

H R D PRACTICES IN AGRICULTURAL BUSINESS MANAGEMENT - AN OVERVIEW

*Dr.Suguna Basavaraj, Associate Professor of Commerce, Govt. First Grade College for Women, Raichur.

ABSTRACT:

This paper attempts on hrd practices in Agricultural Business management study The agricultural Business program is planned to develop management workforce to feed agricultural Industry which serves as a good option for the persons who willing to perform in corporate sector. Agricultural Business management study has great opportunities of employment for agrigraduates in Governmental, private, corporate and cooperative sector. Agricultural Business students can get jobs for various posts such as sales executives, warehousing managers, financing officers, food managers, credit officers, agro experts, and logistic managers in national and Multinational Corporation. Agricultural Business professionals have bright future in academic field due to new emerging discipline and lack of agricultural Business faculty in the country. Agricultural Business sector also helps in fighting against the Poverty, Malnutrition, Hunger and unemployment situations in the country. This paper explores the potential and proper opportunities in agricultural Business management study which helps in employment generation and entrepreneurship development. Thus, Agricultural Business management sector will change more in the next decade than what it did in the last century.

is a new discipline of blend of agriculture, economic, business (commerce) and management principles. Agricultural Business management field is of very recent origin and gaining rapid popularity as carrier choice.

KEY WORDS: Agricultural business, Poverty, Employment generation, production sector and Entrepreneurship Development.

1. INTRODUCTION

Agricultural Business has evolved from agriculture and has become a vast and complex system that reaches for beyond the farm and agriculture activities to include all those who are involved in bringing food and fiber to consumers. Agricultural Business include not only those that farm the land but also the people and firms that provide the inputs (Seed, credit, chemicals), process the output (Milk, meat, grain), manufacture the food products (bread, breakfast cereals, ice-cream), and transport and sell the food products to consumers (restaurants, supermarkets). Agricultural Business system has undergone a rapid transformation as new industries have evolved and traditional farming operations have grown larger and more specialized (Boruah, 2008 and Birwa et al.,2012). A company that is doing business transactions with farmers also come under the agro business sector. These transactions may be either in the form of products or even services. Similarly, suggestions or consultancies for agriculture, seeds, pesticides, supplying agriculture equipment all come under agro business. In the same way providing loans to

agriculture, agriculture insurance, stocking agro products, transportation, packing, processing, and distribution also come under the same sector (Sumitra, 2009). The policy of liberalization and the establishment of WTO have created more opportunities for globalizing agriculture and allied sector. The agricultural Business sector includes 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 (Birwa et al., 2012). Agricultural Business 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.

At present the agricultural business Management played a very important role in all types of agricultural activities. The commercial agriculture and agricultural Business calls for specialized production, postharvest management, expansion of processing, transportation, packaging activities and positioning of products both in the domestic as well as international markets. Agricultural Business 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). Sonka (1989) highlighted five ways agricultural Businesses may be different from other types of firms: 1) the unique cultural, institutional and political aspects, 2) the uncertainty from production, 3) the alternative goals and forms of political intervention, 4) the public processing, and transportation of agricultural produce and due to not using proper methods at the time of reaping the crops. Agricultural sector's contribution toward development of technology, and 5) the variety of competitive structures in the agricultural Business sector. 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 in the same way vegetables and fruits are also 16 percent being wasted due to lack of processing and storage facilities in India. However, with changes in business policies and international business organizations entering into the food processing market of India there is an overall boost to the agriculture sector in the country. With the application of advanced technology and managerial skills, many people are investing in poultry, fisheries, processing of fruits and vegetables in our country which is turning out into a profitable business. As a result, people are made investment in production, transportation, processing and marketing field. More over agricultural Business management is very important for developing countries like India to capitalize on the benefits of globalization and face new challenges to enhance their economy growth. Government, private and other organizations are looking forward for qualified agricultural Business managers and the agricultural universities and other agricultural study institutions have taken up the responsibility of providing qualified human resources for agricultural Business industry training students with the required business management skills. Food consumption is also leading the boom in agriculture and agricultural Business sector. India is expected to overtake China as the food and Agro sector is set to triple by 2020. Huge opportunities in Agricultural Business are attracting investments in primary production as well as on the output side in food processing and distribution. Organized retail is growing at 35% CAGR(compound annual growth rate) and so many input industries, all of whom are demanding more capable people to manage growth. This growth will invariably cause major structural

