

**Dr. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE  
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(Recognized by UGC, Approved by AICTE, New Delhi and  
Affiliated to Bharathiar University, Coimbatore)

**DEPARTMENT OF BUSINESS ADMINISTRATION (UG)**

**COURSE NAME : BASICS OF AGRICULTURAL BUSINESS  
MANAGEMENT  
III YEAR /VI SEMESTER**

**Unit 1: Evolution of Changing Business  
Dimensions**

**Ms. Pavithra. C.R |Assistant Professor :Business Administration  
(UG):Title : Evolution of Changing Business Dimensions**





# Evolution and Changing Business Dimensions of Agribusiness in India

## Basics of Agricultural Business Management

# Today's Learning Journey

01

## Historical Evolution

Understanding India's agricultural transformation from traditional farming to modern agribusiness

02

## Business Dimensions

Exploring market structures, value chains, and emerging opportunities in the sector

03

## Technology Integration

Examining digital innovations reshaping agricultural business practices

04

## Interactive Activities

Engaging through polls, discussions, case studies, and collaborative problem-solving

05

## Practical Applications

Connecting theory to real-world scenarios and business challenges

# Historical Evolution of Indian Agribusiness

## Traditional Era (Pre-1960s)

- Subsistence farming with limited market orientation
- Barter systems dominated rural trade
- Village-based agricultural communities
- Minimal mechanisation and technology

## Green Revolution (1960s-1980s)

- High-yielding variety seeds transformed productivity
- Chemical fertilisers and irrigation expansion
- Shift towards commercial agriculture
- Government support through minimum support prices

## Liberalisation Era (1990s-2010s)

- Market reforms opened agricultural trade
- Contract farming and corporate investment emerged
- Food processing sector expansion
- Export-oriented production increased

## Digital Age (2010s-Present)

- Precision agriculture and IoT integration
- E-commerce platforms connecting farmers to markets
- Agri-tech start-ups revolutionising operations
- Sustainable and organic farming growth



# Changing Business Dimensions



## Value Chain Integration

Vertical and horizontal integration creating end-to-end agricultural enterprises connecting farm to fork



## Contract Farming

Forward agreements between farmers and buyers ensuring quality, price stability, and market access



## Agro-Processing

Value addition through processing, packaging, and branding transforming raw produce into consumer products



## Global Markets

Export opportunities expanding with international quality standards and trade agreements

## Market Structure Evolution

Indian agribusiness has evolved from fragmented, localised markets to integrated national and international supply chains. Corporate entities, farmer producer organisations, and digital platforms now coexist with traditional mandis, creating a complex, multi-layered business ecosystem that requires sophisticated management approaches.

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# Classroom Interaction and Engagement Activities

1

## Quick Poll (3 minutes)

**Question:** Which factor has most significantly changed Indian agriculture in the past decade?

- Technology and digitisation
- Government policies
- Climate change
- Market globalisation

*Outcome: Understanding students' perspectives on key change drivers*

2

## Think-Pair-Share (3 minutes)

**Topic:** How has contract farming changed the risk profile for farmers?

*Think:* Individual reflection (1 min) | *Pair:* Discuss with partner (1.5 min) | *Share:* Class discussion (0.5 min)

*Outcome: Collaborative analysis of business model implications*

3

## Word Cloud Activity (3 minutes)

**Prompt:** What word comes to mind when you think of modern Indian agribusiness?

Students submit responses via digital platform; instructor analyses emerging themes and patterns in real-time

*Outcome: Visual representation of collective understanding*

4

## Reflection (2 minutes)

**Question:** How could the evolution of agribusiness in India inform strategies in other developing nations?

Students write brief reflections connecting today's content to broader contexts

*Outcome: Critical thinking about transferable lessons*

# Interactive Case Study: ITC e-Choupal

## Background


ITC Limited launched e-Choupal in 2000 to address inefficiencies in India's agricultural supply chain. The initiative created internet-enabled kiosks in rural areas, connecting farmers directly to markets and information.

