CONCURRENT EVALUATION

MBA - SEMISTER IV

RURAL AGRI BUSINESS MANAGEMENT SPECIALISATION

SE – RABM – 02   ICT FOR AGRICULTURE MANAGEMENT

Faculty Name: Prof. Dr. Manisha Jagtap

<u>**Important Instructions**</u>:

1. The subject is evaluated on the basis of the following components

Component No	Component	Marks	Submission Date
1	**Situation Analysis**	**50**	**5th March 2025**
2	**Create a Scrap Book**	**50**	**10th March 2025**
3	**Open Book Test / Term Paper**	**50**	**As per the Internal Exam schedule**

Component No	Situation Analysis	Submission Date :
1		**5ᵗʰ March 2025**

Situation Analysis Assignment

I • Mobile-Based Advisory for Pest Control in Cotton Farming (ICT for Production Systems Management)

- **Situation:** A cotton farmer in Gujarat faces recurring pest infestations, leading to yield losses. Traditional methods of pest control are expensive and ineffective due to lack of timely information.
- **Task:** Analyze how mobile-based advisory services like Plantix or IFFCO Kisan can provide real-time pest control guidance. Discuss how AI-based image recognition can help farmers detect pests early and suggest treatment solutions. Use a case study of a farmer who implemented a mobile advisory system, leading to a reduction in pesticide usage and improved yields.

Situation II• E-NAM and E-Auction for Price Discovery in Wheat Marketing (ICT for Market Access)

- **Situation:** A wheat farmer in Punjab struggles with price fluctuations and unfair pricing from middlemen in local mandis.
- **Task:** Examine how the farmer can leverage e-NAM (National Agriculture Market) to sell directly to buyers and participate in e-auctions. Analyze how ICT can eliminate middlemen and ensure better price realization.Use data from existing e-NAM transactions to show how farmers benefited from transparent pricing and better market reach.

Situation III• Digital Payments and Microfinance for Dairy Farmers (ICT for Financial Inclusion)

- **Situation:** A small dairy farmer in Maharashtra faces difficulties in getting payments on time from buyers and accessing credit for expanding his dairy business.
- **Task:** Explore how digital payment platforms (UPI, Aadhaar-linked bank accounts) and microfinance institutions using ICT-enabled credit scoring can help dairy farmers. Discuss real cases where dairy cooperatives have adopted digital payment systems to ensure faster and transparent transactions.

Situation IV• GIS for Flood Risk Assessment in Paddy Fields (GIS and Remote Sensing Applications)

- **Situation:** Farmers in Assam experience seasonal flooding, damaging their paddy fields and leading to massive losses.
- **Task:** Investigate how GIS and remote sensing can help in flood risk assessment and early warning systems for better preparedness. Provide a case study of successful GIS applications in India for flood management in agriculture.

Situation V• AI-Based Weather Forecasting for Precision Farming (ICT for Rural Development)

- **Situation:** A farmer in Tamil Nadu relies on traditional weather knowledge for farming but faces losses due to unpredictable rainfall patterns.
- **Task:** Evaluate how AI-based weather prediction models, like those integrated into mobile apps (Kisan Suvidha, IMD's Meghdoot), can help farmers make better decisions. Highlight how such systems have improved farming practices and reduced climate-related risks in other regions.

Submission Details:
Prepare a detailed report addressing the above tasks, supported by relevant data, case studies, and examples. Present your findings in a structured manner with clear recommendations for the company's rural expansion strategy.

Submission Guidelines:

- Submit the completed report by the specified deadline.
- Ensure adherence to the word limit and formatting guidelines provided.
- Name your file as : **R&ABM404 < Student Full Name>**
- File Format: **MS WORD and printout of the file.**
- Send it on mailid: **drmanishajagtapdimr@gmail.com and also submit Hardcopy.**
- Include any supplementary materials such as photographs or interviews in the appendices section, if applicable.

Grading Criteria:

- Clarity and coherence of the report structure.
- Depth of analysis and critical reflection on the observations made during the field visit.
- Creativity and relevance of recommendations proposed for addressing the challenges identified.
- Overall quality of writing, including grammar, spelling, and punctuation.

Component No	Create a Scrapbook	Submission Date :
2		10th March 2025

Scrapbook Assignment: Exploring ICT-Enabled Rural Services

Assignment Details:

- **Objective:** To create a scrapbook covering the remaining points of the syllabus related to ICT-enabled rural services.

- **Assignment Deadline: 10th March 2025**

- **Submission Format:** Physical scrapbook and digital presentation (PDF format)

Assignment Instructions:

1. Create and Organize the scrapbook into sections corresponding to the following topics:

   - Introduction to ICT-enabled rural services and recent adoption history.
   - ICT for production systems management.
   - ICT for market access.
   - ICT for financial inclusion.
   - Overview of Geographical Information Systems (GIS).

2. For each section, provide a comprehensive overview of the topic based on research and analysis.

3. Include visuals such as diagrams, charts, and illustrations to enhance understanding.

4. Provide examples, case studies, or real-life scenarios to illustrate the application and impact of ICT-enabled rural services in each area.

5. Analyze the potential impact, challenges, and opportunities associated with each aspect of ICT-enabled rural services.

6. Conclude the scrapbook with a reflection on the overall significance of ICT in rural development and its potential for transforming rural economies.

7. Ensure creativity, organization, and attention to detail in presenting your scrapbook.

Submission Guidelines:

- Submit the completed scrapbook by the specified deadline.

- While submitting the physical scrapbook, ensure it is neatly organized and presented.

- While submitting a digital presentation, save it in PDF format and ensure readability and visual appeal.

- Include your name and student PRN no on the cover or first page of the scrapbook.

Grading Criteria:

- Depth of coverage and analysis of each topic related to ICT-enabled rural services.

- Clarity and coherence of the scrapbook structure.

- Integration of visuals, examples, and case studies to support understanding and analysis.

- Critical analysis of the potential impact, challenges, and opportunities associated with ICT-enabled rural services.

- Overall presentation quality, including creativity, visual appeal, and attention to detail.

Note: Refer to relevant resources, textbooks, and research materials to inform the content and structure of your scrapbook.

Component No		Submission Date :
3	**Open Book Test /Term Paper**	As per the Internal exam schedule