shifts in the management of agricultural Business enterprises and also will throw up a million opportunities beginning with the agglomeration of land, most likely via lease arrangements with the intent of improving production efficiencies – resulting in expansion of the farm mechanization business, micro irrigation, reorganization of supply chains, investments in food processing, cold chains anagram infrastructure, to name a few . There are growing number of new companies in the area of processed foods, beverages, nutrition and the plantation sector. Inputs and farm mechanization have several such companies signaling interest in agricultural Business and desire for investment in this sector. 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. The reports from various sources always reveals about the massive production slowdown from the sector which put us back in terms of its growth and development. The upgradation of agriculture is needed right from harvesting of agriculture crops till it reaches at consumer. Majority of the farmers and small entrepreneurs are not well versed about standard practices required during pre-harvest as well as post-harvest operations, which undoubtedly plays a vital role in overall productivity. In addition to these, growing global population has resulted into disparity between market demand and supply side of agricultural produce. There is need a market and consumer oriented study system which fulfills the objective of the growth and development of the economy through the income and employment generation. In Agriculture study system, agricultural Business management discipline is recent origin and gaining rapid popularity among students and academicians. The agricultural Business 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 agricultural Business 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 study in agricultural sector which certainly has hidden potential of creating second wave of agricultural revolution.

In the current situation of privatization and globalization major structural reforms are taking place in the agricultural sector. India is on the entry line of Green revolution. Commercialization of agriculture, dairying, fisheries, animal husbandry and allied sectors are taking place at a faster pace in the country. National agriculture policy, agricultural reforms like public private partnerships, market lead extension programmers and agricultural technology management programmes realize market centered production programmers in agriculture and allied sectors to attain sustainability. This fact that food security issues are emerging over the globe, we needed standardized practices for food safety, packaging, quality control. To achieving the above envisaged objectives, technocrats endowed with relevant management skills and experience are essential which paved the way for starting the Agricultural Business Management programmers for critical management and entrepreneurial competencies to agricultural graduates for enabling them to own and manage Agricultural Business enterprises of global standards. Thus, agricultural Business managers have great opportunities in agriculture production, agricultural marketing, food processing, supply chain, dairying and retailing sector in national and Multinational Corporation. These MNCs are very interested to investment in industries like agrochemical, organic farming, poultry,

plantation, agroforestry, cattle feed industry, horticultural based industries, and Ayurveda industry in order to exploit the potentials of market access in India.

Today India's agriculture has become globalized and the idea of integrating Indian agriculture with the world economy is getting support. India has enormous potential as an exporter of agricultural commodities ranging from flowers to mushrooms, oilseeds, spices, cereals and vegetables. The spurt in government support for export of agro-products has evoked considerable interest among the large business houses which have worked out agreements for technology transfer, marketing tie-ups, and management and trading contacts with leading foreign counterparts. Horticulture with its branch floriculture has become attention of export activity. India's exports of roses, gladioli, chrysanthemums, carnations, jasmine and other tropical plants and flowers are touching new heights. This situation creates employment opportunities in the economy directly and indirectly. There are varied opportunities for salaried jobs and entrepreneurship in agriculture and horticulture sector. Landscapers and horticulturists are hired by hotels, health farms, and holiday resorts to beautify their surroundings. Florists and nurseries managers are doing lucrative business especially in the metropolitan cities. Agricultural Business management is one of the courses having more opportunities and potential for job within the country and abroad. Commercialization of agriculture and allied activities lay a way for agricultural Business experts to acquire better jobs in industrial sector. Food business, agricultural Business, retail chains, banking, agro insurance, supply chain management and logistics management are some important career oriented areas in agricultural Business management. A logistics model can provide cost effective access for rural produce turban markets. Moreover, public private partnerships will help to address some of the rural development issues. This further emphasizes the importance of Agra business, supply chain and logistics management. Agricultural Business is a field where economics, business, and agriculture merge, and individuals often study and gain experience in all three in order to be skilled candidates.

