The ICFAI University, Jharkhand
Grooming Professionals. With Values.

ICFAI® UNIVERSITY

Certificate Program in
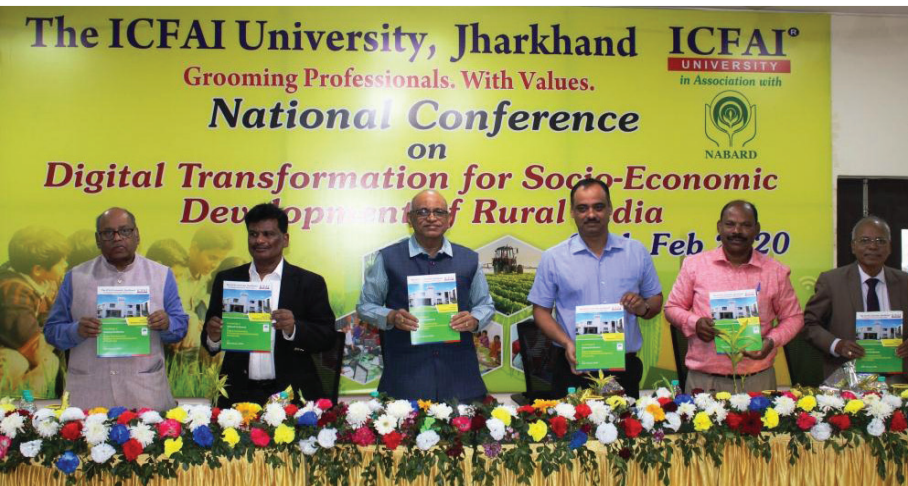# DIGITAL AGRICULTURE
Management

The ICFAI University, Jharkhand was established under Sub-Section (2) of Section 4 of the Institute of Chartered Financial Analysts of India University Act, 2006 (Jharkhand Act 08,2007). It is recognized by the UGC under section 2(f) of UGC Act, 1956 and is empowered by UGC to award degrees under Section 22 of UGC Act, 1956.

The Program:

Digital Transformation of Agriculture Management will impact the current roles of the various stakeholders that are involved in agriculture value-chain, like farming, rural credit providers, agri-input companies, food processing organizations, wholesalers and retailers of agri-products, policy makers and implementers in Government etc. It will also create New Technology-enabled Roles. All the employees in these sectors need to re-skill themselves with relevant digital skills. In this context, the ICFAI University, Jharkhand offers the Certificate Program in Digital Agriculture Management. This program provides the participants, an overview of the Emerging Digital Technologies and equip them with the skills to apply them in various aspects of Agriculture Management.

Eligibility: Graduates in any discipline.

Medium of Instruction: English.

Duration: 8 weeks delivered in blended mode – Self-study of Study Material using Digital Learning Management System and Online Classes (2 hours) on Sundays.

Application: Apply online at *www.iujharkhand.edu.in,* register for the program and pay the program fee.

Program Fee: Program Fee is ₹ 4,000, payable along with Application, by way of:

a) Demand Draft in favour of **"The ICFAI University, Jharkhand - Fee Collection A/c"** payable at Ranchi.

b) Internet banking using Credit Card / Debit Card / NEFT (as per details mentioned below)

Bank Account Name	The ICFAI University, Jharkhand-Fee Collection A/c
Type of Account	Current Account
Account Number	50200000250955
Bank Name	HDFC Bank
IFSC Code	HDFC0000150

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in Association with
NABARD

National Conference
on
Digital Transformation for Socio-Economic Development of Rural India
Feb '20

ADMISSION CALENDAR

Last date for applying and registration 28th Feb. 2021

Commencement of the program 7th March 2021

Award of Certificate: All participants will be awarded Certificate in Digital Agriculture Management from the ICFAI University, Jharkhand, on successful completion of the Program.

What will the Participants Learn?

- Key drivers of Digital Transformation in Agriculture Sector.

