

**MAMP-058**  
**Project Work**

**POST GRADUATE DIPLOMA IN AGRIBUSINESS**  
**(PGDAB)**

**PROJECT GUIDELINES**



**School of Agriculture**  
**Indira Gandhi National Open University**  
**New Delhi- 110 068**

---

## PROGRAMME DESIGN COMMITTEE

---

Prof. R. P. Das, PVC, IGNOU

Prof. S.K. Yadav, Director, SoA, IGNOU

Dr. B.K. Sikka, Former Dean, College of  
Agribusiness Management, GBPUAT

Dr. V.C. Mathur, Former Professor and Head, Div. of  
Agri. Econ. IARI

Dr. Pramod Kumar, Principal Scientist (Agri. Econ.)  
IARI

Prof. M. K. Salooja, School of Agriculture, IGNOU

Dr. Anjali Ramteke, Associate Professor, SOMS,  
IGNOU

Dr. Leena Singh, Assistant Professor, SOMS,  
IGNOU

Prof. Sunil Gupta, SOMS, IGNOU

Dr. P. Vijayakumar, Associate Professor, SoA,  
IGNOU

Dr. Mita Sinhamahapatra, Associate Professor, SoA,  
IGNOU

Dr. Mukesh Kumar, Assistant Professor, SoA,  
IGNOU

Dr. P. K. Jain, Associate Professor and Programme  
Coordinator, SoA, IGNOU

**Programme Coordinator: Dr. Praveen Kumar Jain**

---

### Preparation Team

---

Dr. Anjali. C. Ramteke, Professor, School of Management Studies, IGNOU, New Delhi and

Dr. Praveen Kumar Jain, Director, School of Agriculture, IGNOU, New Delhi

Course Coordinator: Dr. Praveen Kumar Jain

---

## MATERIAL PRODUCTION

---

**October, 2022**

© **Indira Gandhi National Open University**

**ISBN:**

All rights reserved. No part of this work may be reproduced in any form, by mimeograph or any other means, without permission in writing from the copyright holder.

The University does not warrant or assume any legal liability or responsibility for the academic content of this course provided by the authors as far as the copyright issues are concerned.

*Further information on the Indira Gandhi National Open University courses may be obtained from the University's office at Maidan Garhi, New Delhi-110 068 or the official website of IGNOU at [www.ignou.ac.in](http://www.ignou.ac.in).*

Printed and published on behalf of Indira Gandhi National Open University, New Delhi by the Director, School of Agriculture.

Laser typeset by

Printed at

## **Guidelines for MAMP-58: Project Work**

### **(Report on field survey, field study, market survey, industry visit)**

The Project Work is one of the compulsory courses for completion of the Post Graduate Diploma in Agribusiness (PGDAB). Since this is a practical/activity-based course, no additional study material is provided.

This course is basically developed to help the learners develop an ability to apply multi-disciplinary concepts, tools, and techniques in the field to find out as well as analyze the various issues and problems related to Agribusiness Management. The Project should be on a topic related to agribusiness.

### **Selection of Topic**

In order to proceed with your Project work (Dissertation / Internship Report), the learner can select any topic of her/his choice. The title should be definitive communicating key information about the study. It should convey the subject matter being covered in the Dissertation / Internship Report/ Report on field survey/ field study/ market survey/industry visit.

The study could be either a

- i) Small research related to agribusiness.
- ii) Comprehensive case study (covering single organization/multifunctional area problem formulation, analysis, and recommendations).
- iii) Field study (empirical study).
- iv) Exploring government policies, schemes, and their implementation.

### ***List of Suggested Topics***

The Project Work (Dissertation / Internship Report) could be on any topic related to agribusiness. However, to help you in deciding upon the topic, a few tentative topics are given below.

The student is expected to work on any topic of his/her choice and not restricted only to those mentioned here.

### ***Tentative Topics/ Areas of study***

- A study on Government Policies to boost agribusiness in India
- Market available for agricultural products (Livestock, Dairy Products, fish farming, crops, herbs, etc. ) – An Exploratory Study.
- Study on the effect of specific machinery on the agricultural efficiency
- An analysis of the cost benefits of mechanized farming
- Problems and prospectus of Mushroom Cultivation / Bee Farming
- Impact of technology on Agricultural and Livestock Production
- Effect of fertilizer (mention two/ three most frequently used fertilizers) on agricultural yield and farmers' income.

