



DR. RAJENDRA PRASAD CENTRAL AGRICULTURAL UNIVERSITY

"AN INSTITUTION OF NATIONAL IMPORTANCE"

SCHOOL OF AGRIBUSINESS & RURAL MANAGEMENT

INFORMATION BROCHURE 2022-24

**Empowering
Future Leaders**

**“ THE ART OF COMMUNICATION IS
THE LANGUAGE OF LEADERSHIP”**

Dr. Rajendra Prasad





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VICE-CHANCELLOR'S MESSAGE



The Indian agricultural sector has undergone significant transformations due to globalization, economic structural changes, and policy reforms. However, along with these changes, it has also faced new challenges, making it increasingly complex. To address these challenges, a management approach is required for both on-farm and off-farm operations, with a focus on promoting the agribusiness sector. This approach has paved the way for the growth and development of the Indian agricultural economy. The School of Agri Business & Rural Management at Dr. RPCAU, Pusa has played a crucial role since its establishment as a center for higher education, training, and research. By imparting fundamental competencies to students, the school has contributed to the industry, preparing the 2022-24 batch of MBA (ABM) and (RM) students to excel in their respective sectors. We are delighted to extend an invitation to you to join us in providing internship opportunities in order to further enhance the educational prospects for our students and close the knowledge gap between academia and business. We sincerely believe that the knowledge and insights your company possesses about the sector can significantly aid in the growth and development of MBA students.

Dr. P. S. Pandey
Vice-Chancellor

About the University

Pusa, where Dr. Rajendra Prasad Central Agricultural University is located, has historical importance. It is also known as birth place of Agricultural Research & Education in the Country since 1784. RPCAU established on 7 October, 2016, owes the legacy of Agricultural Research Institute (1905) and Rajendra Agricultural University, Pusa (1970). The jurisdiction and responsibility of the University with respect to teaching, research and extension in the field of agriculture and allied subjects is extended to the whole country with special reference to Eastern India.

Vision

Augmenting/ Advancing professional competency for pursuing excellence in agriculture and allied education, research and entrepreneurship with ethical values to meet the Regional, National & Global needs and offering specialized services to the farmers for decent livelihoods.

Mission

- » To provide excellence high quality learning environment with creation of integrated approach that develops an appreciation and understanding of the socio-economic and environmental significance of soil-plant-animal-people interface.
- » To shape agricultural stakeholders into self-sustaining mode through innovative centric education, cutting edge research, entrepreneurship/ start up skill development and dissemination of appropriate agricultural technology.
- » To nurture national/ global needs of sustainable food production through advance interventions of research and development.
- » To make Indian agriculture climate resilient for mitigating pressure on agricultural land through higher productivity.



School of Agribusiness and Rural Management

[Accredited By NAEAB (ICAR), New Delhi]

The University has launched MBA (Agribusiness) degree programme in 2006 under the Faculty of Basic Science and Humanities (FBS&H) and duly approved by the ICAR since 2010. Acknowledging the growing need for skilled professional in the field of rural management in the country, and limited availability of good quality institution in the eastern region, the university has introduced MBA (Rural Management) programme during 2018 under School of Agribusiness and Rural Management (SAB&RM). The new building was inaugurated by Hon'ble Prime Minister of India Sri. Narendra Modi Ji on 10th September 2020. The College is located within the premises of the University along with state-of-the-art infrastructure and all the necessary facilities for the professional development. This institute is among the premier management colleges not only in the state of Bihar but also expanding its features at national level. MBA Agribusiness program is ICAR accredited and follows the recently designed curriculum by BSMA committee. For MBA Rural Management program, in consultation with eminent stakeholders around the country new course curricula was implemented with major focus on agri and rural based industry relevant courses and experiential components. In accordance with the New National Educational Policy (NEP), the school has also introduced two one-year Post Graduate Diploma Programmes; Agri-Tourism Management, and Agriculture Journalism & Mass Communication.

Vision

To create an ethos of creativity & innovation for enhancing the quality of management in the agribusiness and rural sector for sustainable development of overall economy.

Mission

To bring rural prosperity that can help in improving the quality of rural life through effective management of agri-resources.

