



डॉ० राजेन्द्र प्रसाद केन्द्रीय कृषि विश्वविद्यालय, पूसा  
Dr. Rajendra Prasad Central Agricultural University, Pusa

**कृषि व्यवसाय एवं ग्रामीण प्रबंधन संस्थान**  
**SCHOOL OF AGRIBUSINESS AND RURAL MANAGEMENT**



# **INFORMATION BROCHURE**

**2024-26**



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

**"AN INSTITUTION OF NATIONAL IMPORTANCE"**





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

**Dr. Rajendra Prasad**



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## Hon'ble 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 2024-26 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 & placement 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



## From the Desk of the Director



Dear Recruiters,

It gives me great pleasure to present the final year students of MBA (Agribusiness Management) and MBA (Rural Management) students (Batch 2024-26) from the School of Agribusiness & Rural Management, Dr. Rajendra Prasad Central Agricultural University, Pusa. Our college was established with the vision of preparing young minds to take on the challenges and opportunities in the agricultural and rural sector.

Our students come from diverse backgrounds, united by a common goal of contributing meaningfully to the field of agribusiness. Our MBA (Agribusiness Management) and MBA (Rural Management) programmes have been designed in such a way that it equips students with a strong foundation in management principles along with a deeper understanding of the agricultural context in our country. Over the course of their MBA programme, they have been equipped with knowledge and skills in areas such as Agricultural Marketing, Supply Chain Management, Financial Management, Strategic Management, Human Resource Management, Rural Development and Entrepreneurship. They have also gained practical experience through field visits and summer projects helping them connect theory with real-world challenges.

At our college, we focus not only on academic excellence but also on building character, responsibility and leadership. We believe in preparing professionals who could understand rural realities and dynamics and provide sustainable solutions, adding value to the agribusiness and rural ecosystem.

I invite you to interact with our students and explore the value they could bring to your organization. I am confident that they will meet your expectations with sincerity, dedication, and a strong work ethic.

**Dr. Ram Datt**  
Director  
SAB&RM, RPCAU, Pusa





## 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<sup>th</sup> 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) 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 Shri. 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 curriculum designed by BSMA committee, ICAR. For MBA Rural Management program, in consultation with eminent stakeholders around the country course curricula was implemented with major focus on agri and rural based industry relevant courses and experiential components. In accordance with the National Educational Policy (NEP-2020), the school has also introduced one-year Post Graduate Diploma Programmes in Agri-Tourism Management, Agriculture Journalism & Mass Communication and Digital Marketing.

## 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 natural 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	11
Resource Person	18
Technical & Supporting Staff	7
Administrative Staff	4

## 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 Clubs



**Placement Club  
(Aagaaz)**  
The Entry Gate to our Future



**Social Media and PR Club  
(E-Sanchar)**  
Create, Connect, Celebrate



**Social Welfare Club  
(Abhyuday)**  
We Care, We Share,  
for The Future We Prepare!



**Entrepreneurship & Innovation Club  
(BusineStan)**  
Encouraging Brilliant Minds







## Corporate Social Responsibility Club (Pahal)

Jano, Sikho, Badlo !!!



## Training and Consultancy Club (Gurukul)

Siksha hi Unnati Ka Marg



## Sports and Cultural Club (Udaan)

Inspiring Passion



## Academic and Literary Club (Kalamjeevi)

Explore Experience Excel







## Pehla Anubhav



## Alumni Talk Series



## Industry Academia

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.





## Infrastructure & Facility

- 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 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 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 Banks, ATM, shopping complex, hospital, canteen, gymnasium, etc. are available in the University campus.





## Co-Curricular Activities (Where Magic Happens)

- Embracing Cultural Festivities and Connecting with the Farming Community: Student's involvement in Saraswati Puja, Ganesh Puja, Kisan Mela, and meaningful dialogue exchanges.
- Active student participation in the University's Sports Meet, National level entrepreneurship programmes 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 Programme

The School of Agribusiness and Rural Management (SAB&RM) regularly undertakes training and capacity-building programmes for various categories of stakeholders. A noteworthy initiative is the Guru Dakshata-Faculty Induction Programme, organized by the college for newly recruited faculty members of the University to acquaint the faculty members with advanced scientific knowledge related to agriculture and allied sciences, and to align their career expectations with national priorities. In addition to this, two Winter Schools sponsored by ICAR, New Delhi were successfully organized, focusing on the thematic areas of Secondary Agriculture and Agri-Start-ups. A specialized training programme on 'Scientific Beekeeping & Value Addition of Honey', sponsored by the National Bee Board, was also conducted. Further, BAMETI-sponsored programmes focusing on domains such as Farmer Producer Organizations (FPOs) and Entrepreneurship have also been organized, reflecting SAB&RM's commitment to holistic capacity building in the agri-rural sector.







# COURSE CURRICULUM

## ACADEMIC PROGRAMME

S.No.	Program	Intake Capacity	Admission Process
<b>Master of Business Administration (MBA)</b>			
1	Agribusiness Management	50	ICAR Counselling
2	Rural Management	30	Admission based on Academic score, (CAT/MAT/XAT/AIEEA) and performance in Group Discussion and Personal Interview.
<b>Post Graduate Diploma</b>			
3	Agri Tourism Management	25	Admission based on: ➤ Academic Score ➤ Group Discussion ➤ Personal Interview
4	Agricultural Journalism & Mass Communication	25	

## A Glance at the Curriculum & Pedagogy

**Recommended by Broad Subject Matter Area (BSMA) Committee for ABM & National level Pannel of Experts for RM**

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



# 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 its 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
5. 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 through effective management of Agri-resources

## Objectives

Creating professionally trained agri-business 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**





# Master 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

- ✓ 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

**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
- ✓ Among best in infrastructure and faculty
- ✓ Exciting Blend of Theory, Practical and Real Life Experiential Learning Components
  - 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 Assistance
- ✓ The students have already sufficient exposure to Agriculture system being from Agriculture and allied qualification at Under Graduate level



**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



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



# 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  
Media Centre

Community  
Radio Station

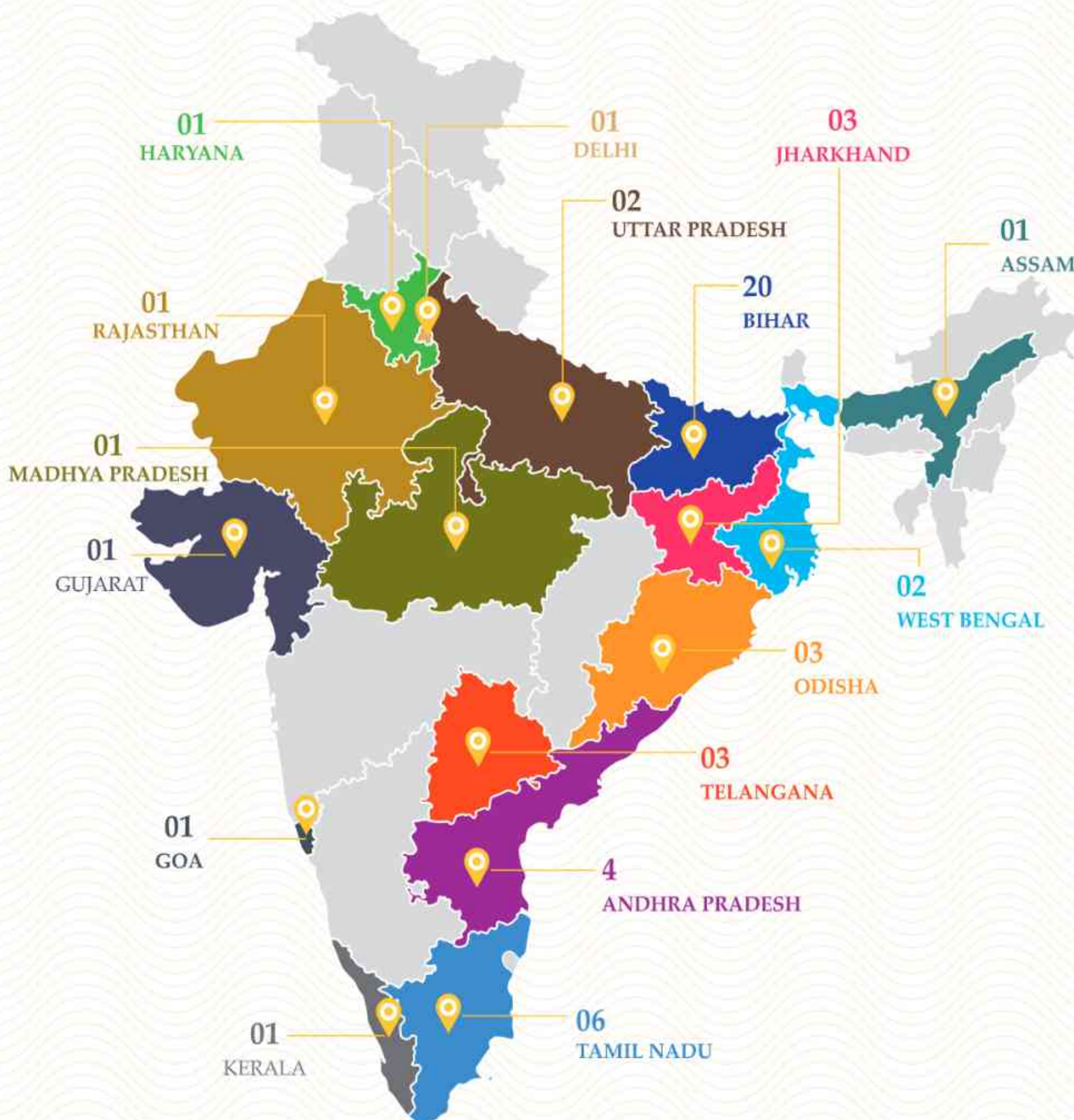


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# BATCH DIVERSITY



## Gender Distribution



36

Boys



15

Girls

## Educational Background



B.Sc. (Hons.)  
Agriculture



B.Sc.  
Agriculture



B.Sc. (Hons.)  
Horticulture



B.Tech.  
Agricultural  
Engineering



B.Sc. (Hons.)  
Forestry



# STUDENT PROFILE

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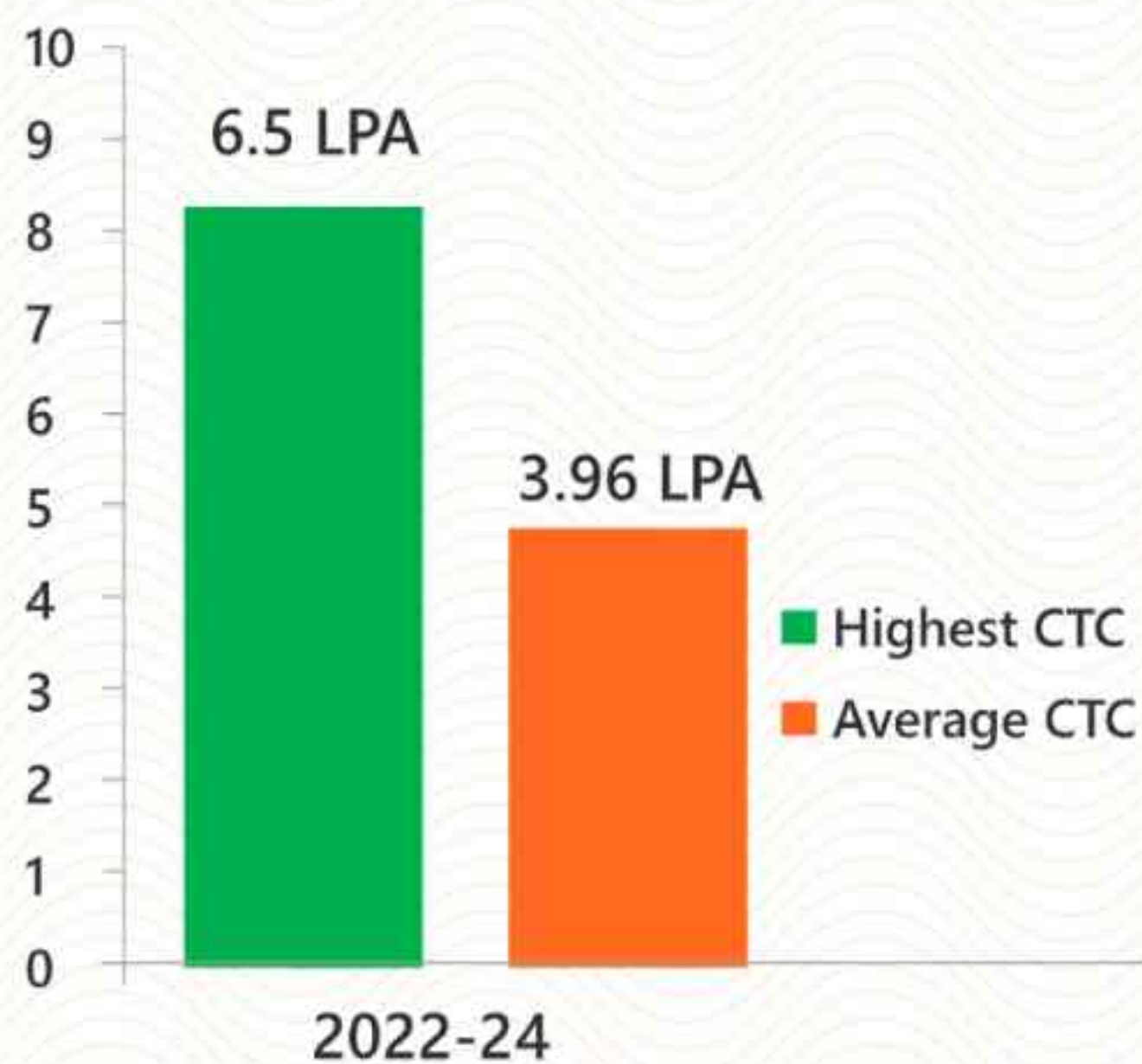
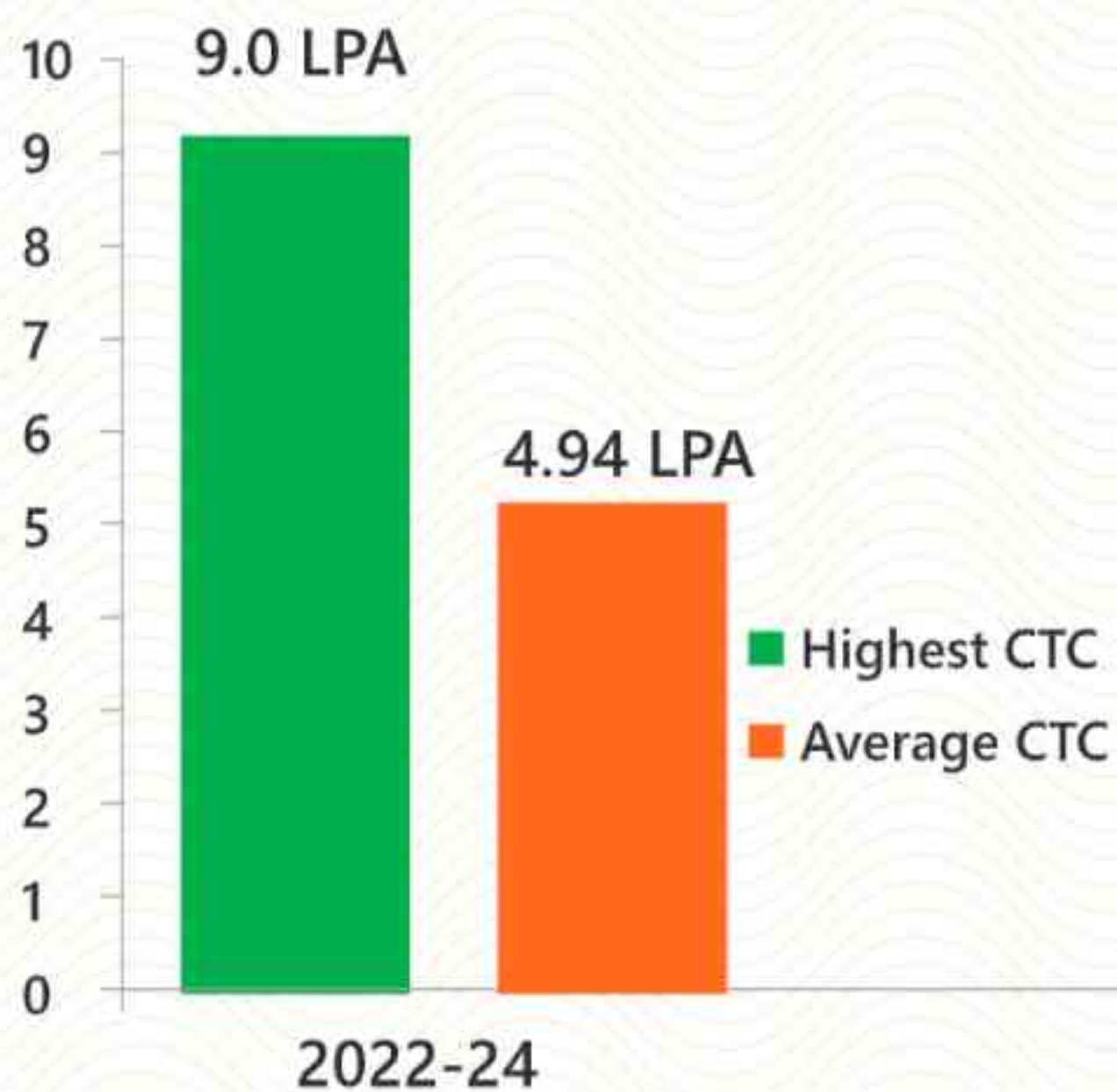
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100% Placement of MBA (Rural Management) & MBA (Agribusiness Management) Students of Batch 2022-24



## MBA (Agribusiness Management)

## MBA (Rural Management)





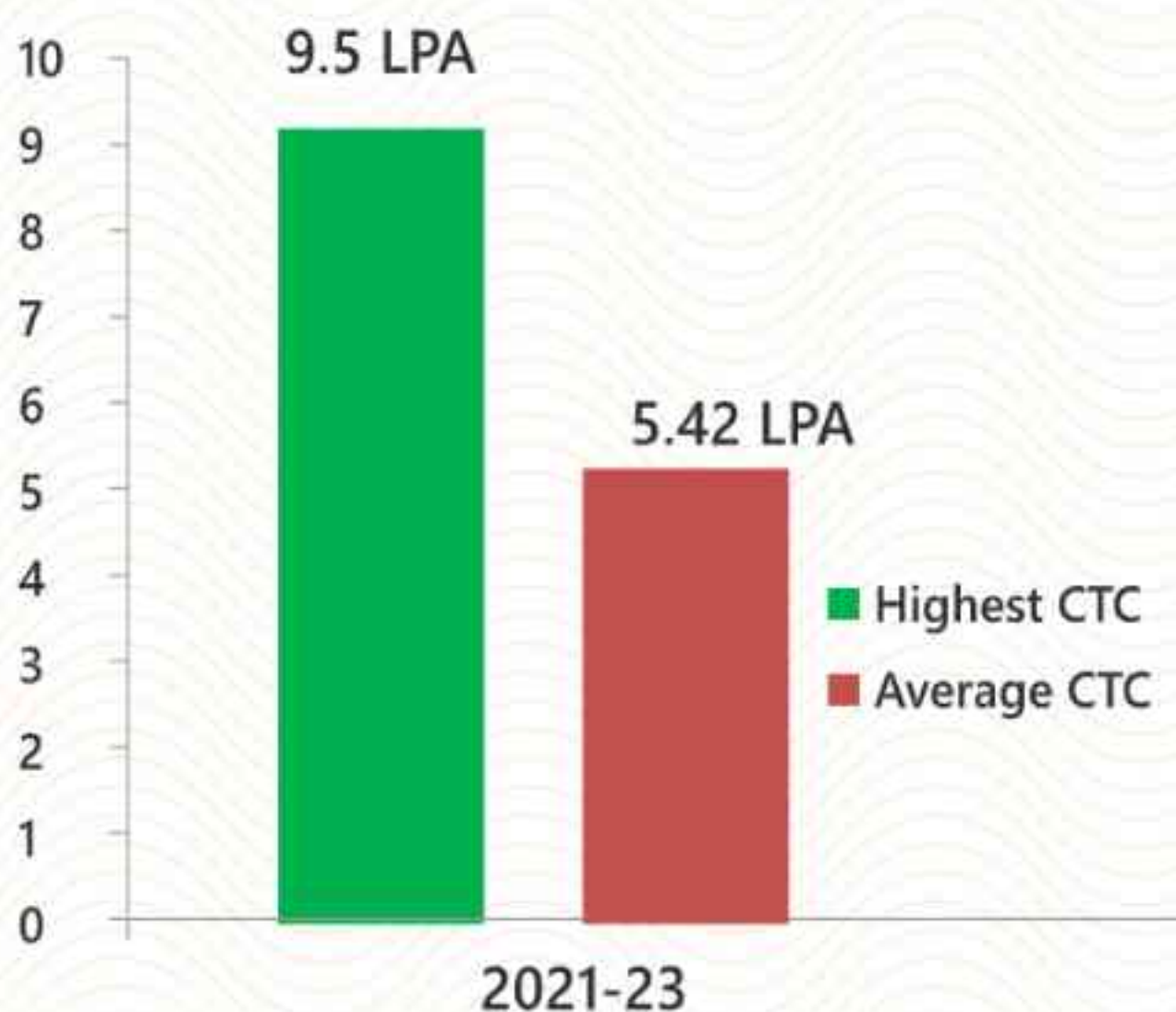
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### MBA (Agribusiness Management)

### MBA (Rural Management)







# WAY TO REACH THE CAMPUS







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