

**Post Graduate Diploma
in
Agri-Ware house Management, Agri-tourism Management and
Agricultural Journalism & Mass Communication**



Dr. Rajendra Prasad Central Agricultural University
Pusa, Samastipur, 848125, Bihar
www.rpcau.ac.in

About the University

Dr. Rajendra Prasad Central Agriculture University (Earlier, Rajendra Agricultural University) was originally established as India's first-ever Imperial Agriculture Research Institute in 1905 with a vision of making it a nucleus of agricultural activities, research and education for the whole country and to attract the best of talents from India and abroad. The conversion of this University into Central Agricultural University was accomplished in 2016 for further generating and expanding the knowledge in the field of agriculture and allied sciences. The University is generating quality human resources and providing dynamic leadership in teaching, research, and extension related to agriculture and allied sciences and is strongly committed to serving the farming community of the country in general and Bihar state in particular justifying its status as the institute of the national importance.

Salient Features

Dr. Rajendra Prasad Central Agricultural University is a premier agriculture institution with vast green, residential campus having excellent accommodation and other basic amenities, spread over 1100 acres with rich biodiversity and committed to expanding the horizon of agricultural knowledge and transforming agriculture through education and innovative technologies by integration of teaching, research and extension activities to reinforce quality learning environment. The University is marching ahead with mission to widen the knowledge base with many collaborative endeavours and imparting education to diverse students population from 27 states by creating exemplary academic ambiance, safe and secure environment, smart classrooms, the state of art library, updated laboratories, counselling and various career opportunities.

The University has the honour to find a place under top ten Universities of the country (India Today- MDRA survey, 2020 & 2021), also named as top 10 Best Institutions in North India for the Year, 2020 (Knowledge Review Magazine), nominated as Finalist of Green University of Asia Pacific region award- 2020 (Accreditation Council for Entrepreneurial and Engaged Universities), recipient of the University of the Year awards (FICCI), Green campus award (Agriculture Today Group) and many more national awards.

Post Graduate Diploma Programme

Agriculture is the main sector of Indian Economy. Around 65 percent of the population is directly or indirectly dependent on agriculture. Out of total GDP, around 16 percent GDP comes from agriculture sector. During the last decade, there has been increasing demand of trained manpower in Agriculture and allied sectors due to phenomenal growth of agro-industries, agro-tourism and service sectors. The demand of manpower in these sectors can be categorized as required to perform low end jobs i.e mechanics, tractor/farm machinery driver, field staff for micro irrigation, AI/ET workers, poly house maintenance, nursery raising, lower level extension workers of government and industries and middle level staff in government banking and input suppliers along with manpower for academic, research and Industries .

In order to prepare the youth ready to meet the requirement of agro-industries /service sector ; and to inculcate entrepreneurship and start up among talented students, Dr. Rajendra

Prasad central Agricultural University is going to start Post –graduate Diploma programme in the following discipline:

1. Agri-ware house Management
2. Agri-tourism Management
3. Agricultural Journalism and Mass Communication

Eligibility criteria for admission to Post-Graduate Diploma Programme

Essential Educational Qualification:

1.	Agri-Warehouse Management	Bachelor Degree in Agriculture and allied Science
2.	Agri Tourism Management	B.Sc in Agriculture or allied Science/ BA/ B.Com & BBA /Bachelor degree in Biological Science
3.	Agricultural Journalism and Mass Communication	B.Sc in Agriculture or allied Science, BBA/ Bachelor in Mass Communication & Journalism/ BA (Psychology/ Sociology/ Economics/ Hindi/English)

Age-25 years for general, relaxation of five years for SC/ST and three years for OBC category.

No age restriction for Inservice/Industry sponsored candidate

Reservation Policy: As per central Government reservation policy.

Total Intake capacity : 25 seats in each programme , Provision of 20 percent additional seats for Industry sponsored candidates in each programme.