Objectives

- » Creating professionally trained agri-business and rural managers with an appropriate ethos and values.
- » Developing professional attitudes and problem-solving skill sets in the candidates to efficiently contribute for all the stakeholders involved in agribusiness and rural development sector.
- » Encourage entrepreneurship among the students. Capacity building, institutional linkages and contributing to policy developments.





FACULTY PROFILE



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HUMAN RESOURCE

Core Faculty	7
Resource person	18
Technical & supporting	10
Administrative	2

STATE OF THE ART INFRASTRUCTURE

Type of Facilities	Number	Capacity
Modern Classroom	07	50
Hi-Tech Computer Lab	01	40
Conference Hall	01	40
Library	01	60
Auditorium	01	180
Placement Cell	01	
Faculty Room	06	
Media Production & Management Lab	01	
Case Study Lab	01	



STUDENT DEVELOPMENT ACTIVITIES

To ensure practical exposure, engagement, and student development, we have established various student clubs that facilitate discussions, debates, management games, and guest lectures by subject matter specialists and industry experts. These clubs are student-led initiatives, supported by faculty mentors, empowering students to take charge of their learning experience.

- Club Practical & Hands-on-Training/ Field Exposures.
- Summer Training /Industrial attachment.
- Industrial/Rural Interface & Practical Exposure.
- Project Work, field and exposure visits at agricultural mandis, NGOs, FPO, etc.

STUDENT CLUBS



Social Media and PR Club

(E-Sanchar)

Tagline: CREATE, CONNECT, CELEBRATE

Description: "Amplifying Impact through Strategic Communication and Digital Engagement". Led by enthusiastic students, the club focuses on leveraging social media platforms and public relations techniques to promote events, initiatives, and achievements of our college.



Agribusiness and Rural Management Club

(Eagles)

Tagline: EXPAND YOUR MIND, CHANGE YOUR WORLD

Description: "Empowering Tomorrow's Leaders in Rural Development and Agribusiness". This is a dynamic student-led initiative that aims to cultivate a deeper understanding of agribusiness management and rural development among aspiring professionals.



Entrepreneurship & Innovation Club

(BusineStan)

Tagline: ENCOURAGING BRILLIANT MINDS

Description: "Nurturing Innovators and Empowering Entrepreneurs". This is a vibrant community within our institute that fosters a culture of creativity, critical thinking, and entrepreneurial spirit.



Placement Club

(Aagaaz)

Tagline: THE ENTRY GATE TO OUR FUTURE

Description: "Bridging the Gap between Education and Employment for a Promising Future". Our Placement Club serves as a dedicated platform for students, alumni, and industry professionals to collaborate and maximize career opportunities in the field of agribusiness.



Academic and Literary Club

(Kalamjeevi)

Tagline: EXPLORE EXPERIENCE EXCEL

Description: "Inspiring Intellectual Excellence and Nurturing Creativity". This is a vibrant hub for students passionate about academic pursuits, literature, and creative expression.



Training and Consultancy Club

(Gurukul)

Tagline: SIKSHA HI UNNATI KA MARG

Description: "Building Skills and Empowering Future Leaders". The Club is a dynamic platform within our institution that focuses on enhancing the practical skills and professional development of students in the field of agribusiness.



Sports and Cultural Club

(Udaan)

Tagline: INSPIRING PASSION

Description: "Ignite your Passion, Unleash your Talent". The Sports and Cultural Club at our institution is a vibrant hub of energy, creativity, and self-expression. Whether you are a sports enthusiast or an artist at heart, this club offers a diverse range of activities to nurture your talents and enhance your overall college experience.



Social Welfare Club

(Abhyuday)

Tagline: WE CARE, WE SHARE, FOR THE FUTURE WE PREPARE!

Description: "Empowering Change, Enriching Lives". The Club is a dynamic student-led initiative which is dedicated to making a positive impact on society.



PERSONALITY DEVELOPMENT INITIATIVES

- Soft Skill Training, Mock GD and PI are conducted by specialized faculty.
- Seminars/E-varta/ Leadership talks addressed by outside experts helping the development of students' interpersonal and soft skills.
- Regular feedback mechanism from industry stalwarts on the requirement of sector-specific skill sets.

Library

The University library has been providing services to the students, teachers & researchers and supporting teaching, research, and extension programmers of the university with a collection of over 70,000 documents, with a rich collection of current and back volumes of research journals including advanced and annual reviews and CD-ROM databases. The library has set up a students' managed reading room for use by the students after library hours. The library is well connected to the Internet for access to e-resources.



