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UNIVERSITY GRANTS COMMISSION
CAREER ORIENTED Courses
35, FERROZSHAH ROAD,
NEW DELHI-1

COC 1.2.11

No. F-4- 393 /2013 (COC)

October, 2014
OCT 2014

The Principal,
C.D.Jain College of Commere Shrirampur
Dist. Ahmednagar State
MS Pin 413709

Sub: Release of grant for introduction of Career Oriented Courses during 2014-15 which was approved by the UGC in the interface meeting held in February, 2013.

Sir,

With reference to the subject mentioned above. I am directed to say that UGC had approved the recommendation of the inter-face meeting of an Expert Committee held in the month of February, 2013 and approved the following courses under the scheme of Career Oriented Courses with financial assistance to be provided for the purpose.

S.No	Stream /courses approved	Rupees in lakh
		Grant approved
1.	Commerce: 1. C.C. in Agro - Business Management	7.00

UGC assistance for the above course(s) is/ are available to the tune of Rs. 7 lakh for five years in the Humanities and Commerce stream and Rs.10 lakh for Science stream as one time 'seed money'.

2. It has been seen that most of the colleges/universities have not submitted the certificate of funding by State Govt./estimates for the approved courses/mandate form etc. which is/are required for release of grant to the college/university. The college/ university which has submitted certificate of funding, is not in accordance with the UGC requirement or the same is in regional languages. Whereas, the UGC requires this document in English or Hindi language for the purpose of examining the documents.

3. The documents mentioned at S.NO.-4 below has/have not been received from your college.

4. Certificate of funding by State Govt. has not been received..

5. Therefore, you are requested to send the following document(s) which relates to your college in respect of point number 4 above including serial number 5 (vi) as early as possible by post as well as through e-mail abbhatt.ugc@nic.in or sunitachugh.ugc@nic.in to enable this office to release the grant to the college/university.

(i) A certificate from the state Govt. to the effect that the college is receiving grant towards salary of staff from the State Govt. The same is to be attested by the Principal of the college/ Registrar of the University as the case may be.

Principal

C.D. Jain College of Commerce
Shrirampur, Dist.Ahmednagar





सावित्रीबाई फुले पुणे विद्यापीठ

दूरधनी क्र.:

०२०-२५६९१२३३.

०२०-२५६०१२५७/५८/५९.

फॅक्स - : ०२०-२५६९१२३३

संदर्भ क्र. : सी.बी.सी. / २०१५



शैक्षणिक विभाग,

गणेशखिंड, पुणे ४११ ००५.

टेलिग्राफ - : युनिपुणे

वेबसाईट - : www.unipune.ac.in

ई-मेल - : boards@pun.unipune.ac.in

दिनांक - : २०/१२/२०१५

परिपत्रक क्रमांक १३ /२०१५

विषय - : वाणिज्य विद्याशाखेअंतर्गत यु.जी.सी. करिअर ओरिएंटेड कोर्सच्या अभ्यासक्रमास मान्यता देण्याबाबत.

विद्यापीठ अधिकार मंडळाने घेतलेल्या निर्णयानुसार सर्व संबंधितांस या परिपत्रकाद्वारे कळविण्यात येत आहे की, वाणिज्य विद्याशाखेअंतर्गत यु.जी.सी. करिअर ओरिएंटेड कोर्सच्या अभ्यासक्रमास शैक्षणिक वर्ष २०१५-१६ पासून खालील महाविद्यालयांना तपत्यामध्ये नमूद केल्यानुसार अभ्यासक्रमांना मान्यता देण्यात येत आहे.

महाविद्यालयाचे नाव	अभ्यासक्रमाचे नाव
रयत शिक्षण संस्थेचे एस.एम. जोशी कॉलेज, हडपसर, पुणे ४११ ०२८	"Certificate Course in Tax Practices"
रयत शिक्षण संस्थेचे चंद्ररूप डाकले जैन कॉलेज ऑफ कॉमर्स, श्रीरामपूर ४१३ ७०९ जि.अहमदनगर	"Career Oriented Course in Agri Business Management"

मा.विभागप्रमुख, वाणिज्य विभाग, सावित्रीबाई फुले पुणे विद्यापीठ, पुणे ७ व मा.प्राचार्य, विद्यापीठाशी संलग्न सर्व वाणिज्य महाविद्यालये यांना विनंती की, सदर परिपत्रकाचा आशय सर्व संबंधितांच्या, प्राध्यापक व विद्यार्थी यांच्या निदर्शनास आणून द्यावा.