Agricultural Business management jobs are available in both the public and private sectors, such as government agencies and large corporations. The agricultural Business study gives an option of joining the agricultural corporate sector as one of the good career alternatives. The corporate sectors involved in production and distribution of pesticides, fertilizers, seeds, farm equipment's are some of the usual options available (Srivastava, 1989). Agricultural Business students can join in the warehousing, retail, seeds companies, fertilizers and pesticides companies, banks and insurance sectors. They also can join as agricultural Business experts, as policy maker, as management professor, agricultural Business researcher and agricultural Business consultant in any concerned institutions. They can also look for a career in agribanking, hi-tech farming, agriculture consultancy and agriculture engineering sectors.

Careers in agricultural Business are varied from farming or ranching to commodity broker, food broker, loan officer, marketing researcher/specialist, product analyst, purchasing agent, statistician, and wholesaler. Agricultural Business graduates and managers can find career openings in many areas of specialization, including positions such as grain traders, sales representatives in agro input companies, logistics managers, finance and credit officers, food managers, agricultural Business experts and analyst positions in market development organizations. There is a continuing strong demand by agricultural Business firms, ranging

from large multinational corporations to emerging food manufacturing firms for better trained employees in both management and the agriculture field. These firms are looking for employees who have the skills to make sense of the world around them, especially in a rapidly changing, global agriculture industry. A best option of employment can be developing through agripreneurship development. Agricultural Business professionals can change their own farming land in to profitable venture by applying the managerial skill plus knowledge and agricultural Business managers can perform well in the same due to their suitable study 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 domestic production. Agriculture business management has wide range scope in developing the trained manpower in different area of production and operations viz. management personnel to cater cooperatives and agriculture industry, policy makers for financial sector, trained teaching staff to cater academic field, technically sound team to serve research area in agricultural Business sector.

CONCLUSION

Now a day, the public, private and cooperative organizations are looking for professionally potential competent and well trained agricultural Business managers for maintaining growth and development of the organization. The managerial skills of meritorious agricultural graduates can be developed through agricultural Business management study by academic institutions so that they can prove as effective agricultural Business managers in the national and international corporate organizations. Thus agricultural Business management professionals have good and plenty of opportunities of employment in private, public and cooperative sector. They have opportunities in academic field as agricultural Business faculty along within alternative of entrepreneurship development.

REFERENCES:

1. Larson R. B. (2013) Addressing the Needs of the Agricultural Business Fringe.presentation at the Agricultural and Applied Economics Association's 2013AAEA & CAES Joint Annual Meeting, Washington, D.C., August 4-6,2013.
2. Pandey, M. and Tewari, D. (2010) The Agricultural Business Book: A Marketingand Value-Chain Perspective, IDBC Publishers, Lucknow
3. Puri, Vikram (2012) Agricultural Business: A Great Career Opportunity for TalentedPeople, International Food and Agricultural Business Management Review, Volum15 Special Issue A: 27-30.
4. Sonka, S. and Hudson, M.A. (1989) Why Agricultural Business Anyway?Agricultural Business 5(4): 305-314
5. Srivastava, U. K. (1989) Agro-processing Industries: Potential, Constraintsand Tasks Ahead. Indian Journal of Agricultural Economics, 44(3): 242–256.
6. Sonka, Steven T. (1989) "Future Priorities in Agricultural Business Study: AU.S. Perspective," Agricultural Business, 5(3), May, pp. 269-279.

7. Awadhesh, K. S. & Pandey, S., 2007. Rural Marketing: Indian Perspective. New Age International.
8. Dimitri, N., Piga, G. & Spagnolo, G., 2006. Handbook of Procurement. Cambridge University Press.
9. Rural Marketing. [Pdf] Available at: [Accessed 5 May 2014].
10. Rural Marketing. [Pdf] Available at: [Accessed 5 May 2014].
11. Prof. Akhilesh, K.B., Lecture - 15 Marketing Functions: Channels of Distribution. [Video online] Available at: < https://www.youtube.com/watch?v=FnZOxS0B_hU > [Accessed 5 May 2014].
12. "Principles of Marketing" Lecture by Wolfgang Hinck (1). [Video online] Available at: [Accessed 5 May 2014].