Seat allocation: The allocation of seats for candidates having different academic qualification will be as given below:

- In Agri-wirehouse Management, all the 25 seats will be allocated to candidates possessing the qualification of Bachelor Degree in Agriculture or allied science
- For Agri-tourism, 15 seats will be allocated to candidate possessing Bachelor Degree in Agriculture and allied Science, 5-seats for those possessing Degree in Biological science and 5-seats to those possessing degree in Social science (Art/ commerce/ BBA etc. However if seats from one group is not filled, it can be transferred to other group.
- For Agriculture Journalism and Mass Communication: 15 seats to candidate possessing Bachelor Degree in Agriculture and allied science, 5-seats for those possessing qualification of BBA or Bachelor Degree in Mass Communication and Journalism and 5-seats for those having Bachelor of Art as a major subject including Psychology/Sociology/Economics/English/Hindi. However if seats from one group is not filled, it can be transferred to other group.

Entrance and selection of students The Applications are invited from the eligible candidates across the country through advertisement in newspaper and details of guideline and application form are available on the University website (www.rpcau.ac.in).

Application fee: Rs.500/- (Rupees Five hundred) only for general and Rs.250/- (Rs. Two hundred fifty) only for reserve category, payable through NEFT in favour of Director of Education Post Graduate Diploma course, Punjab National Bank account No. 4512005500000013 , branch- Pusa farm, IFSC code: PUNB0451200

Last date for receipt of application in the university : 31st July, 2022. The duly signed application (scanned copy) should be submitted through email to ade.pgd@rpcau.ac.in on or before the last date.

Entrance Test: The entrance examination will be conducted for shortlisted applicants depending upon number of applications received. If number of application will be more than three times, the entrance examination will be conducted for screening the candidate for further evaluation. The suitable candidates will be considered for further selection process as given below:

Marks in entrance examination	:	100
G.D.	:	50
Personal Interaction / Interview	:	50
Academic Score		120

Academic score : $0.2 \times$ Marks (%)obtained in high school + $0.3 \times$ Marks (%)obtained in +2 level + $0.5 \times$ Marks (%)obtained in Degree level +20 Marks for PG Degree

Academic Regulations:

The Academic Regulations of Dr. Rajendra Prasad Central Agricultural University , Pusa will be followed.

System of Education

The semester system of education is followed. Each semester has 110 days duration. Every enrolled student is required to take a specified load of course work in the diploma programme.

Grading System

- The grading system is done on a 10 point scale.
- The pass marks of a subject is 50% (5.0 on 10 point scale).
- A student graduating from this university must have an overall 55% marks (5.5 on 10 points scale).
- A student has to reappear in the subsequent examination of the subject if he/she fails after getting himself/ herself registered in that course.

Duration of the Programme

- Minimum 2 semesters (1 academic year)
- Maximum 4 semesters
- Residential Requirements: 6 months- Rest 6 months is spent in Industry.
- It is mandatory to complete the entire courses and project work to qualify for the certificate of the Programme..

Fee structure: The fee is charged as per details given below:

Fee to be charged per semester

Details of fee structure	Amount (Rs.)
Registration Fee	210
Admission Fee	260
Tuition Fee	20000
Exam Fee	500
Library Fee	330
Medical Fee	250
Athletic Fee	250
Extra Co-Curricular Fee	250
Common Room Fund	100
Hostel Fund	100
Seat Rent	2000
A	24250
Fee to be charged once in academic programme at the time of admission	
Laboratory Caution Money	660
Library Security Money	1650
Hostel Security Money	825
B	3135
Development Fee	5000
University Registration Charge	165
PDC + Transcript	100
ODC (Postal charge include)	800
Migration Fee	250
C	6315
Health Insurance	910
NSS	20
D.	930
Total A+B+C +D	34630

Beside Mess fee per semester-15000 only

Evaluation:

The candidates are evaluated based on their performance in the semester examinations comprising Assignment, quiz, mid-term exams and end-term exam. A candidate is required to score 50 percent marks in each component/ subject to qualify, as per details provided below:

The distribution of marks in internal examination will be as follow:

S. N.	Type of Examination	Course involving practical	Course involving no Practical	Course involving practical only	
				Type of examination	Total Marks
1	Assignment	05	10	Quiz	10
2	Mid Term exam.	30	40	Term Assignment	20
3	Practical Exam	15	-	Final Practical	50

4	-	-	-	Maintenance of Practical Record	10
5	-	-	-	Viva-voce	10
Total		50	50		100

Note: Mid-term and final examination may also include theoretical questions based on practical.

