

# **BIKANER TECHNICAL UNIVERSITY**

**(Aligning with 21st century: The century of consciousness)**



## **MBA (AGRI BUSINESS MANAGEMENT)**

### **INFORMATION BROCHURE-2020**



**Department of Management Studies**

**UNIVERSITY COLLEGE OF ENGINEERING AND  
TECHNOLOGY, BIKANER**

Karni Industrial Area, Pugal Road,  
Bikaner (Rajasthan) -334004

## MESSAGE FROM VICE CHANCELLOR



Dear Prospective students

Bikaner Technical University though is in its initial years of development, committed for excellence in value-based education. Since inception, university believed on humanitarian approach and invested itself in innovation for the benefits of all its stakeholders i.e. students, staff, faculty and society as whole.

In the very first year of establishment, university has taken a number of steps like updated all the curriculum as per the need of industry and for the benefit of the students; value based education; industry exposure made mandatory for all its academic programs; and also initiated many new programs as per the need of the hour. One of the course university has introduced is MBA in Agri Business Management, first of its kind in any technical university, to give exposure to the students of Agri Business Management in light of technical knowledge to address the need of nation for making this primary sector more viable and techno-enabled. Linking of technological know-how with Agri Business Management education can help in rapid transformation of this sector that has been waiting from decades. University is committed for the same. We ensure an environment where students can flourish upto his/her full potential and can serve the nation and the society. University's vision is to develop every student by three steps - the value based education help in developing the full potential of every individual, then the cells like Khoj, Institute-Industry Relations, start-up enable them for research and industry, and finally they have been made responsible by working on live projects and contribution at different level in the society.

The current situation has posed a number of challenges to the conventional education system also, virtual teaching has become the new normal, and new technical skills are essentials to learn not only by young students but experienced academicians also. Most awaited New National Education Policy -2020 has also been introduced recently and education in India is at a juncture of a rapid transformation. I believe that we, the university, students and society, together got an opportunity to create an environment of economic development and well-being for all.

I invite you to be part of this development with us at Bikaner Technical University.

**Prof. H. D. Charan**

## MESSAGE FROM THE PRINCIPAL

As we step into this new academic year, filled with hope and dreams of scaling new heights, I wish to reiterate the importance of few things that we have to keep in mind. Hard work, dedication and perseverance are the most important traits in a person that leads to success. Students should always think and review - discover the cause and effect of every event in which they are involved. The purpose of education is to reach our children to think and develop a capacity to reason out facts.



In order to accomplish our Vision and Mission we are prepared to take as much effort as possible for the betterment of academic scenario in India. We believe that education is an effective medium of social transformation. We get encouragement, looking at bright and successful careers of our thousands of students, which subsequently benefit the society. We feel proud that we are part of such an excellent Institute, which is shaping modern India.

we are constantly reviewing our setup to update and improve while making sure that students gain thinking skills, analytical framework, interpersonal and communication skills which will be advantageous to them in future. Firstly, we built a strong foundation for the students and subsequently provide various trainings to enable them to catch up the curriculum. We make use of Information and Communication Technology to a great extent for the development of soft skills, life skills and Technical skills and make our students globally competitive. With experienced and dedicated teachers and excellent infrastructure, our college help students to realize their goal in life. We also ensure to provide students with the supportive and welcoming environment in which they will be encouraged to develop themselves personally and professionally. Our industry linkages help our students become employable or in molding them to become best entrepreneurs.

Our excellence is not just confined to the classroom, we are also notable active in conducting conferences, workshops, seminars, guest lectures and other co-curricular activities. These activities expose students to the aspects beyond the curriculum, thus adding high value to their professional success. Various cells like Social Responsibility Cell, Khoj cell conducts a variety of programs and competition for students.

Moreover, it is our conviction that values make a person, a noble human being therefore, need of the hour is to integrate value education with professional skills and ethics. In order to develop these qualities in students, Human Value Education Cell conducts workshops, seminars and refresher courses which bring qualitative change in the consciousness of students and to undertake the journey towards value-based living.

Finally, I encourage all students to take advantage of the opportunity provided by the college for the overall development of the mind and body is a sign of a healthy and complete development. Be steady in your studies. Learn to enjoy hard work. Think wisely, think systematically and spread happiness across the world.

