

Certificate Programme in Agri-Business Management **for Working Executives & Fresh Graduates**

“XLRI Jamshedpur and *NFCL : IKisan AgriInformatics and Services Hyderabad*” announces a joint six month on-line self learning *Certificate Programme in Agri-Business Management*. The objective of the programme is to supplement your agricultural knowledge with business skills to enhance your effectiveness.

XLRI, Jamshedpur

XLRI was founded in 1949 by Fr Quinn Enright, S.J. in the Steel City of Jamshedpur. Fr. Enright visualized XLRI to be a partner in the liberation and development journey of the independent India with a vision of "renewing the face of the earth". Over many years XLRI has developed its own identity. The hall mark of this identity is, not to walk on the beaten path but to strike new routes; not to benchmark but to be benchmarked, to be second to none but to be the first to respond to the needs of the people and the nation, by taking up the tasks which are bold but necessary which nobody has hitherto taken up.



With this aim, XLRI Jamshedpur has contributed its best to the professional growth and management of innumerable institutions that serve the public especially organized industry, labour, service agencies engaged in rural development, education, health and other public systems.

Programmes Offered by XLRI

XLRI offers programmes aimed at providing post graduate level courses in management and management skill enhancement programmes.

Programmes are broadly classified as follows:

- Full time Programmes
 - Human Resource Management (HRM)
 - Business Management (BM)
 - General Management Programme (GMP)
 - Fellow Programme in Management (FPM)
- Part time programmes
 - Executive Management Program for Defence Officers

- Executive Postgraduate Programme in Human Resource Management (EDHRM)
- Executive Fellow Programme in Management (Exec-FPM)
- PGDM(BM), Part-Time
- Virtual Interactive Learning Program
- Management Development Programmes

Nagarjuna Fertilizers & Chemicals Ltd (NFCL)

One of the most recognized agricultural brands in India which is dedicated to providing customers with solutions in plant nutrition, irrigation, farm services and plant management.



The NFCL always has the desire to play a proactive role in the development of society. It was always indebted to the society that not only accepted it but also provided an opportunity to grow and flourish.

The company is committed to the physical, academic and economic well-being of the community by actively pursuing the cause of education, social, culture, health and welfare.

IKisan

IKisan is a comprehensive Agri Portal promoted by NFCL to provide Information, Knowledge and Business requirements to various players in the Agri arena viz., Farmers, Trade channel partners and Agri Input / Output companies. Leveraging Information Technology and extensive field presence, IKisan is positioned as an Information / Knowledge exchange.

XLRI-IKisan Certificate Programme

The programme is designed to allow the participant to learn at his/her own pace on a self learning basis. The course content developed by XLRI and Ikisan would be available on www.Ikisan.com. You would be provided a password to download the material from the site.

Design of the course

- a. The programme would consist of courses covering managerial skills, technical skills and professional skills. Each course requiring about sixty (60) hours of effort from you.

- b. An Independent project wherein you identify an issue in agribusiness and study it in detail and give your recommendations after analyzing the problem using the concepts learnt during the programme. The study should involve field study and should reflect at least sixty (60) hours effort. More details would be given during the Campus Component.

Courses would have on-line exercises. Your personal involvement in the exercises would enhance your knowledge and skills.

Courses would also have a written end term exam. The dates of which would be communicated to you separately.

The courses would be offered across in three modules a campus component and an individual project.

Module 1

Managerial Skills:

- (i) Management Part I (Being an Effective Manager),
- (ii) Principles of Marketing (iii) Agricultural Finance

Technical skills:

- (iv) Agronomy

Module 2

Managerial Skills:

- (v) Sales and Distribution Management, (vi) Rural retailing

Technical skills:

- (vii) Pest Management

Campus Component

Managerial Skill

- (viii) Agricultural Input Marketing (ix) Finance for Non Finance

Professional Skills:

- (x) Computer applications

Module 3

Managerial Skill:

- (xi) Rural Retailing
- (xii) Management Part II

Technical Skills:

- (xiii) Contemporary Agriculture

Duration

You are encouraged to complete all the requirements (including the project) within a period of **six months**. However, you would be given a maximum time of 1 year (after registration) to complete all the requirements.

Qualifying Standards

A student completing all the requirements as detailed below will be eligible for the certificate:

- a) Complete all the exams and the project within a period of a year.
- b) Should not have got any failure grades.
- c) Student who has obtained a failure grade has an option of taking the exam the next time the exam is conducted. Similarly a student who missed an exam can also appear for the exam offered for the next batch.
- d) A student would not be allowed more than one option for repetition.
- e) If a student gets a failure grade the second time also he/ she has to withdraw or re-register as a new student and complete all the requirements as any other student registering for that batch.

Certificate

A certificate jointly signed by XLRI and NFCL would be issued on successful completion of the programme during the graduation ceremony held at XLRI Jamshedpur.







Fees

Academic Fee - Rs 45,000 + Service Tax as applicable

Graduation Charges: Rs 2,500 + Service Tax as applicable

Application Process

Eligibility

- Working professionals in Agri-Business sector
- Students who are pursuing final year of M. Sc. (Agriculture or Allied subjects) may apply.
- Government and non-Government employees working in Agriculture sector.

How to Apply

Candidates are requested to prepare a demand draft of Rs. 500/- (nonrefundable) in favour of “XLRI Jamshedpur” payable at Jamshedpur and fill in the online application form with draft details and send the printout of filled-in application form and the demand draft to the following address:

Prof. P. Venugopal
XLRI Jamshedpur
C. H. Area (East), Jamshedpur – 831001

The envelope should be superscripted with:

Application for Admission into ABM 2017

Click to fill up the application www.xlri.ac.in/pgcabm