

SHYAMPUR SIDDHESWARI MAHAVIDYALAYA
AJODHYA . HOWRAH . PIN-711312
(Affiliated to University of Calcutta)
(Accredited by NAAC at 'B' level)



President:
Sri Kalipada Mandal

Principal Secretary:
(Ex officio) Governing Body
Dr. Santu Kumar Bose

Ref. No. _____

Date: 05.11.2018

Department of Economics, Shyampur Siddheswari Mahavidyalaya is starting a certificate course on "Agricultural Business" For the session 2018-2019. The details of the course are as follows:

Certificate Course : Agricultural Business

Date of Commencement: 12.11.2018

Course Coordinator : Mr. Bilu Purkait and Mrs. Debasree Sarkar

Course Duration : 30 Hours (November 2018- December 2018)

Last date of Registration : 10.11.2018

Eligibility :

The students will be graded on the basis of continuous assessment and examination that will be held at the end of the course. After successful completion of the course, the candidates will receive the certificate of the course.

All the interested candidates are requested to submit the form to the Department of Economics, Shyampur Siddheswari Mahavidyalaya.

Enclosures :
Registration Form
Prospectus of the
Certificate Course

Principal
Shyampur Siddheswari Mahavidyalaya
Ajodhya, Howrah

mail: ssmahavidyalaya@gmail.com

SHYAMPUR SIDDHESWARI MAHAVIDYALAYA
REGISTRATION FORM
CERTIFICATE COURSE ON "AGRICULTURAL BUSINESS"
SESSION (2018-2019)

NAME (In Block Letters): _____

Category (GEN/ OBC/ST/SC) : _____

Father's Name / Mother's Name _____

Course: _____

Semester: _____

Subject: _____

C.U. Roll No.: _____

C.U. Registration No. _____

College Roll No. _____

Aadhar No. _____

E-mail Id. _____

Address: _____

Signature of the Candidate _____

Mobile Number _____

SHYAMPUR SIDDHESWARI MAHAVIDYALAYA
CERTIFICATE COURSE ON AGRICULTURAL BUSINESS
DEPARTMENT OF ECONOMICS
SESSION- 2018-2019

COURSE COORDINATOR: MR. BILU PURKAIT AND MRS. DEBASHREE SARKAR

- **DETAILS OF THE COURSE-**
- **COMENCEMENT OF THE COURSE: 12.11.2018**
- **DURATION: 30 HOURS (November 2018-December 2018)**
- **INSTRUCTORS: MR. BILU PURKAIT AND MRS. DEBASREE SARKAR**
- **METHODOLOGY: LECTURES, POWER POINT PRESENTATION,**
- **LECTURES PER WEEK: 3 LECTURES**
- **EVALUATION: FINAL EXAMINATION**
- **STUDENTS GRADING:**

MARKS	GRADE
80-100	A
65-79	B
55-64	C
50-54	D
0-49	FAIL

INTRODUCTION

Agricultural Business involves the cultivation of crops and the raising of livestock for various purposes, such as food production, raw materials and marketable goods. This sector plays a vital role in providing sustenance and contributing to the global economy. It encompasses a wide range of activities from traditional farming to modern agribusiness, incorporating technology, sustainability and efficient supply chain management. Successful agricultural businesses navigate challenges like weather fluctuations, market dynamics and regulatory factors while striving for productivity, profitability and environmental responsibility.

OBJECTIVES:

- ❖ To educate the participants on market trends, consumer demands and global dynamics in agricultural business and enabling them to make informed decisions.
- ❖ To promote sustainable agricultural practices by integrating environmental considerations into business strategies, ensuring long term viability and minimizing negative impacts.
- ❖ To enhance participants' financial management skills, helping them understand budgeting, investment and risk management within the context of agricultural business.
- ❖ To educate the participants about relevant agricultural policies, regulations and government initiatives, enabling them to navigate legal frameworks and access available support.
- ❖ To introduce participants to modern agricultural technologies, digital tools and innovations that can enhance productivity, efficiency and competitiveness in the agricultural business landscape.
- ❖ To emphasize the importance of quality standards and certifications in agricultural products, ensuring participants understand the comply with industry benchmarks and meet consumer expectations.
- ❖ To explore and promote diversification strategies within agricultural business, encouraging participants to explore new crops, value added products and niche markets for increased resilience and profitability