**Dr. Y. N. Singh**

## **BIKANER TECHNICAL UNIVERSITY - ONE OF THE FASTEST GROWING UNIVERSITY**

Bikaner Technical University was established in 2017, covering half of the Rajasthan's Technical Education with a mission of imparting value-based education to its students. In its two & half year journey, university has crossed many mile stones and made national identity in terms of education with difference and fastest implementor of value based technical education. This has also been appreciated by AICTE New Delhi at many platforms.

### **Our Intellectual Capital**

- Being a technical university, it has well-equipped Research laboratories with advanced research softwares, technologically enabled manpower, and **Highly qualified faculties from IITs, NITs and institutes of national importance.**
- Faculties working with Various Government projects and National Level Bodies Like AICTE.

### **Prestigious MOUs with Various Universities**

- University has number of MOUs with other world renowned Universities and Institutes like **IIT Mumbai, Shri Shri University, Cuttak, Orissa; Dev Sanskriti University Haridwar (Gayatri Pariwar); SKRAU Bikaner; World Piece University Pune; IIMT University Meerut, UP; Bhartiya Skill Development University, Jaipur, Gujrat VidhyaPeeth Ahmedabad** to cooperate in exchange of information relating to their activities in Teaching and Research Fields, Joint research Projects and Joint Courses of Study, Conduct Expert Talks, Study Tours, Innovation and Projects and Faculty and Students Exchange.
- A number of MOUs are also Proposed with some more prestigious institutes like **Mahatma Gandhi National Council of Rural Education.**

### **Prestigious Tie Ups with industry and Organizations**

- MOU with **"Honey Bee Network, Ahmedabad"** to promote innovation and research environment.
- Tie ups with **AICTE, New Delhi** and Companies like **Oracle Spoken Tutorial (IIT Bombay), Core Techies, India Pvt Ltd Ceramond, India Pvt Ltd Acecone, Ceramics Pvt. Ltd, Kamtech Associates Pvt Ltd** and many more.
- Proposed Tie ups with international renowned brands in the agri sector.

### **Steps towards Human Value Education**

- Bikaner Technical University, first time ever in Rajasthan established a separate **"Faculty for Human Value Education & its 5 Nodal Centers and Value Cell at each college level"** for students to learn to live a happy and prosperous life.

## Prestigious Moments at University

### Governance

- First Time ever in the Country during the lockdown, university has organised a series of workshops for the students on “Human Values” and “Sukhi Jivan Anandam” in which many dignitaries have appeared like [His Excellency Governor Sh. Kalraj Mishra](#), [Honorable Chief Minister Sh. Ashok Gehlot](#), Technical Education Minister of Rajasthan Sh. Subhash Garg, Higher Education Minister Sh. Bhanwar Singh Bhati, AICTE Chairman Prof. Anil D. Sahastrabudde, Vice-chairman of AICTE Prof. M.P. Poonia, Member Secretary of AICTE Secretary Sh. Rajeev Kumar, UGC Chairman Prof. DP Singh, Technical Education Secretary, Rajasthan Smt. Suchi Sharma ji, Sister etc.

### Industry

- Prof. Devendra Sharma, Prof. Bhagwati Prasad Sharma, Prof. Raj Nehru, Chief Editor of Rajasthan Patrika Shri Gulab Kothari, Ashish Agarwal from Bikaji Group.... From Bhikharan Chandmal

### Humanitarians

- Sister B K Shivani from Brahmakumaris from World Spiritual University, Prof. Ajay Kumar Singh Vice Chancellor Shri Shri University Cuttak, Orissa, Prof. Chinmay Pandey from Dev Sanskriti University Haridwar (Gayatri Pariwar)



## Steps Towards Innovation and Research and Industrial Exposure

- University has a separate cell named “KHOJ” under Patronage of Padma Shree Prof. Anil K Gupta Visiting faculty IIM A and IIM B, Founder Honey Bee Network, GIAN SRISTI, Known as Father of Grassroot Innovation for doing research on Social Projects live projects to inculcate research acumen in the students and faculty.
- University also has IIC, Startup Cell, IIR Cell, Rural entrepreneurship Development Cell.
- University also has a very active “Social Responsibility Cell” for discharging its duties towards society. A number of successful programs have been conducted to make students aware about their responsibilities towards society.

## Cocurricular activities

- University conduct a very fabulous “Tech-fest”, “Cultural Events”, “Management Fest” and “Sports activities” every year for the overall development of the students.

## Project TEQIP -III

- One World Bank Project “TEQIP -III” is going on in University College of Engineering & Technology for the development of faculty, student and institutional infrastructure, the College has performed very well in this project at national level and develop a multi-facet facility for the institution as a whole.

