



**CENTURION UNIVERSITY OF TECHNOLOGY & MANAGEMENT,  
ODISHA**

**Webinar**

on

**"CURRENT TRENDS & SCOPE OF AGRIBUSINESS"**

**8<sup>th</sup> January 2022**

**Time: 9.30 am to 12.30 pm**

**Mode of Event: Virtual or Webinar**

**School of Management in collaboration with M.S. Swaminathan School of Agriculture,  
Centurion University of Technology & Management - Odisha**

**Speaker 1: Mr. Kuchibhotla Srinivas, Partner, Food, Agri & Retail Practice, KPMG India**

**Webinar Slot: 9.30 am to 10.30 am**

Started with

- Overview of Agribusiness consulting
- Overall landscape of agribusiness in India
- What is the role of KPMG India?

The landscape of Agribusiness consulting in India is:

- a) The Leading strategic firms are BCG, McCain, and Baine (globally reputed).
- b) Big 4 Consulting firms dealing with audit, tax and advisory i.e., Ernst & Young, KPMG, Delloite and Price Water Coopers.
- c) GT or any other boutique consulting form.

Big Four (What they do?)

- a) Audit (Validation of financial statements)- Statutory audit for private and public sector players
- b) Tax Advisory- Indirect and Direct Tax, Personnel Taxation, etc. to corporate, individuals, MNCs, government bodies, etc.

c) Pure Advisory- Agribusiness related

Verticals under advisory in terms of career objectives for professionals in terms of Agribusiness

1. Business Consulting Space
2. Deal Advisory
3. Technology Advisory
4. Government Advisory/ Public Service Advisory
5. Any transmission for the organization

### **Some of the Solutions that Business Consulting can provide are:**

- a) Growth strategy for company (for both public and private sector)
- b) Diversification of business
- c) Strategy Implementation
- d) Revenue Growth
- e) Cost Reduction (Direct Cost & Indirect Cost)
- f) Transformation (including Technology & Digital)

### **Verticals in Agriculture Consulting**

#### **Deal Advisory (Transaction Based):**

- I. Pre-deal, fund raising
- II. Inorganic Growth, Merger and Acquisitions
- III. Diligence Services (Financial, Commercial, Tax, etc.)

#### **Technology Advisory**

- I. SAP implementation
- II. Microsoft, Oracle- ERP implementation

#### **Government/ Public Services Advisory**

- I. Advisory to the State & Central Government
- II. Policy making, Value chain development, Entrepreneurship development, attracting investments, economic growth, etc.

#### **Digital & Analytics**

**The skill sets required for deal advisory, technology advisory, government/ public services advisory and digital and analytics are different from each other, but the key skills are summarized herewith.**

What are the key factors for business consulting looking for?

- a) Deep Domain knowledge in agribusiness
- b) Deep knowledge in terms of Analytics (Data Analytics, Financial Modeling etc.)
- c) Longevity of individual in a particular organization
- d) Work Experience

Career Progression in terms of Consulting is

- a) Institute
- b) Starting of career as a analyst
- c) Working with the client and experience
- d) Build Ecosystem to the team to increase value to your clients
- e) How can you create an Ecosystem with your team and also create an impact in your career?

Interaction session

1. What factors and preparation did Mr. Srinivas do to seek his first job?
2. Is agribusiness in India sustainable in respect to Government policies?
3. Is it possible to have your own agribusiness enterprise with the Government/ Private Job? What are the Guidelines?
4. Can another domain of MBA students like finance and HR get into this field?
5. What are the difficulties the agribusiness sector faces?
6. What are prerequisites, strengths, and skills necessary to achieve their goals in the agribusiness Management sector?

**Speaker 2: Mr. Anand Chandra- Executive Director, Arya.ag**

**Webinar Slot: 10.30 am to 11.30 am**

➤ Significance of Agriculture in India (GDP, Employment Generation): 15% to the country's GDP and employs more than 55% of the population.

