

2020-2021

About the 35 Day's Online Certificate Course

"Agriculture Business Management & Entrepreneurship Development"

RAMA UNIVERSITY
Faculty of Agricultural Sciences & Allied Industries
Online Certificate Course on

Agriculture Business Management & Entrepreneurship Development

Course Objective

1. To learn the basic concepts of Agriculture Business Management.
2. Understand the fundamentals of management with reference to agriculture.
3. Study the managerial functions and its applications with reference to agriculture.
4. To understand the process for setting-up a new enterprise.
5. To learn the concept of entrepreneurship development.

Last Date of Registration: 30 October 2020

Mode of Course: Online-On Meet **Duration of Online Certificate Course: 5 Week (35 Days)**

Registration Charges:
• For Industrialist - Rs. 6000/- • For Students - Rs. 5000/- • For Farmers - Rs. 1000/-
• Other (Faculty Member, Researcher, & Academician) - Rs. 500/-

Mark Details:
Course Director: Dr. S. S. Mishra
Phone Number: 9820010000
Email: ssmishra@ramauniversity.edu.in

Contact Details:
M. R. Gupta
Course In-charge: 9820010000
Email: hr@ramauniversity.edu.in

Convener: Dr. Ananta Varma
Organizer: Dr. S. S. Mishra
Course In-charge: Dr. Ananta Varma

Faculty of Agricultural Sciences & Allied Industries had launched a 35 Day's online certificate course on "Agriculture Business Management & Entrepreneurship Development" on 09 November 2020 & Completed on 19 December 2020. The Course covered Basic understanding about Agri-business & Entrepreneurship Development. The objective of course was to help to take policy decisions in the field of agricultural marketing. To understand various appraisal techniques in project with reference to agricultural products, agricultural credit management, financial risk management. Agricultural inputs like seed, bio pesticide, bio fertilizer and organic farming management. To orient towards agricultural entrepreneurship. To study & analysis of agro-based industries.

Mode Of Course

- Online – On Google meet

Duration Of Certificate Course

- 5 Week (35 Days)

To,

The Director

Rama University

Kanpur

Through proper channel

Subject:- **Regarding remuneration of expert lectures in "Online Certificate course on Agriculture Business Management and Entrepreneurship Development"**

Respected Sir,

I would like to inform you that "Faculty of Agricultural Sciences & Allied Industries, Rama University, Kanpur" is Organizing a **35 days (5 weeks) "Online Certificate course on Agriculture Business Management and Entrepreneurship Development"** from **9 November 2020-18 December 2020**. There are some expert lectures from various renowned Organizations/ institutions. With the help of these expert lectures participants can enhance their skills and knowledge.

So, please allow me for the remuneration of these expert lectures (Minimum Rs. 1500/ lecture), which will be paid from the registration amount.

So kindly allow me for the same.

To- Director Sir,
forwarded for consideration & Approval

Anshu Kumar
10.3.2021

Jitendra

Your's Sincerely

Jitendra

Jitendra Ojha

Course Coordinator

FASAI, Rama University

Faculty of Agricultural Sciences & Allied Industries

Online Certificate Course On " Agriculture Business Management & Entrepreneurship Development "

09 November-19 December 2020

Expert Lecture Detail for Remuneration

Sl. No.	Expert Name	Designation	Institute Name/ University Name	No. of Topic	Total Amount to be paid	Name of Topics	Bank Name	Branch Name	IFSC	Bank Account Number
1	Shewta Chaudhary	Assistant Professor	GBPUAT Pantnagar, Uttarakhnad	2	3000	1. Marketing Mix' 2. "4 P's of Marketing	SBI	Pantnagar	SBIN0001133	10773462484
2	Dr. Ram Chandra	Assistant Professor	SHUATS Prayagraj	1	1500	Market Segmentation	United Bank of India	Allahpur	UTB10ALU639	1001010036374
3	Dr. Rabees Verma	Assistant Professor	CCRPGC Muzaffar Nagar	1	1500	" Concept of Entrepreneur	Canara Bank	Circular road, Muzaffarnagar	CNRB0002602	2602101017474
4	Dr. Kaushik Prasad	Assistant Professor	LPU	1	1500	Programs for Entrepreneurship Development	Bank of India	Chaubeypur	BKID0006968	696810110009976
5	Dr. Deepak Bose	Associate Professor	SHUATS Prayagraj	2	3000	Government Policy for Entrepreneurship Development	State Bank of India	Allahabad Agricultural Institute	SBIN0002506	10443363411
6	Mr. Praveen Kumar	Entrepreneur	Founder, M.D & Master Trainer of Mushroom Cultivation, Manpura grow-up Foundation	1	1500	Mushroom Cultivation	State Bank of India	Badagaon	SBIN0015590	33040088257

7	Dr. Vikram Yogi	Assistant Professor	Institute of Agriculture Business Management, SKRAU, Bikaner, Rajasthan	1	1500	Conclusive lecture on "Agri-business Management"	Bank of Baroda	Nathusar Gate, Bikaner	BARBONATH US	26570100026403
8	Dr. Ranjit Kumar	Principal Scientist & Head Agribusiness Management Division ICAR-NAARM Hyderabad	ICAR-NAARM Hyderabad	1	1500	Conclusive lecture on "Agri-business Management"	Central Bank of India	Rajendranagar, Hyderabad	CBIN0283252	3072480694

Faculty of Agricultural Sciences & Allied Industries

Online Certificate Course On " Agriculture Business Management & Entrepreneurship Development "