श्रीमती उवाळ (१५)

TRUE COPY

ASL

20/12/15

संचालकांकरिता,



Rayat Shikshan Sanstha's,

C. D. Jain College of Commerce, Shrirampur

Pin Code : 413709, Dist.- Ahmednagar, State: Maharashtra (M.S.)

NAAC Re-accredited 'A' Grade
ISO 9001-2008 Certified

Principal

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Career Oriented Courses in AGRO BUSINESS MANAGEMENT

Self-Financed Course

- Certificate Course in Agro Business Management
- Diploma Course in Agro Business Management
- Advanced Diploma Course in Agro Business Management

Submitted To
Board of Studies in Business Administration
Savitribai Phule Pune University, Pune
Pune 7.

Year 2014-15

C. D. Jain College of Commerce, Shrirampur

Career Oriented Courses in AGRO BUSINESS MANAGEMENT



- **Introduction:**

Since independence growth of Higher Education is developing day by day. India has over 350 Universities and 17625 Colleges offering general and specialized education, with an enrollment of 7.5 million students and 3.5 lakh teachers. Our Higher Education system which is one of the largest in the world still has not been able to provide employment to the vast majority of our youth. It is an effort to provide Career oriented Education with the help of such short courses merged with the Graduation Course for the students. The Career Oriented Courses, if properly implemented, would go a long way in improving the employment opportunities and self-business opportunities for the students.

- **Career Oriented Courses in Agro Business Management:**

Agriculture plays an important role in Indian Economy. It contributes not only in domestic product but also has a major part in exports. 60% of the population is engaged in agricultural and allied sectors in India. Agricultural sector has an important role to play in the economic development of India and Indian Agricultural Economy.

India has made a lot of progress since independence in the field of agriculture in terms of yields, techniques of production and area under cultivation etc. It has gone through the Green Revolution, White Revolution and now passing through Yellow Revolution. Though the overall growth of Indian Economy largely depends upon the performance of agriculture over the years, much investments has not been made for development of this sector. Our agricultural performance still depends upon the weather conditions every year and yields are below the levels compared to other countries.

This needs to be rectified by providing the needful education to the young population in the country. Agriculture can contribute a great deal in earning foreign currencies through the export of agricultural and allied products. Large incomes of the rural people can be created by developing agricultural and agro based industries.

In this context Rayat Shikshan Sanstha's, C. D. Jain College of Commerce, Shrirampur offers the Career Oriented Courses in Agro Business Management with three years programme structure.



• **Programme Structure:**

Year	Course Title	Number of Students	Classroom Teaching	Field Work/ Project Preparation/ Job Training
First	Certificate Course in Agro Business Management	60	8 Credits 8 by 15 hrs. = 120 hrs.	4 Credits 4 by 15 = 60 hrs.
Second	Diploma Course in Agro Business Management	60	8 Credits 8 by 15 hrs. = 120 hrs.	4 Credits 4 by 15 = 60 hrs.
Third	Advanced Diploma Course in Agro Business Management	60	8 Credits 8 by 15 hrs. = 120 hrs.	4 Credits 4 by 15 = 60 hrs.

• **Certificate Course in Agro Business Management**

Eligibility – Passed Students in XII Commerce, Science, Arts

Selection : Through Interview

• **Diploma Course in Agro Business Management**

Eligibility- Passed Students in Certificate Course in Agro Business Management

• **Advanced Diploma Course in Agro Business Management**

Eligibility – Passed Students in Diploma Course in Agro Business Management

Agro Business Management Course

	Course	Credit	Marks
Certificate Course in Agro Business Management			
A	Introduction to Agri Business Management	04	100
B	Rural Economy of India	04	100
	Field / Project Work	04	100
Diploma Course in Agro Business Management			
C	Opportunities in Agri Business	04	100
D	Agricultural Mechanization & Green Revolution	04	100
	Field / Project Work	04	100
Advanced Diploma in Agro Business Management			
E	Organic Farming & Vegetables	04	100
F	Global Agri Food System	04	100
	Field / project Work	04	100

- **Duration of the Course:**

The Certificate, Diploma and Advanced Diploma course will be commenced from 15th July every year. The total duration of each course is one academic year. Annual examination will be held in the month of April every year.