➤ SMF is the largest segment (Land Holding is going to impact the adoption of new technologies and there is the need of aggregation): More than 85% of the Indian farmers are SMF and over 40% of the country's operational land holdings are with SMF.

➤ SOL- MSP and Government Procurement

➤ SWOT of Indian Agriculture:

Strengths: Rich biodiversity, Large Arable land, Suitable Climate, Strong Research and Extension system

Weaknesses: Land fragmentation, low technology inputs, unsustainable water management, poor infrastructure, low value addition

Opportunities: Bridgeable crops, Exports, Agro-based industry, Horticulture, Untapped potential in NE region

Threats: Unsustainable resource use, regional imbalances, High imports

➤ Cropping Seasons

- I. Imperative of Agri Bankers: Knowledge, implementation and balance between both knowledge and implementation. Decision on what needs to be done in house and what else should be outsourced based on the criticality/technicality of the process. Banks or financial institutions should opt for automation for error free processing.
- II. Importance of Monitoring: High monitoring and transaction costs vis-à-vis low revenue and high risk in the business to be taken care of by the bankers lest the business becomes unviable.
- III. Skill set requirement: Interpersonal, Technological, Post-harvest management, Monitoring and Evaluation, Agri Value Chain and Adaptability.
- IV. Skill Set (Entrepreneur): Versatility, Communication, Organization Management, Technology literate and financial prudence.

Question:

- I. What did Mr. Anand Chandra do to grab his first job offer?
- II. What is the growth area for entry in the Bank, Agri-value chain etc for Agri Business management students?
- III. How to choose whether Agribusiness is a career option after Bachelor?

**Speaker 3: Mr. Abdul Moshawir, Regional Head, Priority sector lending Business in Odisha**

**Webinar Slot: 11.45 am to 12.45 pm**

Topics Discussed are

➤ Indian Economic Scenario: Around 42% of the workforce is engaged in agriculture contributing to 16% of the country's GDP. This is leading to the low per capita income of the agriculturists in India.

➤ Snapshot of Indian Agriculture: India has one of the highest farm outputs in the world, 179 million hectares of cultivable land and one of the largest contributors of rural output and employment in the country.

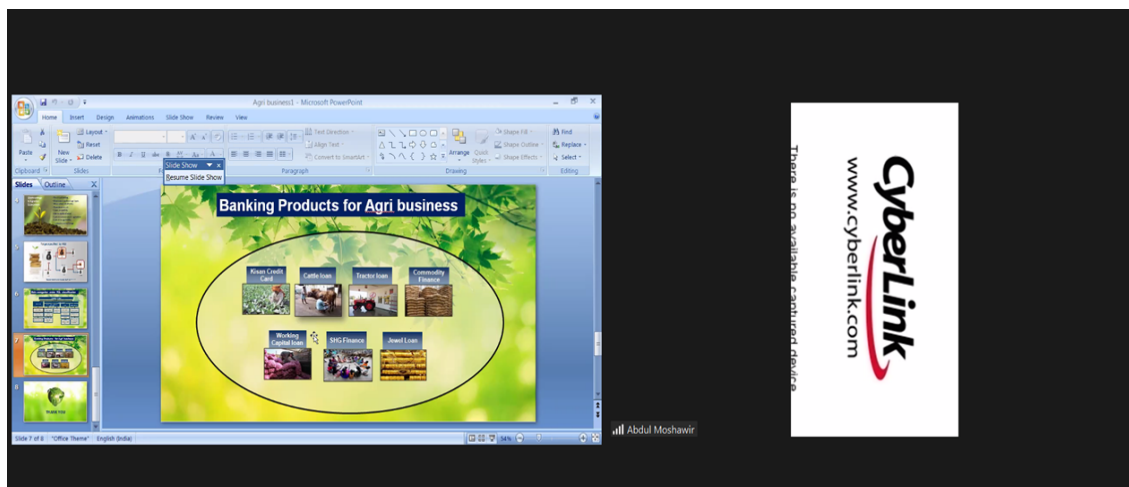
- Shortcomings in the Agrarian Ecosystem: Small landholdings, substandard agricultural inputs, age old farm practices, poor irrigation systems, lower productivity, inferior quality of output, lack of storage facilities, inadequate market linkages, etc.
- Priority Sector Targets specified by RBI: 40% of their total assets (18% to agriculture & 22% to non-agriculture sectors) to the identified sectors
- Main categories under PSL classification
- Banking products for agribusiness: KCC, Cattle loan, Tractor Finance, Commodity Finance, Working Capital Loan, SHG Finance and Jewel Loan.
- Skill sets required to be an agribusiness financier: Understanding of the agribusiness industry, market dynamics, financial analysis & communication skills; opportunities lie in product, credit, audit, technology, business development, etc.

