



SCHOOL OF AGRIBUSINESS & RURAL MANAGEMENT
DR. RAJENDRA PRASAD CENTRAL AGRICULTURAL UNIVERSITY
Pusa, Samastipur - 848-125, Bihar, India
"AN INSTITUTION OF NATIONAL IMPORTANCE, GOVERNMENT OF INDIA "

MBA

(Rural Management)



ADMISSION
BROCHURE 2024-25



Dr. Rajendra Prasad Central Agricultural University, Pusa, Bihar

A historical institution of agricultural research, education, extension and entrepreneurship promotion, Pusa, Bihar is the birthplace of agricultural education and research. Although this journey started long back in the 18th century, the formal structured education in the form of an Agricultural Research Institute and College took shape in 1905. Continuing with this journey, the State Agricultural University in the name of Rajendra Agricultural University was set up in 1970 by the Govt. of Bihar. Acknowledging the contribution in agricultural education, research and extension, the Govt. of India upgraded this institution into a Central University in 2016 and renamed it as Dr. Rajendra Prasad Central Agricultural University. The University is recognized as an Institution of National Importance and is currently involved in agricultural education, research and extension in the country.

The academic set up of the university comprises of eight colleges, eight multi-disciplinary research centers/institutes, three regional research centers, in addition to six Sugarcane Testing centers attached with six sugar mills, 16 KVks and Agricultural Technology Information Centre (ATIC). We are a fully residential campus, spread over an area of 1096 acres supporting rich biodiversity. Currently, more than 2000 students from 27 states of India are pursuing their education in various disciplines of Certification Courses, Diploma, Bachelor's, Master's and Doctoral program.





School of Agribusiness and Rural Management

One of its kinds among agricultural education institutions in India
[Accredited By NAEAB (ICAR), New Delhi]

The management education at Dr. Rajendra Prasad Central Agricultural University, Pusa (formely Rajendra Agricultural University) started 17 years ago in 2006 with the launching of MBA (Agribusiness) degree programme by the Hon'ble Chief Minister of Bihar Sri Nitish Kumar Ji on 22nd July, 2006 under the Faculty of Basic Science and Humanities (FBS&H). Considering the importance of this programme and role of agricultural and rural management, a dedicated set up in the form of School of Agribusiness and Rural Management (SAB&RM) was established in 2018 with the launch of one more MBA programme in Rural Management. In 2016 it became Central University (an Institute of National Importance). School of Agribusiness and Rural Management (SAB&RM) was established under the Dr. Rajendra Prasad Central Agricultural University (RPCAU) from 2018. In 2020, a new technologically equipped building of SAB&RM was inaugurated by our Hon'ble Prime Minister Shri Narendra Modi ji. The college is accredited by Indian Council of Agricultural Research (ICAR).

This is among very few institutions in the country and unique among agricultural universities in India with both MBA (Agribusiness) and MBA (Rural Management) programme. This college is rated as a premier institution and imparts professional management education in the field of Agribusiness and Rural Management to generate entrepreneurs and to develop competent, socially responsible and qualified human capital for managing agribusiness and rural enterprises. The college has a history of placing its students in prominent business and development organizations.

Over the years, the school has achieved and excellence in student placement. Our students are placed with organisations of great repute, Nationally. Few of them have also got an opportunity to work for International organisations.



SAB & RM



In 2023, all students of MBA (Rural Management) and MBA (Agribusiness Management) have been placed in reputed organizations well before the completion of the academic programme. In addition to running these two degree programmes, the college has also started Two Post Graduate Diploma Programmes (PGD) of One year in Agri Tourism Management (ATM) and Agri Journalism and Mass Communication (AJMC) in 2021.

