

SCHOOL OF AGRIBUSINESS & RURAL MANAGEMENT
DR. RAJENDRA PRASAD CENTRAL AGRICULTURAL UNIVERSITY, PUSA, BIHAR

"THE ART OF COMMUNICATION IS THE LANGUAGE OF LEADERSHIP" Dr. Rajendra Prasad



CONTENTS



- 01 Vice-chancellor's Message
- 02 About the University
- 03 School of Agribusiness & Rural Management
- 04 Faculty Profile
- O5 Human Resource, State of the Art
 Infrastructure & Student
 Development Activities
- 06 Student Clubs
- 07 Pheli Pagar, Alumni Talk Series, Corporate Dialogue Series

- 08 Personality Development Initiatives
- 09 Co-curricular & Extracurricular
 Activities, Management
 Development Program
- 10 Course Curriculum
- 11 Masters of Business
 Administration (Agribusiness)
- 12 Masters of Business
 Administration (rural
 Management)
- 13 Postgraduate Diploma in
 Agricultural Journalism and Mass
 Communication
- 14 Batch Diversity
- 15 Student Profile
- 16 Placement Timeline
- 17 Our Recruiters
- 18 Summer Recruiters
- 19 Campus Placement
- 20 Glimpses of SAB&RM
- 21 Way to Reach the Campus



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 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 MBA (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 7th 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 & 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





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HUMAN RESOURCE

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

STATE OF THE ART INFRASTRUCTURE

Type of Facilities	Number	Capacity
Modern Classroom	07	50 (Each)
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

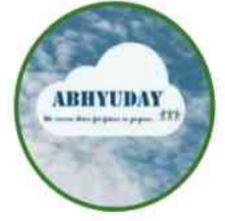
To ensure practical exposure, engagement, and student development, we have established various student clubs that facilitate discussions, debates, management games, and guest lectures by subject matter specialists and industry experts. These clubs are student-led initiatives, supported by faculty mentors,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





School Welfare Club

We Care, We Share, For The Future We Prepare



Corporate Social Responsibility Club

Jaano, Shikho, Badlo



The Placement Committee

In The Entry Gate
To Our Future



Sports & Cultural Club

Inspiring Your Passion



Academics & Literary Club

Explore, Experience, Excel



Training & Consultancy Committee

Shiksha Hi Unnati Ka Marg



ABM & RM Club

Expand Your Mind, Change Your World



Entrepreneur & Innovation Club

Encouraging Brilliant Minds



Gender Champions Club

Unleash Your Potential



Social Media & PR Club

Create, Connect, Celebrate





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.



Gender Champions Club

(Darpan)

Tagline: UNLEASH YOUR POTENTIAL

Description: "Empowering Equality and Inclusion". The Gender Champions Club is a dynamic and inclusive student-led initiative dedicated to promoting gender equality and fostering an inclusive environment within our institution.



Corporate Social Responsibility Club

(Pahal)

Tagline: JANO, SIKHO, BADLO!!!

Description: "Driving Positive Change and Sustainable Impact". Our CSR Club is a dynamic platform that empowers students to make a difference by actively engaging in social and environmental initiatives.



PHELI PAGAR

ALUMNI TALK SERIES









CORPORATE DIALOGUE SERIES

The Corporate Dialogue Series is a platform designed to foster meaningful interactions between students and industry experts. Through this series, students have the opportunity to engage in insightful discussions, gain valuable insights, and explore current trends and challenges in the corporate world. The sessions feature guest speakers who are accomplished professionals from various | | | | | | | industries, offering their expertise and sharing real-world experiences. This series aims to bridge the gap between academia and industry, providing students with valuable networking opportunities and equipping them with the knowledge and skills necessary for success in the corporate realm.



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 wellequipped classrooms are located in
the college premises with excellent
modern facilities in SAB&RM. All
classrooms are equipped with
Digital Podium having complete hitech 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. One training programme on 'Scientific Beekeeping & Value Addition of Honey', sponsored by National Bee Board was conducted. In addition to this, regular BAMETI sponsored programmes on other domains like FPOs, Entrepreneurship were also conducted.











COURSE CURRICULUM

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	Semester 2: Core courses & KVK linkage component
Coursework with field visits, case studies, practical assignments, role plays, group discussions, and expert sessions from industry/academia	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
Sumi	mer 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

MASTERS OF BUSINESS ADMINISTRATION IN AGRIBUSINESS

Since 2006



Why MBA(ABM) @ SAB&RM

This institution is one of the few in the country and stands out as a unique agricultural university in India. The college is rated as a premier institution and imparts professional management education in the field of agribusiness and rural management to generate competent, socially responsible and qualified human capital. The college has a history of placing it's students in prominent business and development organisations of great repute. Few of them have also got an opportunity to work for international organisations.