- **Medium of Instruction:** Medium of instruction shall be in English only.

- **Scheme of Examination:**



A) Certificate Course in Agro Business Management:

Certificate Course has two subjects. There will be written examination of 100 marks each for both subjects. For the Field Work, student has to prepare the project as per the guidelines. Field work consist 100 marks, 25 marks for oral examination and 75 marks for the Project Writing.

B) Diploma Course in Agro Business Management:

Diploma Course has two subjects. There will be written examination of 100 marks each for both subjects. For the Field Work, student has to prepare the project as per the guidelines. Field work consist 100 marks, 25 marks for oral examination and 75 marks for the Project Writing.

C) Advance Diploma Course in Agro Business Management:

Advanced Diploma Course has two subjects. There will be written examination of 100 marks each for both subjects. For the Field Work, student has to prepare the project as per the guidelines. Field work consist 100 marks, 25 marks for oral examination and 75 marks for the Project Writing.

- **Standard of Passing: (Common for above Three Courses)**

In order to pass the examination, student has to obtain 40 marks out of 100 in each course including Field Work.

The Results will be awarded to the students on the basis of marks obtained in each course separately as follows:

1. *Aggregate 70% and above, First Class With Distinction.*
2. *Aggregate 60% and above, First Class.*
3. *Aggregate 55% and more but less than 60%, Higher Second Class.*
4. *Aggregate 50% and more but less than 55%, Second Class.*
5. *Aggregate 40% and more but less than 50%, Pass Class.*
6. *Below 40%, Fail.*

- **Objectives of the Career Oriented Course in Agro Business Management:**

1. *To foster global competencies among the students.*
2. *To inculcate innovative ideas related with Agro Business Management.*
3. *To promote excellence in job prospectus in Agro Allied Business Opportunities.*
4. *To develop research knowledge among students from graduation level itself.*
5. *To meet emerging needs and global trends in the field of Agro Business Management.*

Career Oriented Courses in Agro Business Management

Outline of Curriculum



(Please note – Given below is the outline curriculum of A to F Subjects of Career Oriented Courses in Agro Business Management. The Curriculum may be modified, changed, revised or enlarged as required by the developments in the related areas of study. The enrolled students would be notified about the curriculum in the beginning of the course.)

Certificate Course in Agro Business Management

A: Introduction to Agri-Business Management

- i. Agri Business: Meaning, Definition, History, Nature and Scope of Agri Business Management.
- ii. Agri Business Crops Plan and Management.
- iii. Agricultural Production and Processing Management.
- iv. Agri Business: Factors of Production Management.
- v. Agri Business: Crop Cost Management.
- vi. Agri Business: Technologies in Agricultural Production.
- vii. Agri Business: Financial Management.

• Reference Books:

1. Dhondyal, S.P. Farm Management: An Economic Analysis. Friends Publications, 90, Krishnapur, Meerut – 250 002.
2. Johl, S.S and T.R Kapur. Fundamentals of Farm Business Management. Kalyani Publishers, 11 Rajendar Nagar, Ludhiana – 114 008.
3. Kahlon, A.S and Karan Singh. Economics and Farm Management in India: Theory and Practice. Allied Publishers Pvt. Ltd, 15 JN Heredia Marg, Ballard Estate, Mumbai – 400 038.
4. Singh I.J. Elements of Farm Management Economics. Affiliated East West Press, Pvt Ltd, New Delhi.
5. Singh, Katar. Rural Development – Principle, Policy and Management. Sage Publication, New Delhi.

Certificate Course in Agro Business Management



B: Rural Economy of India:

- i. Agricultural Extension - Meaning and Definition.
- ii. Rural development - Meaning, Definition, Concepts, Objectives, Importance and Problems in rural development.
- iii. Agricultural and Economic Development.
- iv. Role of Agriculture in Rural Development.
- v. Rural Planning for Agricultural Growth, Agricultural Policy and Programmes.
- vi. Rural Agricultural Employment Opportunities.
- vii. Agricultural Price Policies, Role of CACP.
- viii. Rural Agricultural Marketing.

