

# PROSPECTUS

MBA (Agri-Business)  
(2011-2013)



**Rajasthan College of Agriculture  
Maharana Pratap University of Agriculture  
and Technology, Udaipur**

# **MAHARANA PRATAP UNIVERSITY OF AGRICULTURE AND TECHNOLOGY, UDAIPUR**

Maharana Pratap University of Agriculture and Technology Udaipur was established on 1<sup>st</sup> Nov. 1999. The jurisdiction of university is spread over 12 districts of south and southeast Rajasthan. The mandate of the University is to:

- Impart teaching and training in different branches of agriculture and allied fields particularly Agriculture, Horticulture, Animal Husbandry, Fisheries, Forestry, Engineering, Home Science, etc.
- Conduct research and developing new technologies for sustainability of agriculture, increased production and income and livelihood security in the region.
- Transfer of technology to farming community.
- Provide diverse technical services and consultancy to industries and other stakeholders.
- Development of linkages nationally and internationally for education, research and extension education.

## **TEACHING**

The University has following six Constituent colleges under its jurisdiction to carry out the activities of teaching.

- Rajasthan College of Agriculture, Udaipur
- College of Technology and Engineering, Udaipur
- College of Home Science, Udaipur
- College of Dairy and Food Science Technology, Udaipur
- College of Horticulture and Forestry, Jhalawar
- College of Fisheries, Udaipur

## **Academic Programmes of University:**

There are 16 U.G. programmes, 28 master's programme and 20 Ph.D. programmes being run by the constituent Colleges of this University.

## **RESEARCH :**

The institutional infrastructure to carry out the research activities includes three agricultural research stations at Udaipur, Kota and Banswara; two agricultural research substations at Pratapgarh and Aklera (Jhalawar); one dry farming research station at Bhilwara and one livestock research station at Vallabh nagar.

## **EXTENSION :**

The extension activities of the University are carried out at the Head quarter of the Directorate of Extension Education, Udaipur and 10 KVK's situated at Banswara, Anta (Baran) Bhilwara, Bundi, Chittorgarh, Dungarpur, Jhalawar, Kota, Rajsamand and Sirohi. The University has also Directorate of Planning and Monitoring (DPM) for planning the activities of the university and Students Welfare Office (SWO) to cater the needs of welfare activities of the students.

## **PLACEMENT AND INFORMATION BUREAU**

The bureau has a Coordinator at University level and incharge at College level. The bureau is actively organizing different activities for the personality development and to provide information and guidance for the better placement of the graduates. It organizes seminars, lectures and coaching classes for the students. It also provides placement information to the students as well as arranges campus interviews for the employment in different public and

private agricultural organizations from time to time. A language lab also exists in the university where students learn English language with grammar and skill development. One faculty member works as Placement Coordinator for the programme by collaborating with placement cell of the university and also by contacting the alumni occupying senior positions.

### **Project Training**

The CABM batch of 2009-11 has an appropriate mix of professionals and fresh graduates. Students are from different institutes like RCA MPUAT; SKRAU, Bikaner; CCSU, Meerut (U.P); MPKV, Rahuri; PDKV, Akola etc.. and belonged to varied educational backgrounds like Agriculture, Horticulture, Ag. Engineering, Dairy Tech. etc. Students have work experience in different fields of agriculture which led to an appropriate mix for the batch to learn and grow professionally.

CABM, RCA came up with Project training to highlight the quality and strong business knowledge of its students. The institute witnessed a rich mix of projects being offered by 6 illustrious companies like P I Industries Ltd., DSCL, Nuziveedu Seeds Pvt. Ltd., Excel Crop Pvt. Ltd., Alpgiri Seed Sciences Pvt. Ltd., Sadhana Chemicals Pvt. Ltd. etc. and one internationally renowned institute like International Livestock Research Institute (Nairobi).

### **Summer Internship**

For the summer training companies came last year like CFCL and Mahindra made their presence this year as well thus showing their increasing interest in the institute. Sumitomo Chemicals offered interesting profiles in Marketing. Ventures like Sri Bio –Tech and Ambika Bio-Tech saw a keen interest from students who were eager to opt for the profiles in the field of Bio-Technology. Students showed equally keen interest towards agri input sector companies like Euro seeds, Tata Rallis and Harrison Malyalam.

Within a short span of two years since its inception, CABM, RCA interns have drawn great appreciation from the corporate world.

### **Placement**

The first batch of the Center for Agri-Business Management, RCA, went for placements in the month of March and April. In the batch of 18 students, 10 students are already placed. Leading MNC like CFCL made it's presence on the campus. The banking & financial services sector has always been the most coveted sector at MPUAT. Public sector banks like Oriental Bank of Commerce, Indian Oversease Bank, and private banks viz. ICICI made the bulk of the offers. Selection process included written exam and various levels of interviews. Harrison Malyalam and Shri Shubham Logistics also offered attractive profiles to the students in the area of Marketing.

### **LIBRARY :**

The Central library as well as collegewise libraries of the university cater to the needs of students, faculty members and trainees both in conventional as well as electronic format. The library information system is partially automated, bar-coded and digitized. The libraries provides congenial environment to its readers with good ventilated and spacious reading rooms. The library also provides the facility of Internet, off line databases, on line databases, on-line journals and digitalization.

### **COMPUTER LAB:**

Well equipped computer level with internet facility.

### **HOSTEL ACCOMMODATION:**

College has adequate hostel facility, having five hostels with single seated rooms for boys and girls, television, telephone and internet facility.

### **CLASS ROOMS, SEMINARS & CONFERENCE FACILITY**

The college has adequate number of class rooms with LCD and CC cameras and state- of -the –art seminar rooms and auditorium facility for conducting seminars, group discussions and conferences.

### **AGRI-BUSINESS PROGRAMME IN UNIVERSITY**

Agri-business programme in the university was started during 2009-10, as agricultural graduates lack managerial skills and find it difficult to cope up with the complex situations and can not function effectively as managers in agri-business firms. The potential for development of agri-

business sector is immense in the state as well as in the country. Agri-business links farm production, input supply, agro processing and distribution net work and emerges as viable option to resolve the problems of unemployment in rural sector to a great extent. The use of management concepts in agriculture and associated business has become more pronounced now. The production of goods and services is consumer oriented. Similarly the education should also be according to the needs and demand of the service provider's i.e. agri-business industrialist, MNC's, service sectors, etc. The programme aims at enabling meritorious agricultural graduates to acquire the critical competencies for functioning as effective agri-business managers.

The university has well established physical infrastructure, highly dedicated and expertise human resource in the fields of agriculture, agricultural engineering, dairy & food science technology, animal husbandry, fisheries, horticulture, forestry, home science, post harvest technology, agri entrepreneur development and so on.

### **OBJECTIVES**

The main objectives of the programme are:

- To develop leadership for agri-business sector equipped with enhanced sense of commitment, integrity and ethics.
- To acquire sufficient operating skills in using modern management tools and techniques in different functional areas.
- To encourage entrepreneurial spirit in students to make them effective agents of change in the agri-enterprise sector.
- To undertake research projects on client specific problems and general problems related to agri-business sector.
- To collaborate with other institutions in the state and the country to enhance to the scope of agri-business.

### **MISSION**

The mission of the Agri-business programme is to promote professional and managerial competence for corporate and self-employment sector in areas related to agriculture. The programme will also provide diverse technical service and consultancies to agro-based industries and other stakeholders.

### **VISION :**

To become reputed, self-sufficient, job oriented, innovative and agri-preneurship institute consistent with the state and national agricultural policy.

### **ADMISSIONS**

#### **Eligibility**

#### **Residential**

- (i) The candidate must have studied for last three years of qualifying examination continuously as regular candidate in a recognized Institution in Rajasthan.

**OR**

- (ii) Natural Father/Mother of the candidate has been continuously residing in Rajasthan for a period of last 10 years and the candidate has studied for atleast 5 years during this period in a recognized educational institution in Rajasthan.

**OR**

- (iii) The candidate must be a bonafide resident of Rajasthan. He/She may presently Studying in any of the states other than Rajasthan.

**OR**

- (iv) The candidate is a Son/Daughter of serving or retired employee of (a) Government of Rajasthan including Officer of All India Services Borne on the State Cadre Rajasthan or (b) Undertaking Corporation/Improvement Trust/Municipal Bodies duly constituted by the Government of Rajasthan by an act of Law or (c) any of the Universities in Rajasthan or Secondary Board of Education, Rajasthan

provided that employee 'has worked in Rajasthan for three years preceding the last date of submission of the application.

**OR**

- (v) Candidate is a Son/Daughter of a permanent or retired employee of Indian Defense Service and the employee is either of Rajasthan Origin irrespective of his place of posting or is posted in Rajasthan at the time of last date of the application for admission provided that in case the Defense Personnel is of the Rajasthan origin, a Certificate has to be submitted by him from the employer to the effect that his State of origin is Rajasthan at the time of his entry in to service.

**OR**

- (vi) Candidate is a Son/Daughter of a permanent (serving/retired) employee of Para-Military Forces of India and the employee is either of Rajasthan origin irrespective of his place of posting or is posted in Rajasthan at the time of last date of the application for admission provided that in case of Para-Military Personnel from the Rajasthan origin, a certificate has to be submitted by him from the employer to the effect that his State of origin is Rajasthan at the time of his entry in to service.

**OR**

- (vii) Candidate is a Son/Daughter of a Judge of Rajasthan High Court subject to that he/she submits an undertaking/affidavit stating that such benefit is not claimed or availed by them in any other State.



\* The fee is to be paid on the first day of registration in Ist Semester.

Form No: \_\_\_\_\_

**MAHARANA PRATAP UNIVERSITY OF AGRICULTURE AND TECHNOLOGY  
RAJASTHAN COLLEGE OF AGRICULTURE  
UDAIPUR-313001 (RAJASTHAN)**

**Application form for Admission to MBA (Agri-Business)  
(2011-13)**

Please affix  
your recent  
passport size  
colour  
photograph  
with signature  
on photograph

1. Name: \_\_\_\_\_

2. Father's / Husband Name: \_\_\_\_\_

3. Mother's Name : \_\_\_\_\_

4. Birth Date: \_\_\_/\_\_\_/\_\_\_\_\_ (dd/mm/yyyy)

5. Gender: Male Female

6. Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Mobile : \_\_\_\_\_ Phone : \_\_\_\_\_ E-mail : \_\_\_\_\_

8. Category: ST SC Disability GEN OBC SEBC

9. Academic Record

Examination	Year of Passing	University/Institution	Grand Total Marks		Percentage %	Specialization
			Obtained	Out of		
Secondary						
Senior Secondary						
Graduation						
Post Graduation						
Others						

10. DD No. \_\_\_\_\_ Rs. 1000.00 Bank \_\_\_\_\_

11. Undertaking

I have read the rules and regulations for the admission in MBA (Agri-business) and hereby declare that the entries in the application form are true to the best of my knowledge and belief. I further declare that if any information in this form is found incorrect, I shall abide by the decision of the admission committee including the cancellation of my admission.

Place:

Date:

Applicant's signature

Signature of parent/guardian

11. Enclosures

Proof of Domicile of Rajasthan

Secondary mark sheet

Senior Secondary mark sheet

Bachelor Degree certificate

Post graduate degree certificate

Disability certificate

Caste certificate (in case of OBC/SBC creamy layer certificate should issued on or after 1<sup>st</sup> Feb. 2011)

Character Certificate from Head of Institution (from where highest degree obtained)

Any other (specify)

**All the original documents/ certificates are required at the time of GD & PI.**

*Note: The completed form should reach to the office of Dean, RCA, Udaipur up to 25.07.2011.*

# Important Dates

Sr. No.	Particulars	Dates
1	Date of Notification	14.07.2011
2	Form availability on the net	14.07.2011
3	Last date of submission of form along with Demand Draft	25.07.2011
4	Declaration of short listed candidate for GD & PI	28.07.2011
5	Group discussion and P.I	02.08.2011
6	Declaration of result	03.08.2011
7	Reporting in the college for admission	08.08.2011

**RAJASTHAN COLLEGE OF AGRICULTURE**  
**MAHARANA PRATAP UNIVERSITY OF AGRICULTURE & TECHNOLOGY**  
**UDAIPUR**  
**EXTENDED DATE FOR VACANT SEATS FOR MBA (AGRI-BUSINESS)**  
**ADMISSION 2011-2012**

No.F ( )/RCA/MBA/2011/

Dated: 14.07.2011

Applications are invited for admission to MBA (Agri-business) degree programme from candidates having bachelor's degree in agriculture or allied disciplines (agricultural engineering/ dairy science/ dairy technology/ food science/ food technology/ fisheries/ forestry/ home science/ horticulture/ veterinary science, etc.) from any agricultural university or institution as recognized by the ICAR /AICTE with a minimum of 60 % marks (55 % for SC/ST/OBC). Prescribed application forms can be downloaded from website [www.mpuat.ac.in](http://www.mpuat.ac.in) or [www.rcaudaipur.net](http://www.rcaudaipur.net) and be submitted in hard copy in the office of undersigned alongwith the prescribed fee of Rs.1000/- through DD in favour of Comptroller, MPUAT, Udaipur on or before 25/07/2011 during the office hours. Application received late or incomplete or not fulfilling the minimum percentage of marks etc. will be rejected suo moto and their fee will not be refunded.

The list of short listed candidates for GD& PI will be displayed on university website on 28.07.2011.

GD & PI of short listed candidates are scheduled to be held from 10.00 AM on 02. 08.2011 in the chamber of the undersigned.

The details about eligibility, admission procedure, number of seats, reservation, fee structure, etc. can be seen by visiting the university website: [www.mpuat.ac.in](http://www.mpuat.ac.in) or [www.rcaudaipur.net](http://www.rcaudaipur.net)

**DEAN**

Hon'ble Vice Chancellor,  
MPUAT, Udaipur

**MAHARANA PRATAP UNIVERSITY OF  
AGRICULTURE & TECHNOLOGY  
RAJASTHAN COLLEGE OF AGRICULTURE: UDAIPUR**

No/RCA/Estt/11/

Dated: 14.07.2011

**ADMISSION NOTIFICATION**

Applications are invited for the admission in the following self- finance courses offered by RCA, MPUAT, Udaipur for the academic session 2011-12.

<b>Course</b>	<b>No. of Seats</b>
<b>Post Graduate Diploma in Livestock Management &amp; Feed Technology (PGDLM &amp; FT)</b>	<b>20</b>
<b>MBA (Agri-Business)</b>	<b>11</b>

The application form and other details can be downloaded from University Website <http://www.mpuat.ac.in> or [www.rcaudaipur.net](http://www.rcaudaipur.net) and completely filled forms should reach to Dean, RCA, Udaipur along with all essential documents and required demand draft on or before 25.07.11 during office hours. The late submitted forms will not be considered in any case.

DEAN