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HORTI-BUSINESS MANAGEMENT

As per New ICAR Syllabus As per 5th Dean's Committee Recommendations

Indian agriculture plays a vital role in internal and external trade of the country. Internal trade in food-grains, horticultural and other agricultural products helps in the expansion of service sector. In this context, agricultural economics has emerged as an exciting field of social science during the recent years. This book has been written as text book for the students of agriculture and allied science of agriculture. There is no text book now till covering comprehensively the content of all syllabi of "Horti-Business Management" for B.Sc. (Hons) Horticulture. Students have to depend on various books to collect texts as per requirement of syllabus. The present book is written to satisfy the various subjects as per new syllabi prescribed by ICAR, New Delhi. The entire subject matter has been covered in sixteen chapters in accordance with syllabus. Authors have made every effort to deal with all chapters comprehensively and simple words for quick understanding. A large number and variety of examples & questions have been incorporated to support the different viewpoints. At the start of the chapter, learning objectives have been given for understanding the details of the chapter & also question bank has been prepared at the end of every chapter to provide an overview of examination questions. This book provides the information about basic concepts of farm management principles and decision making, production function, technical relationships, cost concepts, curves and functions - factors, product, relationship - factors relationship, product relationship, optimum conditions, principles of opportunity cost-equi-marginal returns & comparative advantages, time value of money, economics of scale, returns to scale, cost of cultivation & production, break even analysis, decision making under risk & uncertainty, planning, organizations, functional areas of management, materials management, organizations, project management, marketing management, and financial management. All efforts are made to present the subject matter in simple and lucid style as the level best.

R. K. Rout • L. D. Hatai • S. N. Mishra

(Contents)

- Introduction to Farm Management
- Farm Management Decisions and Economic Principles Applied to Farm Business
- · Agricultural Production Function Analysis
- Cost concept, Break Even Analysis of Business Farm and Decision Making under Risk and Uncertainty
- Farming Systems and Types
- · Farm Planning and Budgeting
- · Agri-business Management: Concept and Features

- Management Functions: Planning and Organizing
- · Management Functions: Direction, Control & Co-ordination
- · Functional Areas of Management
- Personnel Management
- Farm Business Analysis
- · Inventories Management
- · Marketing Management
- Financial Management in Agribusiness Farm
- Project Management

