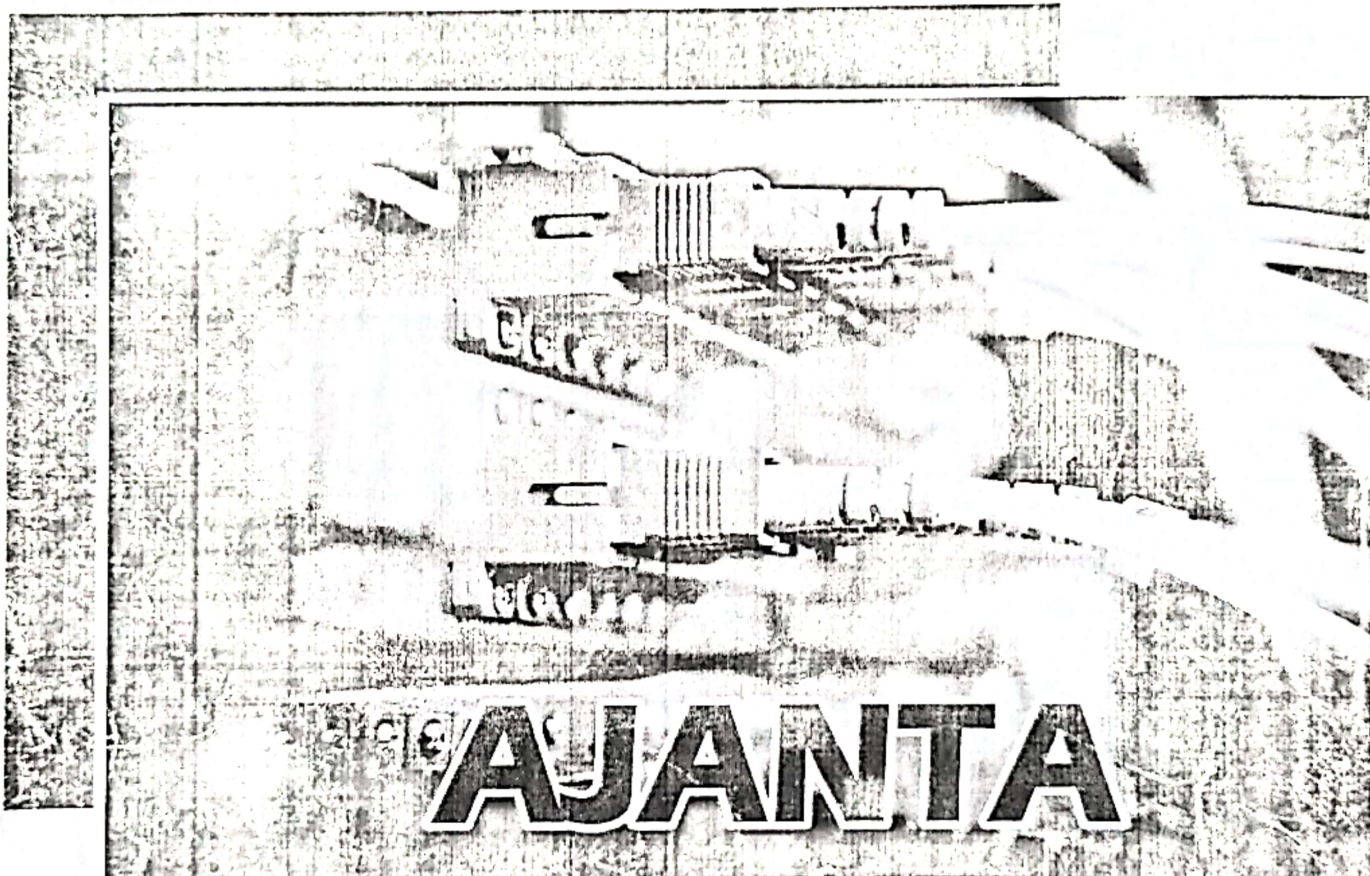




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11. Agri Business Management

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Abstract

In the present study concerned with the role of Agri Business Management in Agriculture sector and development of economy. The objective of study focused on role of Agri business management. Null hypothesis have been considered in the present study. Descriptive research method respect to the narrative Survey technique has been used in present study. Agri Business Management is the important branch of Management and plays significant role in Agriculture sector.

Introduction

Agricultural Business Management is also known as agri business management applies business the policies in lieu ofories and practices to the Agricultural sector and allied industries of agriculture. This is concerned with the management. Marketing and financing of agriculture sector. Agriculture Sector is the backbone of our country which employes more than 50 percent of total workforce in India and contributes around 17-18 percent to the country's GDP. To increase its share in economy it is necessary to focus on agri business management.

Objectives of the Study

I) To study the importance of agri -business management

II) To study the need of Agribusiness management. Agri Business Management - In present situation India is the worlds second or third largest producer of agricultural goods. Agriculture with its allied sector's is the largest livelihood provider in India and plays Key role in development of the country. Agribusiness is the businesse of agricultured Production. A business that earns most or all of its revenues from agriculture. It involves verious businesses that produce, sell and distribute the farm product. Agri business management means application of management concept, policy, strategies in the agri business. Management is the important tool to conduct the business activities effectively accurately and support to achieve the goals of any type of business. scope of Agri business Management.

1) Job opportunities - India , being an agricultural economy has a lot of job opportunities for graduates and postgraduates in the field of agriculture .

2) Agricultural Industries - Due to use of advanced technology in agriculture sector it attracts new entrepreneurs to start smaller or big agri-based industries. Number of multinational companies also entered in this sector.

3) Agribased service sector - The Service sector is the third piece of a three part economy. The first economic sector , the primary sector. Covers the farming , mining and agricultural business activities in the economy . management policies strategies , tools assist the agri business sector to run this sector successfully.

4) Agri- Business Marketing - Marketing and managing the food and fiber industry. The food and agri business marketing and management major focuses on the unique aspects of these industries including food marketing , Management and leadership entrepreneurship.

5) Agri Business Information Centres - Any type of information plays crucial role in business and management too. It determines the policy and strategies of business . Agriculture sector needs advanced and update information . The agribased business information Centres are the new avenues in agri business management.

Conclusion

Agri-business management is the most important and challenging branch of management to develop the agriculture Sector of india and plays Key role in our economy.

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