1. Post Graduate Diploma in Agri-Warehouse Management

Location: College of Agricultural Engineering, RPCAU,Pusa

Background

Indian economy is an agrarian economy with the majority of the population engaged directly or indirectly in agriculture activities. Production of goods, whether agricultural or industrial, is localized in nature. It is either seasonal or limited to a geographically marked area; while on the contrary, consumption is widespread round the year with variable demand across seasons or different locations. This entire link between production and consumption makes the supply chain. Warehousing is an integral component in supply chain management. Warehousing in India has been predominantly in the agri-sector considering great demand for storage capacity to support raw and processed agricultural goods.

The changing agricultural scenario of the country calls for organized agri-warehousing backed by state-of-the-art technology. The changing global scenario with spectacular growth potential in agriculture and allied sectors is expected to create huge demand for technically qualified manpower to manage different aspects of warehousing such as logistics, supply chains, inventory management, collateral management. The need for warehousing, an essential component of the supply chain, is becoming highly specialized and its demand is ever-increasing. The shortage of skilled manpower in Agri Warehousing with the above-specialized skills is acting as an impediment in modern warehousing development.

Realizing the burgeoning demand for trained human resources in the sector, RPCAU has proposed a one-year diploma program on Post Graduate Diploma in Agri-Warehousing Management (PGDAWM) to create a pool of warehouse professionals to fulfil the current demand.

About the Course

The course aims at creating a pool of warehouse professionals with capacity to manage agri-warehouse efficiently and help them to acquire latest knowledge and understanding of related aspects like post-harvest Management, storage concepts, inventory, logistics, and collateral management.

This course introduces the key principles and activities related to the Warehousing function in a modern organization. It addresses the operational aspects of planning and managing warehouses. In addition, the student is given an exposure to the related business functions in Supply Chain Management including inventory, purchasing, materials and logistics.

Individuals interested in earning a diploma can look to associate the programs in supply chain management and logistics, which may include specialized classes in storing food or managing warehouses at docks and airports. The major area of study in this program in Agri-warehouse management includes:

- Post-harvest Engineering and Management
- Pathological and entomological aspects
- Design of farm structures, process equipment and instrumentation
- Quality control and regulation
- Seed processing
- Agri- Business basics
- Supply chain management
- Fundamentals of transportation and logistics

Course Structure and Contents

The programme has 44 credits to be offered in two semesters. The first semester courses will comprise of theory & exercise based (deliberations in classroom) , but the second semester will be practical and exposure oriented, both in form of project and industry/Institute training along with assignments for each subject.

Framework of courses for Post graduate Diploma in agri-warehouse Management

Semester I

Course No.	Name of Course	Credits	Offered by College/unit*
AWM 101	Post-harvest Engineering of cereals and pulses	3 Credits	CAE
AWM 102	Design layout and Instrumentation in warehouse	3 Credits	CAE
AWM 103	Pathological and entomological aspects in warehousing	3 Credits	TCA
AWM 104	Quality controls and Regulatory Framework	3 Credits	CAE
AWM 105	Agri- Business and storage concepts in warehousing	3 Credits	ABM
AWM 106	Agri-Supply Chain and Logistics Management	3 Credits	ABM
AWM 107	Warehousing Cost and Receipt Management	4 Credits	ABM
AWM 108	Risk and Record Management in warehousing	4 Credits	ABM
	Total	26 credits	

**ABM- Agri-business management; CAE- College of Agricultural Engineering;*

Semester II

Course No.	Name of Course	Credits	Offered by College/unit*
AWM 201	Exposure visit and report writing (completion of report)	8 Credits	CAE
AWM 202	Project ((Industry/institute linkage)	10 Credits	CAE

CAE- College of Agricultural Engineering

It is mandatory to complete the entire courses and project work to qualify for the award of certificate.

2. Post Graduate Diploma in Agri-tourism Management

Location: School of Agribusiness and Rural Management, RPCAU,Pusa

Back ground

Tourism is identified as one of the growing sectors for employment generation, poverty alleviation and sustainable human development. The world tourism organization has estimated that the tourism industry is growing at the rate of 4 percent a year, whereas Indian tourism industry is growing at 10.1 percent which is 2.5 times more than the world rate. The tourism sector is one of the major foreign exchange earners for country. Agro tourism is one such form of tourism which has recently emerged in India. Agri tourism is an inexpensive gate way of tourism due to low cost of food,accommodation, recreation and travel.The urban population having the roots from the villages , are curious about the farming Industry and life style.

