



Vision-2050

Institute of Agri Business Management, SRDAU, Bikaner

The Institute has a track record of 100 percent placement to MBA students in agri business companies and public sector organizations. Ph.D. students are positioned very well in public sector as Faculty/ Officer in Agricultural Universities and Government sector.

Initiatives to be undertaken in future

In order to strengthen the existing academic programmes and activities of the Institute, the following scholastic initiatives would be undertaken in addition to the existing programmes for growth and development of agri business sector in the country in general and employment opportunities and income generation for farmers in particular.

1. Agri Business Management Incubation & Entrepreneurship Development Centre
2. Post Graduate Diploma in emerging fields like Agri Output, Data Science in Agriculture, Artificial Intelligence, etc.
3. Centre of Excellence for Digital Technology in Agriculture
4. Post Graduate Diploma for Agri Executives
5. Decision Support System for Agri Export Promotion
6. Management Development Programme for Agri Professionals
7. Experiential Learning Laboratory and Institutional Linkages for Development of Agri Business in following areas -
 - Agri Clinic and Agri Advisory Services
 - E-Commerce for Agricultural Commodities
 - Post-Harvest Management and Value Addition of Agri Products
 - Livestock based entrepreneurship
 - Agri-Ecotourism
 - Community Development and Counselling Services
 - Subsidiary Agri-Enterprises like Mushroom, Aptary, Fishery, Vermi-composting, etc.



With upcoming global concepts of agri business management, academic programmes of the Institute would also be restructured in future.



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PREFACE

Agriculture is the most important sector of Indian economy. It accounts for about 18 percent of India's GDP and provides employment to about 55 percent of the country's workforce. India is the world's largest producer of pulses, rice, wheat & spices and self sufficient in food grain. During 2017-18, India has achieved incredible growth in food grain production (284.85 MT), pulses (25.23 MT), horticultural production (306.82 MT), milk (176.35 MT), fish (126.14 MT), meat (7.40 MT) and honey production (105 ton) as a result of technological interventions, enthusiasm and hard work of the farmers, policy support from the Government and favorable weather conditions. Currently, India is surplus in food grain and able to export around 20 MT. The GoI has established 35 oilseeds and 150 pulses Seed Hubs in different parts of the country to promote availability of improved seed so that the production and productivity of these important crops could be enhanced.

Agri business is emerging and developing globally very fast. Realizing the fact and significance of diversified agri business sector in the country, several Agricultural Universities have started agri business education programme for developing human resource as per requirement of the agri business sector. After getting self sufficiency in food grain, the focus of Indian Government has been shifted from production to income generation, and from food security to nutritional security. Therefore, after witnessing the Green, White, Yellow, Blue and Honey revolutions in the country, now there is a need to bring about one more revolution i.e. Income revolution for farmers, which is possible only through research driven production and post production management technology-based approaches.

Presently, there is a need to reinvent our strategy for enhancing farm profit and farmer's income along with farm production. Our breeding efforts should be shifted towards bio-fortification of newly developed varieties to address the issue of nutritional security, and also, to develop climate resilient varieties and their seed availability at village level. In case of fruits and vegetables, processable varieties as per need of agri industries should be developed and promoted for cultivation. To encounter the problems in agriculture being faced by the farmers due to climate change, situation specific integrated farming system modules should be developed and promoted at farmer's fields for resource optimization, risk minimization and income generation.

Farmers Producer Organisations have to be formed to promote processing, packaging and marketing linkages for enhancing farmer's income. There is a need to develop sustainable food value chains along with the construction of modern infrastructure and facilities for transportation and storage of agricultural produce particularly perishables to maintain the quality of produce and avoid post-harvest losses. In the present situation when farmers are using smart mobiles, our websites must be farmer's friendly and updated with all desired information including the availability of seed, planting material and technological know-how. Farmer's friendly Mobile Apps should also be developed for information and communication of production technology, marketing of agricultural commodities and government support to stakeholders.

Vision 2050 document of IABM has been prepared on the basis of comprehensive assessment of changing scenario of agri business sector in the country. I hope that this document would be useful in the growth and advancement of the Institute as well as future planning for development of agri business sector in the country in general and employment opportunities and income generation of farmers in particular. I am grateful to Prof. Vishnu Sharma, Hon'ble Vice-Chancellor for his guidance and critical review of IABM Vision 2050. Valuable input and suggestions rendered by Prof. Rajesh Sharma, Prof. V. Sudanan, Dr. Aditi Mathur, Dr. Seema Tyagi, Dr. N. K. Pareek, Dr. S. S. Meena, Dr. Vikram Yogi and Mr. Shubham Panda to the Vision document is thankfully acknowledged.

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About the Institute

Transformation of agriculture from livelihood to a profitable enterprise has created a demand of agri business professionals in the country. Agricultural production and productivity has enhanced enormously with the use of improved varieties and crop management technologies. The use of modern infrastructure and technologies for specialized production, storage, processing, packaging, distribution and marketing of agricultural and animal produce and products; production and supply of agri-inputs like seed and planting material, fertilizers and agro-chemicals, manufacturing and marketing of farm machinery and efficient irrigation systems, etc. are now some of the focused areas for sustainability and profitability of agriculture.



Institute of Agri Business Management, Bikaner was established on January 19, 2000 as a constituent unit of Swami Keshwanand Rajasthan Agricultural University with the financial assistance of the World Bank to offer need based agri business management education.

Mission

The mission of the Institute is to train and develop agri business professionals equipped with modern management practices, appropriate behavioral values, skills with aptitude and sensitivity for sustainable development of agriculture sector in the country.

Objectives

The Institute is working with the following objectives to achieve the goal of sustainable development of agriculture in general and agri business sector in particular.

- To impart quality education for development of agri business professionals with modern management techniques
- To undertake need based and problem oriented specific research in the field of agri business sector
- To collaborate with agri industries and other academic institutions for sustainable development of agriculture sector in the country
- To undertake such other work, activities or projects as the Institute may deem proper in order to achieve the objectives for which it was established

Academic Programmes

The Institute offers MBA (Agri Business), Ph.D. (Agri Business) and Post Graduate Diploma in Agri Input Management and focuses on equipping the students with leadership qualities, conceptual and inter-personal skills, enhanced vision, professionalism and social values, apart from providing them the desired academic inputs. The Institute and its academic programmes are accredited by Indian Council of Agricultural Research and also approved by All India Council of Technical Education, New Delhi.

Teaching and research programme of the Institute is taken care by the regular faculty of the Institute and also supported by the faculty working in different constituent units of the University and part time faculty from other organizations. Regular guest lecturers from eminent academicians, government officers and entrepreneurs are also involved on various aspects of agriculture and agri business management.

Recently in October 2018, five departments have been created at IABM for development and strengthening of the Institute and its academic programmes in future.

1. Department of Agri-Business Management and Agricultural Economics
2. Department of Human Resource Management
3. Department of Finance and Accounting
4. Department of Operational Research and Quantitative Analysis
5. Department of Marketing Management

So far, the Institute has awarded MBA (Agri Business) Degree to 358 students, Ph.D. to 10 students and Post Graduate Diploma in Agri Input Management to 13 candidates.