SAB&RM is located within the premises of the University at Pusa, having its own building with state-of-the-art infrastructure, has well equipped teaching and research infrastructure such as smart classrooms, conference/seminar hall, auditorium with a 200 seating capacity, a dedicated library and computer lab along with other central facilities available in the University premises such as Central library, e-resources, playground, central auditorium, training hall, guesthouses, well-furnished hostels for students, University transportation facilities for students, cafeteria, gymnasium, dispensary, river front boating, parks and gardens, botanical garden, butterfly park, shopping complex etc.

"We encourage students to choose this institution for building a great career ahead. We assure to mentor you to take up future CEOs and leadership role."

कृषि व्यवसाय एवं ग्रामीण प्रबंधन संस्थान SCHOOL OF AGRIBUSINESS & RURAL MANAGEMENT



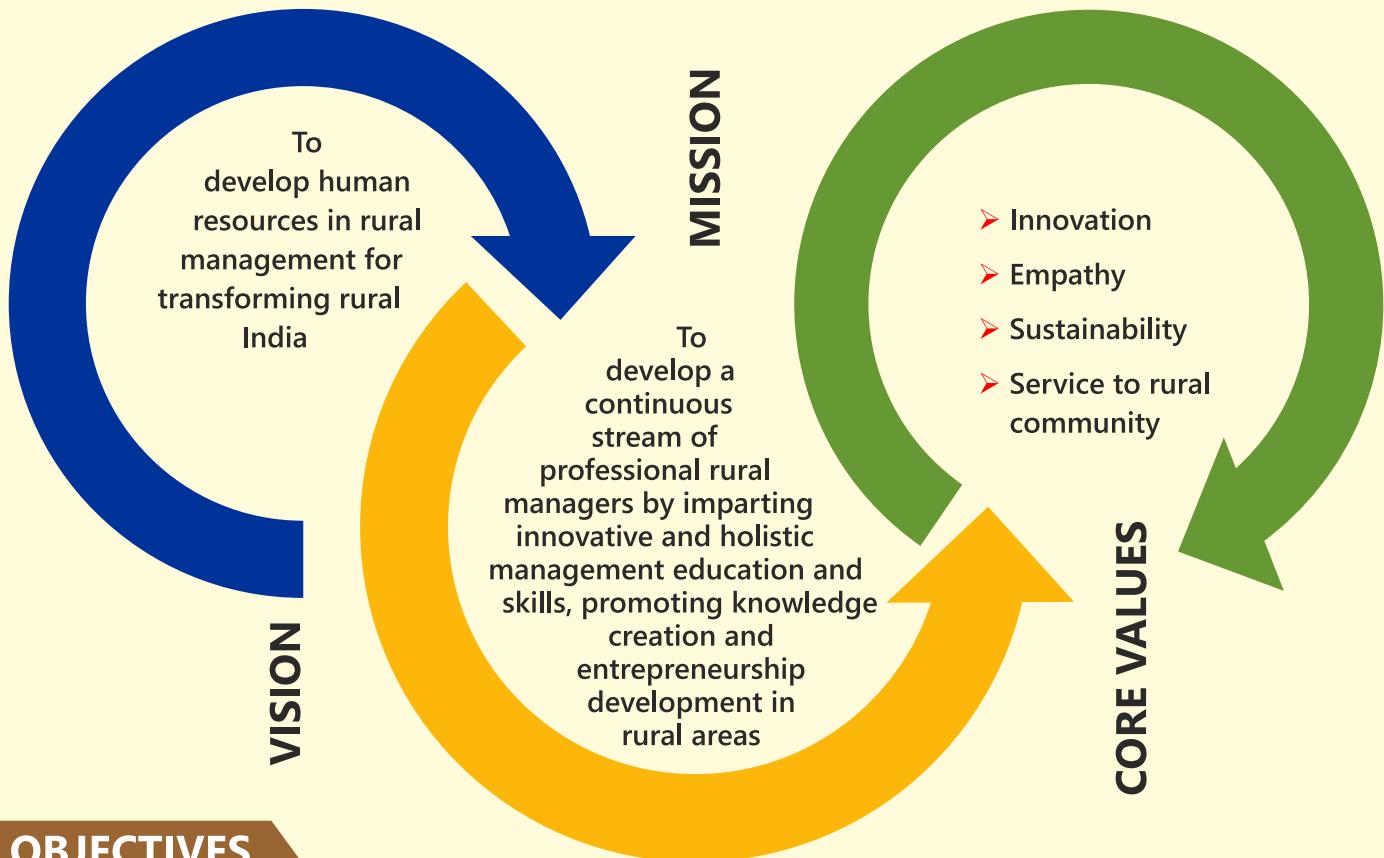


MBA (Rural Management)

~Fostering Rural Prosperity

MBA (Rural Management) was designed to understand the rural economy and to create managers who have the knowledge of business management and the ability to work in the rural sector. The Programme provides an extensive understanding of the rural