



## PROSPECTUS

# POST GRADUATE DIPLOMA MANAGEMENT (AGRI BUSINESS MANAGEMENT) PGDM (ABM) – 2020



**Chaudhary Charan Singh**  
**National Institute of Agricultural Marketing, Jaipur**  
**(An Autonomous Organization under Ministry of Agriculture and Farmers**  
**Welfare, Government of India)**

**Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)**

**Phone : 0141-2795117, 2795135, 2795134**

**E-mail : [pgdabm.niam@nic.in](mailto:pgdabm.niam@nic.in), [niam.pgdabm@gmail.com](mailto:niam.pgdabm@gmail.com)**



## About CCS NIAM

Established in 1988, under the Ministry of Agriculture and Farmers welfare, Government of India, the Chaudhary Charan Singh National Institute of Agricultural Marketing (CCS NIAM) is vested with the responsibility to fortify the agricultural marketing sphere by rendering specialized training, research and consultancy to India and other South-East Asian countries.

The commencement of the management education was from the year 2001 wherein a two year fully residential Post Graduate Diploma in Management (Agri-Business Management) was launched. Management Education, since then, has been a foremost concern for the institute to deliver the most promising human resource to the industry. The students at CCS NIAM go through an intensive academic rigour to come out as the most talented and committed riches for Agri-Business and Food industry.

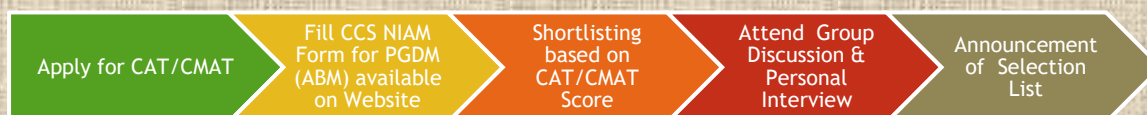
### USP of PGDM (ABM)

- Two year residential program started in 2001, approved by AICTE.
- Aims to develop Techno-managerial competence.
- Program delivered through 7 trimesters, 121 credits and 45 courses.
- EXIM Bank merit Scholarship for meritorious students.
- 760 + Alumni base serving agriculture value chain
- Affordable fee structure – Rs. 6.80 Lacs for two years all inclusive (tuition, boarding, lodging and medical insurance)
- 100% placement since inception.
- Guest Lecture series by industry professionals.
- Students come from diverse educational backgrounds and geographical diversity.

## Eligibility

- Bachelor's Degree in Agriculture Sciences or in any other discipline with at least 50% marks or equivalent CGPA [45% in case of SC/ ST/PH]. Must have a valid Score of CAT - 2019 or CMAT - 2020.
- Reservation of seats as per Govt. of India rules.

## Multi-Stage Selection Procedure



- Selection parameters and their weightage:

Criteria	Weight
CAT/CMAT Score	51/34
Diversity Factor *	06 *
Group Discussion	12
Personal Interview	26
Work experience	05
<b>Total</b>	<b>100</b>

\* Diversity Factor weightage of 6% is assigned to agriculture and allied disciplines, 2% for humanities & social sciences and 0% for pure sciences and engineering disciplines.

## Fees and Payment Schedules (PGDM-ABM-2020-22)

### First Trimester (July - September 2020)

S.No.	Details	Amount of Rs.	Last Date
1	Tuition Fee	1,60,000/-	1 July 2020
2	Boarding and Lodging Fee	45,000/-	
3	Computer Lab Fee	20,000/-	
4	Library Fee	15,000/-	
5	Caution Money (Refundable)	10,000/-	
6	Health Insurance	5,000/- per year	
<b>Total</b>		<b>2,55,000/-</b>	

### Second Trimester (October - December 2020)

S.No.	Details	Amount of Rs.	Date
1	Boarding and Lodging Fee	45,000/-	Payable on or before 1 October 2020
<b>Total</b>		<b>45,000/-</b>	

### Third Trimester (January - March 2021)

S.No.	Details	Amount of Rs.	Date
1	Boarding and Lodging Fee	45,000/-	Payable on or before 01 January 2021
<b>Total</b>		<b>45,000/-</b>	

### Fifth Trimester (July – September 2021)

S.No.	Details	Amount of Rs.	Date
1	Tuition Fee	1,60,000/-	Payable on or before 1 July 2021
2	Boarding and Lodging Fee	45,000/-	
3	Computer Lab Fee	20,000/-	
4	Library Fee	15,000/-	
5	Health Insurance	5,000/- per year	
<b>Total</b>		<b>2,45,000/-</b>	

### Sixth Trimester (October – December 2021)

S.No.	Details	Amount of Rs.	Date
1	Boarding and Lodging Fee	45,000/-	Payable on or before 1 October 2021
<b>Total</b>		<b>45,000/-</b>	

### Seventh Trimester (January – March 2022)

S.No.	Details	Amount of Rs.	Date
1	Boarding and Lodging Fee	45,000/-	Payable on or before 01 January 2022
<b>Total</b>		<b>45,000/-</b>	



During the summer project, if any student stays in the hostel, he/she will have to pay separately towards boarding and lodging charges, as per the usual rates of the institute.

A Laptop with latest configuration is required for PGDM-ABM course. Therefore students are strongly advised to bring the same.

## COURSE STRUCTURE

The courses designed for this program provide a progressive learning sequence step by step from concepts, tools and techniques to their application in the context of agribusiness sector. The details of courses are mentioned in Trimester Plan and all courses are compulsory.

<b>FIRST TRIMESTER</b>	<b>Credit</b>	<b>SECOND TRIMESTER</b>	<b>Credit</b>	<b>THIRD TRIMESTER</b>	<b>Credit</b>
Business Communication & Presentation Skills	2	Business Statistics	3	Human Resource Management	3
Culture Ethics & Attitudes in Agriculture	2	Marketing Strategies & Techniques	3	Operations Research	3
Principles of Marketing Management	3	Macro Economic Theory & Policy	3	Financial Management paper –I I	2
Principles & Practices of Management	2	Agricultural Extension Management	2	Quantitative Techniques for Agri-Business	2
Organizational Behaviour	3	Cost & Management Accounting for Decision Making	3	Agri -Business Projects Management	2
Business Mathematics	3	Agricultural Input Marketing	3	Marketing Research	3
Accounting For Managers	3	Financial Management paper –I	2	Procurement Management	3
Managerial Economics (Micro)	3	Block Chain Technology	2	Business & Data Analytics	2
				Principles & Practices in Agricultural Marketing	2
<b>Total Credits</b>	<b>21</b>	<b>Total Credits</b>	<b>21</b>	<b>Total Credit</b>	<b>22</b>

## Fourth Trimester : Summer Internship Program – 10 Credits

<b>FIFTH TRIMESTER</b>	<b>Credit</b>	<b>SIXTH TRIMESTER</b>	<b>Credit</b>	<b>SEVENTH TRIMESTER</b>	<b>Credit</b>
Sales and Distribution Management	3	Agri Supply Chain Management	3	Advertising and Communication	2
Risk Management in Agribusiness	2	Digital & Concept Marketing	2	Legal & Regulatory Framework	2
Commodity Trading, Futures & Options	3	Customer Relationship Management	2	Total Quality Management	2
Enterprise Resource Planning(ERP) System	2	Agricultural Export Management & International Trade	3	Entrepreneurship Development and Skill Development	2
Agricultural Business Environment	2	Management Information Systems & E-commerce	2	AI Application in Agriculture Marketing	2
Strategic Management	3	Business Analysis & Valuation	2	Individual Project/Village visit of students	3
Banking & Agri-Finance	3				
Infrastructure & Agri Warehousing Management	2				
<b>Total Credits</b>	<b>20</b>	<b>Total Credits</b>	<b>14</b>	<b>Total Credits</b>	<b>13</b>



## **ADMISSION Process - PGDM (ABM) 2020**

1. Eligibility: The candidate must hold a Bachelor's Degree in Agriculture Sciences or in Agriculture-related disciplines, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to Scheduled Caste (SC)/ Scheduled Tribe (ST), Persons with Disability (DA) category] of any of the Universities incorporated by an act of the Central or State legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India or a Bachelor's degree in Agriculture Sciences or Agriculture-related disciplines recognised by ICAR. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. Agriculture related disciplines shall include: Agriculture, Agri Business Management, Commercial Agriculture, Agricultural Marketing and Cooperation, Agricultural Engineering, Agricultural Information Technology, Bioinformatics, Biotechnology, Dairy Technology, Fisheries, Food Technology, Food Processing Engineering, Forestry, Horticulture, Sericulture, Veterinary Science & Animal Husbandry and all other streams of Agriculture and Allied subjects as mentioned in the Diversity Factor Table at 7.3.

(OR)

The candidate must hold at least a Bachelor's degree or equivalent qualification in any other subject like Humanities, Social Sciences, Engineering, Pure Sciences, Commerce etc. with at least 50% marks or equivalent CGPA (45% in case of the candidates belonging to Scheduled Caste (SC)/ Scheduled Tribe (ST), Persons with Disability (DA) category) from a University or Institution as defined in the above paragraph. The Bachelor's Degree or equivalent qualification obtained by the candidates must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.

2. The candidates must have a valid Score of CAT-2019 or CMAT-2020.

3. Reservation of seats will be applicable for OBC (Non-Creamy Layer), SC, ST, DA/PH, EWS and Kashmiri Migrant categories as per Govt. of India rules.

4. Candidates who are in final year of their graduation can also apply and submit their provisional certificate and mark sheets/grade card indicating up to date and latest cumulative marks/CGPA/OGPA till the previous year/semester and also indicate the same in the application form. Their provisional eligibility will be decided based on the same. If selected, they may seek provisional admission into the programme on payment of the required fee and other charges as specified. After joining the programme, they will have to submit the provisional degree certificate and aggregate marks/CGPA/OGPA latest by August 31, 2020 failing which the provisional admission will automatically stand cancelled.



5. There will be no refund of fee paid by the students, in the event of the cancellation of their admission for the above reasons. All applicants are required to submit attested photocopies of documents along with the application as indicated in the application form. They must produce all original documents for verification at the time of interview and admission.

6. It is the responsibility of the candidates to ascertain and ensure that they possess the requisite qualifications for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility for admission will be decided by NIAM.

7. A multi-stage selection procedure will be followed for admission as described below.

7.1 All applicants fulfilling the eligibility criteria will have to submit the CAT-2019 Score Card or CMAT-2020 Score Card latest by February, 29, 2020.

7.2 Merit list will be prepared for calling candidates for Group Discussion and Personal Interview based on CAT/CMAT Score as per the weightage formula mentioned at Sr. No. 7.4. The merit list will be prepared category wise i.e. General Category, OBC (Non Creamy layer), SC, ST, PH, Kashmiri Migrants, EWS.

7.3 Diversity Factor weightage will be assigned to various academic disciplines as per the list given below.

<b>Column No.</b>	<b>Diversity Factor</b>	<b>Weight</b>
1.	Graduates in the Agriculture and allied sectors which would include: Agronomy, Soil Science, Agriculture Biochemistry, Agricultural Economics, Agricultural Extension, Plant Breeding and Genetics, Entomology, Plant Pathology etc., Agricultural Engineering, Bioinformatics, Animal Husbandry, Dairy Science/ Technology, Forestry, Food Technology, Horticulture, Rural Studies/ Rural Sociology/ Rural Cooperatives / Rural Banking, Biochemistry, Biotechnology, Botany, Zoology, Veterinary Science and all other streams of Agriculture and allied sectors.	6.0
2.	Graduates in various fields including Humanities, Economics, Commerce, Management, Medicine, Accountancy etc. including: Humanities, Economics, Commerce, Management, Medicine, Accountancy etc. including: Archaeology, Education, Fine Arts, Geography, History, Journalism, Languages, Library Science, Literature, Philosophy, Political Science, Psychology, Public Administration, Accountancy, Auditing, Banking, Business, Mathematics, Business Organization, Economics, Economic Development and Planning, Public	2.0



	Administration, Public Finance, Secretarial Practices etc., Chartered Accountancy, Cost and Works Accountancy, Company Secretary ship, Education (including Physical Education and Sports), Law, Medicine/Dentistry, Pharmacology/ Pharmacy, Management (BBA) and any other.	
3.	Graduates in all other disciplines including Pure Sciences and Engineering like Physics, Chemistry, Mathematics, Computer Science Engineering, Electrical Engineering, Mechanical Engineering, Automobile Engineering, Civil Engineering, Architecture, Electronics and Computer Science, Statistics and any other discipline.	0

7.4 The CAT/CMAT Score weightage will be computed as per the following formula:

1.	<b>CAT Score (CS)</b>	<b>CS = Candidate's CAT Score / Highest CAT Score * 51</b>
2.	<b>CMAT Score (CMS)</b>	<b>CMS= Candidate's CMAT Score / Highest CMAT Score * 34</b>

The candidates who have both CAT and CMAT scores should mention both these scores in the appropriate column provided in the application form. Based on the above formula whichever score is advantageous to the candidate will be used to determine the merit in the selection process.

7.5 Candidates shall be called for group discussion, personal interview and other testing parameters based on CAT/CMAT Score for different categories. The final merit list will be prepared based on the following selection parameters and respective weights as given below:

<b>S.No.</b>	<b>Parameter</b>	<b>Weight</b>
1.	CAT/CMAT Score	51/34
2.	Diversity Factor	06
3.	Group Discussion	12
4.	Personal Interview	26
5.	Work experience	05
	<b>Total</b>	<b>100</b>

7.6 Personal interview and Group Discussion may include subjects to test candidate's aptitude for Agriculture and Management. Candidate's record in extracurricular activities and any additional qualifications or accomplishments may also be considered during the interview process.

7.7 Work Experience weightage shall be awarded as per the following plan.

S.No.	Years of Experience	Weight
1.	Minimum 6 months to one year	1.0
2.	>1 year to 1½ years	1.5
3.	>1½ years to 2 years	2.0
4.	>2 years to 3 years	3.0
5.	>3 Years	3.5
<b>0.5 marks extra shall be awarded for each year's job experience in agriculture &amp; allied sectors and in rural development with an upper ceiling of 5 marks in work Experience.</b>		

7.8 The final merit rank list will be based on the summation of points earned in all the assessment items mentioned above.

### **Application Form**

7.9 Online application form can be filled on the website [www.ccsniam.gov.in](http://www.ccsniam.gov.in). A print out of online filled-in-application form should be sent at the following address enclosing photocopies of all relevant documents related to age, educational qualifications, category, achievement, experience etc. along with a demand draft of Rs. 1200/- (Rs. 600/- for SC and ST Candidates) in favour of Director General, NIAM payable at Jaipur.

7.10 The application form can also be downloaded and filled manually and send at the below address enclosing certificates and demand draft as per Sr. No. 7.9.

Dean- PGDM (ABM)

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING,

Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)

Last date for receiving filled in applications at CCS NIAM, Jaipur is 29th February, 2020



<b>IN-HOUSE FACULTY RESOURCES</b>	<b>GUEST FACULTY</b>
Dr. Dr. P. Chandra Shekara Director General,	Sh. Chirag Badla, NCDEX, Delhi
Dr. Ramesh Mittal, Director PGDM (ABM)	Dr. Gunjan Soni, MNIT, Jaipur
Dr. Vikram Singh, Dean- PGDM (ABM)	Prof. G.S. Dangayach, MNIT, Jaipur
Dr. Hema Yadav, Director	Dr. Prasoon Mathur, NCDEX
Dr. S.R. Singh, Deputy Director	Dr. Sachin Jain, Institute of Financial Study
Dr. Shuchi Mathur, Assistant Director	Sh. Ashish Agade, Doctoral Scholar, IRMA
Dr. S. C. Pant, Assistant Professor	Prof. Dinesh Jain, NIBM
Mr. Sathyendra Kumar A.D. Assistant Professor	Dr. Ram Singh, IIFT, Delhi

# Facilities



## Brahmaputra

Academic Block houses the modern classrooms equipped with the latest multimedia and audio visual facilities as well as high speed data communication and Wi-Fi.

## Committees and Clubs

ACE- The Academic Committee  
ILLUMINATI- Library Committee  
AMIGOS- Sports Committee  
MRIDANG- Cultural Committee  
FINANCA- Finance Committee  
TECHNOCRATS- IT Committee



## Library

The Library at NIAM has an impressive collection of more than 12000 books and numerous periodicals and newspapers. These collections are in the areas of agriculture, management and allied subjects as well as assorted literature and database for all round learning.



## Mahanadi Convention Centre

At NIAM, we believe in the power of discussion and discourse. The campus boasts of a conference hall, seminar room, executive suites and auditorium, which are used for organizing national and international seminars, conferences, workshops, various cultural activities etc.



## Barak Recreation Block

There is a whole range of sports facilities including a volleyball court, badminton court, basketball court as well as an indoor sports area. After a long day in classroom, the students break for recreation and sports, which takes care of a healthy life style.



## Krishna & Chambal Student Hostels

It is a fully residential program with separate hostels for girls and boys. The rooms are well furnished with coolers, geysers, curtains and an attached washroom. Hostels also receive a daily supply of newspapers

**Farm to Fork**- A Quarterly Newsletter  
It covers the latest campus information, cultural and sports events, conferences and workshops attended and articles contributed by students and faculty



## AgroVon

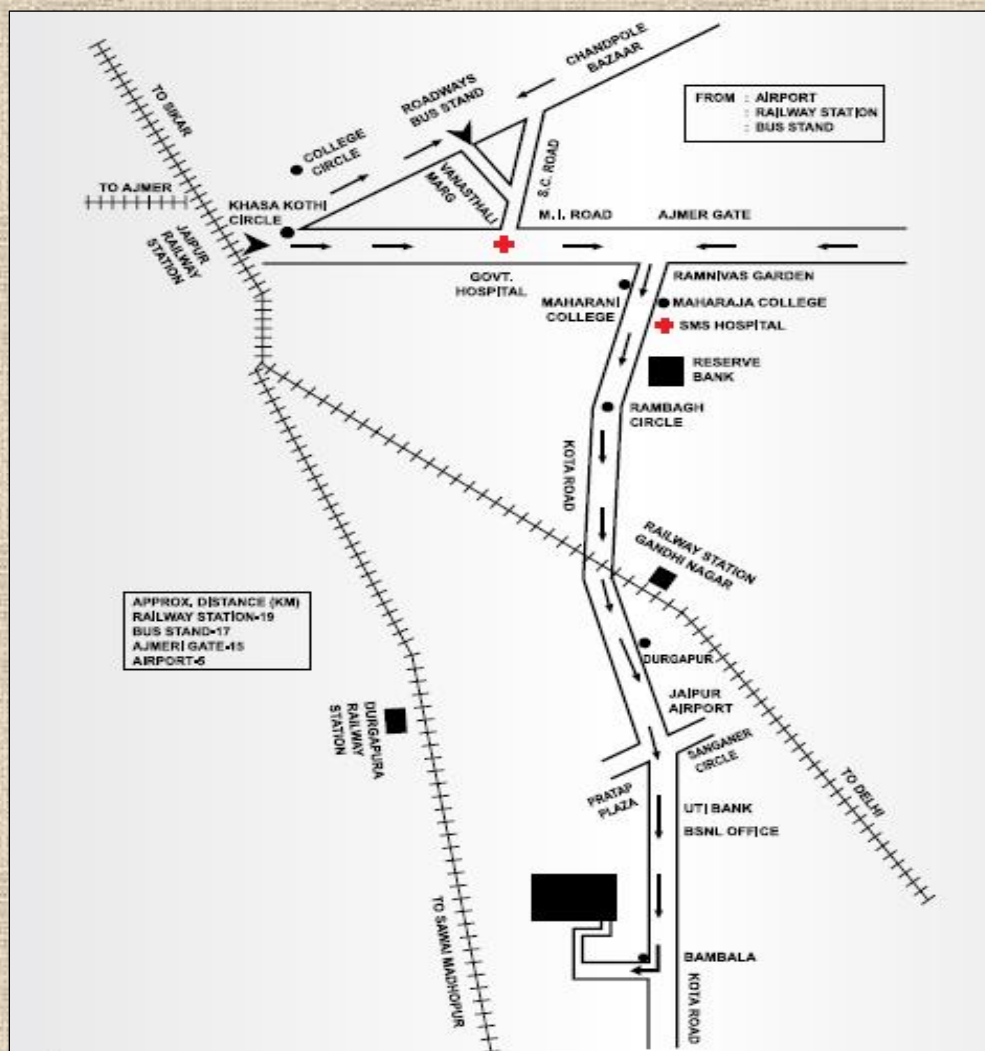
The annual B-Fest provides a platform to showcase talent of students. The events included are Lakshya, Vivechan, Manthan, Marketing Kshetra, Sankalan, Pratibimb, Srijan and Pratibha.





## Companies Participated in Placements

HDFC Bank Ltd	Cargill	Vadilal	NABFINS
Yes Bank	Olam	DSCL	United Phosphorus Ltd.
EXIM Bank	NDDB	Coromandel	PwC
Kotak Mahindra Bank	NCML	Nagarjuna	GAR
Fullerton India	NCDEX	BASF	Century Ply
IDBI Bank	PI Industries	Syngenta	Amul
Axis Bank	Jubilant Food Works	DOW	NABCONS
Edelweiss	Marico	TATA Chemicals	Rajivika
FINO Pay Tech	ITC	ADVANTA	Ranbaxy
ICICI Bank	HUL	Mahindra Rise	Kemin
Reserve Bank of India	Future Group	Chambal Fertilizers	NBHC
NABARD	Dabur	Mahyco	ICCOA
Walmart	Mother Dairy	FMC	Bharat Insecticides limited
Pepsico	Adani	DuPont	Godrej Agrovvet
ReMS	Field Fresh Foods Private Limited	JK Seeds	ASCI
Origo	Nestle	John Deere	Sulphur Mills Ltd.
Lewis Dreyfus	Aditya Birla Group	MONSANTO	
ADM	Dhanuka	Bayer Crop Science	



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