

Title of the Report



SUBMITTED TO THE

INTEGRAL UNIVERSITY IN PARTIAL FULFILLEMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION

in

AGRIBUSINESS MANAGEMENT

by

Name of Student Enrollment Number

under the Guidance of

Name of Advisor Designation

Department of Agriculture
Integral Institute of Agricultural Science and Technology (IIAST)
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Lucknow-226 026
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INTEGRAL UNIVERSITY इंटीग्रल विश्वविद्यालय

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CERTIFICATE

This is to certify that the Summer Internship Programme (SIP) report entitled
submitted for the degree of Master of Business Administration in Agribusiness
Management to the Integral University, Lucknow by a bonafide student Mr.
supervision and that no part of this thesis has been submitted for any other
degree.
The assistance and help received during the course of research work has been
duly acknowledged.
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DECLARATION

Wheat (*Triticum aestivum* L.) is one of the major cereal crops with a unique protein, which is consumed by humans and is grown around the world in diverse environments (Abedi et al. 2010). Wheat is the world's most flavored staple food and provides more nourishment for humans than any other food source. It also contains carbohydrates, minerals, vitamins and fats. With a small amount of animal or legume protein added, a wheat-based meal is highly nutritious. Wheat is foremost among cereals and as a main source of carbohydrates and protein for both human beings and animals; contains starch (60-90%), protein (11-16.5%), fat (1.5-2%), inorganic ions (1.2-2%) and vitamins (B-complex and vitamin E) (Rueda-Ayala et al. 2011).

In India, during past three decades, intensive agriculture involving exhaustive high yielding varieties of cereals particularly, wheat has led to heavy withdrawal of nutrients from the soil. This resulted in the increase in consumption of chemical fertilizers but the trend of fertilizer use efficiency is not encouraging. These erratic fertilizers use patterns, if continued for years, could cause much greater drain on native soil fertility and the soil may not be able to support high production levels in future. Therefore, in the event of nutrient turnover in soilplant system being considerably high under intensive farming, neither chemical organic/biological sources achieve fertilizer nor alone can production sustainability.

Plants require nutrients for their growth and development. These nutrients are present in soil and continuously depleted during cultivation of crop plant. So, to overcome these problem fertilizers are used to replenish the nutrients. They are used for higher yield and effective growth of plant and agricultural products (Ramteke et al. 2012). Fertilizers are sources of plant nutrient that can be added to soil to maintain its natural fertility. They are intended to supply plant needs