context, communities, markets and opportunities, knowledge and skills to understand analyse and address complex problems in rural markets, develop and implement livelihood programme and social change strategies and also design to incubate and nurture social enterprises. Students learn to analyse managerial and developmental problems and develop insight, practical and innovative solutions to suit the requirement of rural mass.

MBA (Rural Management) was started in 2018 with an intake capacity of 30. It is a two-year residential postgraduate programme spanned over four different semesters including village fieldwork, development internship, and management traineeship. The first semester is a classroom component followed by three blended semesters (both classroom and experiential component) focusing on concepts, skills, and knowledge pertaining to rural development and management, using modern pedagogical techniques.



OBJECTIVES

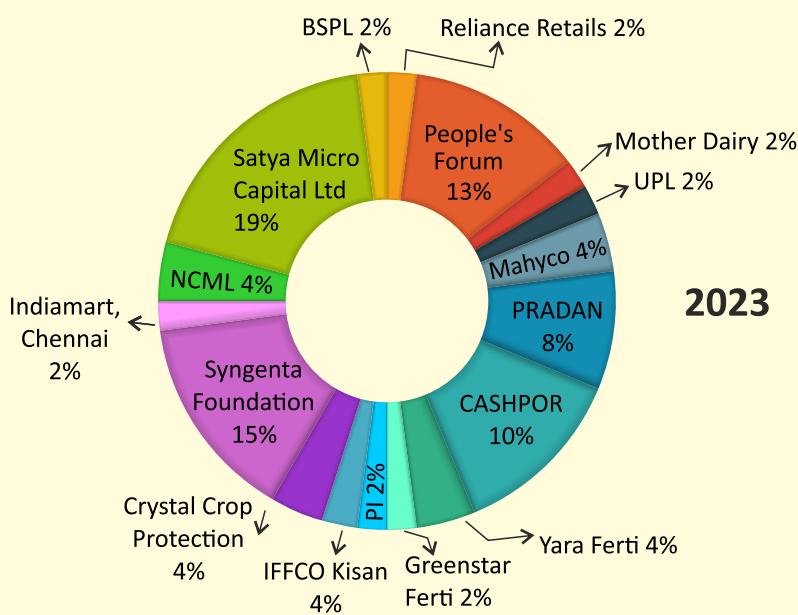
- Creating professionally trained rural managers with an appropriate ethos and values
- Developing attitudes and skill sets in students to work on problems of rural areas in an effective manner
- Encourage students towards rural entrepreneurship
- Capacity building in public policy for rural transformation