- Role of Emerging ICT tools in agricultural development and management

- Gain awareness of the forward-looking technologies like Artificial Intelligence, Mobile Computing, Remote Sensing and Big Data Analytics and their application in agriculture management

- Application of Digital Tools in the entire Value-Chain of Agriculture Management

- Acquire Digital Skills for day-to-day working in the New Normal Work Environment

Pedagogy

- Digital Study Material uploaded on the University's Digital Learning Portal, "Swaadhyay" so that the participants can study them at their convenience

- Online Interactive Contact Classes using Video-Conferencing

- Interactive Case Study Discussions using Video-Conferencing

- Assignments/ Quizzes through Swaadhyay Digital Learning Management System

Program Structure

	Module	Key takeaways
Week 1	Overview of Indian Agriculture and Agri-business sector	• Understanding Indian Agriculture Sector and its Value-Chain • Issues and challenges faced by different stakeholders • Digital Skills for the Agri-Professionals
Week 2	Role of Technology in Farming and Allied Agriculture activities	• Overview of ICT/Digital tools • Use of Emerging Technologies like AI, Internet of Things (IOT) and Remote Sensing in Agriculture and allied sectors • Managing Farmer Producer Organisation through ICT intervention
Week 3	Application of Digital Technologies in Agricultural Marketing	• Strengthening the agricultural marketing infrastructure through ICT Tools • Role of Digital Tools for Market Access, Agri-pricing, Financing and Supply Chain management
Week 4	Global prospective for Agricultural Market	• Global perspectives of Agricultural market • Accessing international markets and delivering the products using ICT Technologies
Week 5 & 6	Government Reforms	• Reforms in Agriculture Sector by Government (Central & State) and their impact on different stakeholders • Role of Agro based Organizations, Non-Government Organizations, Agricultural Universities, Research Institutions in implementing the Agri Reforms
Week 7	Digital Transformation of Agriculture Management	• Impact of Digital Transformation on Agriculture Management and various stakeholders • Careers in Digital Agriculture Management
Week 8	Case Studies on Digital Agri-business Management	• Case Study Discussions of Digital Agriculture Management

Key Resource Persons

Program Director

Prof. Kaushal Kumar Sinha, *BE*
- Former CGM, NABARD and NABCONS
- Over 37 years of experienced in both off-farm and on-farm development, micro credit and micro finance, refinance, personal administration, general administration, department of supervision, audit, rural infrastructure development, corporate planning and general consultancy

Resource Persons

Prof. O R S Rao, *B.Tech (IIT), MBA (NITIE)*
- Over 27 years of experience in IT Industry (India and abroad) in reputed organizations like HCL Technologies, NIIT and Cyient Technologies, GMR Group etc
- Over 18 Years of experience in Academia and Applied Research

Prof. (Dr.) Hari Haran, *B.Tech(BHU), MBM, Ph.D (BIT, Mesra)*
- Over 40 years of experience in HR and General Management in SAIL
- Over 5 years of academic experience in Agri-Business Management

Prof. (Dr.) Satyendra Kishore, *MA, LLB, Ph.D (JNU)*
- Former ED, IICM

Prof. Arvind Kumar, *B.Tech (BHU), M.Tech (BHU)*
- Former Executive Director, MECON
- Over 35 years of experience in Technology and Project Management

Prof. (Dr.) Bhagabat Barik, *B.Tech (Agri. Engg.), MBA, Ph.D*
- Over 6 years of experience in Agriculture and Rural Management
- Over 16 years of experience in teaching, research and consulting

Prof. SSP Shukla, *BE, M.Tech*
- Over 9 years of experience in IT, particularly in AI/ Business Intelligence / Machine Learning / Deep Learning

Prof. (Dr.) Sudipta Majumdar, *B.Tech, MBA, Ph.D*
- Over 13 years of experience in industry and academics in marketing and consumer behaviour, particularly organic products

Contact: Program Director (Certificate Programs): The ICFAI University, Jharkhand
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