The health conscious urban population, being exposed to stressful life, polluted environment and adulterated food, usually search solace with nature friendly resources.

The state of Bihar possess enormous opportunity for agro-tourism due to its cultural heritage, availability of export quality tea ,litchi, mango and rice varieties. There is immense scope for tagging the culture, heritage , rural life with tourism to develop and generate employment opportunity in agri-tourism sector.

About the Course

The Post graduate Diploma course in Agri-tourism Management has been designed and developed to create a pool of trained professional ready for employment in the field of agri-tourism exposing the students in basic concept of tourism, Agri-tourism development products and operation, hospitality skills, business communication, marketing, entrepreneurship, fundamental agriculture etc

Course structure and content

Total 35 credit will be offered in two semesters including course work- 21 credits in 1st semester and project work(practical)-14 credits.

Framework of courses for Post graduate Diploma in Agri-tourism Management

First Semester

Sl.NO.	Course Title	Credits
1	Understanding tourism	2(1+1)
2	Agritourism development products and operation	3(2+1)
3	Hospitality skills for Agri-tourism Business	2(1+1)
4.	Sustainability and Agro-tourism	2(1+1)
5	Business Communication skill	2(1+1)
6	Management Issues in Agritourism	2(1+1)
7	Marketing for Agri-tourism	3(2+1)
8	Entrepreneurship in Agritourism	2(1+1)
9	Fundamentals of Agriculture(Non-credit)	1+1
10	Basics of ancient History, geography and Political Science	1+0

Semester II

Credit hours: 14 credit hours

Project work: To provide an opportunity for the students to apply their Knowledge and skills in real life work situation through various practitioners, prominent companies, entrepreneurs in the field of Agritourism and other tourism development Centre in the form of Projects.

It is mandatory to complete the entire courses and project work to qualify for the award of certificate.

Agricultural Journalism and Mass communication

Location: School of Agribusiness and Rural Management, RPCAU, Pusa

Background: The national Agriculture Research system has been committed to provide decent livelihood to farming community and over all sustainable development of the nation and global community as a whole through development and dissemination of modern tools : and technologies for agriculture and allied sectors such as fishery, animal husbandry, horticulture etc

In the current scenario, more than 40% of farmers are willing to leave agriculture if they have an alternative due to low return and other constraints. Information asymmetry at farm level is one of the main reasons for low agriculture productivity and production efficiency in India and other developing countries. For this situation need based and location specific information could play pivotal role for enhancing farm productivity and disseminating fast information to the farmers. Agricultural Journalism and Mass Communication can play an important role in strengthening lab to land linkages.

About the Course

Since the mass media has come up to play the most significant role in dissemination of information across the world, the Post-graduate diploma course in agricultural journalism and mass communication will be run in the school of Agribusiness and rural management for developing pool of properly trained journalists with expertise in sensitive and proper coverage of agriculture in the media.

Course Structure and content: This course introduces the key principles and activities related to the journalism and mass communication along with advertising, public relations, soft skill development and others.

Framework of courses for Post graduate Diploma in Agricultural Journalism and Mass Communication

Semester -1

Course Code	Course Name	Course Credit
AJMC-501	Agriculture Journalism & and Mass Communication	1+1 = 2
AJMC-502	Development Communication	1+1 = 2
AJMC-503	Print Media	1+1=2

AJMC-504	Radio Production	1+1=2
AJMC-505	Film Production	1+1=2
AJMC-506	New Media	1+1 = 2
AJMC-507	Advertising and Public Relations	1+1 = 2
AJMC-508	Soft Skill Development	1+1 = 2
AJMC-509	Mobile Journalism	1+1 = 2
AJMC-510	Elementary English & Technical Writing	1+2=3
Total Credits		21

Semester-2

Course Code: AJMC-511	Internship Attachment with media House/ Community Media/NGO	7 credits
Course Code: AJMC-512	Media Portfolio Presentation Multi-media production on an assigned theme and presentation before committee	7 credits

It is mandatory to complete the entire courses and project work to qualify for the award of certificate.