

### What This Programme is not:

The programme content does not match a typical two year MBA programme. It does not include material that we are not likely to use. For example, we will forego in "Economics" information such as conflicting views of classical and modern economists. Instead we shall concentrate on key information on this subject that helps you increase the profitability of your organisation. Hence, a major filtering has been done considering the need of the students and that of corporate clients in agribusiness industry.

This is not a crash programme. It requires efforts of two years on your part to attempt an improvement in your skills sets, your knowledge base and the way you think. It is a process of personal growth and development and will be helpful only if you commit yourself to continuous best efforts and patience.

### What This Programme is:

An organisation may have to produce (Production), market its produce (Marketing), provide some service (Service Industry) retail products made by others (Retailing) and has to necessarily keep accounts (Finance), ready information (MIS) and for all this it requires manpower (HR). There are some fundamental principles of management to manage each area (Marketing/Finance/HR etc) more effectively. For example in Marketing, we may talk about the well-known 4 Ps- Product, Pricing, Place (Distribution) and Promotion. Besides this fundamental knowledge, what one requires is practical knowledge. Hence, say in Marketing, we need to understand the strategies that have been successfully used in India for increasing sales of agri inputs, selling more insurance policies, selling FMCG products through rural retail outlets, innovative methods to find out new channels in rural distribution, advancing loans for commodity financing, resolving problems in supply chain management, ways to benefit from trade of commodities on exchange etc.

Therefore, the **objective of the programme is to increase the managerial capacity of Agribusiness professionals** in the Indian Rural context. This trains the participants to lead a truly effective professional and personal life.