## THE COLLEGE

University College of Engineering and Technology Bikaner, UCET (earlier known as Govt. College of Engineering and Technology, GCET), the constituent college, was established in 2007. Since its inception, the College has maintained its eminence as a leading Engineering College in Rajasthan. With such an eminence in the academic and curricular activities, the College is the most sought-after Engineering College by the applicants of Engineering and Management degree programmes in the state.

## TOTAL STUDENT INTAKE

S. No.	Branches	Number of students
<b>University programs -</b>		
1.	<b>MBA (Agri Business Management)</b>	<b>60 students</b>
2.	5 Branches of M. Tech. - - Geo-Technical Engineering - Power Systems - Machine Design - Data Science - Material Science & engineering	20 students in each
<b>UCET programs -</b>		
1.	6 branches of B. Tech. (CSE, ECE, EE, ME, CE, CRE)	60 students in each
2.	MBA in Marketing, HR, Finance, Data Analytics, Entrepreneurship and Small Business Management, Agribusiness Management (with dual specialization)	30 students
3.	Ph.D. (Management)	-----

## ABOUT THE DEPARTMENT

Department of Management studies at University College of Engineering & Technology Bikaner was incepted in 2008. The department always strive to impart the Education which makes student skillful and develop them in a complete personality for the industry.

With competent faculties and innovative pedagogy, department strive to impart best knowledge in most conducive environment where budding managers can flourish to their full potential. Regular industry-academia interaction, expert lectures, industrial visits, working on live projects etc. enhances the business acumen of the students.

The alumni of the department passed in these years are working in renowned organizations national wide.

## ALUMNI WORKING IN VARIOUS FIELDS

	<b>Dr. Shilpa Joshi</b> Assistant Professor, Manipal University	
	<b>Aman Sharma</b> Kajaria Ceramics	
	<b>Ankit Khurana</b> C-Dec, New Delhi	
	<b>Swati Panwar</b> Co-Founder, Khushi ki Pathshaala (A counselling center)	
	<b>Shrivats,</b> Entrepreneur	
	<b>Jai Prakash Rajpurohit,</b> Lecturer, Govt. of Raj.	

## FACULTY DETAILS

Department of Management studies has a bunch of very competent faculty members, trained in all core areas of management from the institutes of repute.

### **DR. HEM AHUJA**

Assistant Professor

Current responsibilities:

- Head of the Department
- Data Statistical officer
- Nodal officer AISHE
- Nodal officer NIRF
- Incharge, AICTE/RTU UCET/BTU Affiliation Process

Qualification:

- Ph.D.
- UGC-NET (Management),
- M.C.M.,
- M.Com. (EAFM)
- B.Com.

Areas of Expertise:

- **Banking and Finance**
- **Computers**

Work Experience: Over 14 years of Teaching and Research



### **DR. ALKA SWAMI**

Assistant Professor

Current responsibilities:

- Dean, Human Values Education BTU,
- Chairman BOS, Management
- Ph. D. Research Coordinator
- Member of AICTE Sub-committee of NCC IP
- AICTE New Delhi Regional Coordinator of Human Values for the state of Rajasthan

Qualification:

- Ph.D.,
- MBA (Gold Medalist),
- M. Sc. (Plant Breeding & genetics) (Gold Medalist)
- UGC NET (Management)
- B.Sc. (Hons) Agriculture

Areas of Expertise:

- **AGRI BUSINESS MANAGEMENT**
- **Quantitative Techniques**
- **Research Methodology**
- **Business Policy & Strategic Management**
- **Human Values**

Work Experience: 18 Years (Corporate, Research, Teaching and Consultancy)

- Worked with **IIM Ahmedabad on a UNITED NATIONS** on Agriculture commercialization in India
- Project on Worked on Many **Govt & Pvt. Projects**
- **Resource Person for Human Values**





### **DR. RUMA BHADAURIA**

Assistant Professor

Current responsibilities:

- Asstt, Dean Academics, BTU
- Member Human Values Nodal Center
- Faculty Coordinator – MBA Training & Placement

Qualification:

- Ph.D.,
- MBA (HR and Marketing)
- MA (English)

Areas of Expertise:

- **Human Resource & Organisational Behaviour**
- **Marketing**
- **Human Values**

Work Experience: Over 13 Years of Teaching Experience



### **DR. MAMTA SHARMA PAREEK**

Assistant Professor

Current responsibilities:

- Convener Social Responsibility Cell BTU
- Convener KHOJ
- Advisor Atma Nirbhar Bharat Mission: Rural Entrepreneurship Development Cell
- Officer Incharge-VC Secretariat

Qualification:

- PhD,
- MBA (Finance)
- M.Com (EAFM)
- MS Finance & Chartered Financial Analyst
- UGC NET (Management & Commerce)
- Diploma in Business Finance
- Advanced Diploma in Finance

Areas of Expertise:

- **Finance**
- **Banking & Insurance**

Work Experience: Over 14 years of Teaching and Industrial Experience

- Empaneled as **Resource Person by SEBI** for spreading Financial Awareness
- Worked with **UTI as Resource person** to Spread Financial Awareness



### **MR. ALOK ACHARYA**

Assistant Professor

Current responsibilities:

- Co-Coordinator Exam

Qualification:

- Pursuing Ph.D. from IIT, Roorkee,
- MBA (Marketing)
- MA (Public Adm. & Pol. Science)

Areas of Expertise:

- **Marketing & Branding**
- **Managerial Economics**

Work Experience: Over 18 Years of Teaching and Research Experience



## **COURSES OF MANAGEMENT @ BTU**

The Department of Management Studies offers Two 2 Years Fulltime Post Graduate Programs leading to the award of MBA degree (Master of Business Administration) spread over four semesters approved by AICTE and affiliated to Bikaner Technical University, Bikaner (BTU), with an intake capacity of 90 students per year in:

- 1. MBA – AGRI BUSINESS MANAGEMENT – 60 SEATS**
2. Masters of Business Administration (MBA) - 30 Seats
3. Doctoral Programme (Ph. D.)

### **MBA - AGRI-BUSINESS MANAGEMENT**

Agriculture Business Management at BTU, is a specialized two-year MBA programme which focuses on business aspect of agriculture production and its Business. This master program aims to craft professional business managers, leaders and entrepreneurs in food, agriculture and allied sectors. Students learn how to make sustainable business decisions and minimize risk while working in the agricultural sector. The course curriculum is designed to build and enhance the domestic and global perspective among students. The course also creates awareness among students about the environmental forces that impact managerial decisions. **MBA Agribusiness will thrust on practical knowledge and hands-on-training therefore, A FULL SEMESTER IS DEDICATED FOR PROJECT WORK.**

#### **Scope of MBA Agri Business Management**

Agribusiness management is a growing industry, not just in India but across the globe. Management graduates can have a positive impact in this industry, and make it one of the most profitable businesses. We all know the condition of farmers and hence, we need experts who can usher them into the new age of technology and smart products, so their businesses can do well.

Currently, the agricultural sector is of high commercial importance and has evolved from low-level farming to commercial farming. This led to the growth of a new sector called Agribusiness which has generated the need for skilled agribusiness professionals. It has made Agribusiness management a hot career option for the youth.

#### **Areas covered in the course**

- Agri Business & Rural Environment in India
- Agri Supply Chain Management
- Basics of Agri Business Analytics
- Agriculture & Rural Marketing
- Traditional and Indigenous Knowledge for sustainable Agriculture
- Smart Technologies and Agri Business Management
- Food Retail Management
- Agriculture Finance Management and Commodity Markets

- Management of Horticulture, Floriculture, Aromatic and Medicinal crops Industry
- Management of Farm Input Industry
- Farm Machinery, Equipment and Power Management
- **PROJECT WORK OF 6 MONTHS (Full last Semester)**

## Career Options in Agri Business Management

With a degree of Agribusiness Management one can pursue their career in various private and government sector agricultural organization like-

- Agri Input Industry (seed, fertilizer, chemicals etc.)
- Agri & Food Retail Industry
- Agro Processing Industry
- Agri sector Banking & insurance
- Dairy Industry
- Horticulture industry
- Farm Machinery & Micro Irrigation
- Animal Product Industry
- Supply Chain Industry
- Animal feed Industry
- Agri product marketing
- Agri & Food Consultancy & Research
- And many new Agri-tech sectors like ICT based technologies, Agribusiness Data Analytics, Robotic Systems, GPS Technology etc.



## Eligibility Criteria

Students having graduation degree in the any discipline, with zeal for working in Agribusiness sector, from any UGC/ AICTE recognized University/Institute or equivalent, with a minimum of 50 % marks in aggregate for general category and 45 % for SC, ST, OBC-Non-Creamy Layer are eligible for the admission.