Registration Detail

S.R No.	Full Name	Transation id	Status
1	Surbhi	BUPI/029819682093/24-10-2020 19:11:22/UPI	Verified
2	Ashish Kumar	BUPI/027619748825/02-10-2020 19:53:16/UPI	Verified
3	Ashutosh verma	BUPI/027754908838/03-10-2020 10:38:41/UPI	Verified
4	Suyash Arun Borse	BUPI/028010979352/06-10-2020 17:23:20/UPI	Verified
5	Bharat Tiwari	BUPI/028023812638/06-10-2020 23:22:33/UPI	Verified
6	Dr. Moinuddin	BUPI/028142721922/07-10-2020 16:21:05/UPI	Verified
7	VIMAL PANDEY	BUPI/028215426483/08-10-2020 15:39:19/UPI	Verified
8	DEEPALI PANDEY	BUPI/028215490149/08-10-2020 15:47:13/UPI	Verified
9	Mashkoor Ahmad Ansari	BUPI/028387548610/09-10-2020 22:31:19/UPI	Verified
10	Anamika Dhar	BUPI/028412891749/10-10-2020 12:43:43/UPI	Verified
11	Keshav	BUPI/028876747349/14-10-2020 14:10:42/UPI	Verified
12	Vidik shukla	IMPS/028909551798/SANJAI KUMAR SO	Verified
13	SAHIL SACHAN	BUPI/029115976426/17-10-2020 15:51:41/UPI	Verified
14	Ajit kumar	BUPI/029032004062/16-10-2020 14:59:39/UPI	Verified
15	Pintu Kumar	BUPI/029117799369/17-10-2020 17:25:14/UPI	Verified
16	Devanshu ranjan	BUPI/029310080773/19-10-2020 10:37:29/UPI	Verified
17	SUVEB	BUPI/029413760411/20-10-2020 13:38:02/UPI	Verified
18	Kumar Gaurav	BUPI/029450446393/20-10-2020 15:26:42/UPI	Verified
19	Pragati Katiyar	receipt generated	Verified
20	Aalok Mishra	NEFT-THAKUR PRASAD YADAVtdt 20.10.2020	Verified
21	Kuldeep Maurya	receipt generated	Verified
22	Amit Anand	BUPI/029509877769/21-10-2020 09:58:35/UPI	Verified

23	Shristi kumari	BUPI/029510424770/21-10-2020 10:34:11/UPI	Verified
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26	Prashant Kumar	BUPI/029512124073/21-10-2020 12:21:57/UPI	Verified
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33	Mohit Shukla	BUPI/029609569360/22-10-2020 09:09:34/UPI	Verified
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35	Pragya Tiwari	BUPI/029686164594/22-10-2020 15:34:48/UPI	Verified
36	Saurabh	BUPI/029619887706/22-10-2020 19:47:10/UPI	Verified
37	Anjali Verma	BUPI/030309619243/29-10-2020 09:42:51/UPI	Verified
38	Ravi Raushan kumar	BUPI/029795276726/23-10-2020 06:32:50/UPI	Verified
39	Gauri Shankar Yadav	NEFT-THAKUR PRASAD YADAV	Verified
40	Prof R S P Singh	NEFT-RAMA SHANKAR PRASAD SINGH dtd 23.10.2020	Verified
41	ESHA JAISWAL	BUPI/029714848005/23-10-2020 14:26:26/UPI	Verified
42	Arjumand Arif	BUPI/029813557539/24-10-2020 13:54:26/UPI	Verified
43	ARVIND PRASAD	BUPI/029813451259/24-10-2020 13:58:32/UPI	Verified
44	Yashika	BUPI/029815805429/24-10-2020 08:31:13/UPI	Verified
45	Surbhi	BUPI/029819854132/24-10-2020 19:27:44/UPI	Verified
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47	Sonu kumar	BUPI/029979051963/25-10-2020 09:05:49/UPI	Verified
48	PARUL PANDEY	BUPI/029956210937/25-10-2020 19:39:59/UPI	Verified
49	MANISH KUMAR	BUPI/030010760364/26-10-2020 10:57:00/UPI	Verified
50	Vinay Joseph Silas	BUPI/030011794737/26-10-2020 11:37:46/UPI	Verified
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64	Tersa Yomcha	BUPI/030313114869/29-10-2020 13:17:02/UPI	Verified
65	Vikash Kumar Vicky	BUPI/030370660019/29-10-2020 15:52:57/UPI	Verified
66	Shubham kumar	BUPI/030317264084/29-10-2020 17:40:26/UPI	Verified
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75	Ayush Kumar	BUPI/030409800848/31-10-2020 09:42:34/UPI	Verified
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82	FARAZ ALI	BUPI/030491231330/30-10-2020 10:58:24/UPI	Verified

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85	Deepak Maurya	BUPI/030418880703/30-10-2020 09:32:30/UPI	Verified
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91	Ayush Dwivedi	BUPI/030419448526/30-10-2020 19:28:08/UPI	Verified
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93	Abhishek sahu	BUPI/030415097333/31-10-2020 15:49:57/UPI	Verified
94	VIJAY KUMAR PAL	BUPI/030417163310/30-10-2020 17:36:03/UPI	Verified
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100	Arjun Bajpai	BUPI/030419473132/30-10-2020 19:21:37/UPI	Verified
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102	Sanjana Verma	receipt generated	Verified
103	Dileep Pal	receipt generated	Verified
104	Anushka	receipt generated	Verified
105	Rohit Kumar Upadhaya	receipt generated	Verified
106	Ratnesh	receipt generated	Verified
107	Sahil Singh	receipt generated	Verified
108	Abhinav Yadav	receipt generated	Verified
109	Monika Verma	receipt generated	Verified
110	Prashant Kumar Verma	receipt generated	Verified
111	Shailja Devi	receipt generated	Verified
112	Akash	receipt generated	Verified
113	Chitranshi Yadav	receipt generated	Verified
114	Deepak Singh	receipt generated	Verified
115	Madhukar Singh	receipt generated	Verified

PROGRAMME

Duration – 35 Days (5 Weeks)
Date- 09 November 2020 to 19 December 2020

S. No.	Date	Time	Day	Topic	Responsible Officer
1	9-Nov-20	12:00 PM - 1:00 PM	1	Introduction	
2	10-Nov-20	11:00 AM - 12:00 PM	2	Introduction to the course	
3	11-Nov-20	11:00 AM - 12:00 PM	3	Introduction to the course	
4	12-Nov-20	11:00 AM - 12:00 PM	4	Introduction to the course	
5	13-Nov-20	11:00 AM - 12:00 PM	5	Introduction to the course	
6	17-Nov-20	11:00 AM - 12:00 PM	6	Introduction to the course	
7	18-Nov-20	11:00 AM - 12:00 PM	7	Introduction to the course	
8	19-Nov-20	11:00 AM - 12:00 PM	8	Introduction to the course	

9	20-Nov-20	11:00 AM - 12:00 PM	9	Microbiology
10	21-Nov-20	11:00 AM - 12:00 PM	10	Microbiology
11	22-Nov-20	11:00 AM - 12:00 PM	11	Quiz-1
12	23-Nov-20	11:00 AM - 12:00 PM	12	Microbiology
13	24-Nov-20	11:00 AM - 12:00 PM	13	Microbiology
14	25-Nov-20	11:00 AM - 12:00 PM	14	Microbiology
15	26-Nov	11:00 AM - 12:00 PM	15	Microbiology
16	27-Nov-20	11:00 AM - 12:00 PM	16	Microbiology
17	30-Nov-20	11:00 AM - 12:00 PM	17	Microbiology
18	1-Dec-20	11:00 AM - 12:00 PM	18	Microbiology
19	2-Dec-20	11:00 AM - 12:00 PM	19	Microbiology

20	3-Dec-20	11:00 AM - 12:00 PM	20	Quiz I
21	4-Dec-20	11:00 AM - 12:00 PM	21	Quiz I
22	5-Dec-20	11:00 AM - 12:00 PM	22	Quiz II
23	7-Dec-20	11:00 AM - 12:00 PM	23	Quiz I
24	8-Dec-20	11:00 AM - 12:00 PM	24	Quiz I
25	9-Dec-20	11:00 AM - 12:00 PM	25	Quiz I
26	10-Dec-20	11:00 AM - 12:00 PM	26	Quiz I
27	11-Dec-20	11:00 AM - 12:00 PM	27	Quiz I
28	12-Dec-20	11:00 AM - 12:00 PM	28	Quiz I
29	13-Dec-20	11:00 AM - 12:00 PM	29	Quiz I
30	14-Dec-20	11:00 AM - 12:00 PM	30	Quiz I
31	15-Dec-20	11:00 AM - 12:00 PM	31	Quiz I
32	16-Dec-20	11:00 AM - 12:00 PM	31	Quiz I

33	17-Dec	10:00 AM - 12:00 PM	33	General Entry	
34	18-Dec-20	10:00 AM - 12:00 PM	34	Final Quiz	Dr. Ranjeet Kumar, Principal Scientist & Head Agri-business Division ICAR- NAARM, Hyderabad
35	19-Dec-20	11:00 AM - 12:00 PM	35	Final Quiz	

**** Zoom Link For Inauguration Day- <https://us02web.zoom.us/j/81397906166>

*****Zoom Link For Lectures- <https://us02web.zoom.us/j/86398042759>

Attendance Summary

“Agriculture Business Management & Entrepreneurship Development”

Duration- 09 November 2020- 19 December 2020

S. No.	Full Name	Attendance percentage
1	Surbhi	100
2	Ashish Kumar	90
3	Ashutosh Verma	95
4	Suyash Arun Borse	95
5	Bharat Tiwari	100
6	Dr. Moinuddin	100
7	Vimal Pandey	100
8	Deepali Pandey	100
9	Mashkooor Ahmad Ansari	100
10	Anamika Dhar	100
11	Keshav	100
12	Vidik Shukla	100
13	Sahil Sachan	100
14	Ajit Kumar	95
15	Pintu Kumar	100
16	Devanshu Ranjan	100
17	Suveb	100
18	Kumar Gaurav	95
19	Pragati Katiyar	100


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20	Aalok Mishra	100
21	Kuldeep Maurya	100
22	Amit Anand	100
23	Shristi Kumari	95
24	Dharmendra Yadav	90
25	Yaqoob Iqbal Siddique	95
26	Prashant Kumar	90
27	Ankit Kumar	90
28	Prakhar Gupta	100
29	Arun Kumar Shukla	100
30	Chhavi Mohan	100
31	Naveen Kumar	100
32	Bigyan Sapkota	90
33	Mohit Shukla	100
34	Avinash Singh	100
35	Pragya Tiwari	90
36	Saurabh	90
37	Anjali Verma	95
38	Ravi Raushan Kumar	90
39	Gauri Shankar Yadav	100
40	Prof R S P Singh	100
41	Esha Jaiswal	90
42	Arjumand Arif	100
43	Arvind Prasad	90
44	Yashika	90



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45	Surbhi	90
46	Shivang Pandey	90
47	Sonu Kumar	100
48	Parul Pandey	100
49	Manish Kumar	100
50	Vinay Joseph Silas	100
51	Vandana Kumari	95
52	Sonam Bharti	95
53	Devi Prasad Singh	90
54	Anil Yadav	90
55	Pradeep Kumar	90
56	Vikash Kumar	95
57	Alok Kumar	100
58	Aditya Sharma	100
59	Nidhi Kumari	100
60	Seema Patel	90
61	Rakesh Gupta	100
62	Anjali Verma	90
63	Rizwana Khan	100
64	Tersa Yomcha	95
65	Vikash Kumar Vicky	95
66	Shubham Kumar	95
67	Raji Singh	
68	Shyam Pratap Chaudhary	100