- Role of NABARD in Agriculture financing
- Financing schemes of NABARD
- Impact of Cooperative Societies on the development of Sugar Industries
- A case study of – farmers' clubs
- Supply chain- a case study of frozen foods
- Poultry Farming / Goat Farming / Dairy Farming
- Challenges faced by Micro and Small Entrepreneurs
- Impact of Agribusiness on the Economy
- Cost and benefits of running poultry enterprises (it could also be a case study, mentioning the name of the enterprise being studied)
- Study on the requirements for setting up and running a poultry enterprise
- A Study of distribution channels prevailing in the poultry enterprises
- Impact of different sizes of poultry enterprises on profitability.
- Physical and financial requirements for setting up of fisheries enterprise
- A Study on the costs and returns of fisheries enterprises
- Study the source of fish and fish products in your local market during different seasons
- Study the consumer preferences of different varieties of fish by consumers income group
- Analyze the value chain of the fisheries sector of XYZ district (XYZ-means the name of the district selected for your study, for example XYZ could be Nagpur, Delhi etc)
- Analysis of the profitability of the off-season vegetable cultivation
- Examine the physical and financial requirements for protected agriculture
- Study on production and marketing pattern of off-season vegetables.
- Study the warehouses' availability and their utilization by the agri-entrepreneur in your (your - mention here the name of district selected for study) district
- Examine the types and feasibility of agro-based small and medium enterprises in your locality
- Study the e-procurement and marketing of agricultural inputs by cooperative societies.
- Study the adoption and impact of PFBA on the farmers' economy in locality
- Study the types of private agro-advisory services and their business models (e-chaupal, etc.)
- Study the business models of Farmers' Producers Organizations.
- Study the prospects of agri-enterprises promoting waste to wealth
- Evaluation of cost and returns of dairy enterprises
- A comparative analysis of cooperative and private dairy enterprises
- Examine the marketing pattern of dairy and dairy products in your (your - mention here the name of district selected for study) region
- An impact study on the livelihood security of rural women through women-based enterprises.
- Study the effectiveness and constraints in using Kisan Credit Card

- Analysis of the financial products available to farmers and their accessibility in rural areas
- Comparative study of the business models of various financial institutions in rural areas.
- Study on the consumers' preferences and marketing model of organic produce.
- Evaluation of a business model of organic farm enterprises.
- Economics of setting up horticulture nursery in your (your - mention here the name of locality selected for study) locality.
- Study on the cost and returns of solar farming enterprises.
- Impact of application of solar power on farmers' economy
- Study the supply chain of micro irrigation systems
- Prospects of setting up drone-based agri-service enterprises – A Study
- Prospects of setting up custom hiring service enterprises

**Note:** The topics/areas of study given above are indicative. You can choose the topic based on your interest in discussion with the supervisor/ guide.

### **Selection of Guide**

Once the topics on which you are interested to work have been finalized, contact a person who has experience in that field /area, and is interested in guiding, provided she/he fulfills the following specified eligibility criteria:

- (i) Faculty in the School of Agriculture and other relevant disciplines at Headquarters.
- (ii) Approved Counsellors of Agribusiness programme and other similar programmes having 5 years of teaching experience.
- (iii) Professionals holding Master's degrees in Agriculture/ Agribusiness/ Dairy Technology/ or allied disciplines having a minimum of 5 years of experience in the relevant area.

\*Please note that spouses, direct relatives, and blood relations are not permitted to be the guide.

The project guide will be paid a token **honorarium as per the university norms** for guiding the student.

### **Preparation of Synopsis**

After the selection of the guide and finalizing the topic, the Project Proposal (Synopsis) should be prepared in consultation with the guide. The Proposal of the proposed Project should essentially have the following components:

- (i) **Introduction:** A brief background about the subject chosen for study.
- (ii) **Rationale:** Why a particular topic has been chosen for the project work?

- (iii) **Objectives:** This is the most important aspect of any project. It should mention clearly and precisely the things, which you hope, will be able to know/achieve at the end of the study. These may be clearly stated in behavioral terms. Objectives need to be expressed in a neutral manner, without any implicit assumptions about the findings of the research.

Objectives of the Study
The objectives of this study are:
To study the financial performance _____
To explore the _____
To analyze the factors affecting _____
To investigate the influence _____

- (iv) **Research Methodology:** Having framed the objectives, the next step is devising the methodology which will be followed to achieve the set objectives of the study. It usually includes the
- ❖ Research Design
  - ❖ Nature and source of data/information to be collected.
  - ❖ Sample and sampling technique including sample size.
  - ❖ Method/s to be used for data collection, type of data that is to be collected, and the period for which data is collected.
  - ❖ Tools and Techniques that will be used for data analysis: Details of the tools/questionnaire to be used and their relevance with the objectives of the study/ dissertation / Internship Report/ Report on Field Survey/ Field Study/ Market Survey / Industry Visit.
  - ❖ Statistical tools to be used for analysis. Relevance of statistical tools with the objectives of the project.
- (v) **Research Limitation:** The limitation of the proposed study, if any.