• Reference Books:

1. Dayama, O.P. and O.P. Bhatnagar. Education and Communication for Development. Oxford and IBH Publishing Co., New Delhi.
2. Directorate of Extension: Extension Education in Community Development. Govt. of India. Delhi.
3. Ray, G.L. Extension Communication and Management. Naya Prakash, Kolkatta.
4. Sandhu, A. S. Text Book on Agricultural Communication Process and Methods. Oxford and IBH Publishing Pvt. Ltd., New Delhi.
5. Supe, S.V. An introduction to Extension Education. Oxford and IBH Publishing Pvt. Ltd., New Delhi. (Revised Edition)
6. Singh, Katar. Rural Development – Principle, Policy and Management. SagePublication, New Delhi.
7. Swanson B.I. (Ed.) (1997). Agricultural Extension – A Reference Manual. FAO, Rome.

• Field Work / Project:

- i. Preparation of alternate farm plans and farm records.
- ii. Agri Business Production Factor Analysis.
- iii. Crops Cost Analysis.
- iv. Farmers' Income and Expenditure Analysis.
- v. Visit to a Village and Krishi Vidnyan Mandal to study the ongoing development programmes.
- vi. Organizing PRA (Participatory Rural Appraisal) techniques in a village for identifying the agricultural problems.



C: Opportunities in Agri Business :

- i. Agro-based Industries: Importance and need, classification of industries, role of agro processing industries in the Indian economy.
- ii. Types of agrobased industries-sugar mills, cotton ginning mills, dal mills, rice mills, poha mills, fruit processing industries, NOGA (Nagpur Orange Growers Association) institutional arrangement, steps in setup of agro-based industries. Constraints in establishing agro-based industries.
- iii. Agro-based industries- Grape wine making industries, soybean-processing industries, mango pulp processing industries.
- iv. Govt. policies relating to agro-processing industries. Problems of agro-processing units. Guidelines for financing of agro-processing industry in India.
- v. Reforms in Agricultural Produce Market Committee Act.

• Reference Books:

1. Srivastava, U.K. Agro-processing Strategy for Acceleration and Exports. Oxford University Press YMCA, Library Building, Jai Singh Road, New Delhi -110001.
2. Diwase, Smita. Agri-Business Management. Everest Publishing House, Everest Lane, 536, Shaniwar Peth, Appa Balwant Chowk, Pune – 411030.
3. Ray, G.L. Extension Communication and Management. Naya Prakash, Kolkatta.
4. Sandhu, A. S. Text Book on Agricultural Communication Process and Methods. Oxford and IBH Publishing Pvt. Ltd., New Delhi.
5. Supe, S.V. An Introduction to Extension Education. Oxford and IBH Publishing Pvt. Ltd., New Delhi. (Revised Edition)

Diploma Course in Agro Business Management



D: Agricultural Mechanization & Green Revolution:

- i. Farming System: Definition, scope, classification, components of farming system. Crops and cropping system, animal components like dairy, poultry, sheep, goat, piggery fish, duck, rabbit, trees for fuel, timber, fodder, fruits, and sericulture, apiculture, mushroom.
- ii. Cropping System: Interaction- competitive allelopathy legume effect, effect of preceding crop and associated crops.
- iii. Indices for evaluation of cropping systems. Agronomic requirements in management of cropping system. Cropping scheme, calendar of operations, preparation of cropping scheme for wet garden and dry lands.
- iv. Sustainable agriculture: Introduction, definition, goal and current concepts, sustainable yield index and sustainable value index.
- v. Organic farming: Definition, principles and components. Recycling of organic waste, management practices to prevent environmental deterioration, concept of sustainable agriculture.

• Reference Books:

1. Chatterjee, B. N. and S. Mattie. Cropping System- Theory and Practices. Oxford and IBH Publishing Co. Pvt. Ltd., Kolkatta.
2. Reddy and Reddy. Principles of Agronomy. Kalyani Publisher, New Delhi.
3. Michael, Haines. An Introduction to Farming System. Tien Mab Lithier Printing Co. Pvt., London.
4. Palaniappan, S. P. Cropping System in Tropics-Principles and Management. Wiley Eastern Ltd., New Delhi and TNAU, Coimbatore.
5. Singh, R. P. Sustainable Development of Dryland Agriculture in India. Scientific Publishers, Jodhpur.

• Field Work / Project:

1. Visit to a Village and Krishi Vidnyan Mandal to study the ongoing development programmes.
2. Agri Business Crop Supply Chain.
3. Agro Business Products Processing.
4. Strategic Agro Food Marketing.