Classroom



All the renovated and well-equipped classrooms are located in the college premises with excellent modern facilities in SAB&RM. All classrooms are equipped with Digital Podium having complete hi-tech podium with advanced specification, inbuilt with many teachings aid such as Open-source with an open-source interactive whiteboard. These podiums are connected to high-speed internet facilities.



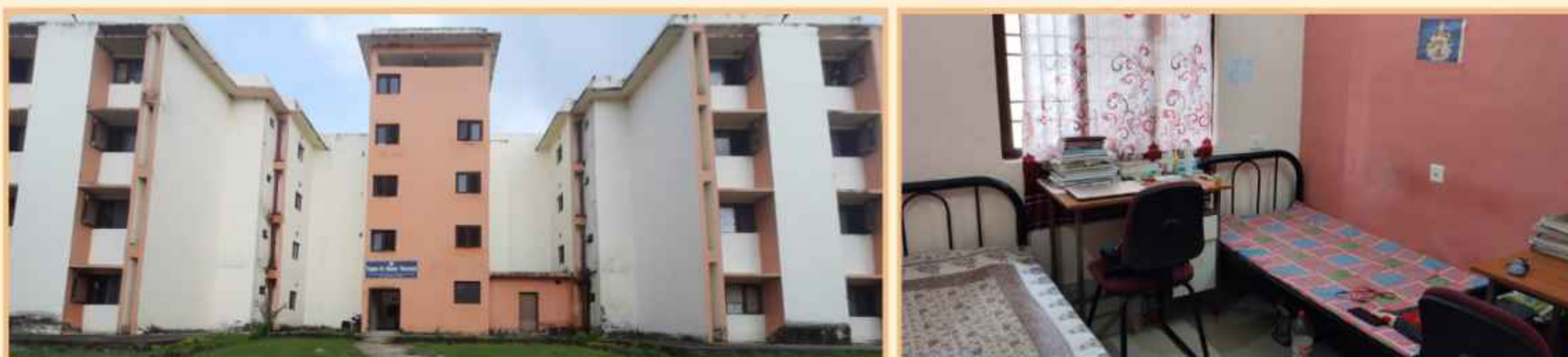
Computer Lab

The computer laboratory is equipped with the latest softwares and free Wi-Fi facilities to train the students as well as the faculty.



Hostel

Hostel accommodation with modern facilities is provided to each student of the college. Boys and girls are accommodated in separate hostels. The hostels have excellent mess facilities & are being operated by students. The hostels have the facilities of Wi-Fi, newspapers, reading room, television, proper drinking water facility etc. The harmony and discipline in the hostel are strictly maintained by the Warden & Hostel Superintendents.



Central facilities

Different necessary facilities such as a bank with an ATM, shopping complex, hospital, canteen, gymnasium, etc. are available on the University campus.





CO-CURRICULAR & EXTRACURRICULAR ACTIVITIES

- Embracing Cultural Festivities and Connecting with the Farming Community: Student Involvement in Saraswati Puja, Ganesh Puja, Kisan Mela, and Meaningful Dialogue Exchange.
- Active student participation in the University's Sports Meet, igniting team spirit and fostering well-rounded development.
- Immersive involvement in university-level events like Hindi Pakhwada, embracing cultural celebrations and language heritage.
- Empowering students through National-level Management Events, unleashing innovative ideas and sharpening business acumen.



MANAGEMENT DEVELOPMENT PROGRAM

SAB&RM regularly organizes training, capacity building programmes for various categories of target audience. College has recently organized 2 winter schools sponsored by ICAR, New Delhi covering the domains of Secondary Agriculture and Agri- Start-ups. In addition to this, regular BAMETI sponsored programmes on other domains like FPOs, Entrepreneurship have also conducted.