#### Interaction Session

1. What kind of preparation Mr. Abdul did to seek his first job in Amul?
2. What is the growth path as a Product Manager as a Career opportunity?
3. What are the pre-considerations for starting a banking product for agribusiness finance?
4. There are difficulties in loan recovery and increasing NPA cases. So, what are the careers and possible solutions for dealing with this?

I extend my heartfelt thanks to all the speakers for sparing their valuable time, experience and valuable insights with us. I also appreciate the efforts of Raj in building the webinar collateral and special thanks to Dr Prajna Pani for the seamless coordination throughout the whole event.

#### Screenshot of the session in Current Trends & Scope of Agribusiness




Recording...

## SWOT of Indian Agriculture

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>Rich Bio-diversity</li> <li>Arable land</li> <li>Climate</li> <li>Strong and well dispersed research and extension system</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>Bridgeable yield crops</li> <li>Exports</li> <li>Agro-based Industry</li> <li>Horticulture</li> <li>Untapped potential in the N.E.</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>Fragmentation of land</li> <li>Low Technology Inputs</li> <li>Unsustainable Water Management</li> <li>Poor Infrastructure</li> <li>Low value addition</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>Unsustainable Resource Use</li> <li>Unsustainable Regional Development</li> <li>Imports</li> </ul>
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Simplifying Agriculture



Anand Chandra

Recording...



Abdul Moshawir

**Dr. Prajna Pani**

Dr. Prajna Pani



J Anil Kumar



Centurion University (L2)

M. Tejaswi 236

M. Tejaswi 236

**VANA LIKITHA**

VANA LIKITHA

Recording... You are viewing Anand Chandra's screen View Options

## Skill set requirement

- Interpersonal skills
- Technological skills
- Knowledge on Post Harvest management
- Monitoring & Evaluation Skills in Agriculture
- Adaptability
- Knowledge on Value chain

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Anand Chandra

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## Brochure related to the Event

**Industry Leader Talk on  
Current Trends &  
Scope of Agribusiness**

School of Management  
in Collaboration with  
M. S. Swaminathan School of Agriculture,  
Centurion University of Technology & Management-Odisha

Centurion UNIVERSITY  
Institution'S INNOVATION COUNCIL  
Sustainable Development Goals 11 and 8

Agri Value Chain    Retail Banking    Agri Consulting    Supply Chain Management    Warehouse Management

**Moderator**  
Mr. Anil Kumar Jonnalagadda  
Associate Dean, MSSSoA

**Speaker**  
Mr Kuchibhotla Srinivas  
Partner | Food, Agri & Retail Practice | KPMG India

**Speaker**  
Mr Anand Chandra  
Executive Director, Arya.ag

**Speaker**  
Md Abdul Moshawir  
Regional Head, Priority Sector Lending Business in Odisha

Scan QR Code to Register Now  
For more details write us @ raj.trivedi@cutm.ac.in

9.30 am – 12.30 pm    8<sup>th</sup> January 2022    Video Conference on Zoom    www.cutm.ac.in

