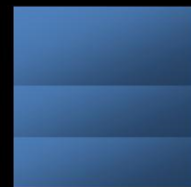


Prospectus

PG Diploma in Agri-Business Management



BROUGHT TO YOU BY

PROPOSED AFFILIATION

**Manavodaya
Institute of
Participatory
Development
Lucknow**



मानवोदय

**Medhavi Skills University
Sikkim**

Prospectus For

PG DIPLOMA IN AGRI BUSINESS MANAGEMENT



मानवोदयं

**MANAVODAYA INSTITUTE
OF PARTICIPATORY DEVELOPMENT**

Lucknow

INTRODUCTION

Poverty alleviation and sustained social change cannot be achieved without enabling the small and marginal farmers to add value to their agriculture produce and connect to mainstream supply chains for obtaining proper price. People's participation, especially that of the underprivileged sections continues to be elusive, temporary or ad hoc in many development efforts. Development Management implies a process of enabling and empowerment of local population to work collectively towards appropriate institutional structures like FPOs, develop local decision making mechanisms for responsibility sharing, choice of technology and sale of produce. This process builds on new skills and perspectives of the business manager. It connects to values that promote self awareness, self help and building of local skills. It needs new approaches and strategies.

Widespread promotion of the process requires a huge cadre of well-trained management professionals and workers with clarity of vision, methods and attitudes that lead to new skills. Conventional educational programmes focus more on knowledge and less on skills and attitudes required for multi-dimensional intervention needed for the purpose. Besides, many programs are often inaccessible to local, educated rural youths who possess the passion and capacity to become business managers, but who lack the requisite skills and training.

This course intends to fill this gap by offering an inter-disciplinary, field-based and values-driven educational program to educate young and middle aged aspirants. in the Northern India region in agri-business management.

Objectives and Learning Outcomes

On completing this programme the students will be able to develop

- a critical awareness of the social, economic and management issues underlying sustainable development
- conceptual and practical skills relevant to agri-business development among farmers
- the ability to engage with and influence discussion on forward and backward discussion for agri business development
- enhanced communication and presentation skills

A larger objective of the programme is to build excellence in education of youth and local leaders so as to build a cadre of management professionals that can tackle the challenges of promoting business among farmers.

Academic Principles

The academic content and approach shall adhere to the following key principles:

1. Create an educational experience that provides students with the motivation and skills to become business managers.
2. Combine classroom theory with intensive, practical fieldwork. The percentage of education done in the classroom should never exceed 50% of students' experience, thus reserving at least 50% for fieldwork.
3. Design courses to be interactive, practical, and to involve substantial student participation and team work.
4. Achieve excellence in research, teaching and training in core areas.

Course Details

One year programme will consist of 5 Core Modules (CMs) which will be compulsory and 3 Elective Modules (EMs) to choose from a list of 5 options.

The programme will have field internship with a suitable institution. A detailed outline of each course is given ahead.

4.4 List of Courses and Distribution of Credits

Code	Course Title	Credits
Core Modules (Compulsory), 10 credits		
CM 1	Poverty, Participatory Development and Facilitation	2
CM 2	Management of Rural Institutions : SHGs and FPOs, Compliances	2
CM 3	Agri - Business Development and Entrepreneurship	2
CM 4	Management Information Systems for Development	2
CM 5	The Professional Self	2
Elective Modules (Choose 3 only), 6 credits		
EM 1	Management of MSMEs	2
EM 2	Rural Research Methods	2
EM 3	Incubation and Agri-business Management	2
EM 4	Gender and Social development	2
EM 5	NGO Management	2
FIELD PRACTICUM (INTERNSHIP)		24
TOTAL CREDITS for 5 CMs, 3 EMs and Field Practicum		40

FIELD PRACTICUM FOR SKILLS DEVELOPMENT

The purpose of fieldwork is to give students hands-on experience, generate knowledge, and initiate projects that have practical applications and real village level results. Students shall spend the second part of each semester working on projects in rural communities which might include working with Farmer Companies, exploring income-generating opportunities, assisting programme implementation or conducting ground-level assessments.

This part of the programme provides an opportunity for students to integrate theory with practice. It is here that the experiential nature of the learning process comes to life as students have the opportunity to test out in 'reality', the relevance and applicability of knowledge, values and skills obtained in the classroom. Further, it offers avenues for reviewing the quality of interventions in the practices arena along with the opportunity for examining one's own knowledge, values and competency in a practical setting.

The field work process will consist of placement of students in a variety of settings as mentioned above. A continuous performance assessment of student fieldwork will take place through student recording, supervisory reports from the field supervisions.

As part of fieldwork, the student will have opportunities to:

- Initiate interventions and strengthen ongoing ones along with support and guidance from Agency staff and the student supervisor.
- Liaising with governmental and non governmental agencies to advocate and network for necessary support.
- Facilitate capacity building in self and others through workshops and seminars as well as through reflection and action at village level.

ENQUIRIES

For further information, please contact or write to:

Course Coordinator

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