SIGNIFICANT ACHIEVEMENTS

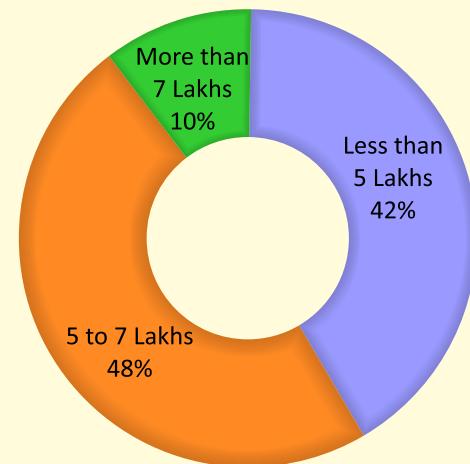
- School of Agribusiness and Rural Management (SAB&RM), RPCAU, Pusa has achieved a historical feat by securing 100% placements for the students of MBA-Agribusiness and MBA-Rural Management Programmes (Batch 2021-23)
- Our alumni are well placed with various development initiatives of government and non-governmental organisations across the country contributing to the development agenda of the nation
- One of the alumni of SAB&RM, Mr. Maninder Singh from MBA-Agribusiness (Batch 2017-19) who has recently joined BASF Canada Inc. with a package of approx. 37.26 LPA

Placement of students in different companies



2023

Packages offered



Our Recruiters Last Year for MBA (Rural Management)

❖ Syngenta ❖ Pradan ❖ Annapurna Micro Finance ❖ Cashpor Micro credit ❖ Satya Micro Capital Ltd



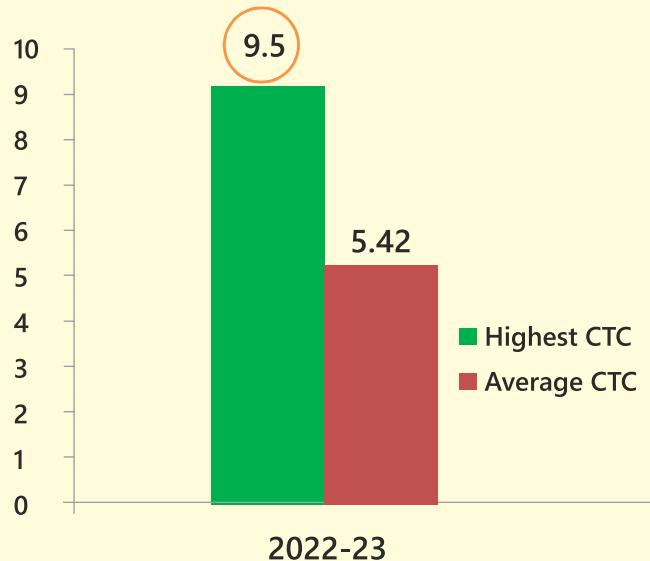
Campus Placement

Our top recruiters this year belong to Agri-input sector (UPL, Yara Fertilizers India Pvt. Ltd, Mahyco, Crystal Crop Crop Protection Limited, IFFCO Kisan, and PI Industries), Microfinance Sector (Annapurna Finance, Satya Micro Capital, CASHPOR etc), Food Sector (Mother Dairy, Indiamart and Reliance Retail) Commodity (NCML) and Development Sector (Pradan, Syngenta Foundation among others). This reflects the strong industry connect and the relevance of the curriculum in preparing students for career growth in the various sectors.

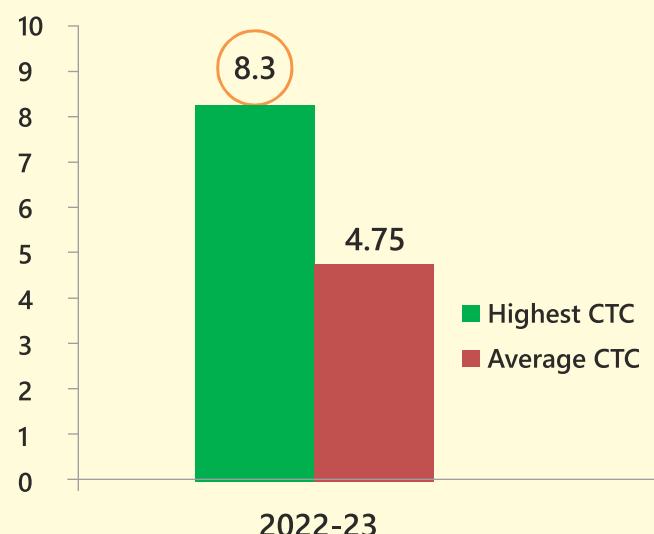
The average package for the MBA (Rural Management) stands at Rs. 4.75 LPA whereas the highest package was offered to a girl student, Ms. Sumona Roy which is Rs. 8.30 LPA with PRADAN. While, for MBA (Agribusiness), the highest package Rs. 9.50 LPA with UPL and average package of the batch is about Rs. 5.5 LPA.

