Objective Agribusiness Management

FOR JRF, SRF, ARS, NET, SLET, CIVIL SERVICES & OTHER COMPETITIVE EXAMINATIONS

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Objective Agribusiness Management
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Dr. Sanjiv Kumar has done MBA (Agribusiness) from Faculty of Management Studies-Banaras Hindu University, Varanasi after completing B.V.Sc & A.H. from Ranchi Veterinary College, Birsa Agricultural University, Ranchi, Jharkhand. He has qualified ICAR-NET in Economics & Agricultural Business Management. He has also been awarded ICAR-SRF (PGS) with fellowship in the discipline of Agricultural Business Management. He has a work experience of around 6 years which includes 1 year in IDBI Bank as Assistant manager, Agribusiness Division with key responsibility of appraising agribusiness projects for term loans, working capital finance, Bank Guarantee; and currently serving as Assistant Professor in International Agribusiness Management Institute, Anand Agricultural University since last 5 years. His teaching and research areas include Operations Research, Operations Management, Agri Supply Chain Management. He has 3 international papers and 2 Seminar presentations to his credit. He has also acted as a resource person in various Training Programmes, besides handling a Department of Animal Husbandry, Dairying & Fisheries, Government of India sponsored project.

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Dedication

This book is dedicated to My Parents (Both), My Wife (Arpita) and My Beautiful Daughter (Gidi)
— Shakti Ranjan Panigrahy

This book is dedicated to my wife (Suprita) and my little daughter (Aashi)
— Sanjiv Kumar

This book is dedicated to my Loving son (Rishi)
— Ritambhara Singh
When we think about the Indian agriculture, so many things come to our mind. It is the mercy of monsoon that stands on low capital base and that generate low productivity. This is the cause that after sixty years of our independence, we are unable to break the poverty cycle in our grass root level which aggravated the basic socioeconomic problems like migration, unbalanced rural-urban population, less integration and poor innovation in our farmers’ community. Why we are more concerned about the Agribusiness, because this states about the philosophy of market, its consumer, overall productivity and the improved shares of farmers in the consumer surplus. This book mainly constitutes more than two thousand five hundred questions that covers all the functional area of management like finance, marketing, production and operation management, human resource management and specialized area like agricultural marketing, agricultural finance etc.

These days we are more concerned about the competent human resource in teaching, research and extension as without them, farmers will not capture right information at right place and time. It is true that information in advance make our farmers’ community more competent to succumb any uncertainty and risk. The agribusiness professionals are the front runners who change the agriculture to agribusiness. This book will act as a weapon for the students to put their name in the eligibility list for teaching, research and extension.

The book, “OBJECTIVE AGRIBUSINESS MANAGEMENT” is a complete package for the aspirants for ICAR (NET), UGC (NET), JRF, SRF and Civil Service Examination in the subject category of Agribusiness Management, General Management, Agricultural Economics, Livestock Economics, Dairy economics and Basic Economics Students. These days more than fifteen objective based examinations have being carried out in said subject categories in India and this book will provide customized solution to its stakeholders.

These days the policy makers think for the unison approach in the direction of growth and development and we cannot leave behind our 52.1% farmers’ community. If the rule of growth is integration, innovation and inclusiveness then the catalytic approach of each agribusiness professionals cannot be
overemphasized. Improve our tomorrow by putting effort on our todays’
should be the basic mantra of all the stakeholders’ of our farming community
and this book may play a little effort in this direction.
Last but not the least time comes, we forget about the mass production,
rather think about production by masses. It is only possible if we are more
accountable in our agricultural production, its distribution and its
consumption. Then we can convince our farmers’ community to tilt the toil
and set the soil for more production and for more productivity. This is the
rule of the agriculture and our todays’ agribusiness.

Shakti Ranjan Panigrahy
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