ACADEMIC PROGRAMME

ACADEMIC PROGRAMME

S.No.	Program	Intake Capacity	Admission Process
Master of Business Administration (MBA)			
1	Agribusiness	50	Through AIEEA (PG), ICAR
2	Rural Management	30	Direct admission by the University considering their exam score (CAT/MAT/XAT/AIEEA) and performance in Group Discussion and Personal Interview.
Post Graduation Diploma			
1	Agri Tourism Management	25	University considers the candidates with graduation in streams like, B.Sc. Agriculture or allied sciences/ BA/ B. Com & BBA/Bachelor degree in Biological Sciences. Further, admission depends on the performance of the candidate in Group Discussion and Personal Interview.
2	Agricultural Journalism & Mass Communications	25	University considers the candidates with graduation in streams like, B.Sc. Agriculture or allied Science, BBA/Bachelor in Mass Communication & Journalism/ BA (Psychology / Sociology / Economics / Hindi / English). Further, admission depends on the performance of the candidate in Group Discussion and Personal Interview.

A Glance at the Curriculum & Pedagogy

Recommended by Broad Subject Matter Area (BSMA) Committee

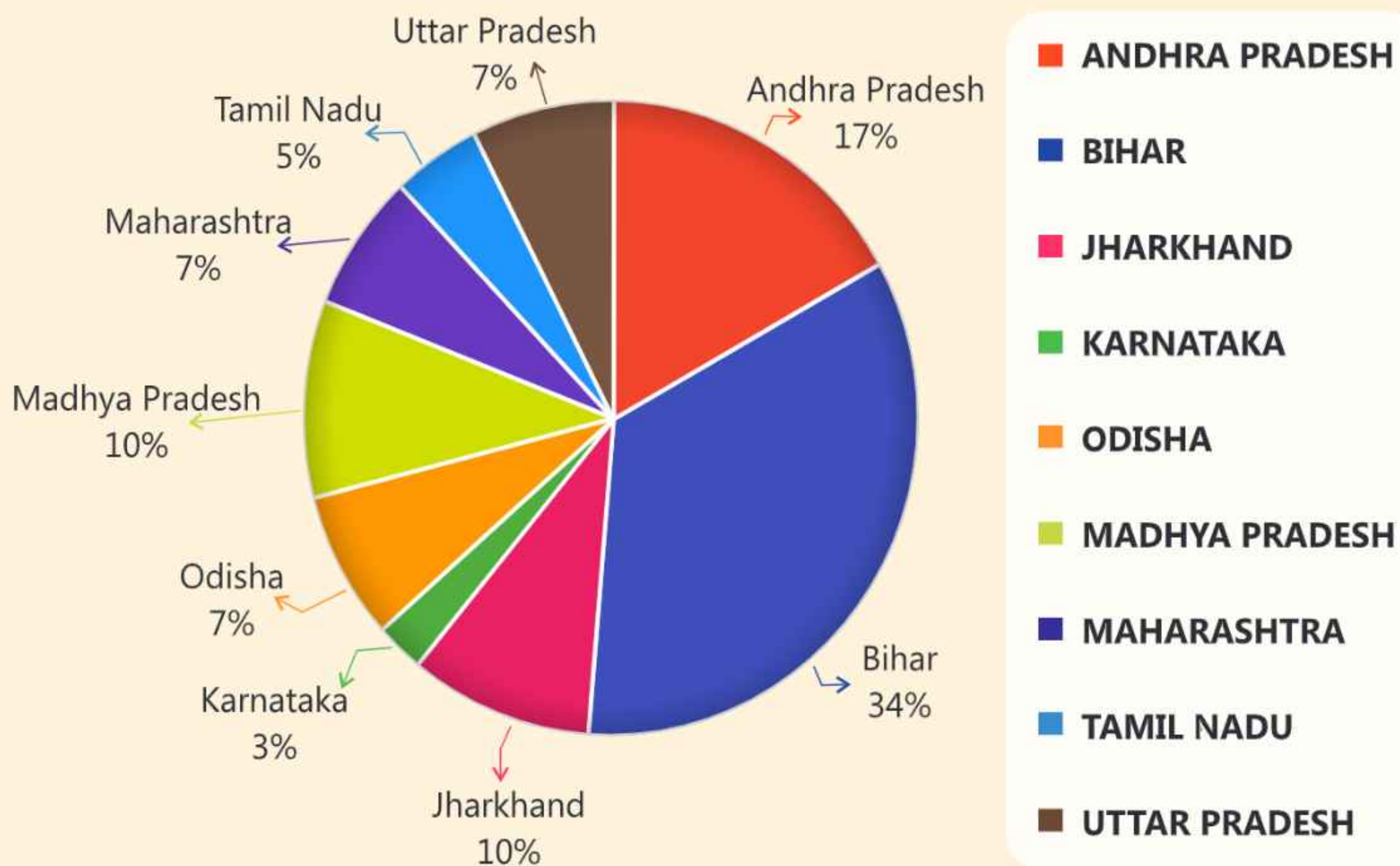
MBA Agribusiness	MBA Rural Management
Semester 1: Core courses Coursework with field visits, case studies, practical assignments, role plays, group discussions, and expert sessions from industry/academia	Semester 1: Core courses Coursework with field visits, case studies, practical assignments, role plays, group discussions, and expert sessions from industry/academia
Semester 2: Core courses with electives Coursework with field visits, case studies, practical assignments, role plays, group discussions, and expert sessions from industry/academia	Semester 2: Core courses & KVK linkage component 2.1 Coursework with field visits, case studies, practical assignments, role plays, and group discussions 2.2 Student engagement with KVKs and report preparation on live project
Summer Internship (45 days)	
Semester 3: Core courses & electives Coursework with field visits, case studies, practical assignments, role plays, group discussions, and expert sessions from industry/academia	Semester 3: Core courses & electives Attachment with NGO, development organization 3.1 Coursework with field visits, case studies, practical assignments, role plays, group discussions, expert sessions from industry/academia 3.2 Student engagement with NGOs and report preparation on live project
Semester 4: Student attachment with industry for project work. Project report preparation, external viva voce and submission	