Other Corporate engagements/support includes agro based companies such as VNR Seeds, Dhanuka Agritech Ltd.; Godrej Agrovet Ltd; Jain Irrigation; AMUL; Rallis India; NABARD, Jeevika; DEHAAT; TAFE; Punjab National Bank; National Bulk Holding Corporation; BASF India Pvt. Ltd.; Axis Bank; Bank of India; Canara Bank; HDFC, SBI; Tata Chemicals; Agakhan Rural Support India (AKRSP); Mahindra & Mahindra, Samridhi; NBHC, Techno serve India Pvt. etc provides summer training, project training as well as final placement to our students.

MBA (Agribusiness)



MBA (Rural Management)



➤ ROI for our students is higher than many reputed B-Schools

100% Placement of MBA (Rural Management) & MBA (Agribusiness) students of 2021-23 Batch



Design of the Programme

Pedagogy

Classroom Segments

These segments expose the students to the theories, concepts and case studies in the field of agricultural/rural marketing, basic management principles, communication skill etc.

Semester wise courses, Internship and Project Work

| Semester I | Semester II | Semester III | Semester IV |
|---|---|---|--------------|
| Indian Rural Society and Rural Administration | Rural Entrepreneurship and micro enterprises | Development Advocacy and Communication | Project Work |
| | Management of Cooperatives and Collectives | Rural Project Management | |
| Accounting for Rural Management | Financial Management for Rural Managers | Rural Banking and Micro Finance | |
| | Marketing Management for Rural Organizations | Monitoring and Evaluation of Development Projects | |
| Managerial Economics | Civil Society and NGO Management, corporate Social Responsibility | Supply Chain Management | |
| | Big data and Business Intelligence | Commodity Market and Derivatives | |
| | Human Resource Management and Organizational Development | Enterprise Resource Planning | |
| Rural Research Methods | Human Resource Management and Organizational Development | Legal Environment of Business | |
| ICT and MIS | | Strategic Management | |
| Fundamentals of Marketing | Operation Management | Business Analytics | |
| | Advertising and Brand Management | International Trade for Agriculture Products | |
| Business Communication | Seminar | Digital Marketing | |
| Filed Internship | Summer Internship | | |

Supporting Courses

| | | | |
|---|---|---|--|
| Technical Writing & Communications skills | Basic Concepts in Laboratory Techniques | Intellectual Property & its Management in Agriculture | |
| Agricultural Research, Research Ethics & Rural Development Programmes | | | |
| Library & Information services | | | |

Language courses

| | | | |
|-------------------------|--|--------------------------|--|
| German & French Paper I | | German & French Paper II | |
|-------------------------|--|--------------------------|--|

Experiential Learning Segment

Experiential learning component is aimed at providing the students an opportunity to understand, learn and implement theory and practices of rural management in the real rural setting/ environment. Students are expected to work on chosen projects guided by a faculty member in association with rural business organisations and development-oriented institutions. Three experiential learning modules in the form of Internship / Project Work are included as a part of the 2 year MBA (Rural Management) programme.

Field Internship: This involves association with the Krishi Vigyan Kendras of our University during the First Semester of the MBA Programme. There are two components under this internship namely Village Experience Segment and Rural Action Component. In Village Experience Component the students understand the overall dynamics of a village society through various tools such as Participatory Rural Appraisal and develop a village level perspective plan. In Rural Action Component, the students undertake a project related to rural areas in consultation with the organization and the University.

