PROSPECTUS
2016-18

Post Graduate Diploma in Management (Agriculture)

PGDMA@NAARM

(AICTE-Approved)

ICAR-National Academy of Agricultural Research Management
(Indian Council of Agricultural Research)
Government of India
Rajendranagar, Hyderabad -500 030
http://www.naarm.org.in
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2016-18

Post Graduate Diploma in Management (Agriculture)

PGD M A@ N A A R M

(Two Year Fully Residential Programme approved by AICTE)

ICAR-National Academy of Agricultural Research Management
(Indian Council of Agricultural Research)
Government of India
Rajendranagar, Hyderabad - 500 030
http://www.naarm.org.in
VISION

A global knowledge institution enabling National Agricultural Research and Education Systems adapt to change through continuous innovation.

MISSION

To enhance leadership, governance, and innovation capacity of NARS through capacity strengthening, education, research, consultancy and policy support.

MANDATE

- To be an integrated institution of agricultural management focusing on creation, dissemination and application of knowledge through its education, training, research, consultancy and policy support programmes.
- To serve as an apex resource centre for collection, compilation, documentation and dissemination of innovative learning resources and practices in agricultural management followed in India and other countries.
- To work as a catalyst for building and enhancing the competence of individual scientists and the capability of institutions of NARS for addressing contemporary issues in agricultural management.
- To facilitate the organizational renewal of the NARS and management of change.
- To serve as a think tank for the NARS, take up activities on agricultural research management and provide research-based inputs and advice to agricultural policy makers, planners, administrators, and others.
- To establish and foster functional partnerships and effective networking with leading management institutes of the world in order to emerge as global thought and knowledge leader.
Director’s message

National Academy of Agricultural Research Management (NAARM) since its inception in 1976, steered the National Agricultural Research System by providing backstopping in capacity building and research policy visioning. With changing perspectives of Indian agriculture and world order in terms of food security, the Academy has leveraged its potential of excellent human resource management in the field of agricultural research into agribusiness management.

With the launch of Post-Graduate Diploma in Management (Agriculture) course in the year 2009, the Academy envisions the synergistic approach of agricultural research and agribusiness by integrating the links, creating and enhancing the value in the entire food chain. The food crisis of around the world has shaken the complacency of many governments across the continents and brought food security to the forefront of global attention. At such crucial juncture, it is realised that besides sustaining growth in food productivity, efficient management of entire food value chain is equally important. It calls for developing continuous stream of talented young professional adept in optimal mix of managerial skill and entrepreneurial acumen with scientific temper to meet the emerging challenges in agribusiness. The academy aspires to be a leader in the field of management education in agriculture.

I welcome you to be part of our NAARM family and help in fulfilling the aspiration of millions of farmers and consumers in India.

D Rama Rao
Director
“The Academy prepares to welcome the 8th batch of PGDMA this year. The successful placement of first five batches of our agribusiness management graduates talks itself of the trust and respect, Indian business fraternity has on the Academy. The course offers the students an opportunity to challenge thinking, enhance decision-making skills and gain new business management techniques with special emphasis on analytical processes and application of information system. Our team with the large pool of in-house intellectual and guest faculty, constantly innovates new ways to deliver quality education fulfilling the needs of the ecosystem.”

(Kalpana R Sastry)
Joint Director
ICAR-National Academy of Agricultural Research Management

The ICAR-National Academy of Agricultural Research Management (NAARM) is one of its kind institute under the aegis of Indian Council of Agricultural Research (ICAR), Ministry of Agriculture, Government of India. The Academy was established in 1976 to steer the National AgriculturalResearch System adapt to the changing agricultural scenario. With more than 25000 alumni-agricultural Professionals and 500 students, we offer a powerful network of individuals with varied experiences across the country.

Sensing the national and global need to integrate research knowledge with agribusiness and increased emphasis on the creation, application and exchange of knowledge in the agriculture sector, the activities of the Academy currently encompass six broad areas: Research Systems Management (RSM), Information and Communication Management (ICM), Human Resources Management (HRM), Education Systems Management (ESM), Extension Systems Management (XSM) and Agribusiness Management (ABM).

Our academic programmes include regularPGDMA, PGTMA (in distance mode) besides our core activities such as MDPs and EDPsalong withthe Foundation Courses for entry level Scientist & Faculty  Accordingly, NAARM has dedicated itself to the creation of young generation of leaders and agribusiness managers, amalgamating sensitivity towards grass root level needs with corporate world expertise.
Post-Graduate Diploma in Management (Agriculture)

The Post Graduate Diploma in Management -Agriculture (PGDMA), initiated in 2009, is a fully residential two-year (6 trimesters) course approved by the All India Council for Technical Education (AICTE). The academy admits candidates to the course through a rigorous process of screening and selection to maintain high standards and quality.