PORTFOLIO OF BATCH 2022-24

BATCH DIVERSITY

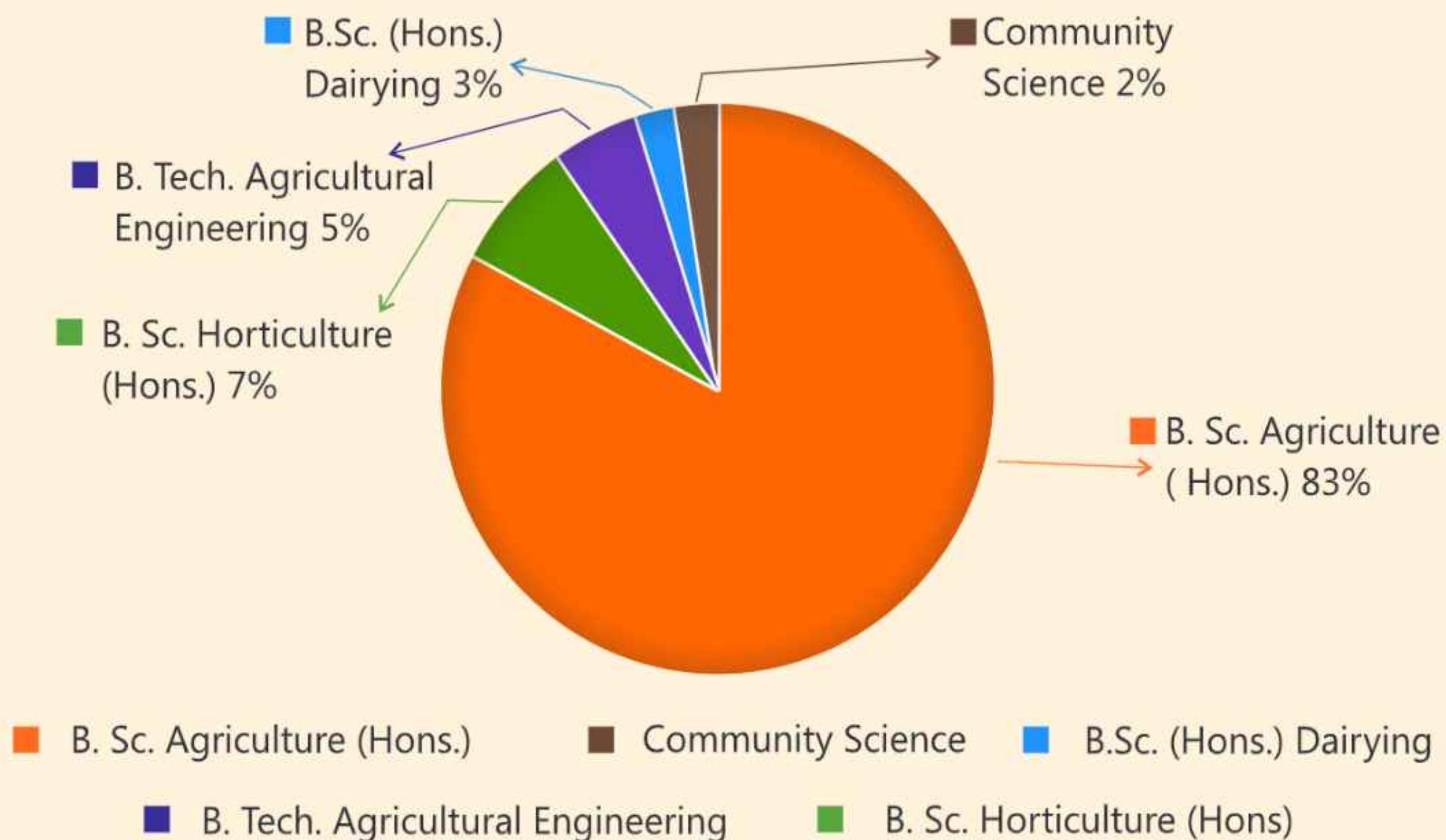
Sl.No.	State	Male Candidates	Female Candidates	Total
1.	ANDHRA PRADESH	5	2	07
2.	BIHAR	7	7	14
3.	JHARKHAND	0	4	4
4.	KARNATAKA	1	0	1
5.	ODISHA	2	1	3
6.	MADHYA PRADESH	2	2	4
7.	MAHARASHTRA	1	2	3
8.	TAMIL NADU	2	0	2
9.	UTTAR PRADESH	3	0	3
	TOTAL	23	18	41