## List of the Participants

1	<b>Dr. Santosh Kumar Nanda</b>	<b>Assistant Professor</b>
2	<b>Dr. Sivala Kumar</b>	<b>Professor</b>
3	<b>Dr. Kakani Grihalakshmi</b>	<b>Associate Professor</b>
4	<b>Dr. Gitanjali Behera</b>	<b>Assistant Professor</b>
5	<b>Dr. Rajashree Jena</b>	<b>Assistant Professor</b>
6	<b>Ms. Sharmistha Sahu</b>	<b>Assistant Professor</b>
7	<b>Dr. Vivek Kumar</b>	<b>Assistant Professor</b>
8	<b>Mr. Shekhar Kumar Sahu</b>	<b>Assistant Professor</b>
9	<b>Dr. Santosh D.T.</b>	<b>Assistant Professor</b>
10	<b>Ms. Soma Majhi</b>	<b>Assistant Professor</b>

11	<b>Mr. Bhisma Narayan Ratha</b>	<b>Assistant Professor</b>
12	<b>Dr. Prasanta Kumar Choudhury</b>	<b>Assistant Professor</b>
13	<b>Dr. Ashish Ranjan Dash</b>	<b>Associate Professor</b>
14	<b>Ms. N. Jeebaratnam</b>	<b>Assistant Professor</b>
15	<b>Mr. Sandipan Pine</b>	<b>Associate Professor</b>
16	<b>Mr. Satyanarayan Padhy</b>	<b>Assistant Professor</b>
17	<b>Mr. Rajesh Kumar Mishra</b>	<b>Assistant Professor</b>
18	<b>Mr. Prabhat Kumar Patnaik</b>	<b>Assistant Professor</b>
19	<b>Dr. Prafulla Kumar Panda</b>	<b>Assistant Professor</b>
20	<b>Dr. Rajib Kumar Majhi</b>	<b>Assistant Professor</b>
21	<b>Mr. Vishal Kumar Singh</b>	<b>Assistant Professor</b>
22	<b>Dr. P. Srinivasa Rao</b>	<b>Professor</b>
23	<b>Mr. Mir Sadat Ali</b>	<b>Associate Professor</b>
24	<b>Dr. Vijay. Muditana</b>	<b>Associate Professor</b>
25	<b>Dr. N. B. Karthik Babu</b>	<b>Assistant Professor</b>
26	<b>Dr. Nagesh Kolagani</b>	<b>Professor</b>
28	<b>Ms. A. Abhilasha</b>	<b>Assistant Professor</b>
29	<b>Mr. Debendra Maharana</b>	<b>Assistant Professor</b>
30	<b>Mr. Md. Sameen Chishti</b>	<b>Assistant Professor</b>
31	<b>Mr. Abinash Panda</b>	<b>Assistant Professor</b>
32	<b>Mr. Sambeet Patro</b>	<b>Assistant Professor</b>
33	<b>Prof.(Dr) M. Devender Reddy</b>	<b>Professor cum Dean Acad</b>
34	<b>Dr. Sagar Maitra</b>	<b>Professor</b>



35	<b>Prof.(Dr) Gouranga Ch. Mishra</b>	<b>Professor</b>
36	<b>Dr. Tanmoy Shankar</b>	<b>Associate Professor</b>
37	<b>Dr. Subhashisa Praharaj</b>	<b>Assistant Professor</b>
38	<b>Ms. Jnana Bharati Palai</b>	<b>Assistant Professor</b>
39	<b>Ms. Deepthi Chandaka</b>	<b>Assistant Professor</b>
40	<b>Mr. Santosh Kumar Lenka</b>	<b>Assistant Professor</b>
41	<b>Ms. Pilli Manasa</b>	<b>Asst. Professor</b>



Prabhat K. Pattnaik  
FDP Coordinator



Dr. Prasanta Ku. Mohanty  
Dean Academic