing to nations' GDP. The population of our country is increasing day by day and the size of land remains same. So, with increasing productivity, another important concept is "MANAGEMENT". Agribusiness Management Education is a discipline that blends economic, agriculture, business (commerce) and management principles. In agriculture education, management field is gaining popularity day by day. Since the last few decades, agriculture has achieved satisfactory growth but due to some factors, the agricultural growth is relatively stagnated. So, upgradation is needed, right from pre harvesting until it reaches at the consumer level. Farmers are key performers in farming but are not able to get good returns to his produce due to many middlemen in the marketing channel. Due to a growing population, it creates a disparity between market demand and supply. So, proper management practices are required including reducing raw material wastage at farm and processing level and effective marketing strategies are also needed. Hence, an attempt is made in this paper to study the role of management education in agri-business sector and how it will help in developing managerial skills and to develop management workforce to cater for the Indian agricultural industry which serves as a good option for potential employment in corporate sector.

Keywords - Agriculture, Agri-business, Education, Management, Marketing, Corporate

I. Introduction

The term 'Agribusiness' was first introduced by Davis and Goldberg in 1957 in a paper presented at the Boston Conference on Distribution as "the sum total of all operations involved in the production and distribution of food and fiber", which described three interdependent sectors in a global food system. It represents a three-part system made up of

- A) The agricultural input sector
- B) The production sector and
- C) The processing-Manufacturing sector

Agribusiness Management is the business education of agricultural production. It includes crop production, seed supply, agrochemicals, farm machinery, distribution, processing, marketing and retailing of agricultural produce to ultimate consumers. 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. Agribusiness include not only those that farm the land but also the people and firms that provide the inputs (Seed, chemicals, credit), process the output (Milk, grain, meat), manufacture the food products (ice cream, bread, breakfast cereals), and transport and sell the food products to consumers (restaurants, supermarkets). The suggestions or consultancies for agriculture, seeds, pesticides, supplying agriculture equipment all come under agri business. In the same way providing loans to agriculture, agriculture insurance, stocking agri products, transportation, packing, processing, and distribution also come under the same sector (Sunitha, 2009). The policy of liberalization and the establishment of WTO have created more opportunities for globalizing agriculture and allied sector. The agribusiness sector encompasses the many activities of agricultural sector under one umbrella

like integration of agricultural inputs, agricultural productions, agro processing, agricultural marketing and trade which add value to the agricultural produce (Bairwa *et al.*, 2012). Agribusiness is thus a term used for farming plus all the other industries and services that constitute the supply chain from farm through processing, wholesaling and retailing to the consumer.

II. Literature Review

Government, private and other organizations are looking forward for qualified agribusiness managers and the agricultural universities and other agricultural education institutions have taken up the responsibility of providing qualified human resources for agribusiness industry training students with the required business management skills (Sunitha, 2009). Agriculture and allied sector has achieved satisfactory growth since last few decades, but presently due to the various factors the agricultural growth is relatively stagnated (Pandey and Tewari, 2010). Agribusiness professionals can change their own farming land in to profitable venture by applying the managerial skill plus knowledge and agribusiness managers can perform well in the same due to their suitable educational background (Puri, 2012). Agribusiness was widely recognized as an important new field during the 1980s when its unique characteristics and needs were described by agricultural economists (Bairwa *et al.*, 2014). Agriculture is rapidly changing into a business opportunity and with these trends after harvesting the crop by following technical methods for processing, packaging and transportation the food is being exported to the national and international markets.

III. Research Methodology

A) Objective of the Study.

- To know the importance of Management Education in Indian agri-business sector.
- To know the role of management education in Indian agri-business sector.
- To understand the challenges in agri-business management education in India.

B) Research Data

The study is basically based on secondary sources of data. Secondary data has been collected from relevant articles, journals and websites.

IV. Agribusiness and Society

Agribusiness includes all the activities within the agricultural food and natural resource industry involved in the production of food and fiber. Individual agribusinesses may sell items to farmers for production; provide services to other agricultural businesses; or be engaged in the marketing, transportation, processing, and distribution of agricultural products. Agri-service is referring to activities of value to the user or buyer. The activities are an intangible product. Marketing is providing the products and services that people want when and where they want them. Agribusiness provides people with food, clothing, and shelter. It also provides jobs for millions of people in science, research, engineering, education, advertisement, government agencies, trade organizations, and commodity organizations. Agribusiness pertains to the public and private sectors. The public sector is the economic and administrative functions of dealing with the delivery of goods and services by and for the government. The private sector is the part of the economy associated with private profit and is not fully controlled by government.

V. Need of Management Education for Agri-Business

There is a need of market and consumer oriented education system which fulfills the objective of the growth and development of the economy through the income and employment generation. In Agriculture education system, agribusiness management discipline is recent origin and gaining rapid popularity among students and academician. The agribusiness program is planned to develop management workforce to cater agricultural Industry which serves as a good option for the students willing to perform in corporate sector A proper management of all the agribusiness activities right from planting the seed to getting the actual reward at market place is required. These issues are expected to be addressed by management education in agricultural sector which certainly has hidden potential of creating second wave of agricultural revolution.