The rapidly changing national and international agricultural landscape has opened up significant opportunities to those who have passion for excellence. One such opportunity is the ever-expanding food and agri-business arena with vast untapped potential for professional excellence and societal transformation.
NAARM Advantage

The PGDMA Programme at NAARM offers several key advantages over other traditional ABM programmes:

- Stimulating learning environment in the midst of agricultural scientific community from a wide range of disciplines.
  - NAARM has access to research, extension and global networking strengths of ICAR, the world’s largest agricultural research system.
  - In-house strong core faculty with rich experience in education & research well trained at leading schools across the globe.

- Dedicated team of guest faculty, eminent scholars, policy makers and industrialists with rich national and international experience.

- Access to world class networked learning resources including international journals and databases.

- Frequent policy dialogue, workshops and conferences in the campus.
Admission Process

Total Number of Seats: 40 (Forty)

Reservations: As per the Government of India requirements, 15% of the seats are reserved for Scheduled Caste (SC) and 7.5% for Scheduled Tribe (ST) candidates. Another 27% of seats are reserved for other Backward Classes candidates belonging to the “non-creamy” layer (NC-OBC) in accordance with Govt. of India rules.

1. Essential Qualifications:

The minimum qualification for admission to the PGDMA is a Four year bachelor’s degree from any Agricultural University or Institution recognized by the ICAR / UGC in disciplines such as Agriculture, Agri-Business Management / Commercial Agriculture, Agricultural Marketing and Cooperation, Agricultural Engineering, Agricultural Information Technology, Agricultural Bioinformatics, Agricultural Biotechnology, Dairy Science/Technology, Fisheries, Food Technology/Food Process Engineering, Forestry, Horticulture, Sericulture, Agricultural and Irrigation Engineering, Home Science, B.Sc. (Cooperation and Banking Management) and Veterinary Sciences.

Minimum Percentage: 50 % or its equivalent OGPA in graduation

Students completing their degree by June 2016 are eligible to apply.

Those who possess essential educational qualifications and wish to join PGDMA, must have appeared in CAT 2015/CMAT 2016 examination.

2. Short listing of candidates:

Candidates are short-listed based on CAT/CMAT/XAT/MAT scores for next stage of selection i.e. Group Discussion (GD) and Personal Interview (PI).

3. Final Selection:

Weights given to different components in the selection process are as follows:

- CAT/CMAT/XAT/MAT Score: 40%
- Group Discussion: 25%
- Personal Interview: 25%
- Academic Record: 10%

The final list of short-listed candidates for admission into PGDMA will be announced during first week of June 2016. The course will commence in the first week of July 2016.

4. Fee

Fee for PGDMA 2016-18 will be around Rs.6.00 lakhs (Rupees Six Lakhs) for two years. This includes cost towards lodge & board, tuition, library, examination, medical, insurance, graduation day expenses, caution deposit etc.
Institutional Linkages

NAARM and its faculty have rich experience of partnerships and linkages with many international and national institutions.

International business schools
- Harvard Business School
- Johnson School of Business Management, Cornell University
- Fisher School of Business, Ohio State University
- College of Business Management, North Carolina State University

International organizations
- International Food Policy Research Institute (IFPRI) Washington DC.
- International Crop Research Institute for the Semi-Arid Tropics (ICRISAT), Hyderabad
- Kansas State University, Manhattan
- Purdue University, Lafayette
- Michigan State University, East Lansing, USA
- University of Texas, Houston, US A
- Cornell University, Ithaca, USA

Indian business schools
- Indian School of Business (ISB)
- Indian Institute of Management (IIM-A & IIM-L)
- National Institute of Agricultural Extension Management (MANAGE)

Indian organizations
- University of Hyderabad
- All institutions of the ICAR system and State Agricultural Universities.
- Confederation of Indian Industries (CII)
- Federation of Indian Chambers of Commerce and Industry (FICCI)
- NIRD
- ASCI
Course Structure

The 2-year PGDMA programme is offered in 6 trimesters, comprising of 101 credits, including a final project in 6th trimester. A wide range of courses catering to the changing needs of managers in Agri-business are included in the curriculum.

