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# **Management of Agribusiness & Agri Exports**

**T.Y.B.B.A. - IB (Sem. - VI)**

**Course Code: GC 604**

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# Preface

*It is a matter of great pleasure for us to present this book to our esteemed readers. This book has been designed as standard text on 'Management of Agri Business & Agri Export' for T.Y.B.B.A - IB (Sem. – VI).*

*This book comprehensively covers the entire syllabus of T.Y.B.B.A – IB Course of Savitribai Phule Pune University effective from 2019 onwards. It has been written to meet the requirements of students of T.Y.B.B.A – IB some of the special features of the book are as follows:*

- 1. Full coverage of the revised syllabus of T.Y.B.B.A – IB (Sem. – VI).*
- 2. Chapter outline at the beginning of each chapter to give a bird's eye view of the topics covered in the chapter.*
- 3. Point wise explanation of each topic in the chapter.*
- 4. Topics are logically arranged in numbered paragraphs exactly according to the modified syllabus.*
- 5. Proposed questions at the end of each chapter.*
- 6. Extensive use of diagrams, tables and various forms to give visual view of key concepts and techniques.*
- 7. Conversational, lucid and simple language.*

*Every effort has been made to provide the readers with most up-to-date and authentic material on the subject.*

*We are very grateful to our publisher Mrs. and Mr. Rajesh Patne who have rendered all possible assistance in bringing out this book. We wish to acknowledge our deep gratitude to staff who have assisted and helped us in preparing this book. We will consider our efforts amply rewarded in case the book proves useful to the students and teachers of the subject.*

*Suggestions of readers are welcome and shall be acknowledged with gratitude.*

*With best wishes.*

***By Authors***

# Syllabus

T.Y.B.B.A. - IB (Sem. - VI)

Management of Agribusiness and Agri Exports

Course Code: GC 604

Unit No.	Topic
1.	<b>Agribusiness Management:</b> 1.1 Agribusiness Management– Meaning – Definition 1.2 Structure of Agribusiness 1.3 Nature and characteristics of Agribusiness 1.4 Contract Farming, Types of Contract farming 1.5 ICT in Agribusiness, Application of ICT in agribusiness 1.6 Farm planning: Procedure of Farm Planning
2.	<b>Agricultural Marketing:</b> 2.1 Agricultural Marketing: Concept, Definitions and Function 2.2 Classification and Characteristics of Agricultural Marketing 2.3 Foreign Trades of Agricultural Products 2.4 Types of Agricultural Marketing 2.5 Pre-Requisites for Effective Agricultural Marketing
3.	<b>Agricultural Credit:</b> 3.1 Role of Commercial Banks in Agricultural Sector 3.2 Role of National Bank for Agriculture and Rural Development (NABARD) 3.3 Role of cooperative institutions 3.4 Role of Regional Rural Banks (RRBs) 3.5 Introduction to Microfinance and concept of Self-help Group
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