As a result of this, the farmer, who is the key performer in farming, is not getting passable returns to his produce. Consequently overall distortion in marketing channels and high price of final produce adversely affect on cost competitiveness. In addition to these, growing global population has resulted into disparity between market demand and supply side of agricultural produce.

Thus The Management Education gives knowledge on following proper management practices,

Analytical Techniques and Decision	Tools for Agribusiness
Agro-Industrial Systems Development	Agricultural Sector and Policy Analysis
Agribusiness Management: Principles and Practices	Safety and Standardization of Food Products
Agri-Food Supply Chain Management	Trade Policies in Agribusiness Management
Controlled Environment Agriculture	Food Process Engineering
Financial Management	Marketing Management
Corporate Social Responsibility and Ethics	Agricultural Systems Analysis
Human Factors Engineering	Bio-analysis for Industry and Eco-farming

VI. Importance of Management Education in Agribusiness

India, the country which was a net importer of food grains in early 60s, has become an intermittent exporter of various agricultural commodities. Today, agriculture field has achieved commercial importance and has tremendous potential of being one of the powerful sectors contributing to nation's GDP (Gross Domestic Product). 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 (PPP), farmer organizations too have contributed to the agricultural growth. Over and above, Management education plays a prime role in achieving the development in any sector.

Agri management education provides business and marketing knowledge and skills to students/farmers to assist them in making their farms more profitable and competitive. Currently, only a small number of farmers benefit directly from agri business management advice. These farmers tend to be more profit-minded and market-oriented and are capable of managing production and marketing systematically. Recently, however, there has been an upsurge of interest in farm management particularly among smallholder farmers that are becoming market-oriented, and realize the need to increase profits and become more competitive. Potential market-oriented farmers also have to be guided and supported in their first steps toward commercialization.

The commercial agriculture and agribusiness calls for specialized production, post-harvest management, expansion of processing, transportation, packaging activities and positioning of products both in the domestic as well as international markets. Agribusiness was widely recognized as an important new field during the 1980s when its unique characteristics and needs were described by agricultural economists (Bairwa *et al.*, 2014).

Agriculture has now been playing a vital role in the economic growth of developing countries including the growing industrialization and its importance has increased agro-products in the several-folds. Moreover, now, the food and food-products import-export policies also play important role in the overall development of any country and the world as a whole.

In addition to changing nature of rural economy, it leads to have shifts from subsistence farming to commercial food enterprises and it creates a new breed of agribusiness professionals, and, finally it is needed to manage this transformation. Management education will cater the unique needs of agribusiness professionals, which comprise of knowledge and skills in elements of agriculture sector policy issues, technology, marketing and finance. Agri Business Management (ABM) focuses on the potential and contribution of the agribusiness in developing economies. It is aimed at enhancing small business entrepreneurship among primary producers of agri-food products, and traders and other market intermediaries in the value chain.

VII. Scope of Management Education in Agri-Business

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.

By the involvement of corporate sector, agriculture field can shift from merely the stage of self sufficiency to profit gaining enterprise which will result in overall development of Indian economy.

Agri-business management has wide scope in developing the trained manpower in different area of operations viz. management personnel to cater cooperatives and agriculture industry, policy makers for overall financial sector, trained teaching staff to cater academic field, technically sound team to serve research area etc.

Today the business has become very competitive and complex. This is mainly due to changing taste and fashion of the consumers on the one hand, and introduction of substitute and cheaper and better competitive goods, on the other. The old dictum has changed dramatically from “produce and sells has changed overtime” into “produce only what customers want”. In fact, knowing what customers want is never simple. Nevertheless, a farmer operator/farmer manager has to give proper thought to this consideration in order to make his business a successful one. The development of agri-business requires the following management education support for enhancing its profitability, thus the Management Education provides the knowledge of:

- 1) **Agricultural Information:** Information on new crops, technologies, systems and demand for the produce would help to optimize profits. The information services can also provide the latest know how and experiences with new varieties, new technologies, pest and disease outbreaks and their control.
 - 2) **Management Skill:** An organization is the art or science of building up systematic whole by a number of but related parts. Just as human frame is build up by various parts like heart, liver, brain, legs etc. similarly, organization of business is a harmonies combination of men, machine material, money management etc. so that all these could work jointly as one unit, i.e. “business” “the agribusiness”. Organization is, thus such a systematic combination of various related parts for achieving a defined objective in an effective manner.
 - 3) **Proper Planning:** In simple words, planning is a pre-determined line of action. The accomplishment of objectives set, to a great extent, depends upon planning itself. It is said that it does not take time to do thing but it takes time to decide what and how to do. Planning is a proposal based on past experience and present trends for future actions. In other words, it is an analysis of a problem and finding out the solutions to solve them with reference to the objective of the farm.
 - 4) **Financial Knowledge:** Finance is said to be the life-blood of business enterprise. It brings together the land, labor, machine and raw materials into production. Agribusiness should estimate its financial requirements adequately so that it may keep the business wheel on moving. Therefore, proper arrangements should be made for securing the required finance for the enterprise. Additional finance with village level distribution network is needed for developing this industry.
 - 5) **Market Research:** Research is a systematic search for new knowledge. Market research enable a business in finding out new methods of production, improving the quality of product and developing new products as per the changing tastes and wants if the consumers.
Today the agricultural production philosophy “produces what the consumer wants”. “Consumers” behavior is influenced by variety of factors like cultural, social, personal and psychological factors. The business needs to know and appreciate these factors and then function accordingly. The knowledge of these factors is acquired through market research.
 - 6) **Managerial Skill:** And it is also a critical input for successful agri-business is dedicated personnel with managerial skills. The managers should be familiar with the local agricultural laws and socio-economic conditions of the region. The real challenge is to bring small farmers into the network of efficient producers, for ensuring their share in the success. India has no doubt provided opportunities for multinationals to participate in industrial development with new technologies and resources. However, we cannot neglect agriculture and expect economic progress sans rural development. The opportunities in agri-business are enormous and can be easily enchased with locally available technologies. Now is the time for young managers to accept this challenge for mutual benefits.
 - 7) **Marketing Network / Channel:** Inadequate marketing network is a major bottleneck in agriculture. Farmers selling their farm products at favorable prices which are often undifferentiated and where competition is high fragment. Small-scale farmers in particular are at a disadvantage. They are less able to sell their produce in urban areas which are rapidly growing. There is good scope for setting up market outlets to reach the customers without involving too many middlemen. Business houses can establish a direct link with farmers’ organizations for procuring raw materials. Such agencies can support farmers with seeds of improved varieties, finance and other critical inputs for optimizing their crop yield. This needs marketing skills, Management skills.
 - 8) **Technological Knowledge :** As a large section of the farmers are not adequately educated to make effective use of the technologies and information services, special efforts are needed to motivate and educate the backward farmers. This is expected to be carried out by the Management Education. It helps to study the cost-benefit analysis of various crops and help the farmers to select suitable crops. To enhance profits through cost reduction and better price recovery, e-commerce, human resource development should be an important component of the agri-business.
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VIII. Institutional Support for Agribusiness In India

Agribusiness management offers a plethora of opportunities. Following are the India's top institutes which offer agribusiness management programs.

Sl. No	Name of The Institute	Courses Offered
1	Karnataka State Rural Development and Panchayat Raj University Gadag, Karnatak	Master of Business Administration in Agri-Business Management and Management of Rural Development
2	Indian Institute of Management - Lucknow, Uttar Pradesh	Post Graduate Program in Agribusiness Management
3	Indian Institute of Management Training - Pune, Maharashtra	Post Graduate Program in Management in Agribusiness Master of Business Administration - Human Resource Management Insurance & Risk Management
4	Indian Institute of Management - Ahmadabad, Gujarat	Post-Graduate Program in Agri-Business Management
5	Institute of Agribusiness Management - New Delhi, Delhi	Diploma in Agribusiness Management Masters in Agribusiness Management
6	College Of Agribusiness Management - Pant agar, Uttaranchal	Master of Business Administration- Agribusiness Doctor of Philosophy- Management
7	Mitcon Institute Of Management - Pune, Maharashtra	Post Graduate Diploma in Management - Agribusiness Management Post Graduate Diploma in Management - Biotechnology Management
8	Welingkar Institute of Management - Mumbai, Maharashtra	Diploma in Agribusiness Management
9	Anand Agricultural University	B. A. College of Agriculture, Polytechnic in Agriculture, International Agribusiness Management.
10	National Institute of Agricultural Extension Management - Hyderabad, Andhra Pradesh	Post Graduate Program in Agri-Business Management Post Graduate Diploma in Agricultural Extension Management

IX. Challenges in Agri-Business Management Education in India

In present scenario, the management education in India is mostly concentrating on theory and not on practical basis. Lack of field visit, such as agricultural cultivated land, agricultural produce processing units, agricultural industry visit etc. and most of the agribusiness management institutions is located in urban area only.

X. Recommendations to Curriculum Frame Work for Agri-Business Management Education

This management education must include the knowledge of local, state, national, and world economies. Curriculum must be prepared on the basis of practical knowledge. This management education's curriculum must provide the knowledge of organized activity of the agriculture such as cultivation, planting, harvesting, processing, packaging, branding and marketing of all agro produces. This management education's curriculum must provide the knowledge of agribusiness input, output and agri-service sector. This management education's curriculum must provide the knowledge of agricultural allied sector.

XI. Conclusion

Agribusiness is a growing discipline as well as industry sector emerging as promising career options for agribusiness students and has bright scope in both academic and industrial development. Agribusiness management education is necessary for developing trained manpower, to create business opportunities, reduce poverty through employment generation and industrial growth for the true development of Indian agriculture. Now days, the public, private and cooperative organizations are looking for professionally competent and trained agribusiness managers for maintaining growth of the organization. The managerial skills of meritorious agricultural graduates can be developed through agribusiness management education by academic institutions so that they can prove as effective agribusiness managers in the national and international corporate organizations. Thus agribusiness management professionals have good and ample opportunities of employment or jobs in private, public and cooperative sector. They have opportunities in academic field as agribusiness faculty along with an alternative of entrepreneurship development.

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