



# Agro-Business Management: Opportunities and Challenges

Presented by:-  
Atul Parashar  
Nauaroon Das

International Management Institute, New Delhi



## The agenda...

- ✔ How it all began..
- ✔ Something about agri-business management education...
- ✔ Challenges in the way...
- ✔ Moving ahead...



# Management education in India: a look at the journey so far.....

Started in the 1950s

Designed to complement commerce education

Around 1953: Teachers' resources supplemented with practitioners'

Recent trends: Management education has expanded to a range of subjects

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# Agri-business management education in India – what's happening now

Application of managerial knowledge and insight being applied to agro-business industry in country.



Many management schools in this field, notably IIMA, IIML, IRMA, IIPM Bangalore, MANAGE, VAMNICOM, XIMB.

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## Taking a look around...

### The Students

#### Profile

- Agri-business B-schools have inclination for students with background in agricultural and allied areas and socially relevant practices.
- Good practice, schools need to stick to it.



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## Taking a look around...

### The Industry...

- Absorbed mainly in the agri-business companies like FMCG Companies, food processing business, financial institutions related to agricultural and allied activities.
- NGO sector also has a role to play.
- Salaries are lower than main MBA programs.

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## Taking a look around...

### The Opportunities...

- Future looks bright, government provides a lot of support.
- With emerging areas like retail industry, food processing, and food export zones, lot of opportunities for graduates of the agri-business management education.
- Opportunities through CSR are providing companies scope to rationalize on the value orientation, while optimizing on the financial returns.

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## Taking a look around...

### Professional Organisations...

International:  
International Food and Agribusiness  
Management Association (IFAMA )

India:  
The Indian Society of Agribusiness  
Professionals (ISAP), supported by  
Department of Science and Technology,  
ICICI Bank and Ford Foundation have  
been doing remarkable work through  
conferences, training programs, workshops  
and campaigns



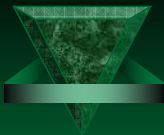
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# Challenges for agri-business management education in India

- About Indian institutes
- About the Agri-business management courses
- About the course curriculum
- About research

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## About Indian institutes...

- Most B-schools have taken the acquisition route to create knowledge.
- Indian institutions not recognized as centers of knowledge creation unlike their US counterparts.

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## About the Agri-business management courses...

- Lack of strategic intent in program design:
  - ❖ Agri-business management courses getting lost in the plethora of management courses.
  - ❖ 'Poor cousin' to the main or flagship course on offer
- Various factors like faculty and infrastructural facilities are not leveraged for these courses.
- Lack of business management at graduate level minor program in agri-business education.

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## About the course curriculum...

- Material available not supportive to facilitate a variety of teaching methodologies: business games, problem solving assignment, in-basket exercises and use of visual aids.
- Trained teachers, efficient in both developing and usage of such materials, and field research are necessary. (Chandra. A, 2005).
- Dispute among practitioners about course structure design.
- Entanglement between market expectations and faculty and the institute's design.
- Less stress on communication/ writing/ critical thinking skills.

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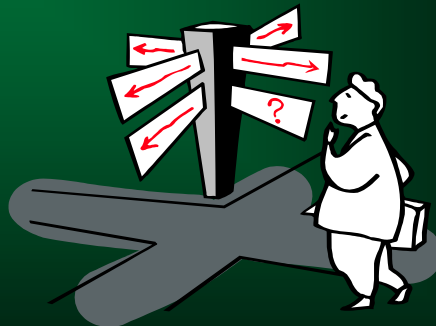
## About research...

- Business management schools do not promote research, development of faculty or of the teaching material. (Ishwar Dayal, 2001).
- Performance of prestigious institutes has not been satisfactory in their output in the area of research (AICTE).

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## Paving the way forward...



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## Paving the way forward....

- Institutions should expand, maintaining the quality and delivery of their education.
- Courses covering all important aspects of agro-business management to be provided through these institutions.
- International best practices and global benchmarks studied to evaluate the innovations, program offering, quality of educational transactions and quality of research.

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## Paving the way forward....roping in the industry

- Interaction with industry, right from course curriculum design to research and consultancy.
- Notion of industry has to be understood in a more comprehensive context.
- This interaction important not only for placements but also for updating curriculum, non-course experiential learning opportunities, internship.

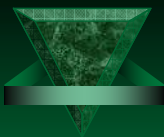
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## Paving the way forward....

- Faculty development through fellowship programmes, orientation workshops.
- Proper emphasis on sufficient infrastructure, AICTE an important functionary in this.
- Research about admission criterion to arrive at required attributes.
- Establishing a national research fund – a tripartite partnership to encourage and support research projects.

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## Paving the way forward....

- National research repository - an online, 'single-window' for locating research.
- Overseas students exchange and training - to ensure diverse and trans-national thinking.
- Launching of specialized programmes in the field of agro business management with the collaboration of industry
- Collaboration within institutes providing agro business management education - to exchange ideas and support upcoming institutes

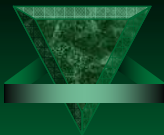
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# Thanks!

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