- 1. Accredited by ICAR and adheres to BSMA committee curriculum
- 2. Summer training / industrial attachments
- 3. Various students led and faculty mentored clubs and guest lectures by subject matter and industry experts
- 4. Industrial / rural interface and practical exposure
- Project work, field and exposure visits to agricultural mandis, NGOs, FPOs etc.

Vision

To create an ethos of creativity and 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 real life though effective management of Agri-resources

bjectives

Creating professionally trained agribusiness and rural managers

Developing professional attitudes and problem-solving skill-sets

Encourage entrepreneurship among the students

Capacity building, institutional linkages and contributing to policy developments

100% Placement Assistance

State-of-Art-Infrastructure ICAR Accredited Experiential Learning



SCHOOL OF AGRIBUSINESS AND RURAL MANAGEMENT DR. RAJENDRA PRASAD CENTRAL AGRICULTURAL UNIVERSITY, PUSA, BIHAR



of Business Administration (Rural Management)

Vision

To Develop Human Resources in Rural Management for Transforming Rural India

Mission

To develop a continuous stream of professional rural managers by imparting innovative and holistic management education and skills, promoting knowledge creation and entrepreneurship development in rural areas

Objectives

- Oeveloping 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

Our Core Values: Innovation, Empathy, Sustainability and Service to Rural Community

Key Features of the Programme

- Successfully running since 2018 under ICAR accredited college School of Agribusiness and Rural Management, Dr. Rajendra Prasad Central Agricultural University
- ✓ Unique Programme among ICAR / Agriculture University System in India
- Mong best in infrastructure and faculty
- - > Maximum Field Exposure: 8 months across 3 components
 - > Field Internship, Summer Internship and Project Work
- A blend of general MBA and Specialized courses providing more career opportunities
 - > Our MBA graduates have got placed in many reputed organizations
 - > 100% Placement of the recent batch (2021-23)



POSTGRADUATE DIPLOMA IN AGRICULTURAL JOURNALISM AND MASS COMMUNICATION Since 2021



One Year Programme

LEARNING PORTFOLIO

- Fundamental of Agricultural Journalism
- Development Communication
- Print Media
- Film Production
- New Media
- Advertising & Public Relations
- Soft Skill Development
- Mobile Journalism
- Technical writing

Lens on the Land: Capturing Agriculture's Story

Internship

Project Work

State-of-the-art Mass Media Cell Community Radio Station



SCHOOL OF AGRIBUSINESS AND RURAL MANAGEMENT
DR. RAJENDRA PRASAD CENTRAL AGRICULTURAL UNIVERSITY, PUSA, BIHAR

Post Graduate Diploma Programme In Agritourism Management (Since 2021)

1st

Programme in India



25 seats

Total Intake Capacity



1 year

Programme Duration



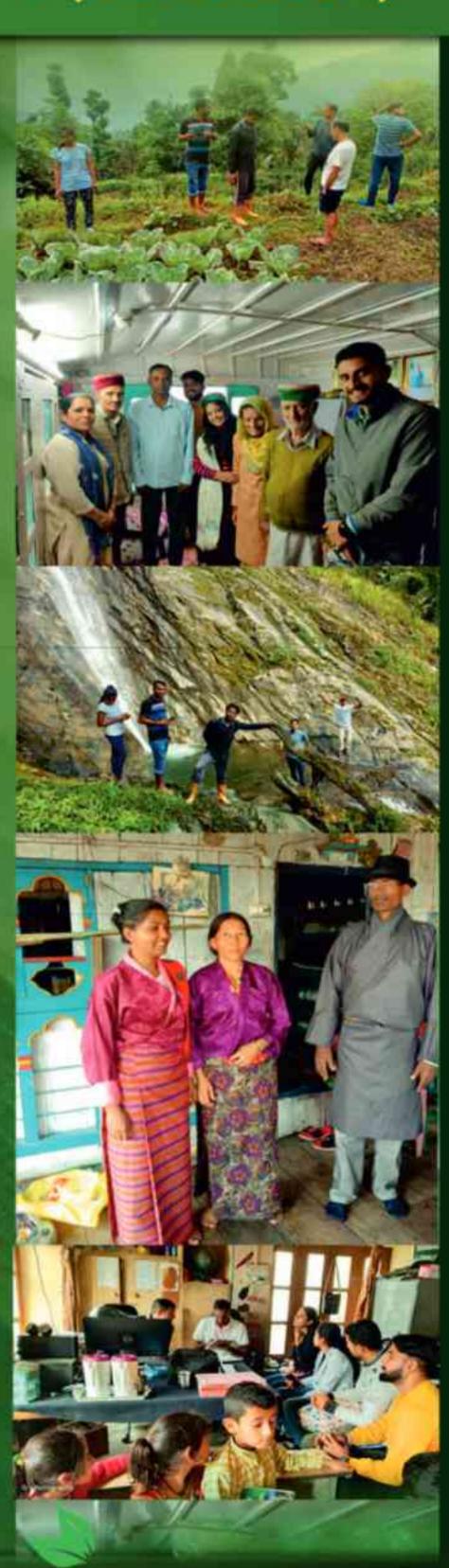
Pedagogy

Classroom and Experiential Learning Components



Glance of Courses

- Basic and Foundation Like Agritourism Development
- Hospitality Skills For Agritourism
- Products and Operations
- Entrepreneurship in Agritourism





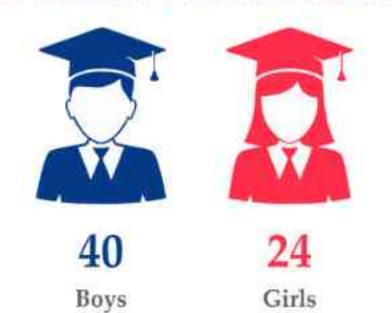
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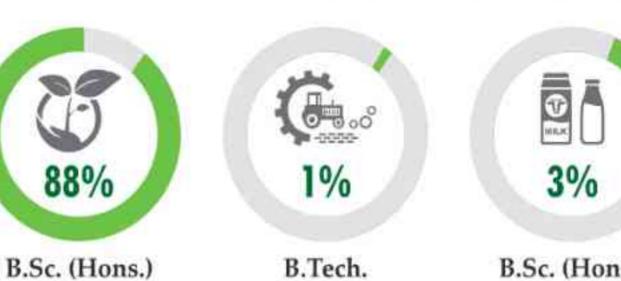
BATCH DIVERSITY



Gender Distribution



Educational Background



Agriculture

B.Tech. B.Sc. (Hons.) **Agricultural Engineering** Dairying



B.Sc. (Hons.) Horticulture



STUDENT PROFILE

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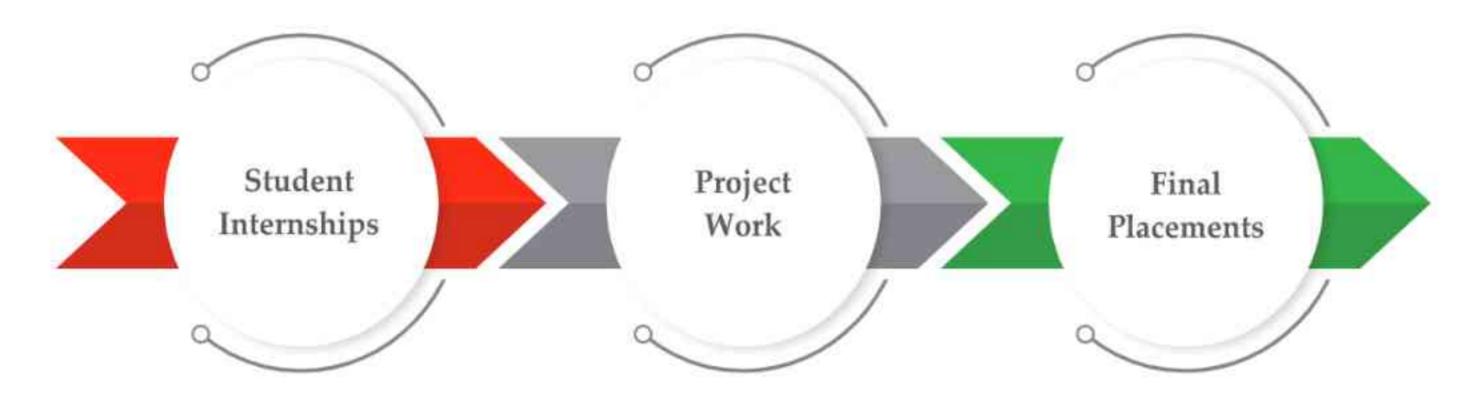


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PLACEMENT TIMELINE





OUR RECRUITERS











































OUR SUMMER RECRUITERS





























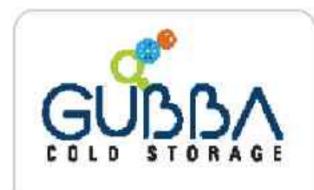






































CAMPUS PLACEMENT

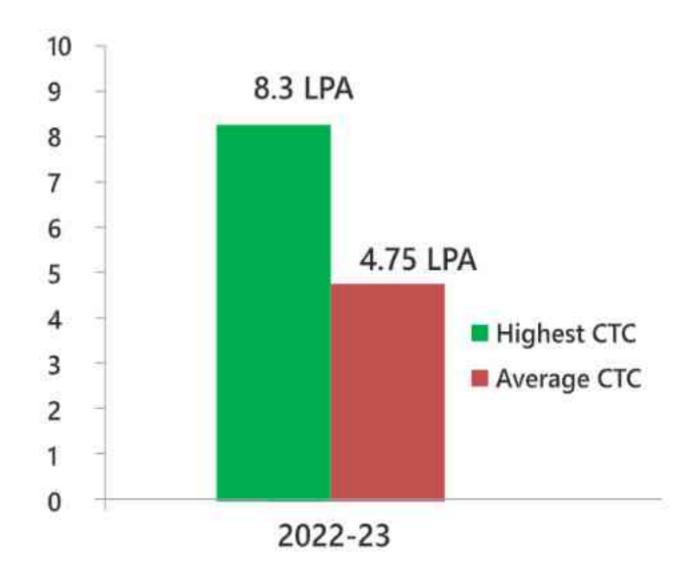
100% Placement of MBA (Rural Management) & MBA (Agribusiness) students of 2021-23 Batch



MBA (Agribusiness)

9 9 9 8 7 6 5.42 LPA 5 4 9 Highest CTC Average CTC 2 1 0 2022-23

MBA (Rural Management)