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69	Priyanshu Kumar	100
70	Gaurav Kumar	100
71	Ajad Kumar Singh	100
72	Rishu Kumari	100
73	Aanand Kumar Kewat	95
74	Deepak Maurya	100
75	Ayush Kumar	100
76	Aanand Kumar Kewat	95
77	Sejal Katiyar	100
78	Raghuraj	100
79	Anshuman Kumar	95
80	Anurag Singh	100
81	Anurag Kumar	95
82	Faraz Ali	100
83	Suraj Mishra	100
84	Vinod Kumar Maurya	100
85	Deepak Maurya	100
86	Shalini	100
87	Ankur	80
88	Shiva Kant	95
89	Akshay Singh	100
90	Raghuraj	80
91	Ayush Dwivedi	100
92	Kamal Pokhrel	100


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93	Abhishek Sahu	100
94	Vijay Kumar Pal	100
95	Jay Prakash	100
96	Digvijay Singh	95
97	Mohammad Raquib	100
99	Aditya Prakash	100
100	Arjun Bajpai	100
101	Dharmendra Gupta	100
102	Sanjana Verma	95
103	Dileep Pal	100
104	Anushka	100
105	Rohit Kumar Upadhaya	100
106	Ratnesh	95
107	Sahil Singh	100


Faculty of Agricultural Sciences and Allied Industries
Rama University, Manjhana, Kanpur (U.P.)

Faculty of Agricultural Sciences & Allied Industries

Rama University, Kanpur

Organized

35 Day's Online certificate Course on

“Agriculture Business Management & Entrepreneurship Development”

09 November 2020-19 December 2020

About The Course

“Faculty of Agricultural Sciences & Allied Industries” had launched the first virtual 35 Day's online certificate course on “Agriculture Business Management & Entrepreneurship Development” on 09 November 2020 & Completed on 19 December 2020. The registration was start from 01 November 2020 and the last date of registration was 30 October 2020. There have total 107 registered participants, in which more than 10 participants are from renowned institutions BHU, ITM, CSAUT, DRMLAU. There has total 35 lectures in the session in which 23 Lectures has covered by Mr. Jitendra Ojha, Course Coordinator, Online certificate Course on “ ABM & ED “ and 12 Lectured Covered by the renowned personalities of Different Agriculture Universities and Agri.- Research Institutions. Experts are like Dr. Ulrich Berk (President, German Homotherapy, Germany), Dr. Aneeta Yadav (Dean, Acting, FASAI, Rama University), Dr. Ritwik Bisariya (Associate Professor, FCM, Rama University), Dr. Shewta Chaudhary, (Assistant Professor, Agricultural Economics, GBPUAT, Uttarakhand), Dr. Ram Chandra, (Assistant Professor, Agricultural Economics, SHUATS, Prayagraj), Dr. Rabees Verma,(Assistant Professor, Agril. Extension, CRPGC , Muzaffarnagar), Dr. Kaushik Prasad (Assistant Professor, Agril. Extension, LPU, Ludhiana, Punjab), Dr. Deepak Bose(Associate Professor, Agril. Extension & Communication, SHUATS, Prayagraj) Mr. Praveen Kumar (Entrepreneur & Founder , M.D & Master Trainer of Mushroom Cultivation, Manpura grow-up Foundation), Dr. Vikram Yogi(Assistant Professor, Agriculture Business Management, SKPAU , Bikaner , Rajasthan), Dr. Ranjit Kumar, Principal Scientist & Head, Agribusiness Management Division ICAR-NAARM Hyderabad.

Course Outcome-

The course covered lots of understanding about Agribusiness Management & Inculcate the habit of Entrepreneurship. Under the course participants learnt about Agri-business, its structure , Importance of Management in Agri-business, Agro-based industries, Procedure to Setup a Agro-based Industries, Constraints in establishing agro-based industries, Agricultural Policies , Different Programmes and Policies of Government in relation to become an entrepreneur & Different concept of Entrepreneur's. With the course , participants have much clear understanding about any agro-based industries setup and run successfully and other than this how any individual can become to be a successful entrepreneur.

Convener


Dr. Aneeta Yadav

(Dean , FASAI)

Course Coordinator


Mr. Jitendra Ojha

Faculty of Agricultural Sciences & Allied Industries

Rama University, Kanpur, Uttar Pradesh

Report of

35 Day's Online certificate Course

On

"Agriculture Business Management & Entrepreneurship Development"

Duration- 09 November 2020- 19 December 2020

Time- 11:00 AM- 12: 00 PM (Everyday)

Platform- Zoom

Registration Charges

- For Industrialist- Rs. 600/-
- For Students – Rs. 500/-
- For Farmers – Rs. 300/-
- Other (Faculty Member/ Researcher/ Academician)- Rs. 500/-

Evaluation Process-

- The Certificate Course will be for 35 Days.
- The Registered Students must have to present in all the quiz sessions related to certificate course
- The Registered students can get the participation certificate only.
- The student, who have got 75 % marks in final quiz program, the “**Certificate of Excellency**” awarded by FASAI.

About Expert's



1.

Dr. Ulrich Berk

(President, German Homotherapy, Germany)

Dr. Ulrich Berk is the president of German Homotherapy & he is from Germany. Dr. Berk was the guest speaker in online certificate Course on date 09 November 2020



2.

Dr. Ritwik Bisariya

(Associate Professor, FCM)

Dr. Ritwik sahai Bisariya is from Faculty of Commerce and Management , Rama University , Kanpur. He had covered the Topic " Management Functions" on date 20 November 2020.

3.