**Submission of Synopsis**

Proposal of the Project Work/ Dissertation / Internship Report/ Report on field survey/ field study/ market survey/industry visit should be prepared in consultation with the guide. It must have the following components:

- Proper Proposal Proforma duly signed by the student and the guide with dates.
- Bio-data of the Guide- A detailed biodata of the guide (duly signed, in original, by the guide along with the date).

The **biodata of the guide** must have the following information in an absolutely unambiguous manner:

- Name and Date of Birth of the guide.
- Full Address and contact numbers of residence and current workplace.

- Detailed Educational Qualifications – clearly mentioning the Degrees (with specialization), name and address of the University/Institution, and the year of award of degree/qualification, along with the percentage of marks obtained.
- Detailed work experience, stated clearly in chronological order giving details of the designation, period, name, and contactable address of the organizations.
- Any other information relevant for the assessment of the eligibility of the guide.

Once the synopsis is ready in the format mentioned above, the student should send the **Project Proposal Proforma** along with one copy of the **Synopsis** and **Bio-data** of the guide to **The Regional Director** of the concerned Regional Center (RC) s/he is attached with.

**\*Note:** A incomplete proposal in any respect will not be accepted. Biodata is not required in the case of Approved Counsellors.

### **Evaluation of Synopsis**

The learner can submit her/his Synopsis throughout the year. However, the project proposal must be received in the Regional Centre latest by the middle of the admission year (within 4-5 months of the registration for MAMP058). This is to ensure that the students get at least 3-4 months to complete their project work and submit it before the expiry of the year.

***Those who fail to submit the synopsis within the stipulated period are likely to miss the timeline for submission of the project report.***

If the Project Proposal is received in the RC and found to be complete in all regards, having the necessary documents, it is accepted. A Proposal number is assigned to the synopsis, which is unique for each learner. This Project Proposal (PP) number can be used for further correspondence.

After the synopsis is evaluated by the Evaluators at the Regional Centres, written communication regarding the **Approval / Non-approval** of the project proposal will be sent to the learner within two/three months of the receipt of the proposal in the Regional Centre.

In case the proposed guide is not approved by the Evaluator, the student shall be advised so, and in such cases, the student will change the guide and submit the project proposal afresh with the signature of the new guide, as it will be considered as a new proposal.

Similarly, if a student wants to change his/her guide for any reason, s/he would be required to submit the project proposal along with the signature of the new guide on a new project proposal proforma, as it would be considered as a new proposal.

***Resubmission of Project Proposal:*** In case of **Non-Approval** of the proposal, the comments/suggestions for reformulating the project proposal will be communicated to the student.

In such case, the revised project proposal should be submitted along with a fresh project proposal and a copy of the rejected proposal and project proposal proforma bearing the comments of the evaluator and the Proposal Number allotted by the **Regional Centre**.

### **Project Report Submission**

After a written communication regarding the **Approval** of the synopsis is received the Dissertation / Internship Report/ Report on filed survey/ field study/ market survey/industry visit may be undertaken.

### **Preparation of Report**

Once you have carried out the study as envisaged in the approved synopsis then a report of the project work done needs to be prepared. The length of the report may be about 40 to 60 double-spaced typed pages not exceeding approximately 18,000 words (excluding appendices and exhibits). However, a rational variation on either side is permissible.

The Project Report must have the following:

- Cover Page – Must have the Name and Enrolment number of the Student and the Name of the Guide, along with the Title of the Project.
- Detailed table of contents with page numbers.
- All pages of the Project Report must be numbered as reflected in the table of contents.
- Approved Proposal (i.e. Project Proposal, approved proforma, and bio-data of the guide) properly bound in the project and not just stapled. Please note that a project with stapled Proposal will not be accepted.
- Certificate of originality- duly signed by the student and the guide with dates.

### **Chapterisation**

- (i) **Introduction:** to the Project and Review of Literature along with brief details of the organisation/s under study. It may give details about the Rationale, Statement of the problem, Objectives of the Project, Scope of the study, etc.
- (ii) **Research Methodology:** It may give details about the Rationale, Statement of the problem, Objectives of the Project, Scope of the study, etc. (if included in the previous chapter it need not be repeated here)

It should include the Research Design, Nature and Source of data/information collected, and Sample and Sampling method with rationale.

