

FROM THE DIRECTOR'S DESK



Dear Friends,

I am delighted to welcome each one of you to this innovative programme on Agribusiness management. I am sure that this programme will be one of the most exciting learning experiences for you.

Those of you who are associated with Agribusiness are witness to one of the most happening industries in the country. So much has been planned to be done in so little time that however efficiently you do, completion of laid out task will always appear challenging. It becomes even more challenging when you have a serious shortage of trained manpower which precisely is the case in India.

We, at **ruralnaukri**, have had an opportunity to develop an understanding of employers' manpower related needs for Agri inputs, Retail, Banking, Insurance, Commodity Exchanges, FMCG etc. The programme on offer by **ruralnaukri** is infact a response to this felt need. We are therefore happy to share with you that this programme design is not a replication of typical management education. The curriculum has been planned keeping in view on the job requirements of our clients within the Agribusiness domain. To elaborate further, the programme design:

- a) includes fundamental principles of management.
- b) provides situational analysis to develop problem-solving skills by exposure to variety of issues faced in different sub-sectors of Agribusiness.

We expect that this programme will help you increase your capacity to achieve your personal and professional goals and to develop better working relationship with your associates.

I am thankful to our illustrious advisory board and senior faculty, both academic and practising managers who have provided invaluable guidance to devise a user friendly programme curriculum.

I hope that you find the information weaved in the following pages useful. Should you seek any additional information, we will be happy to respond to such queries.

Wishing you all the best,


Dr. Ajay Gupta