

Media Release

IGNOU's MBA in Agribusiness Management (MBAABM) nurtures commercial agriculture and startups in the country.

IGNOU is the world's largest national open university established by an Act of Parliament in 1985. The School Of Agriculture in IGNOU has introduced an **MBA(Agribusiness Management) in the July 2024 session**. This program aims to include competent business professionals to enhance the agri-business activities to turn the farmers' economy. This MBA program is getting enthusiastic responses from aspiring learners nationwide due to good entrepreneurial and employment opportunities in the agribusiness field.

The scope of enhancing profitability and efficiency in the agriculture sector by promoting agribusiness and startups is getting the attention of policy planners in India. However, the focus on agribusiness and startups needs to be supplemented with qualified and skilled manpower. The IGNOU's MBA (Agribusiness Management) program addresses the critical need of providing human resources with desired management competency. The ability of the farm community, youth and agri-stakeholders will be enhanced to improve income prospects and overall agricultural productivity.

MBAABM program fosters managerial skills and provides need-based education in a flexible mode, enhancing efficiency and generating more livelihoods and profitability in the agriculture sector.

The MBAABM program of IGNOU aims to generate competent business professionals in agriculture, food, rural and allied sectors; fostering startups and entrepreneurship among farmers, intermediaries and traders within the agri-business chain. It seeks to equip these professionals with specific managerial skills, develop expertise in managing the techno-commercial aspects of agribusiness and impart the knowledge necessary to effectively address national development plans, agricultural policies and global trade.

The Programme Targets a diverse range of participants, including fresh graduates, progressive farmers and agricultural extension workers. It caters to traders, intermediaries, technicians, and managers in agro-industries and enterprises dealing with agricultural inputs and outputs. Professionals from NGOs, cooperatives, FPOs, SHGs, corporate entities, and financial and marketing organizations will be benefited as well. The MBAABM program aids in becoming an entrepreneur, involved in private companies, government agencies, non-profit organizations, and international institutions, providing diverse opportunities for learners to make a significant impact in the agricultural sector.

MBAABM program includes a comprehensive set of courses designed to equip learners with a broad range of skills in management and agribusiness. The programme focuses on agribusiness management and policies, project management, commodity trading, production & supply chain management, procurement & materials management in agribusiness, along with a significant project work component. Detailed learning will be provided on all the new aspects of agriculture and allied activities like horticultural production, post-harvest management, livestock, agri-equipment, renewable energy in agriculture, organic farming, food safety & quality and agricultural extension. The programme led to a robust foundation and advanced expertise in managing various aspects of agribusiness.

The programme is of 2 years duration and graduates in any discipline are eligible for admission. Detailed information about the programme is available in the IGNOU website at <https://www.ignou.ac.in/schools/programme/MBAABM>

Admission To the programme is open for January 2025session. For registration in the programme, learners are advised to visit the IGNOU admission portal<https://ignouadmission.samarth.edu.in/>

Rajesh Sharma (President of India Awardee for the Best Bharat Scouts and Guides Rover)

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