

# Post Graduate Diploma in Agribusiness (PGDAB)

## IGNOU

The Indira Gandhi National Open University (IGNOU) has been established by an Act of Parliament in 1985. It serves the educational aspirations of more than 3.5 million students through its 21 School of Studies, 67 Regional Centers and over 3000 study centres. The University is making all efforts to take higher education at the doorstep of the *hitherto* unreachable through Open and Distance Learning (ODL) and online modes.

## School of Agriculture

The School of Agriculture (SoA) was established in 2005 with a mission to improve and sustain the quality of human life and productivity of agriculture and allied sectors through Open and Distance Learning. The School is offering ODL and online programmes and MOOCs in agriculture and allied fields.

## PGDAB Programme

Indian agriculture is changing fronts due to changes in the global economy. More than 85 percent of Indian farmers belong to the marginal and small category of farmers having landholding less than 2 hectares. Still, agriculture in India contributes to the National Income to the tune of 18 percent. It offers maximum employment opportunities for the unorganized workforce. The reduction in the cost of production and realizing better economic return are the need of the hour to sustain the agrarian economy in this country.

Agribusiness is the harnessing of the management strategies in agriculture and strengthening the economy of each farmer. In the present era, the agriculture business requires a new dimension through the use of digital technologies, government schemes, and other frontiers. Keeping in view the need for building managerial skills in the stakeholders of agriculture, the School of Agriculture has developed the Post Graduate Diploma in Agribusiness.

## Objectives

- Develop agribusiness professionals in agriculture, food, and allied sectors;
- Encourage entrepreneurship among farmers, intermediaries & traders, and other stakeholders in the agri-enterprise chain;
- Inculcate and develop managerial skills among the learners to cater to the needs of the agriculture sector.

## Target group

Graduates in agriculture and other disciplines, in-service and practising agricultural extension and development professionals, professionals of agro-industries, NGOs, cooperatives, corporate, financial, and marketing organizations/institutions.

<b>Eligibility</b>	: Graduation in any discipline
<b>Medium of Instruction</b>	: English
<b>Duration</b>	: Minimum - 01 year, Maximum - 03 years
<b>Programme Fee</b>	: Rs. 7100/-

## Programme Structure

Course Code and Title	Credits
MAM-051: Fundamentals of Agriculture	4
MAM-052: Agribusiness Management and Policies	4
MAM-053: Managerial Economics and Finance in Agribusiness	4
MAM-054: Marketing Management for Agribusiness	4
MAM-055: Principles of Agribusiness Management	4
MAM-056: Qualitative and Quantitative Analysis for Agribusiness	4
MAM-057: Project Management in Agribusiness	4
MAMP-058: Project Work	4

For admission register at: <https://ignouadmission.samarth.edu.in/>

For further information, kindly contact

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For more information  
 about the programme  
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