## Business Model Innovation

- Village internet kiosks managed by trained farmers (Sanchalaks)
- Real-time market prices and weather information
- Direct procurement eliminating intermediaries
- Quality testing and fair weighing at collection centres
- Reaching over 4 million farmers across 10 states

## Discussion Points

1. How did e-Choupal transform the traditional agricultural value chain?
2. What role did technology play in building farmer trust?
3. Analyse the benefits for both ITC and farmers
4. What challenges might such a model face in scaling?
5. How applicable is this model to other agricultural products?

 **Group Task:** In teams of 4-5, identify one traditional agricultural practice in your region and propose how digital technology could transform it into a viable business model. Present your 3-minute pitch to the class.

# Design Thinking Activity: Reimagining Agribusiness

## Empathise Stage



**Activity:** Interview a local farmer or watch provided video testimonials about challenges in selling agricultural produce

**Outcome:** Documented pain points and unmet needs from farmer perspective (15 minutes)

## Define Stage



**Activity:** Teams synthesise insights to create a clear problem statement focused on one specific challenge

**Outcome:** Single, actionable problem statement per team (10 minutes)

## Ideate Stage



**Activity:** Brainstorm 10+ potential solutions using "How Might We" questions without judgment

**Outcome:** Diverse solution concepts documented on sticky notes (15 minutes)

## Prototype Stage



**Activity:** Select top 2 ideas and create low-fidelity prototypes (sketches, storyboards, or role-play scenarios)

**Outcome:** Visual/tangible representation of proposed agribusiness solution (20 minutes)

## Test Stage



**Activity:** Present prototypes to other teams for feedback using structured critique format

**Outcome:** Refined solution with incorporated feedback and implementation roadmap (15 minutes)

# Key Learning Points: Summary

## Historical Transformation

Indian agriculture evolved from subsistence farming to a sophisticated business sector through Green Revolution, liberalisation, and digital innovation

## Business Dimensions

Modern agribusiness encompasses value chain integration, contract farming, processing industries, and global market participation

## Technology as Catalyst

Digital platforms, IoT, and precision agriculture are revolutionising how agricultural businesses operate and create value

## Stakeholder Integration

Success requires coordinating farmers, processors, retailers, and consumers within complex supply chain networks

## Critical Success Factors

- Understanding market dynamics and consumer preferences
- Leveraging technology for efficiency and transparency
- Building sustainable and inclusive business models
- Adapting to policy changes and global trends
- Creating value through innovation and differentiation



# Assignments and Take-Home Tasks

1

## Research Assignment

**Task:** Select one agribusiness company operating in India (e.g., Amul, Jain Irrigation, DeHaat, Ninjacart). Prepare a 1500-word report analysing:

- Business model and value proposition
- How they've adapted to changing dimensions
- Technology integration strategies
- Impact on farmers and rural communities
  
- Challenges and future opportunities

**Due:** Next class session | **Format:** Typed report with references

2

## Market Analysis Task

**Task:** Visit a local agricultural market (mandi) or interview a farmer about their selling process. Compare traditional marketing channels with modern alternatives. Document:

- Price discovery mechanisms
- Transaction costs and time
- Quality assessment methods
- Payment terms and risks

**Due:** Within one week | **Format:** Presentation (5-7 slides)

3

## Reflection Journal

**Task:** Maintain a weekly reflection journal connecting course concepts to current news about Indian agriculture. Include:

- Summary of relevant news article
- Connection to course concepts
- Personal insights and questions
- Implications for agribusiness management

**Ongoing:** Weekly entries | **Format:** Digital or physical journal

# Final Reflection and Q&A

## Key Questions for Reflection

1. How has your understanding of agribusiness evolved after today's session?
2. Which business dimension do you find most exciting for future careers?
3. What skills will you need to develop to succeed in this sector?
4. How can traditional and modern approaches coexist beneficially?

## Open Discussion

Share your thoughts, questions, and insights from today's learning journey. Consider how these concepts apply to real-world scenarios you've observed.

**Remember:** Agribusiness management requires understanding both traditional agricultural wisdom and modern business practices. Your generation will bridge these worlds to create sustainable, profitable, and socially responsible enterprises.

## Thank You for Your Active Participation!

