

MAM-068

**Master of Business Administration (Agribusiness Management)
(MBAABM)**

**ASSIGNMENT
for
January 2026 and July 2026 Session**

MAM-068: ORGANIC FARMING BUSINESS MANAGEMENT



**School of Agriculture
INDIRAGANDHINATIONAL OPEN UNIVERSITY MAIDAN
GARHI, NEW DELHI – 110 068**

ASSIGNMENT

CourseCode	: MAM-068
Course Title	: Organic Farming Business Management
Assignment Code	: MAM-068/2026
Coverage	: All Blocks

Note:

- Attempt any five questions and submit this assignment to the Coordinator of your study centre. Each answer may contain approx. 500 words.
 - Evaluation of assignment follows letter grading system. Grade A, B, C, D, or E will be awarded in order of performance of learners based on highest (A grade) to lowest (E grade). For details go through the MBAABM programme guide.
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- 1) What is the conversion period in organic farming? Describe the conversion process, split production, and challenges faced during transition from conventional to organic farming.
 - 2) Describe land preparation practices in organic farming. Explain primary and secondary tillage, soil tilth, and the importance of buffer zones in organic certification.
 - 3) Discuss in detail the principles of crop rotation. How does crop rotation influence soil fertility, pest management, and socio-economic stability of farmers?
 - 4) Explain the preparation and application of commonly used organic plant protection formulations such as Panchagavya, Jeevamruth, and botanical extracts.
 - 5) Explain certification and accreditation procedures in organic marketing. Discuss the role of inspection agencies and certification bodies.
 - 6) Explain in detail the procedure for grant of license for use of the Certification Trademark under NPOP.
 - 7) Discuss the various marketing strategies for organic produce.