COURSE CONTENTS:

- Scope, Nature and Significance Agricultural Business-Role of Agriculture in the Economy
- Agro Industries, Sugar Industries, Oilseeds, Dairy Processing, Seed Industry, Fertiliser Industry.
- Importance of Horticulture and Floriculture, Process of Horticulture Produce and Floriculture, Medicinal Plants.
- Production and Marketing of Sericulture, Silk Products, Garment Industries and M.F.A.
- G.M. Crop and their Marketing, Buffer Stocks, Organic Farming.
- National Agricultural Policy of Govt. Of India-WTO and AOA- Agricultural Patenting, P.V.Rs & B.Rs Act.,Subsidised Govt. Programmes in AgricultureEuro Normsfor Agricultural Products.
- Farming System- Corporate, Contract, Precision.
- Land Resource- Land utilization, Cropping Pattern, land Degredation, soil Salinity, Sil Testing.
- Water Resources- Water Availability and Potentiality, Irrigation, Well Surfaces, Tube Wells, Canal, Methods of Water Use; Sprinkler, Drip, Policies for Development of Irrigation.
- Fishery Resources- Inland Fishery, Marine Fishery, Production of Fishery, Marketing of Fishery, Policies for Fishery Development.
- Forestry- Importance of Forestry in Economic Development, Availability of Forestry Resources, Forestry based Industries, Policies for Forestry Development, Social Forestry and its Progress.
- Farm Management- Meaning, Definition, Principles, Production, Farm Records, Farm Planning, Farm Budgeting.
- Production Factors- Laws of Return, optimal Factor Combination.
- Demand Forecasting, Determinants of Demand for Agricultural Products, Regional and International Dimensions of Demand, Supply management; Determinants of Supply, Cost Concepts, role of CACP.
- Break Even Analysis- Concept, Role in Farm Management.
- Crop Planning- Production, Planning, Resource Planning.
- Labour Management, Livestock Management, Farm Waste Management.
- Profitability Analysis, Role of IT in Management, Management techniques.
- Marketing Function, Marketing Channels, Sale of Food Grain/ Fruits and Vegetables, Standardization of Products, Packing and Transport.
- Guru Committee Report- Group Marketing-Marketing Finance- Role of Marketing Organization- NAFED, NCDC, Commodity Boards.
- Agricultural Regulated Marketing- Functions of Agricultural Co-operative Marketing, Progress of agricultural Co-operative Marketing, Production Technology & marketing (Pre & Post Harvesting)
- Foreign Trade of agricultural Commodities, Export and Import, Export Procedures, Documentation and other Formalities.
- Crop Insurance and Kisan Credit Cards, EEC Quality Standards.

COURSE OUTCOME:

- The participants possess a comprehensive understanding of agricultural business principles, including cultivation techniques, market dynamics and sustainable practices.
- Participants developed the skills necessary to initiate and manage their agricultural ventures, fostering entrepreneurship and self-reliance within the agricultural sector.
- Participants had an awareness of sustainable agricultural practices, incorporating environmental consideration into their business strategies for long term viability and responsible resource management.
- The participants gained proficiency in financial management, including budgeting, investment planning and risk mitigation.
- Participants got familiar with modern agricultural technologies and digital tools.
- Participants understood the relevant agricultural policies and regulations.

REFERENCES:

- Desai R.G., Agricultural Economics, Himalaya Publishing House, Nagpur 1998.
- Memoria C.B Agricultural Problem of India, Kitab Mahal, New Delhi.
- Acharya J., Sericulture and Development, Indian Pub. Distributors, Delhi 1993.
- Misra and Puri, Indian Economy.
- Ruddar Datt and Sundharam, Indian Economy.
- S.S. Acharya and N.L. Agrawal, Agricultural Marketing in India.
- Saxena H.M., Regulated Agricultural Markets.
- Govil & Tripathi, Agricultural Economy of India.

SHYAMPUR SIDDHESWARI MAHAVIDYALAYA
CERTIFICATE COURSE ON AGRICULTURAL BUSINESS
SESSION -2018-2019
FINAL EXAM

DURATION: 3 HOURS

FULL MARKS: 100

A. Answer the following questions: (50x2=100)

1. Which of the following is not a factor affecting agricultural business?
a) Weather b) Soil type c) Market demand d) Political stability
2. What is the primary goal of agricultural business?
a) Maximizing profits b) Minimizing cost c) Sustainability d) Market dominance
3. Which of the following is an example of a cash crop?
a) Wheat b) Rice c) Soybean d) All of the above
4. Which farming system relies on the use of chemical fertilizers and pesticides?
a) Organic farming b) Conventional farming
b) c) Sustainable farming d) Hydroponic farming
5. What is the process of transferring ownership of a farm from one generation to the next called?
a) Succession planning b) Farm transfer c) Estate planning d) Inheritance
6. Which of the following is not a factor affecting agricultural productivity?
a) Technology b) Land availability c) Labor availability d) Currency exchange rates
7. Which of the following is a benefit of crop rotation?
a) Decreased soil fertility b) Increased pest resistance
c) Soil erosion d) Monoculture
8. Which organization sets agricultural policies and regulations in the United States?
a) USDA b) FDA c) EPA d) WHO
9. What does CSA stand for in the context of agriculture?
a) Crop Science Association b) Community Supported Agriculture
c) Certified Sustainable Agriculture d) Crop Safety Alliance
10. Which of the following is a type of agricultural subsidy?
a) Price support b) Export subsidy c) Input subsidy d) All of the above
11. Which of the following is an example of a value-added agricultural product?
a) Raw milk b) Cheese c) Wheat d) Corn

12. Which of the following is not a component of agricultural risk management?
a) Crop insurance b) Diversification c) Market research d) Genetic modification
13. Which organization regulates organic certification in the United States?
a) USDA b) FDA c) EPA d) NOP
14. Which of the following is an example of a farm input?
a) Tractor b) Wheat c) Corn d) Livestock
15. Which of the following is not a method of irrigation?
a) Drip irrigation b) Flood irrigation c) Sprinkler irrigation d) Famine irrigation
16. What is the primary purpose of agricultural cooperatives?
a) Maximizing profits for shareholders b) Providing education to farmers
c) Collective marketing and purchasing d) Lobbying for agricultural policies
17. Which of the following is not a type of agricultural market?
a) Wholesale market b) Retail market c) Auction market d) Industrial market
18. Which of the following is an example of a direct marketing channel for agricultural products?
a) Supermarket b) Farmers' market c) Food processing plant d) Exporter
19. What is the process of converting raw agricultural products into processed goods called?
a) Agribusiness b) Value addition c) Agricultural extension d) Farm management
20. Which of the following is not a factor influencing agricultural pricing?
a) Demand and supply b) Production cost
c) Government regulations d) Crop insurance
21. Which of the following is not a function of agricultural marketing?
a) Pricing b) Distribution c) Production d) Promotion
22. Which of the following is an example of a sustainable farming practice?
a) Monoculture b) Overgrazing c) Crop rotation d) Soil erosion
23. What is the primary purpose of agricultural research and development?
a) Maximizing profits b) Increasing productivity
c) Reducing costs d) Improving market access
24. Which of the following is not a factor affecting agricultural trade?
a) Tariffs b) Exchange rates c) Weather conditions d) Consumer preferences
25. Which of the following is an example of a non-renewable agricultural resource?
a) Water b) Soil c) Seeds d) Fertilizers
26. Which organization sets international standards for agricultural trade?
a) WTO b) FAO c) WHO d) IMF

27. Which of the following is not a type of agricultural production system?
- a) Intensive farming b) Extensive farming
 - c) Nomadic farming d) Subsistence farming
28. Which of the following is an example of a greenhouse gas emitted by agriculture?
- a) Methane b) Carbon monoxide c) Nitrogen dioxide d) Sulfur dioxide
29. What is the primary purpose of agricultural extension services?
- a) Providing financial assistance to farmers
 - b) Offering education and training to farmers
 - c) Implementing agricultural policies
 - d) Conducting research on farming practices
30. Which of the following is not a type of agricultural storage facility?
- a) Silo b) Warehouse c) Refrigerator d) Granary
31. Which of the following is an example of a biotechnological application in agriculture?
- a) Crop rotation b) Genetic engineering
 - c) Organic farming d) Sustainable agriculture
32. Which of the following is an example of a commodity crop?
- a) Coffee b) Sugarcane c) Apple d) Tomato
33. Which of the following is not a type of agricultural waste?
- a) Crop residues b) Livestock manure c) Pesticide containers d) Food waste
34. Which of the following is an example of a precision agriculture technology?
- a) GPS-guided tractors b) Traditional plowing methods
 - c) Hand tools d) Manual irrigation
35. Which of the following is not a characteristic of sustainable agriculture?
- a) Conservation of natural resources b) Long-term profitability
 - c) Heavy reliance on chemical inputs d) Environmental stewardship
36. What is the primary purpose of agricultural credit?
- a) Purchasing land b) Investing in machinery
 - c) Financing crop production d) Funding research and development
37. Which of the following is not a factor influencing agricultural marketing decisions?
- a) Price b) Product c) Promotion d) Political stability
38. Which of the following is an example of a biological pest control method?
- a) Chemical pesticides b) Crop rotation c) Genetic engineering d) Ladybugs
39. What is the primary purpose of agricultural insurance?
- a) Protecting against weather risk b) Maximizing profits
 - c) Subsidizing crop prices d) Financing agricultural research
40. Which of the following is not a type of agricultural risk?
- a) Weather risk b) Market risk c) Political risk d) Labor risk

41. Which of the following is an example of a post-harvest operation?
a) Planting seeds b) Irrigating crops c) Harvesting fruits d) Fertilizing soil
42. What is the primary purpose of agricultural policy?
a) Maximizing profits for farmer b) Ensuring food security
c) Promoting sustainable agriculture d) All of the above
43. Which of the following is not a type of agricultural machinery?
a) Combine harvester b) Tractor c) Greenhouse d) Plow
44. What is the primary purpose of agricultural subsidies?
a) Supporting small-scale farmer b) Stabilizing farm incomes
c) Promoting export competitiveness d) All of the above
45. Which of the following is not a type of agricultural marketing channel?
a) Direct sales b) Wholesale markets c) Consumer cooperatives d) Financial markets
46. What is the primary purpose of agricultural education?
a) Training farmers b) Conducting research
c) Promoting sustainable practices d) All of the above
47. Which of the following is not a function of agricultural policy?
a) Regulating food safety b) Providing financial assistance
c) Protecting the environment d) Setting commodity prices
48. Which of the following is not a type of agricultural market structure?
a) Monopoly b) Oligopoly c) Monopolistic competition d) Perfect competition
49. Which of the following is an example of a sustainable agricultural practice?
a) Overgrazing b) Clearing forests c) No-till farming d) Excessive pesticide use
50. What is the primary purpose of agricultural trade agreements?
a) Reducing trade barriers b) Promoting fair trade practices
c) Enhancing market access d) All of the above

SHYAMPUR SIDDHESWARI MAHAVIDYALAYA
HOWRAH , WEST BENGAL
DEPARTMENT OF ECONOMICS



CERTIFICATE COURSE ON "AGRICULTURAL BUSINESS"
(November 2018-December 2018)

Certificate of Participation

This is to certify that Mr./Ms. _____ a student of
Shyampur Siddheswari Mahavidyalaya, Department of Economics/ Department of Commerce has participated and successfully completed the thirty hours of certificate course titled ***"Agricultural Business"*** and obtained a grade____.

Grading System: A=80-100%, B=65-79%, C=55-64%, D=54-45%, F= Below 45%

Mr. Bilu Purkait
Dr. S.K. Bose
(Course Co-Ordinator)
Principal

Mrs. Debasree Sarkar
(Course Co-Ordinator)

Mr. R. Mukherjee
(IQAC Co-Ordinator)