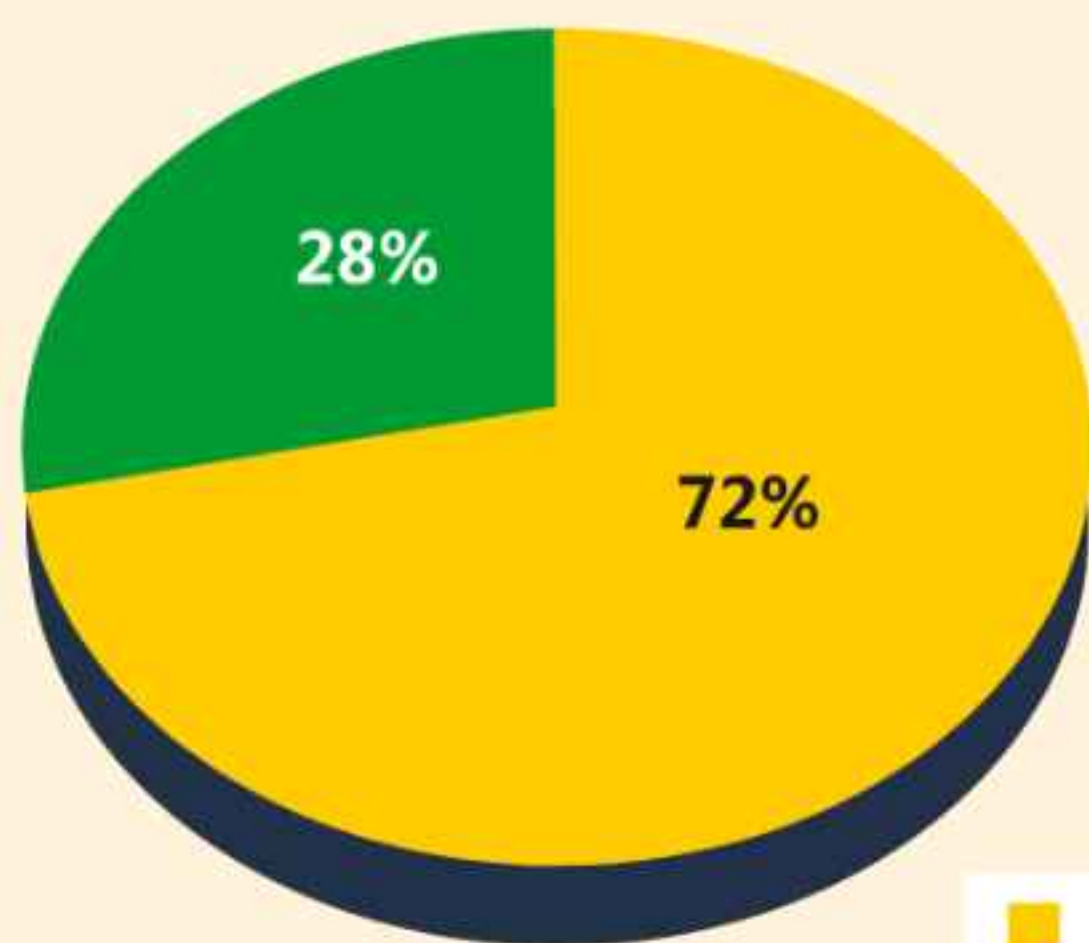


PORTFOLIO OF BATCH 2022-24

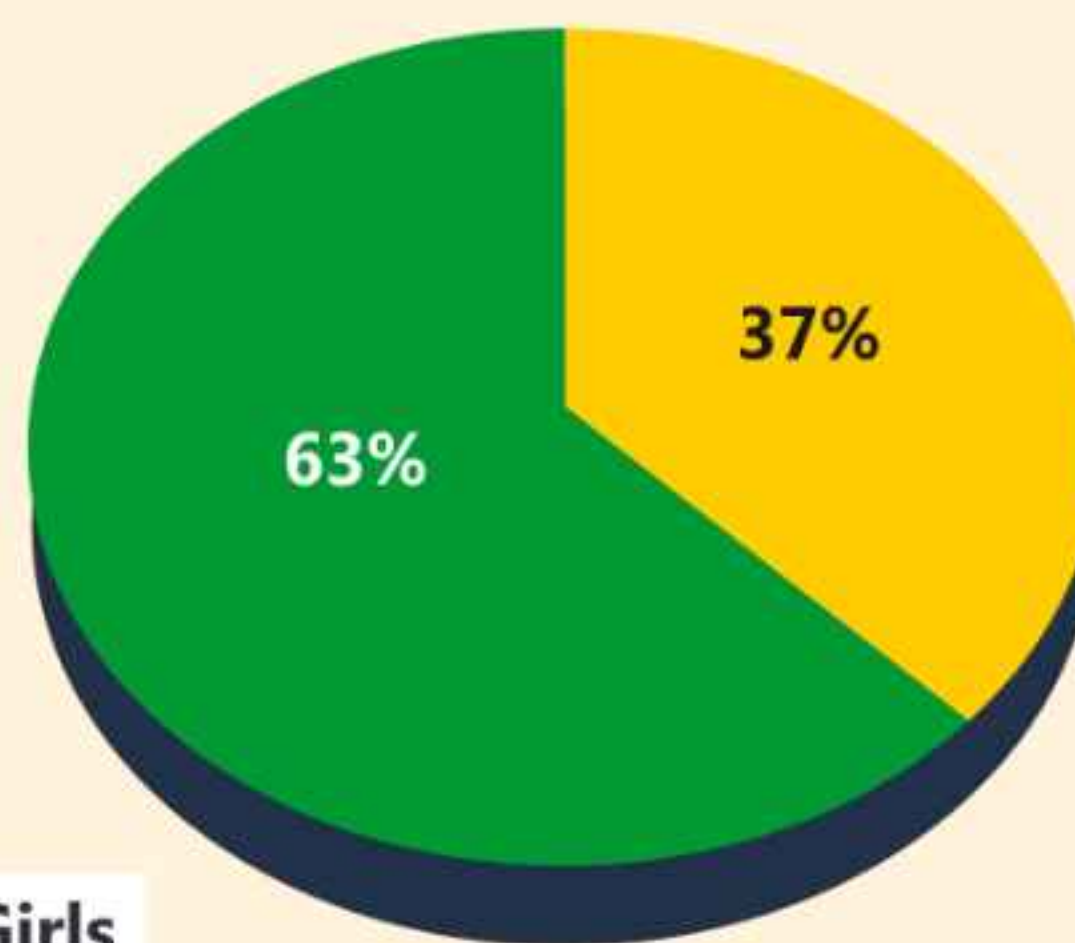
EDUCATIONAL BACKGROUND



GENDER REPRESENTATION



MBA-ABM



MBA-RM



STUDENT PROFILE