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<tr>
<th>Agribusiness Foundations</th>
<th>Core Business Functions</th>
</tr>
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<tbody>
<tr>
<td>Agriculture Systems and policy</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>Managerial Economics</td>
<td>Operations &amp; Project Management</td>
</tr>
<tr>
<td>Macroeconomics</td>
<td>Supply Chain Management</td>
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<td>Financial Accounting</td>
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<td></td>
<td>Financial Management</td>
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<td>Management Accounting</td>
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<tr>
<th>Analytical Skills</th>
<th>Agribusiness Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Mathematics</td>
<td>Agricultural (Input &amp; Output) Marketing</td>
</tr>
<tr>
<td>Statistics for Managers</td>
<td>Agricultural &amp; Corporate Finance</td>
</tr>
<tr>
<td>Quantitative Methods for Business</td>
<td>Commodity Trading and Futures Markets</td>
</tr>
<tr>
<td>Business Analysis with SAS</td>
<td>International Trade in Agriculture</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>Agri-food Retail Management</td>
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<td>Risk Management in Agribusiness</td>
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<td></td>
<td>Technology Management</td>
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<td>Advertising &amp; Brand Management</td>
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<tr>
<th>Information Systems</th>
<th>Electives Courses</th>
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<tbody>
<tr>
<td>Computers and Information Systems</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>Contract farming</td>
</tr>
<tr>
<td>GIS for Agribusiness</td>
<td>Logistic management</td>
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<tr>
<td>ERP for Agri-business</td>
<td>Technology management</td>
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<td></td>
<td>IP Strategy</td>
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<td></td>
<td>Technology valuation &amp; commercialization</td>
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<td></td>
<td>Information management</td>
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<td></td>
<td>e-Agribusiness management</td>
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<tr>
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<td>ERP for Agribusiness</td>
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<tr>
<th>Organizational &amp; Leadership Essentials</th>
<th>Summer Internship (8 weeks)</th>
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<tbody>
<tr>
<td>Human Resource Management</td>
<td>Final Project (3 months)</td>
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<tr>
<td>Organizational Behaviour</td>
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<tr>
<td>Business Communication</td>
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<tr>
<td>CSR &amp; Business Ethics</td>
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<tr>
<td>Agripreneurship</td>
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<tr>
<td>Agri-business Strategies</td>
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</tbody>
</table>
Developing Business Acumen

- Business Plan and Project Management – Formulation, appraisal and monitoring
- Market Research – Business Forecasting, Consumer Needs, Product Design and Assessment
- Information Management for Analysis and Decision Support - Management Information System
- Quantitative Methods and analysis – Statistical tools and techniques, Simulation and Optimization
- Sales Promotion and Brand Management
- Supply Chain Management – Forward and Backward Integration, Inventory Management and Total Quality Management
- Marketing - Agricultural Marketing and Agri-food Retail Management

- Financial Management and Accounting, Agri-finance and Insurance
- International Trade Policy and Market Intelligence
- Business Risk – Assessment, Analysis and Management
- Business Communication and Business Report Writing
- Human Resources Management and Organizational Behaviour

Specialized Competencies:
- Database Management
- GIS in Marketing, Retail, Supply Chain Management (ArcGIS)
- ERP in Agribusiness (Oracle)
- e-Commerce
- Business Analytics and Business Intelligence (SAS, R, etc.)
- Business Project Development
Academic & Recreation Facilities

The Academy, spread over around 50 ha of lush green serene environment, has air-conditioned lecture halls equipped with latest audio-visual aids, conference halls and auditorium; Wi-Fi enabled broadband internet service with access both in class rooms and hostels, indoor and outdoor games facilities.

INFRASTRUCTURE

- Library
- Auditorium
- Conference Hall
- Committee Halls
- Gymnasium
- Offset printing press
- Video Production & Photography Center
- Sports complex with facilities for indoor and outdoor games, including a well-equipped gymnasium

LAB FACILITIES

- GIS lab
- Organizational Behaviour lab
- Digital multimedia lab
- Technology Enhanced Learning Lab
- Audio-Visual and Communication Labs

ONLINE DATABASES

- CMIE database
- India Agristat
- EBSCO,CERA
- Open J-Gate
- ABI-Inform (ProQuest)
- ISI Web of Knowledge
- Patent Database
HOSPITALITY FACILITIES

- International Guest house
- Scientists Home
- Halls of Residence
- Faculty Home
- Medical and Health Center

