

Scope of MBA-RM professionals in Agribusiness

Agribusiness is the **business of agricultural production**. It includes crop production (farming and contract farming), seed supply, agrochemicals, farm machinery, distribution, processing, marketing, and retail sales. They help the farming operations by supplying high value seeds, innovative chemical and biological crop protection solutions, solutions to control pests, plant diseases and weeds, for modern, sustainable agriculture. Hence it helps in ensuring an ample supply of high-quality food, feed, fiber and enhance the **world's food security**.



Fig. 1 Agribusiness

The agribusiness companies/manufacturers are dedicated to improving the productivity of Indian farmers by innovating products and services that sustainably increase crop and livestock yields. They could have interests in providing high quality seeds to farmers, innovative agrochemicals like pesticides, plant growth promoters, soil conditioners, herbicides, Hybrid Seeds business, food processing (e.g. fruit purees/concentrates, frozen fruits), flour mills, breweries, sugar mills, edible oil production, plantation business, poultry business including processed chicken, Marine Products (Shrimps and Prawns), Dairy, animal feed (Cattle & Poultry), crop protection (diseases, insects & weeds), Farm Equipment Manufacturers (tractors, farm implements, crop harvesters, etc.), or Export and Import of agricultural commodities. Some of the areas of agribusiness are described below.

An **Agrochemical Industries** deals with Pesticides (Insecticides, Fungicides, Herbicides), Seeds (hybrid/research varieties of cereals like maize, paddy, fibre like cotton), Fertilizers & Seed Treatment Chemicals (insecticides for controlling pests, fungicides).

An **on-line agricultural commodity exchange** deals with online trading of agricultural commodities like cereals and pulses, fibres, Plantation crops (e.g. rubber), oil and oil Seeds (e.g. castor seeds, cotton, soya bean, refined soya oil, mustard seed, cotton seed), sugar, gur, spices (e.g. pepper, turmeric, zeera, chilli, coriander etc.).

Some agribusiness companies deals with producing **enzymatic pesticides and fertility enhancers**, food & beverage enzymes, feed and other technical enzymes and other agricultural solutions. The enzymatic pesticides and fertility enhancers help farmers to enjoy healthier crops and higher yields. Food & beverage enzymes include products for the baking, brewing, beverage alcohol, fruit juice and wine industries, and other food industries such as the dairy industry and the oils & fats industry. In the field of animal nutrition, enzymes make it possible to enhance the digestibility and nutritional value of animal feed.

The **product portfolio** of agribusiness among the farming community and the rural markets include **Nutrition Solutions** (Bulk fertilizers like Urea, DAP, or other NPK based fertilizers), **Improved Seeds** (Hybrid seeds like Hybrid Corn, Bt Cotton, Paddy and Bajra, and for field crops, vegetables etc.), **Crop Care Chemicals** (Insecticides, Herbicides & Fungicides), and **Yield Enhancement Solutions** (new generation water soluble fertilisers, growth promoters, micronutrient mixtures, etc).

The **Banks, Microfinance, Micro-insurance** companies helps the farmers by providing financial assistance/loans for their housing, irrigation, livestock, farm equipment, wells, home upgrade, festivals and social obligations, meet urgent family disaster like sickness, crop failure, protection against floods, hurricane, etc.

Some agribusiness companies diversify on **micro irrigation application and irrigation control technologies** in agriculture, horticulture, landscape and turf, greenhouse, mining, wastewater use and more. This offers true value to growers, policy makers, consultants, individuals, farming communities and nations, assisting them in developing improved and integrated soil-water-nutrient-plant practices. The result is enhanced water productivity, fertilizer use efficiency, land productivity and, ultimately, sustainable and profitable agricultural production systems. This also promotes the conservation of fertilizer and agricultural water resources, which is also one of the world's most pressing problems: lack of quality water for food production.

Some agribusiness companies **manage or own the supply chain** from start to finish, which enable the movement of agricultural commodities between regions, strategically matching one area's market origination capabilities with market consumption patterns in another. They develop or maintain **warehouses** to store commodities close to their point of origin for extended periods of time, along with control over transport and logistics, to the **agriculture processing, cleaning and packaging businesses**, at every stage of the value chain continuum. They could also deal in Bulk Grain Handling, Storage & Transportation, maintaining Perishable Cargo Centers at Airports, Cold Stores & Distribution Centers, Wholesale Markets, Retail F&V sourcing, Food Processing Plant (e.g. apple), Multi Fruit Processing Plant, Post Harvest Management Services etc.

Some agribusiness companies focus on **frozen foods**, IQF (individually quick frozen) fruits, niche products like baby-food quality purees and organic purees. They exploit the market opportunity for tropical fruits and fruit products, where India has a natural advantage of growing the complete range, including exotic varieties. In **Processed Fruits category**, HACCP certified plants export to Western Europe, North Africa, West Asia, Japan and North America, a wide range of Processed Fruit products made from Mango (Alphonso, Kesar & Totapuri), Guava, Papaya and Pomegranate. **Seafood** from India is also exported, like frozen as well as cooked shrimps and other seafood products, mostly to Japan, USA and Europe.

Some of the **leading agribusiness companies** in India are **Ralli India Ltd.** (A Tata Enterprise, Leading Indian Agrochemical Industry), **Cadila's Agro Division**, **Godrej Agrovet Limited** (GAVL), **ITC's Agri Business Division**, **Monsanto India Limited** (a US based MNC specializing in Genetically Modified seeds), **DuPont India** (Crop Protection Division) , National Agro Industries, Rasi Seeds, **BASF India Ltd.** (Crop Protection Division), Arvind Mills, Organic Food, Mahindra Agribusiness Division including Farm equipments (Tractors etc.), National Commodity & Derivatives Exchange Limited (**NCDEX**) (an on-line agricultural commodity exchange), Novozymes South Asia Pvt. Ltd., **Bayer CropScience**, **DCM Shriram Consolidated Ltd.** (leader in **Urea Production**), Financial Inclusion Network & Operations Ltd (Microinsurance & Microfinance Division), Netafim Irrigation India Pvt. Ltd., Kemin Industries (leading feed nutritional ingredients manufacturer for Swine, Poultry, Dairy, Beef, Pets), Export Trading Group (ETG Agro Private Limited), Global AgriSystem Pvt. ltd., **Zuari Agro Chemicals Limited** (K.K. Birla Group), Nandan Cleantec Limited (produce biofuel from biomass), Signet Crop Sciences India Pvt. Ltd., GreenOil Energy Sciences (P) Ltd (produces renewable energy, bio-methane, using farming waste).

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