Dr. Aneeta Yadav

(Dean, Acting, FASAI)

Dr. Aneeta Yadava is working as Dean (Acting) in Faculty of Agricultural Sciences & Allied Industries. She delivered the topic "Agro-based Industries : Importance & Needs" on 21 November 2020.

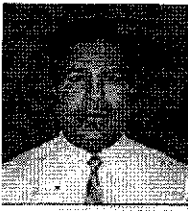


4.

Dr. Shweta Chaudhary

(Assistant Professor, Agricultural Economics)

Dr. Shweta Chaudhary is working as a Assistant Professor in Department mentrt of Agricultural Economics, GBPUA&T, Pantnagar, Uttarakhand. She delivered the 2 lecture on online certificate course that are “ Marketing Mix” & “4 P’s of Marketing”



5.

Dr. Ram Chandra

(Assistant Professor, Agricultural Economics)

Dr. Ramchandra is presently working as Assistant Professor in field of Agricultural Economics and Forest Economics, School of Forestry & Environment, **Sam Higginbottom Institute of Agriculture, Technology and Sciences** (formerly Allahabad Agricultural Institute) Deemed to-be-University, Allahabad w.e.f April 1, 2011 to till date. He delivered on the topic “Market Segmentation” on date 3 December 2020.

6.

Dr. Rabees Verma

(Assistant Professor, Agril. Extension)

Dr. Rabees Verma is working as Assistant Professor in Department of Agril. Extension, CRPGC College Muzaffar Nagar. He Delivered the lecture on “ Concept of Entrepreneur” on date 08 December 2020.



7.

Dr. Kaushik Prasad

(Assistant Professor, Agril. Extension)

Dr. Prasad is working as Assistant Professor in Department of Agril. Extension LPU, Ludiana, Punjab . He Delivered the lecture on “ Programs for Entrepreneurship Development” on date 11 December 2020.

8.



Dr. Deepak Bose

(Associate Professor, Agril. Extension & Communication)

Dr. Deepak Bose is working as Associate Professor in Department of Agril. Extension & Communication SHUATS, Prayagraj Uttar Pradesh . He Delivered the lecture on “ Government Policy for Entrepreneurship Development” on date 12 December 2020.



9.

Mr. Praveen Kumar

(Entrepreneur & Founder , M.D & Master Trainer of Mushroom Cultivation, Manpura grow-up Foundation)

Mr. Praveen Kumar is a successful Entrepreneur. He share his views in relation to Entrepreneurship Development on date 16 December 2020.

10.



Dr. Vikram Yogi

(Assistant Professor, Agricultural Economics)

Dr. Vikram Yogi is working as Assistant Professor in Institute of Agriculture Business Management , SKRAU, Bikaner, Rajasthan. He Delivered the conclusive lecture on “ Agri-business Management” on date 17 December 2020.

11.



Dr. Ranjit Kumar

Principal Scientist & Head

Agribusiness Management Division

ICAR-NAARM Hyderabad

Dr Ranjit started his career as Scientist in the year 2000 at IARI, New Delh, where conducted several research study on technology adoption and impact. Also taught and guided post-graduate students in the discipline of Agricultural Economics. In 2007, got selected as Senior Scientist and joined ICAR-IISS, Bhopal. After serving for 3 years, I was transferred to ICAR-NAARM in the Agribusiness Management Division. In 2014, joined ICRISAT (on deputation) and coordinating BMGF-funded project on ‘Village Dynamics studies in South Asia (VDSA)’. Received Biennial Young Scientist Award in Social Science from ICAR, Best Research Paper Award by the Agricultural Economics Research Association, New Delhi and Best Poster Award in 12th Asian Maize Conference, Bangkok. He delivered the conclusive lecture on “ Agri-Business Management” on date 18 December 2020.

List of Students Got Participation Certificate

S.R No.	Full Name
1	Surbhi
2	Ashish Kumar
3	Ashutosh verma
4	Suyash Arun Borse
5	Bharat Tiwari
6	Dr. Moinuddin
7	VIMAL PANDEY
8	DEEPALI PANDEY
9	Mashkoo Ahmad Ansari
10	Anamika Dhar
11	Keshav
12	Vidik shukla
13	SAHIL SACHAN
14	Ajit kumar
15	Pintu Kumar
16	Devanshu ranjan
17	SUVEB
18	Kumar Gaurav
19	Pragati Katiyar
20	Aalok Mishra
21	Kuldeep Maurya

22	Amit Anand
23	Shristi kumari
24	Dharmendra Yadav
25	Yaqoob Iqbal Siddique
26	Prashant Kumar
27	Ankit kumar
28	Prakhar Gupta
29	Arun Kumar Shukla
30	Chhavi Mohan
31	Naveen Kumar
32	Bigyan Sapkota
33	Mohit Shukla
34	Avinash Singh
35	Pragya Tiwari
36	Saurabh
37	Anjali Verma
38	Ravi Raushan kumar
39	Gauri Shankar Yadav
40	Prof R S P Singh
41	ESHA JAISWAL
42	Arjumand Arif
43	ARVIND PRASAD
44	Yashika
45	Surbhi
46	Shivang pandey
47	Sonu kumar
48	PARUL PANDEY

49	MANISH KUMAR
	Vinay Joseph Silas
50	
51	Vandana kumari
52	Sonam bharti
53	devi prasad singh
54	Anil Yadav
	PRADEEP KUMAR
55	
56	Vikash kumar
57	ALOK KUMAR
58	ADITYA SHARMA
59	Nidhi kumari
60	Seema Patel
61	RAKESH GUPTA
62	Anjali verma
63	Rizwana Khan
64	Tersa Yomcha
65	Vikash Kumar Vicky
66	Shubham kumar
67	Raji Singh
68	Shyam Pratap Chaudhary
69	PRIYANSHU KUMAR
70	Gaurav Kumar
71	Ajad kumar singh
72	RISHU KUMARI
73	Aanand Kumar Kewat
74	Deepak Maurya
75	Ayush Kumar

76	Aanand Kumar Kewat
77	Sejal katiyar
78	RAGHURAJ
79	Anshuman Kumar
80	Anurag Singh
81	ANURAG KUMAR
82	FARAZ ALI
83	SURAJ MISHRA
84	Vinod Kumar Maurya
85	Deepak Maurya
86	Shalini
87	Ankur
88	
89	akshay singh
90	Raghuraj
91	Ayush Dwivedi
92	Kamal Pokhrel
93	Abhishek sahu
94	VIJAY KUMAR PAL
95	Jay prakash
96	Digvijay singh
97	MOHAMMAD RAQUIB
99	Aditya prakash
100	Arjun Bajpai

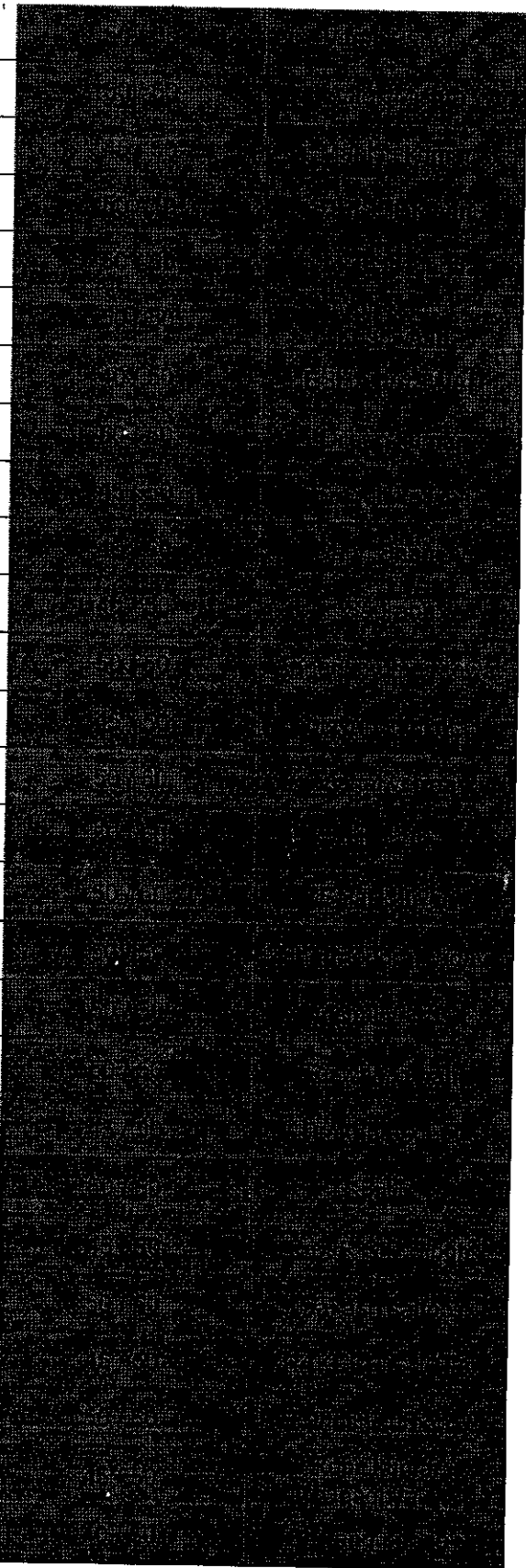
101	Dharmendra Gupta
102	Sanjana Verma
103	Dileep Pal
104	Anushka
105	Rohit Kumar Upadhaya
106	Ratnesh
107	Sahil Singh

List of Students got Excellence Certificate

***Note-** The student who get 75 percent marks in Final Quiz session, who has awarded by "certificate of Excellence".

S.R No.	Timestamp	Score	Name
1	12/18/2020 11:38:56		
2	12/18/2020 11:39:03		
3	12/18/2020 11:39:03		
4	12/18/2020 11:39:23		
5	12/18/2020 11:39:34		
6	12/18/2020 11:39:37		
7	12/18/2020 11:39:55		
8	12/18/2020 11:40:13		
9	12/18/2020 11:40:36		
10	12/18/2020 11:40:57		
11	12/18/2020 11:41:29		
12	12/18/2020 11:42:00		
13	12/18/2020 11:42:14		
14	12/18/2020 11:42:37		
15	12/18/2020 11:42:38		
16	12/18/2020 11:42:42		
17	12/18/2020 11:42:48		
18	12/18/2020 11:42:56		
19	12/18/2020 11:43:14		
20	12/18/2020 11:43:21		
21	12/18/2020 11:43:35		

22	12/18/2020 11:43:36
23	12/18/2020 11:43:51
24	12/18/2020 11:44:51
25	12/18/2020 11:44:56
26	12/18/2020 11:45:00
27	12/18/2020 11:45:19
28	12/18/2020 11:45:21
29	12/18/2020 11:46:02
30	12/18/2020 11:46:16
31	12/18/2020 11:46:22
32	12/18/2020 11:46:47
33	12/18/2020 11:46:54
34	12/18/2020 11:46:55
35	12/18/2020 11:47:01
36	12/18/2020 11:47:16
37	12/18/2020 11:47:17
38	12/18/2020 11:47:23
39	12/18/2020 11:48:09
40	12/18/2020 11:48:11
41	12/18/2020 11:48:12
42	12/18/2020 11:48:13
43	12/18/2020 11:48:15
44	12/18/2020 11:48:19
45	12/18/2020 11:48:21
46	12/18/2020 11:48:25
47	12/18/2020 11:48:38
48	12/18/2020 11:48:49