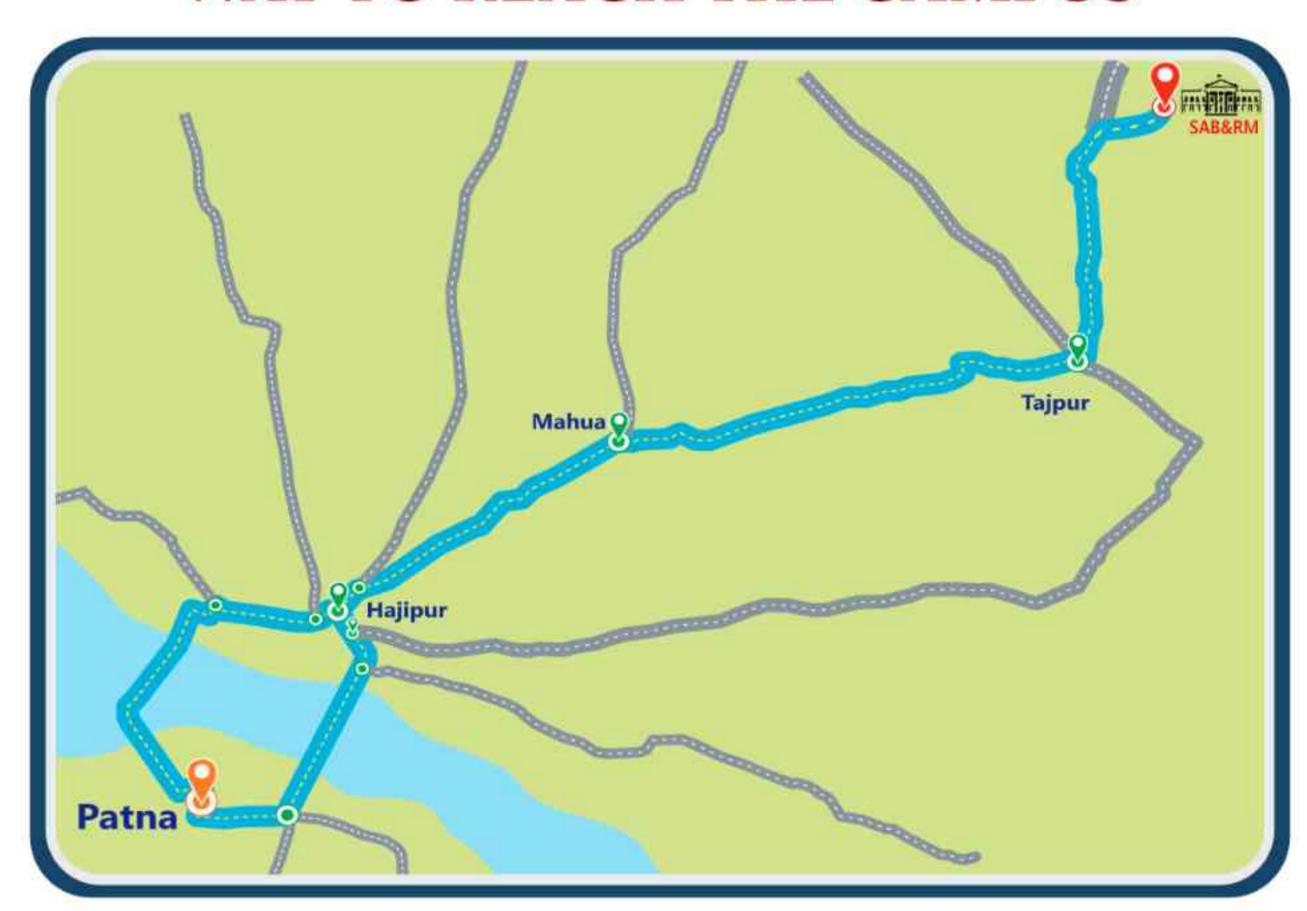


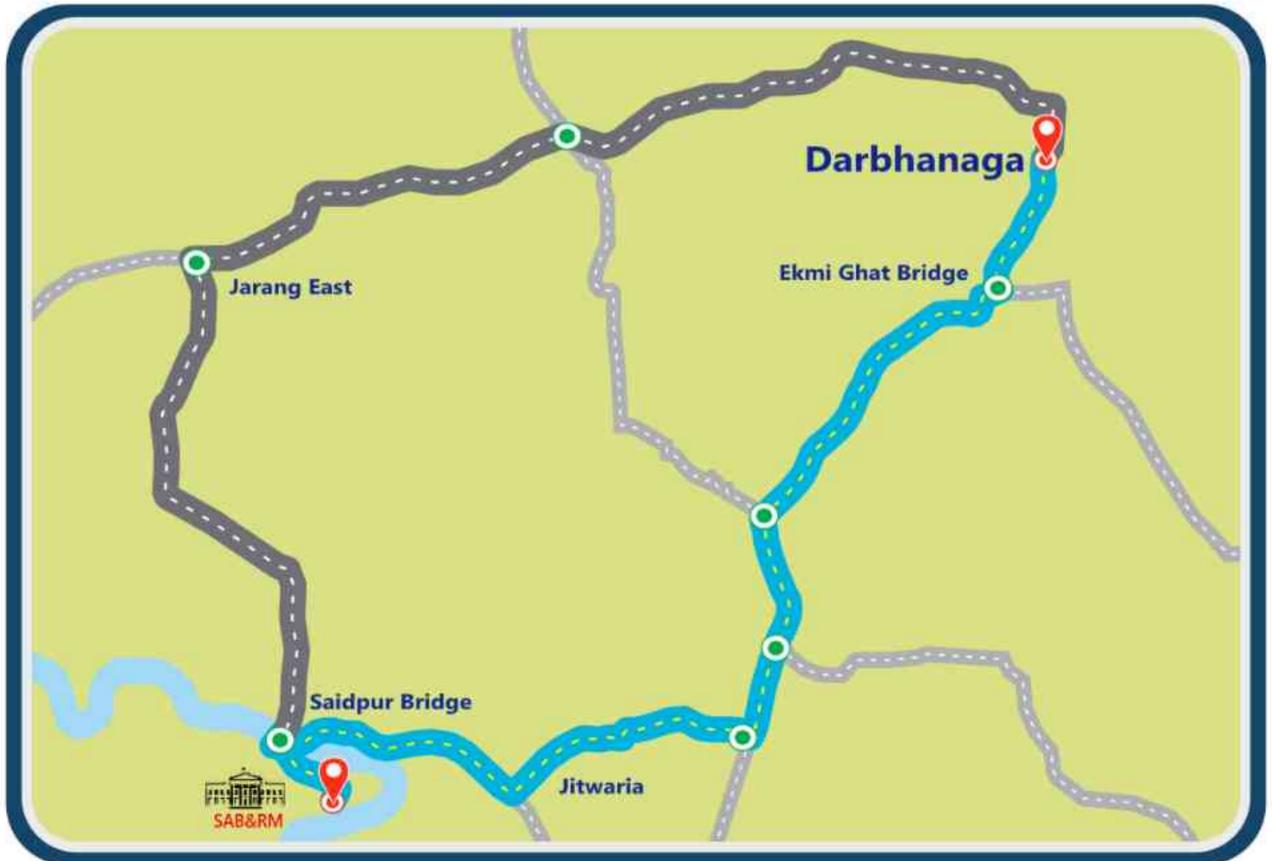
GLIMPSES OF SAB&RM





WAY TO REACH THE CAMPUS







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