Details of the tools:

- The Questionnaire and other methods used and their purpose
  - Reliability and Validity of the tools used
  - Data collection, Statistical tools used for Data Analysis
- (iii) **Results and Discussion:** This should present the results in tabular or graphical format. The Interpretation of the data and results/findings may be given elaborately.



- (iv) **Summary and Conclusion**
- (v) **Recommendations**
- (vi) **Limitations** of the Project, Direction for further research (optional)
- (vii) **Reference/Bibliography**

- Annexures/Appendices (Questionnaire used etc.)

### **Submission of Project Report**

One typed copy of the project report is to be submitted to the concerned Regional Center. As soon as, you submit the Project Report, a P.R. No. would be allotted. The student should quote this P.R. No. while corresponding with Regional Director regarding Project Report thereafter.

Project Reports can be submitted at any time throughout the year.

**Note:** 1) If a Project Report is submitted between *1st December to 31st May*, then the result will be declared along with *June Term-end* examinations.

2) If a Project Report is submitted between *1st June to 30th November*, then the result will be declared along with the *December Term-end* examinations.

### **Information**

Any query regarding the approval of the Project Proposal and Project Reports should be addressed to the Regional Director of your Regional Center.

#### **Some Important Notes While Preparing The Project Proposal**

- i) Send only one copy of the Project Proposal, and retain a copy with you.
- ii) “MAMP-058” should be written prominently on the envelope and should be addressed to The Regional Director of your Regional Centre.
- iii) Ensure the inclusion of the following while submitting the Project Proposal:
  - a) Proforma for Approval of Project Proposal, duly filled in and signed by both, the student and the guide along with date.
  - b) Detailed Bio-data of the Guide duly signed by him/her. (Bio-data of the Guide should have all the details as explained above), however in case of Approved Counsellors it is not required.
  - c) The Project Proposal must have all the components as explained above.

### **Some Important Notes While Preparing The Project Report**

i) The Project Report should be submitted in original in A-4 Size (29 x 20 cm), typed in double space, in a bound volume to the Regional Director of your Regional Centre by Registered/Speed Post/by hand.

ii) Before binding the Project report, the student should ensure that it contains the approved Project Proposal Proforma along with Approved Proposal, Bio-data of the Guide, and an Originality Certificate duly signed by the Student and the Guide (Proforma enclosed).

If any Project Report is received without the above inclusions, the same will be returned to the students for compliance.

iii) Kindly mention on the top of the envelope "PROJECT REPORT- MAMP-058". This will facilitate sorting out Project Reports received in the Regional Center for various Programmes.

iv) Students should keep a copy of the Project Report with them. The Project Report will not be returned to the student after evaluation.

### **CERTIFICATE OF ORIGINALITY**

This is to certify that the project titled " \_\_\_\_\_  
\_\_\_\_\_ " is an original work of the Student and is being submitted in partial fulfilment for the award of the Post Graduate Diploma in Agribusiness (PGDAB) of Indira Gandhi National Open University. This report has not been submitted earlier either to this University or to any other University/Institution for the fulfilment of the requirement of a course of study.

SIGNATURE OF GUIDE

SIGNATURE OF STUDENT

Place :

Place :

Date :

Date :

**Note:** This certificate is to be submitted along with the Project Report (Should be bound within the Project Report)



Project Proposal No \_\_\_\_\_  
 (To be assigned by the RCs)

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**  
**School of Agriculture**  
**Maidan Garhi, New Delhi – 110068**

**PROFORMA FOR APPROVAL OF PROJECT PROPOSAL (MAMP058)**

Enrolment No. \_\_\_\_\_ Study Centre \_\_\_\_\_

Regional Centre \_\_\_\_\_

Name and Address of the Student :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Title of the Project:

\_\_\_\_\_

Subject Area:

\_\_\_\_\_

Name and Address of the Supervisor:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is the Supervisor an Academic Counselor of Agribusiness Programme / other similar programmes of IGNOU?

: Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, Name and Code of Study Centre and the courses he/ she is counseling for the since when

: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

No. of the Students currently working under the supervisor for MAMP0058

: \_\_\_\_\_

Signature of Student

Signature of Supervisor

Date:

Date:

**Please do not forget to enclose the synopsis of the project and the Bio-data of the Supervisor. In case the complete and signed Bio-Data of the Supervisor (Even if the project supervisor is an academic counsellor of IGNOU's Agribusiness / other similar programmes) is not enclosed, the proposal will not be entertained.**

**For Office Use Only**

Synopsis	Supervisor
Approved	Approved
Not Approved	Not Approved

Signature of Evaluator

Date:

Signature of RC Officials

Date: