ASSIGNMENT

CourseCode	**:**	**MAM-052**
Course Title	**:**	**Agribusiness Management and Policies**
Assignment Code	**:**	**MAM-052/2026**
Coverage	**:**	**All Blocks**

Note:

- Attempt any **FIVE**questions and submit this assignment to the Coordinatorof your studycentre. Each answer may contain approx. 500 words.
- Evaluation of the assignment follows the letter grading system. Grade A, B, C, D, or E will be awarded in order of performance of learners based on highest (A grade) to lowest (E grade). For details, go through the MBAABM programme guide.

1) Explain the changing dimensions of agribusiness in the context of organised food retailing. And also discuss how agribusiness activities strengthen the agricultural value chain in India?

2) Explain the scope and significance of agricultural diversification. Discuss the various avenues that can be adopted for diversification in agriculture.

3) Discuss the major agricultural marketing reforms introduced in India in recent years. Examine their impact on farmers, markets, and agribusiness development.

4) Explain the steps in setting up an enterprise indetail.

5) Explain the role of government policies in promoting agricultural growth and agribusiness development in India. What are the major challenges in the implementation of agribusiness policies?

6) Briefly explain the structure and functioning of the Public Distribution System (PDS) in India. How does it contribute to food security and the welfare of vulnerable sections?

7) Examine the implications of World Trade Organisation (WTO) agreements on Indian agriculture. Also, outline India's agricultural trade policy.

8) What do you understand by Intellectual Property Rights (IPR)? Discuss the different types of IPR and their significance in agriculture and agribusiness.

1) Explain the changing dimensions of agribusiness in the context of organised food retailing. And also discuss how agribusiness activities strengthen the agricultural value chain in India?

Answer:

Agribusiness includes the activities that connect farm input supply, agricultural production, processing, storage, transport, marketing and distribution with the final consumer. Its dimensions are changing because agriculture is becoming increasingly commercial, consumer-driven and integrated with processing and retail. Organised food retailing is an important part of this change because supermarkets, retail chains and institutional buyers require regular supplies of standardised products rather than occasional sale of undifferentiated farm produce.

Changing dimensions in the context of organised food retailing

1. Shift from production orientation to market orientation: Farm decisions are increasingly

influenced by consumer demand, price, quality and convenience. Rising demand for fruits, vegetables, milk, meat, processed foods, ready-to-cook products and branded food encourages farmers and firms to move towards high-value and quality-differentiated products.

2. Organised procurement and shorter market channels: Retailers and processors increasingly

procure through collection centres, Farmer Producer Organisations (FPOs), cooperatives, preferred suppliers and direct purchase arrangements. This can reduce unnecessary layers of intermediation and make the supply of produce more regular.

3. Quality, safety and traceability: Organised retailers require grading, standardisation,

hygienic handling, proper packaging and dependable quality. This creates demand for better production practices, residue control, assaying, traceability and scientific post-harvest management.

4. Contractual and coordinated production: Contract farming and other advance arrangements

may specify the crop, quantity, quality, delivery schedule and price or pricing method. Farmers may obtain a more assured market and technical guidance, while processors and retailers obtain the required quantity and quality of raw material.

5. Growth of processing, logistics and technology: Cleaning, grading, chilling, milling,