Summer Internship: This is a 6-week programme undertaken during 2nd Semester in association with organizations working in development theme in rural areas such as Cooperatives, Social enterprises, NGOs etc.

Project Work: This programme is undertaken as a component of 4th Semester in association with commercial organizations working in development sector or development organization. Students take up a study related to business problems in association with such organizations. These Projects are mentored by both the college and the host organization.





Teaching and Infrastructure Facilities

- ◎ Faculty – 3 Associate Professors, 4 Assistant Professors
- ◎ Smart Classrooms
- ◎ Conference/seminar hall
- ◎ Auditorium with a 200 seating capacity
- ◎ A dedicated library and computer lab

Other facilities available in the University premises such as:

- ◎ Central library and e-resources
- ◎ Playground, Central auditorium and training hall
- ◎ Guesthouses and well-furnished hostels for students
- ◎ University transportation facilities for students, cafeteria, gymnasium, river front boating, parks and gardens, botanical garden, butterfly park, shopping complex etc



Faculty at School of Agribusiness and Rural Management



Dr. Ram Datt

Associate Professor

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Dr. Ritambhara Singh

Associate Professor

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Dr. Raj Shravanti Andukuri

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Assistant Professor

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Student Engagements

- Student clubs through 9 dedicated student led clubs
- Development Dialogue Series
- Corporate Dialogue Series
- Guest lectures by corporate and personality development experts
- Placement activities
- Grooming classes on Persuasive communication, Professional etiquettes, Presentation Skills, Corporate attire, Personal Interview, Group Discussion, Netiquettes, Personal Branding



Student Clubs Activities



Corporate Dialogue Series by Dr. Sudhir Kumar Goyal-Freelance Consultant (Former Additional Chief Secretary, Govt. of Maharashtra)

Grooming Classes on Personal Interview



Placement Activities



Alumni Speak (Batch : 2021-23)



“ The course and the faculty members helped me to transform and enhance my core values like empathy, sustainability, and service to the rural community myself. The inclusion of specialized field component, where we get engaged with NGOs, KVKs, and related development sector organizations and working with rural society to gain real-life experience which helps us to be future ready and develop problem-solving skills, agility, flexibility, and a sense of contribution to rural India. ”

Sumona Roy
Development Apprenticeship (PRADAN)



“ Journey @SAB&RM was a transformative, reinforcing core values & commitment to rural service. The college stands out as the best in India for Rural Management, offering a course that uniquely blends management with a rural perspective, presenting opportunities in both development and corporate sectors. Gratitude goes to the faculty for their guidance, contributing towards our personal growth. I eagerly anticipate applying these learnings to make a meaningful impact in the rural sector. ”

Rahul Kumar
Syngenta Foundation (Agri- Entreprenur Mentor)



“ This programme was a transformative experience that equipped me with essential skills to address rural challenges. The well-organized curriculum and engaging field experiences enriched my learning journey, fostering problem-solving skills and securing a placement in IFFCO. Dedicated faculty members played a pivotal role in my personal and professional growth. Grateful for this remarkable learning experience, I eagerly look forward to contributing to rural development and making a positive change. ”

Saurav Kumar
IFFCO Kisan (Field Officer Trainee)



“ MBA (Rural Management) program provided me with a unique opportunity to enhance develop a deep commitment to serve rural communities. We obtained priceless real-life experience working with NGOs, KVKs, and other development sector organizations. I am immensely grateful to the dedicated faculty members, their guidance and support have been instrumental in my growth. Looking forward to leveraging these learnings to make a meaningful impact in the rural sector! ”

Atul Raj
Management Trainee (CASHPOR)



“ SAB&RM, RPCAU is best for Rural Management in India. This course offers good understanding of management in rural perspective and assist in obtaining opportunities both in development and corporate sector by proving both fieldwork and internship exposure. The placement and job opportunities are very good. The college's strong alumni network further supported in placement opportunities. ”