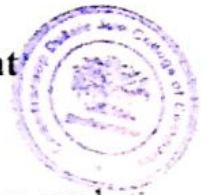


E: Organic Farming & Vegetables:

- i. Types of Farming in India: Small and Large Scale Farming.
- ii. Definition and Concepts of Farming System, System of Family Farming, Cooperative and Institutional Farming.
- iii. Contract Farming: Definition, Variations in Contracts.
- iv. Organic Agricultural Farming, Global Market for Organic Products.
- v. Organic Farming in India, Cropping Pattern and Inputs in Organic Agriculture, Crop wise Organic Farming in India.
- vi. Agro Vegetables Business Risk Management.
- vii. Problems in Vegetable Farming.

• **Reference Books:**

1. Kanwar, J. S. Soil Fertility-Theory and Practice. Published by ICAR, New Delhi.
2. Tisdale, S.L., W.L. Nelson, J.D. Beaton and J.L. Havlin. Soil Fertility and Fertilizers. Published by Prentice - Hall of India, Ltd., New Delhi.
3. Brady, N. C. and Ray R. Well. The Nature and Properties of Soils. Pearson Education (Singapore) Pvt. Ltd. Indian Branch, 482 F.I.E., New Delhi.
4. Purohit, S.S. and Dushyent Gehlot. Trends in Organic Farming in India. AGROBIOS. Agro House, Behind Nasrani Cinema, Chopasani Road, Jodhapur.
5. Acharya, C.L., P.K. Ghosh and A. Subba Rao. Indigenous Nutrient Management Practices-Wisdom alive in India – 2001. Indian Institute of Soil Science, Nabi bagh, Berasia Road, Bhopal.
6. More, S.D., K.G. Kachhave, A.S. Dhawan and V.D. Patil. Organic Farming, Issues and Strategies. Atul Book Agency, Pune.



F: Global Agri Food System:

- i. Marketing status of agro food industry, features of agro food industry, marketing problems, marketing philosophy and process and market environment.
- ii. Consumer behavior, elements of consumer analysis, consumer research and marketing strategies, model of buyer behavior, factors affecting consumer behavior, buyer decision process, business buyer, market segmentation.
- iii. Marketing Management Concept.
- iv. Formats of Organized marketing Systems: Discounters (Subhiksha, Apna Bajar, Margin Free, Big Basket, Reliance, Fresh etc.)
- v. Formats of Unorganized Marketing Systems: Kirana Stores and Hawkers, viz. the road side hawkers, mobile retailers, kirana stores, including open format more organized outlets and small to medium food retail outlets.
- vi. Corporate houses in rural market place. Tata Kisan Kendra, Godrej's, Aadhar, DSCL, Hariyali, Mahindra's Shubhlabh and ITC's Sagar Chaupal.
- vii. Retailing and FDI: Retailor's efficiency and competitiveness, employment opportunities, franchising, cash and carry wholesale operations and strategic license agreement.
- viii. Marketing Infrastructure: Post harvest handling and packaging, Grading Facilities, Transportation, Storage, Cold Storage, and Refrigerated Containers/ Vans, Processing and value addition, Telecommunication, Market Yards and Sub Yards, Investment Requirements, Schemes for Encouraging Private Investment.

• **Reference Books:**

1. Dhondyal, S. P. Farm Management: An Economic Analysis. Friends Publications, 90, Krisnapur, Meerut – 250002.
2. Johi, S.S and T.R Kapur. Fundamentals of Farm Business Management. Usha Raj Jumar for Kalyani Publishers, 11 Rajendar Nagar, Ludhiana – 114008,
3. Singh, I.J. Elements of Farm Management Economics. Affiliated East West Press (Pvt.) Ltd., New Delhi.
4. Kahlon, A.S and Karam Singh. Economics of Farm Management in India: Theory and Practice. Allied Publishers (Pvt) Ltd, 15 J.N. Heredia Marg, Ballard Estate, Mumbai- 400038.

Field Work Project:

- i. Study of irrigation system for green house.
- ii. Study of cooling system for green house.
- iii. Visit to various green houses.
- iv. Studies on estimation of market cost, price spread, market margins. Study on standardization,
- v. Grading, storage, warehousing. Marketing of food grains, fruits, vegetables, milk and eggs.
- vi. Study of regulated market and co-operative marketing. Price fluctuations and relationships between arrivals and prices of commodities.




M.S.S.
Agro-Business
Management
Co-Ordinator


C.O.C
Chairman

College
Development
Committee


Principal,
C.D.Jain College of Commerce
Shrirampur