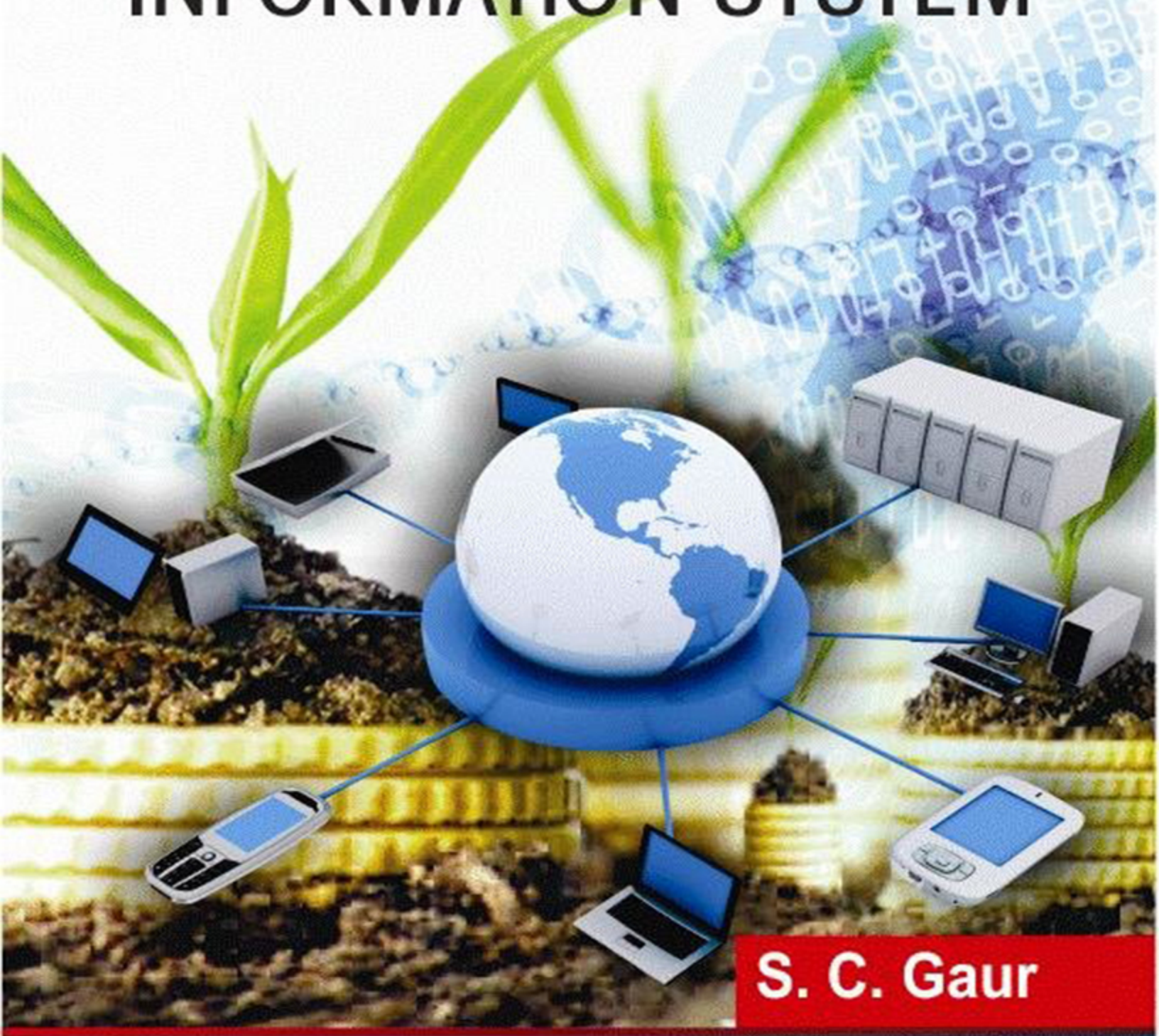
# AGRIBUSINESS: MANAGEMENT INFORMATION SYSTEM



S. C. Gaur

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# Preface

India is progressing in an information age. For any organization, information is as important resource as money, machinery and manpower. It is essential for the survival of the enterprise. Developments in computer technology made possible for managers to select the information they require, in the form best suited for their needs and in time they want. This information must be current and in many cases is needed by many people at the same time. Most firms nowadays depend on IT.

A management information system (MIS) provides information needed to manage organizations efficiently and effectively. Management information systems involve three primary resources: people, technology, and information. Management information systems are distinct from other information systems in that they are used to analyze operational activities in the organization. Academically, the term is commonly used to refer to the group of information management methods tied to the automation or support of human decision making, e.g. decision support systems, expert systems, and executive information systems.

The impact of MIS on the functions is in its management. The information system is the mechanism to ensure that information is available to the managers in the form they want it and when they need it. With a good support, the management of marking, finance, production and personnel become more efficient. The

tracking and monitoring of the functional targets becomes easy. The functional, managers are informed about the progress, achievements and shortfalls in the probable trends in the various aspects of business. This helps in forecasting and long- term perspective planning. The manager's attention is brought to a situation which is exceptional in nature, inducing him to take an action or a decision in the matter. A disciplined information reporting system creates a structured data and a knowledge base for all the people in the organization. The information is available in such a form that it can be used straight away or by blending analysis, saving the manager's valuable time.

Use of Management information system in agribusiness is its continuous pursuit of new technologies. Well-known examples include the use of satellite-based global positioning systems (GPS) to closely manage crop lands and computer systems to manage various parts of the business. These technologies boost agricultural efficiency by reducing wasted resources, saving time, and improving output.

The book includes the chapters like Agribusiness: In Introduction, Management Information System (MIS), Agrimanagement Information System (AMIS), Trends in Information Technology - Hardware, Software, Agribusiness: Decision Making in MIS, Information and Knowledge, Conceptual Foundations of Information System, Information Resources Management (IRM), Systems Analysis and Designs, Designing On-Line and Distributed Environments-Design Consideration, Implementation and Control of Projects, Information Technology : Hardware, Software, Data Communication, Computer Networks and References. The chapters will provide overall knowledge about role of MIS in agribusiness.

I express my thanks to Dr. Updesh Purohit of Agrobios (India) for publishing the book.

**Author**

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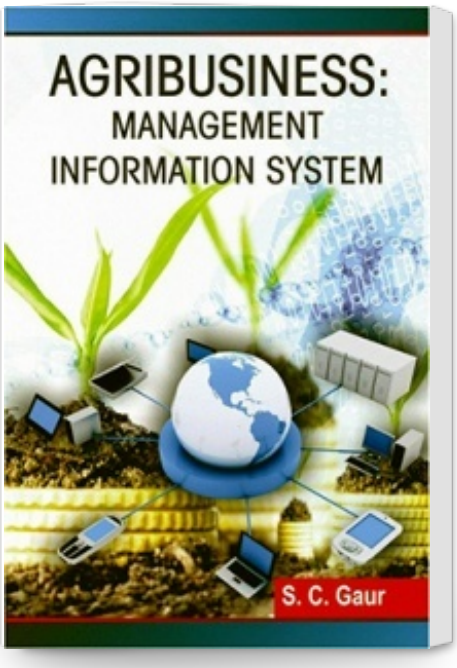


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