

Dr. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE (Autonomous)
Coimbatore -641049

Accredited by NAAC(Cycle-IV) with 'A+' Grade
(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 3: Consumption and Marketable



08.01.2026

**Ms. Pavithra. C.R B.COM (PA)., MBA., (PhD) |Assistant Professor: Business Administration (UG): Title:
Consumption and Marketable Surplus**

1/11

Dr. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE (Autonomous)
Coimbatore -641049

Accredited by NAAC(Cycle-IV) with 'A+' Grade
(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 3: Agricultural Production



08.01.2026

**Ms. Pavithra. C.R B.COM (PA)., MBA., (PhD) |Assistant Professor: Business Administration (UG): Title:
Consumption and Marketable Surplus**

1/11



Agricultural Production Characteristics

Basics of Agricultural Business Management & Functional Retail Management

Today's Learning Journey

SESSION OVERVIEW

01

Core Concepts

Agricultural production characteristics, business management fundamentals, and retail management strategies

03

Practical Application

Real-world case studies, discussion points, design thinking exercises, and take-home assignments

02

Interactive Activities

Quick polls, think-pair-share exercises, word cloud creation, group activities, and reflection sessions

04

Knowledge Consolidation

Summary of key learning points, Q&A session, and final reflections

Agricultural Production Characteristics



Seasonality & Timing

Agricultural production is highly dependent on seasonal cycles, weather patterns, and planting calendars. Crops require specific growing periods and favourable climatic conditions.

Perishability Factor

Many agricultural products are perishable and require immediate harvesting, proper storage, and efficient distribution systems to maintain quality and reduce losses.

Land & Resource Dependency

Production relies heavily on land quality, water availability, soil nutrients, and environmental conditions that vary across geographical regions.

Basics of Agricultural Business Management

Planning & Forecasting

Strategic planning for crop selection, resource allocation, budget preparation, and anticipating market demand throughout the agricultural cycle.

Financial Management

Managing costs, tracking expenses, securing credit, maintaining cash flow, and ensuring profitability through efficient financial practices.

Operations & Logistics

Coordinating daily farm activities, labour management, equipment maintenance, supply chain coordination, and timely delivery to markets.

Risk Management

Identifying and mitigating risks related to weather, pests, diseases, price fluctuations, and implementing insurance and contingency plans.



Functional Retail Management in Agriculture

Distribution Channels

- Direct farm-to-consumer sales through farmers' markets
- Wholesale markets and mandis for bulk trading
- Retail chains and supermarkets for processed goods
- Online platforms and e-commerce for direct reach

Quality Control

Maintaining product standards, proper grading, packaging, labelling, and ensuring food safety compliance at every retail touchpoint.



Classroom Interaction & Engagement Activities



Quick Poll

Duration: 3 minutes

Rapid-fire questions about agricultural practices. Students vote on key concepts using hand signals or digital tools to gauge understanding instantly.



Think–Pair–Share

Duration: 3 minutes

Students reflect individually, discuss with a partner, then share insights with the class about real agricultural business challenges.



Word Cloud Activity

Duration: 3 minutes

Students submit keywords related to agricultural production via mobile devices, creating a visual word cloud of collective learning.



Reflection Session

Duration: 2 minutes

Personal reflection time where students write down key takeaways, questions, and how they'll apply today's learning in practice.

Group Activity & Design Thinking Exercise



Empathise Stage

Teams interview local farmers to understand challenges in production and retail management

Define Problem

Identify specific bottlenecks in the agricultural supply chain affecting profitability

Ideate Solutions

Brainstorm innovative business management strategies and retail improvements

Present Outcome

Each group presents actionable business plan addressing identified challenges

Interactive Case Study & Key Learning Points

Case Study: Organic Farm Cooperative Success

A group of 15 smallholder farmers in Maharashtra formed a cooperative, implementing direct retail channels and reducing middlemen costs by 40%. They achieved premium pricing through organic certification and digital marketing.

Discussion Points

- What production characteristics enabled this success?
- How did business management practices evolve?
- What retail strategies maximised their profits?
- What risks did they mitigate through cooperation?

Key Learning Points

- Production planning requires understanding seasonality and market demand
- Effective financial management ensures sustainability
- Direct retail channels can increase farmer income
- Risk mitigation through diversification and insurance
- Cooperation amplifies small farmers' market power

Take-Home Assignment & Q&A Reflection

Assignment Task

- 1 Visit a local agricultural retail outlet (farmers' market, mandi, or agri-store). Document their business management practices, retail strategies, and production characteristics. Prepare a 3-page report analysing strengths and suggesting improvements.

Reflection Questions

- 2 What was the most surprising thing you learnt today? How will you apply these agricultural business concepts in your future career? What questions remain unanswered?

Q&A Session

- 3 Open floor for questions, clarifications, and deeper discussion on any topic covered today. Share your insights from group activities and case study discussions.

Thank You!

Your engagement and participation made today's session enriching. Remember: successful agricultural business management combines understanding production characteristics with smart retail strategies and continuous learning.

Keep growing your knowledge!