Saumya Shekhar
Management Trainee (CASHPOR)



“ MBA in (Rural Management) can indeed provide numerous benefits and opportunities for personal and professional growth. It is a transformative experience, providing you with a well-rounded skill set and perspective that can positively impact rural development efforts and contribute to making a difference in people's lives. ”

Jyotsna
Syngenta Foundation
(Agri-Entreprenur Mentor)



STUDENT PROFILE

MBA (Rural Management)



Manish Kumar

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PLACEMENT TIMELINE

Student
Internships

Project
Work

Final
Placements



GUIDELINES FOR ADMISSION IN MBA (RURAL MANAGEMENT) PROGRAMME

RPCAU, Pusa Samastipur, Bihar invites application from motivated students for admission to MBA in Rural Management Programme under School of Agribusiness & Rural Management for the Academic Session 2024-25.

A. Eligibility

- a) The candidate must have passed Bachelor degree (four years course) in agriculture and allied sciences.
- b) The General, OBC and EWS candidates must have secured OGPA of at least 6.60/10.00.
- c) The SC/ST/PWD (person with disability) candidates must have secured at least 5.60/10.00.
- d) Where grade points are not awarded, the General, OBC and EWS candidates should have secured at least 60% marks whereas for SC/ST/PWD (person with disability) candidates it will be 50% marks.
- e) Besides the above conditions, the candidates must have appeared in CAT/MAT/CMAT /ICAR AIEEA-PG examination.

B. Selection procedures

| Procedure | Distribution of Marks |
|---|-----------------------|
| Academic Score [(0.05 x marks % obtained in High School) + (0.10 x marks % obtained in +2 Level) + (0.15 x marks % obtained in UG)] | 30 Marks |
| CAT/MAT/CMAT/ICAR AIEEA-PG Score | 30 Marks |
| Group Discussion | 20 Marks |
| Interview | 20 Marks |
| Total | 100 Marks |

Out of 100 marks, the candidates must have secured the minimum score as follows:

- (1) UR: 60 marks
- (2) OBC-NCL/EWS: 55marks
- (3) SC/ST/PWD: 50 marks

C. Age Limit:

As per ICAR guidelines for PG admission through AIEEA, the minimum Age Limit is 19 years as on 31st July of Academic Year for Indian Nationals



C. Admission procedures

The applicant shall send the duly filled application (Single PDF File) form via e-mail to dyregistrar.acad@rpcau.ac.in. Alongside, a hard copy of the form with original Demand Draft in favour of "Comptroller, RPCAU, Pusa payable at PNB, Pusa (Branch Code PUNB0451200)", self attested documents mentioned below in a sealed envelope super scribing "Application for MBA (RM) against advertisement No. 01/2024/Reg./Admission" must be sent to Dy. Registrar (Academic), RPCAU, Pusa, Samastipur-848 125 (Bihar) via speed post latest by 30/09/2024 up to 5:00 p.m.

1. Marks sheet/ Certificates/ Transcripts of School, Intermediate and Graduation
2. XAT/CAT/MAT/ ICAR AIEEA PG score card
3. Medical fitness certificate
4. Two passport size color photos
5. Any other information as per prescribed formats
6. Cast Certificate as per Govt. of India

Admission will be made in accordance with the merit finalized by the Committee.

D. Reservation

Reservation is applicable as per Govt. of India rules.

E. Medium of Instruction

The medium of instruction is only English. Hence a candidate must have a fluency in English reading, speaking and writing.

F. Residence

This programme is fully residential and it is mandatory for the students to stay in the University campus. The University has hostel facilities.

G. Application

Fee for General / OBC candidates is ₹1000/- and for ST/SC candidates is ₹500/-.