MBA-AGRIBUSINESS



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MBA-RURAL MANAGEMENT

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OUR RECRUITERS



CAMPUS PLACEMENT

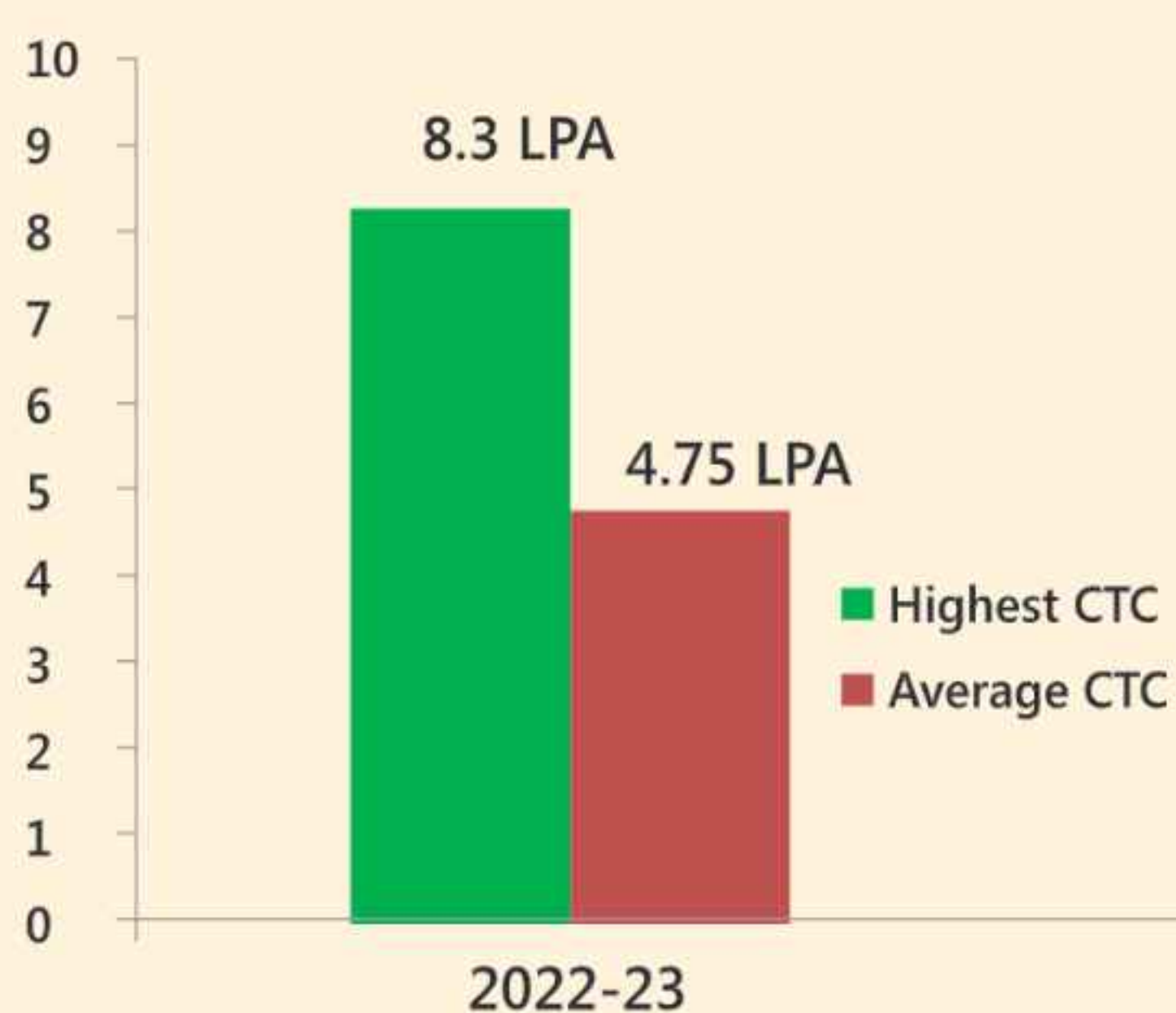
100% Placement of MBA (Rural Management) & MBA (Agribusiness) students of 2021-23 Batch



MBA (Agribusiness)



MBA (Rural Management)



WAY TO REACH CAMPUS