Learning beyond classroom

- Summer Internship for 8 weeks with reputed agribusiness firms
- Final term project on Agribusiness for one trimester
- Industry visits, meets, competitions and participation in various events at different business schools.
- Participation in various national and international workshops/conferences/seminars
- Live projects on contemporary issues.
- MIRROR: Online Business Quiz (weekly)
- VIMARSHA: Interactive & GD/Case group (daily)
- KREATi: Explorative group generating new ideas
- ABHIVYAKTI: Recreation & Cultural programs
Our Recruiters-Final/Summer Projects

Our Recruiters-Final/Summer

[Logo images of various companies]
## Faculty profile

<table>
<thead>
<tr>
<th>Name &amp; Designation</th>
<th>Area of specialization</th>
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</thead>
<tbody>
<tr>
<td>Dr. D. Rama Rao Director</td>
<td>Decision &amp; policy Systems, Planning and Forecasting, Public Private Partnership, technology in education, knowledge management in agriculture</td>
</tr>
<tr>
<td>Dr. (Mrs) R. Kalpana Sastry Joint Director &amp; Dean</td>
<td>Technology and Intellectual Property Management, Agri-Preneurship</td>
</tr>
<tr>
<td>Dr. N.H. Rao Prof. &amp; Principal Scientist</td>
<td>Quantitative Methods, Geographical Information System (GIS), Agricultural Research Management</td>
</tr>
<tr>
<td>Dr. P. Manikandan Head, HRD Division</td>
<td>Human Resources Development, Leadership, Conflict Management, Negotiation Skills</td>
</tr>
<tr>
<td>Dr. S.K. Soam Head, ICM Division</td>
<td>WTO and IPR issues, Technology and IP Management, Project Management</td>
</tr>
<tr>
<td>Dr. (Mrs) N. Sandhya Shenoy Head, XSM Division</td>
<td>Information Management, Participatory Management, Gender Issue</td>
</tr>
<tr>
<td>Dr. P. Ramesh Head, ESM Division</td>
<td>Educational Psychology, Human Resource Management, Interface between Science and Philosophy, Organic Farming, Conservation Agriculture</td>
</tr>
<tr>
<td>Dr. G.P. Reddy Prof. &amp; Principal Scientist</td>
<td>Agribusiness Management, Public-Private Partnership in Agriculture Marketing</td>
</tr>
<tr>
<td>Dr. R.V.S. Rao Prof. &amp; Principal Scientist</td>
<td>Organizational Behaviour, Organizational Culture and Climate, Organizational Change</td>
</tr>
<tr>
<td>Dr. K. Kareemulla Prof. &amp; Principal Scientist</td>
<td>Macroeconomics, International Trade, Management Accounting, Impact Assessment</td>
</tr>
<tr>
<td>Dr. S. Senthil Vinayagam Prof. &amp; Principal Scientist</td>
<td>Entrepreneurship Development, Project Management, Monitoring and Evaluation of Extension Projects, Agribusiness Management, Participatory Approaches for Agricultural and Rural Development</td>
</tr>
<tr>
<td>Dr. K.H. Rao Prof. &amp; Principal Scientist</td>
<td>Human Resources Management, Supply Chain Management, Retail Chain Management</td>
</tr>
<tr>
<td>Dr. Bharat S. Sontakki Prof. &amp; Principal Scientist</td>
<td>Communication Skills, Participatory Research Education Technology</td>
</tr>
<tr>
<td>Dr. V.K. Jayaraghavendra Rao Prof. &amp; Principal Scientist</td>
<td>Information Management, Agricultural Marketing, Advertising and Brand Management</td>
</tr>
<tr>
<td>Dr. A. Dhandapani Prof. &amp; Principal Scientist</td>
<td>Statistics, Software Development for Statistical Designs and Analysis, MIS, ERP</td>
</tr>
<tr>
<td>Dr. K. Srinivas Prof. &amp; Principal Scientist</td>
<td>Agricultural Finance, Agricultural Research Management</td>
</tr>
<tr>
<td>Dr. G.R. Ramakrishna Murthy Prof. &amp; Principal Scientist</td>
<td>Information Management, Supply Chain Management, e-Agribusiness, Farm Machinery Management</td>
</tr>
<tr>
<td>Dr. M.B. Dastagiri Prof. &amp; Principal Scientist</td>
<td>Global Agricultural policies, International trade, Trade policies and reforms, WTO Agreements and reforms, Supply chain management</td>
</tr>
<tr>
<td>Dr. S. Ravichandran Prof. &amp; Principal Scientist</td>
<td>Statistical Analysis of experimental data, Artificial Neural Networking, Time Series Forecasting, Networking, Database development, Forecasting and Simulation models, Econometrics, Sample surveys and methodologies.</td>
</tr>
<tr>
<td>Name</td>
<td>Position</td>
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<tr>
<td>Dr Ranjit Kumar</td>
<td>Prof.&amp; Principal Scientist (on Deputation to ICRISAT)</td>
</tr>
<tr>
<td>Dr. Manoj P. Samuel</td>
<td>Prof. &amp; Principal Scientist</td>
</tr>
<tr>
<td>Dr. D. Thammi Raju</td>
<td>Prof. &amp; Principal Scientist</td>
</tr>
<tr>
<td>Dr (Mrs.) Surya Rathore</td>
<td>Prof. &amp; Principal Scientist</td>
</tr>
<tr>
<td>Dr M. Balakrishanan</td>
<td>Associate Prof &amp; Sr. Scientist</td>
</tr>
<tr>
<td>Dr. P. D. Sreekanth</td>
<td>Associate Prof &amp; Sr. Scientist</td>
</tr>
<tr>
<td>Dr. P. C. Meena</td>
<td>Associate Prof &amp; Sr. Scientist</td>
</tr>
<tr>
<td>Dr P. Venkatesan</td>
<td>Associate Prof &amp; Senior Scientist</td>
</tr>
<tr>
<td>Dr. N. Sivaramane</td>
<td>Associate Prof &amp; Sr. Scientist</td>
</tr>
<tr>
<td>Dr. V. Sumanth Kumar</td>
<td>Associate Prof &amp; Sr. Scientist</td>
</tr>
<tr>
<td>Dr. S.P.Subhash</td>
<td>Assistant Professor &amp; Scientist</td>
</tr>
<tr>
<td>Dr Sanjeev Kumar</td>
<td>Assistant Professor &amp; Scientist</td>
</tr>
<tr>
<td>Shri. B D Phansal</td>
<td>Chief Administrative Officer</td>
</tr>
<tr>
<td>Dr. (Major) A. Debnath</td>
<td>Medical Officer</td>
</tr>
<tr>
<td>Shri. D.D.Verma</td>
<td>Comptroller (Finance)</td>
</tr>
</tbody>
</table>
Guest Faculty