H. Fee Structure

| Semester | Total Fee |
|----------|-----------|
| 1st | ₹ 71735/- |
| 2nd | ₹ 52550/- |
| 3rd | ₹ 53750/- |
| 4th | ₹ 52550/- |

Note:

1. Tuition Fee (₹ 3000/-) & Examination fee (₹ 700/-) will not be charged from SC/ST Category.
2. Tuition Fee (₹ 3000/-) will not be charged from OBC Category. But if such OBC Candidate(s) are recipients of scholarship/Fellowship/Stipend shall be charged full fee.

GENERAL INSTRUCTIONS FOR THE CANDIDATES

1. The candidate must be a citizen of India.
2. Application fee to be paid by the applicants in form of Demand Draft from any Nationalized Bank in favour of "Comptroller, RPCAU, Pusa payable at PNB, Pusa (Branch Code PUNB0451200)"
3. Applications fee for General/OBC candidate is ₹1000/- and for SC/ST candidate is ₹500/-.
4. Applications fee once paid shall not be refunded under any circumstances.
5. Applications received after the last date or hand-written or without complete information or without requisite fee will be summarily rejected. The University will not be responsible for any postal delay.
6. The application as per the given format complete in all aspect along with original Demand Draft self attested copies of each certificate/ documents in sealed envelope super scribing "Application for MBA (RM) against Advertisement No. 01/2024/Reg./Admission" must reach by speed post to Dy. Registrar (Academic), RPCAU, Pusa, Samastipur- 848 125 (Bihar) latest by 30/9/2024 up to 5:00 p.m.

Registrar

Dr. Rajendra Prasad Central Agril. University
Pusa, Samastipur- 848 125, Bihar, INDIA
Mob. No. :+91-6287797106
E-Mail: registrar@rpcau.ac.in

Important Note:

The RPCAU, Pusa runs its Academic Sessions from August to July. Accordingly, the applications received before 30.11.2023 shall be considered for current Academic Session 2023-24 and late received application for admission will be considered in next Academic Session.



DR. RAJENDRA PRASAD CENTRAL AGRICULTURAL UNIVERSITY
PUSA– 848 125 (SAMASTIPUR), BIHAR, INDIA

APPLICATION FOR THE ADMISSION

MBA (Rural Management)

(2024-25)

Photo

1. Course Applied for
M.B.A. (Rural Management)
2. Full name (in block letters) :
3. Postal Address (in block letters) :
4. Date of Birth :
5. Permanent Address :
6. E-Mail ID :
7. Mobile Number :
8. Gender (Male/Female) :
9. Category (General/OBC/ST/SC/EWS) :
10. Application fee details

| Name of Bank | Date | Amount | D.D.No. |
|--------------|------|--------|---------|
| | | | |

11. Nationality :

12. Knowledge of proficiency in English

| | | | |
|---------|------|------|------|
| Written | Good | Fair | Poor |
| Spoken | Good | Fair | Poor |

13. Academic Qualification

| Name of the Examination passed | Year | Subject | Division | Name of Board/University | OGPA % marks | Remarks |
|--------------------------------|------|---------|----------|--------------------------|--------------|---------|
| Matriculation | | | | | | |
| Intermediate | | | | | | |
| Bachelor's Degree | | | | | | |
| Others (if any) | | | | | | |

14. Score obtained in XAT/CAT/MAT/ICAR AIEEA PG:

15. Details about Father/Guardian:

i. Name (in block letters):

ii. Occupation:

iii. Nationality:

iv. Address:

Email ID:

Mobile No.:

16. Details of reference in India:

i. Name (in block letters)

ii. Occupation

iii. Nationality

iv. Address

Email ID

Mobile No.

DECLARATION

I _____ hereby declare that all the statements made in this application are true, complete and correct to the best of my knowledge and belief. In the event of any information being found false/ fabricated or ineligible being detected at a later stage my candidature will be liable to be cancelled and rejected.

Signature of Applicant

Date:

Place: