



# Objective <sup>2e</sup> Agribusiness Management

- ICAR (NET) • UGC (NET) • JRF • SRF • ARS • SET • CIVIL SERVICES
- OTHER COMPETITIVE EXAMINATIONS

Shakti Ranjan Panigrahy  
Sanjiv Kumar  
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# **Objective Agribusiness Management**

## About the Authors



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

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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*



# Preface

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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 today's 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 today's agribusiness.

**Shakti Ranjan Panigrahy**  
**Sanjiv Kumar**  
**Ritambhara Singh**

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