Dr. K.V. Iyer
Consultant

Shri. K. Sivakameswar Rao
A Retired Banker, currently a freelance trainer in finance, banking and wealth management & a certified insurance & mutual fund advisor

Prof. B.V.N. Sachendra
Faculty Member, Operations Management, Administrative Staff College of India, Hyderabad

Prof. Chetan Srivastava
Faculty Member, Marketing Management, Central University, Hyderabad

Shri. P. Bhanumurthy
Project Management Consultant

Shri. Sandip Mishra
Senior Manager (Operations), Heritage Foods

Prof. Laxmi Mantha
Faculty Member, Osmania University, Hyderabad

Dr. Amarender Reddy
Business Development Manager National Spot Exchange Limited

Mr. B. Raj Kumar
Management Consultant

International Faculty Visitors (for guest lectures)

Prof. Raj Khosla
Colorado State University, USA

Prof. R. Vithala Rao
Johnson School of Business
Cornell University, USA

Dr. P.K. Joshi
International Food Policy Research Institute, New Delhi

Dr. David Spielman
International Food Policy Research Institute, USA

Prof. Deepak Sirdeshmukh
College of Business Management
North Carolina State University, USA

Prof. Richard S. Cahoon
Cornell University, USA
Prof. G. Nagesh
Johnson School of Business
Cornell University, USA

Dr. Keith Jones
Executive Director
WSU Research Foundation
Washington State University, USA

Dr. Anthony J. Cavalieri
Vice President, Du Pont, USA

Prof. Karl Rich
Norwegian Institute of International Affairs, Norway
Help Desk

In case of any queries related to PGDMA programme at NAARM, please feel free to contact our help desk by calling the following telephone numbers between 9.15 a.m. to 4.15 p.m. on all working days: 040-24581383; 245881323; 24581379

Alternatively, email your queries to: admission2016@naarm.ernet.in or visit: www.naarm.ernet.in

For further information please contact:
Dr .M.Balakrishnan
Course Coordinator, PGDMA 2016
Agribusiness Management Division
ICAR-National Academy of Agricultural Research Management,
Rajendranagar,
Hyderabad 500 030
Ph: 040-24581317
Email: balakrishnan@naarm.ernet.in
Website: www.naarm.org.in

Academic Cell
ICAR-National Academy of Agricultural Research Management
Rajendranagar,
Hyderabad 500 030
Ph: 040-24581383
Email:pgkohad@naarm.ernet.in
Website: www.naarm.org.in