## Advantages of MBA (Agri Business Management) @ BTU

- The concept of practice school in each semester has also been introduced for the industry exposure throughout the duration of the MBA program.
- A full semester project work has also been introduced in the last semester of MBA.
- University has MOU with many prestigious universities and organizations for overall development of the students.
- 100% placement support for eligible students.

## AGRI BUSINESS PROFESSIONALS' TESTIMONIALS

 <p><b>Suman Chaudhary, Free-lance AgriBusiness Consultant Mumbai</b></p>	<p>Agribusiness is a very dynamic industry and provides numerous options for ABM graduates to work in. As agriculture has got a significant place in the economy of the country, a long-term career in the field of Agribusiness Management is obvious. I have worked in number of top companies in the field of Agri Business and done a number of projects of Govt. as well as of private conglomerates, my experience in the industry taught me that if the specific need of the industry matches with the interest area for the candidate in Agri Business Management, then a vast ocean of opportunity opens up for the aspirants.</p>
 <p><b>Sanjeev Kumar, Marketing Head, IFFCO-MC Crop Science Pvt Limited, New Delhi</b></p>	<p>Indian agriculture faces lots of challenges with a rapidly changing business environment, pace of technological change, globalization and competitive environment and changing role of govt. These challenges will place unparalleled demands on the capabilities of tomorrows managers. Agribusiness management education is a discipline of blend of economics, agriculture, business (commerce) and management principles. Agribusiness management has enormous potential to address the key national and global challenges of inclusive growth, and food and nutritional security. The competent agribusiness managers will contribute substantially to the development of diverse activities in this sector.</p>
 <p><b>Kapil Sharma Crop Lead (Okra and Brassica) Mahyco Private Limited Base Location-Pune</b></p>	<p>Today I feel blessed, that I did my higher academics in agri-business. A specialized field with tremendous opportunities. Today agriculture sector is much diversified and scope for every individual who is pro-active and holds a positive attitude towards life My 18 years journey till date, gave me much insight about business dynamics and desirable attributes to move ahead, still learning. Exposed to diversified agri-business portfolio, includes, Seed business, Agri-Warehousing, Perishables Retail and Banking industry, worked for Non-Profit organization too. To summarize, believe in yourself, no shortcut to hard work but with smart efforts and responsible attitude with integrity and keep learning every moment to upgrade yourself, these are my key take away through my till date journey</p>

# SNAP SHOTS OF STUDENTS' ACTIVITIES



**BIKANER TECHNICAL UNIVERSITY**  
 Vision: To be 21<sup>st</sup> Century, The Gateway of Knowledge  
**UNIVERSITY COLLEGE OF ENGINEERING & TECHNOLOGY**  
 DEPARTMENT OF MANAGEMENT STUDIES

**PRESENTS**  
**A NATIONAL MANAGEMENT TEST FOR FUTURE MANAGERS**  
**PRABHANDHOTSAV**  
 27<sup>th</sup> JULY-01<sup>st</sup> AUGUST 2020

**WHO CAN APPLY:**  
 All who are UG or PG in India & Abroad  
 All who are currently studying in any Engineering/IT/Management & Post Graduate level

**HOW CAN I APPLY:**  
 Students should send their application to Head of Department, UCEET, Bikaner, Rajasthan-334001

**DATE OF APPLICATION:**  
 27<sup>th</sup> JULY-01<sup>st</sup> AUGUST 2020

**Scan & Register**

**Student Contributions**  
 Bank: 2094277600  
 Neft: 2094277600

**Prize**  
 1<sup>st</sup> Prize: Rs. 2500/-  
 2<sup>nd</sup> Prize: Rs. 1000/-  
 3<sup>rd</sup> Prize: Rs. 500/-

**ACTIVES**

- Day 1: Inauguration
- Day 2: Model Case Study-Case Competition
- Day 3: Another Entrepreneur Talk
- Day 4: 100 Questions MCQ Making Competition
- Day 5: Career Guidance Program Talk
- Day 6: Student Present Business Plan Competition, Case Study Competition and Simulation

**For Further Information Visit Website:**  
[www.uceet.ac.in](http://www.uceet.ac.in)  
[info@uceet.ac.in](mailto:info@uceet.ac.in)

**Hashtag:** [#uceet2020](https://twitter.com/uceet2020)  
 Notice: All dates will be suspended till on the event date.



## HOW TO REACH US



## CONTACT US

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