49	12/18/2020 11:48:56	50 / 50	Shubham kumar
50	12/18/2020 11:48:56	50 / 50	Bigyan Sapkota
51	12/18/2020 11:49:11	50 / 50	Yaqoob Iqbal Siddique
52	12/18/2020 11:49:18	45 / 50	CHHAVI MOHAN
53	12/18/2020 11:49:21	50 / 50	Anjali Verma
54	12/18/2020 11:50:35	50 / 50	ESHA JAISWAL
55	12/18/2020 11:50:44	50 / 50	Shalini
56	12/18/2020 11:50:54	50 / 50	Arjun bajpai
57	12/18/2020 11:50:54	50 / 50	Bharat Tiwari
58	12/18/2020 11:50:54	50 / 50	Vinay Silas

***Total Students get Excellence Certificate= 58**



**Signature of Dean
(Dr. Aneeta Yadav)**



**Signature of HOD
(Dr. K.K Mishra)**



**Signature of Course Coordinator
(Mr. Jitendra Ojha)**

Faculty of Agricultural Sciences & Allied Industries
Rama University, Kanpur, Uttar Pradesh

Dear Sir/ Ma'am,

Faculty of "Faculty of Agricultural Sciences & Allied Industries" successfully organized a 35 Day's online Certificate Course On "Agriculture Business Management & Entrepreneurship Development" from 09 November 2020- 19 December 2020. Please receive the report of 35 Day's online Certificate Course On "Agriculture Business Management & Entrepreneurship Development".

Receiver Name (with Designation)

Office Assistant

Contact No. *9044651797*



Signature of Receiver

Date- *22/12/2020*



RAMA UNIVERSITY UTTAR PRADESH KANPUR

Faculty of Agricultural Sciences & Allied Industries

Online Certificate Course on Agribusiness Management & Entrepreneurship Development

About The Certificate Course

The backbone of Indian Economy – Agriculture and Agribusiness provides 54% employment to Indian Population. Despite this fact, its contribution to India's GDP has gone down to 16% in recent years. Agribusiness consists of agricultural production and allied sectors and/or businesses which consist of agrichemicals, breeding, crop production, distribution, farm machinery, processing, seed supply, marketing, sales, export-import, finance management, supply chain management, taxation and trading. In each situation there is different set of rules for Agri Business Management. There can be lags of several years between Agriculture planning and outcomes. It takes several years to develop an agriculture area for business and during this period, market conditions can change dramatically. Another example of Agribusiness management is Forestry, which is a very long term investment, with a lag of 30 years or more. The Long production cycles in agriculture business management affect even annual crops. The agri-management decisions relating to the different crops that were made last year, may not yield the result even after a year or so. On the other hand, the management decisions on short term crops to increase production may cause a short term increase/decrease in marketable produce that may hamper future investment. This Certificate course provide the basic understanding of Agri Business. This course Provide the better understanding of Entrepreneurs and Entrepreneurship development. With this Students, Farmers, Industrialist, Academician & Other persons who are directly of Indirectly related with Agriculture will enhance their knowledge and skills.

Scope of the course

The Course have wide scope in Agriculture as well as allied field. Some are given below

1. Marketing of Agricultural Inputs
2. Strategic Food Marketing
3. Management for Agribusiness Projects
4. Market Research and Information Systems
5. International Agri-Food Trade
6. Value Chain Management – Applications in Agribusiness
7. CINE: Understanding Creativity, Innovation, Knowledge, Networks And Entrepreneurship
8. Food and Agri-business International Strategies and Organizations
9. Micro Finance Management
10. Food Supply Chain Management



RAMA UNIVERSITY UTTAR PRADESH KANPUR

Faculty of Agricultural Sciences & Allied Industries

11. Social Entrepreneurship: Innovating Social Change
12. Sales and Distribution Management For Agriculture
13. Agribusiness Entrepreneurship
14. Agribusiness Leadership
15. Agricultural Futures and Option Markets
16. Agricultural Markets and Pricing

Mode Of Course

- Online – On Google meet

Duration Of Certificate Course

- 5 Week (35 Days)

Registration Charges

- For Industrialist- Rs. 600/-
- For Students – Rs. 500/-
- For Farmers – Rs. 300/-
- Other (Faculty Member/ Researcher/ Academician)- Rs. 500/-



RAMA UNIVERSITY UTTAR PRADESH KANPUR

Faculty of Agricultural Sciences & Allied Industries

A meeting of the Board of Studies of the Faculty of Agriculture & Allied Sciences, Rama University Uttar Pradesh, Kanpur was held on 29th September 2020 at 11:00 AM. The following members were present:

- | | |
|-----------------------|----------|
| 1. Dr. Aneeta Yadav | Convener |
| 2. Dr. K.K Mishra | Member |
| 3. Mr. Jitendra Ojha | Member |
| 4. Dr. Kaushik Prasad | Member |

The quorum of the meeting was complete.

Agenda of the meeting:

1. Assessment Criteria
2. Question Paper Format
3. Syllabus

The meeting resolved unanimously that attached Assessment Criteria, Question Paper Format and Syllabus are justified and approved.

Convener

Signature: 

Name : Dr. Aneeta Yadav

Date :

Internal Members

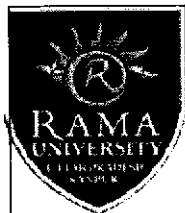
Signature: 1. 

Name: Dr. K.K Mishra

Date:

Signature: 2. 

Name: Mr. Jitendra Ojha



RAMA UNIVERSITY UTTAR PRADESH KANPUR

Faculty of Agricultural Sciences & Allied Industries

Evaluation Scheme For Online Certificate Course on Agribusiness Management & Entrepreneurship Development

S.No.	Name of the subject	Credit Hours			Evaluation Scheme			
		L	P	Total	Quiz-1	Quiz-2	Final Quiz	Total
1.	Entrepreneurship Development & Business Communication	3	0	3 (3+0)	25	25	50	100

Note: L – Lecture, Assign. – Assignment

Examination

- The Certificate Course will be for 35 Days.
- The Registered Students must have to present in all the quiz sessions related to certificate course
- The Registered students can get the participation certificate only.
- The student, who have got 75 % marks in final quiz programme, the “Certificate of Excellency” awarded by FASAI.



RAMA UNIVERSITY UTTAR PRADESH KANPUR

Faculty of Agricultural Sciences & Allied Industries

Online Certificate Course on

Agribusiness Management & Entrepreneurship Development

COURSE OBJECTIVE:-

The objective of the programme is to:

1. To help to take policy decisions in the field of agricultural marketing.
2. To understand various appraisal techniques in project with reference to agricultural products, agricultural credit management, financial-risk management.
3. Agricultural inputs like seed, bio pesticide, bio fertilizer and organic farming management.
4. To orient towards agricultural entrepreneurship.
5. To study & analysis of agro-based industries.

CAREER OPPORTUNITIES :-

Some of the specific roles which are very niche and are aptly filled by an Agribusiness management professional are as below

1. Commodity Trading- Physicals and Futures.
2. Agri Input production and marketing
3. Agri Output marketing
4. Agri & allied sector research
5. Agri & allied sector finance
6. Agri & allied sectors supply chain management
7. Marketing manager – Agribusiness
8. Research Analyst – Agricultural commodities
9. Meat marketing manager
10. Flour mill manager
11. Agricultural loan officer
12. Grain Merchandiser



RAMA UNIVERSITY UTTAR PRADESH KANPUR

Faculty of Agricultural Sciences & Allied Industries

SYLLABUS

Meaning, definition, structure of agribusiness (input, farm product sectors), importance of agribusiness in the Indian economy. Agricultural Policy. Agribusiness Management- Distinctive features, importance of good management, definitions of management. Management functions.

Agro-based industries: Importance and needs, classification of industries, Types of agro based industries. Institutional arrangement, procedure to set up agro based industries. Constraints in establishing agro-based Industries. Marketing Management: Meaning, definitions, marketing mix, 4Ps of marketing, Mix, market segmentation, Methods of market, Product life cycle.

Concept of Entrepreneur Entrepreneurship Development Characteristics of entrepreneurs; SWOT Analysis & achievement motivation, Government policy and programs and institutions for entrepreneurship development, Impact of economic reforms on Agribusiness/ Agrienterprises, Entrepreneurial Development Process;

COURSE LEARNING OUTCOME:-

1. Understand the fundamentals of management with reference to agribusiness.
2. Acquaint with various functional areas of agribusiness
3. Study the managerial functions and its applications with reference to agribusiness
4. Learn the concepts and process of Planning and Organizing
5. Provides knowledge about the Staffing, Directing and Control
6. Develops motivation, reinforces entrepreneurial traits and the spirit of enterprise
7. Facilitates decision making process for setting-up of a new enterprise
8. Facilitates successful and profitable operation of the enterprise



RAMA UNIVERSITY UTTAR PRADESH KANPUR

Faculty of Agricultural Sciences & Allied Industries


PROGRAMME LEARNING OUTCOME:-

1. Understand firm and farm level decision rules for the efficient operation of enterprises and the institutional structure and use of agricultural marketing systems
2. Be able to present ideas effectively in oral and written forms to those in the agricultural and related fields
3. Our graduates will utilize interpersonal and leadership skills to be highly effective business managers and leaders; demonstrating self-awareness, emotional intelligence, curiosity, visionary and strategic thinking, teamwork, reflection and knowledge transfer skills
4. Students will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.


Recommended Text Books-

1. Agribusiness Management – W. David Downey and Steven P.Erickson
2. Introduction of Agricultural Business Management – Davis, J. and Gold Berg
3. Project Management and Control – Rao
4. Project Management – S. Choudhary, Hill Publication Company, New Delhi
5. Project Management – Nagaraja
6. Agri. Business Management – Broadway, Himalaya Publication House, New Delhi
7. Project Planning, Analysis, Selection, Implementation and Review – Chandra

Format of Excellence Certificate



MANAGEMENT &
ENTREPRENEURSHIP
DEVELOPMENT

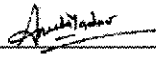



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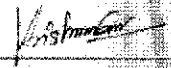
CERTIFICATE OF EXCELLENCE

This is to certify that


Mr./Mrs./Dr. YAQOUB IQBAL SIDDIQUE from RAMA UNIVERSITY has
scored 100 percent marks in final quiz session under 35 Day's Online Certificate Course
on "Agriculture Business Management & Entrepreneurship Development" from 09 November to
19 December 2020, organized by "Faculty of Agricultural Sciences & Allied Industries"
Rama University, Kanpur, Uttar Pradesh, India


Dr. ANEETA YADAV
Convener



Mr. JITENDRA OJHA
Course Coordinator


Dr. K.K MISHRA
Organizer

Format of Participation certificate




ASSOCIATE PROFESSOR
MANAGEMENT &
ENTREPRENEURSHIP
DEVELOPMENT

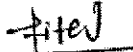


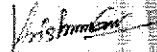
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UNIVERSITY**
www.ramauniversity.ac.in

CERTIFICATE OF PARTICIPATION

This is to certify that _____
Mr./Mrs./Dr. _____ from _____ has
successfully completed 35 Day's Online Certificate Course on "Agriculture Business Management &
Entrepreneurship Development" from 09 November to 19 December 2020. organized by "Faculty
of Agricultural Sciences & Allied Industries", Rama University, Kanpur, Uttar Pradesh, India


Dr. ANEETA YADAV
Convener


Mr. JITENDRA OJHA
Course Coordinator


Dr. K.K MISHRA
Organizer