



PROSPECTUS 2023-25

Post Graduate Diploma In Management Agri Business Management

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Govt. of India)

About the Institute

The Genesis

MANAGE was established in 1987 as the National Centre for Management of Agricultural Extension at Hyderabad by the Ministry of Agriculture, Government of India, in response to the challenges of agricultural extension in a rapidly growing and diverse agriculture and allied sectors. In recognition of the importance of MANAGE and expansion of its activities all over the country, its status was elevated to that of a National Institute in 1992 and renamed as National Institute of Agricultural Extension Management.

The policies of liberalization and globalization of the economy and the level of agricultural technology becoming more sophisticated and complex, called for major initiatives towards reorientation and modernization of the agricultural extension system. Effective ways of managing the extension system needed to be evolved and extension organizations enabled to transform the existing set up through professional guidance and training of critical manpower.

Mission

Facilitating the acquisition of managerial and technical skills by extension officers, managers, scientists and administrators in all sectors of agricultural economy to enable them to provide most effective support and services to farmers and fishermen for practicing sustainable agriculture.

Vision

To be counted among the most pioneering, innovative, user friendly and self-supporting agricultural management institutes in the world.



Core Values

- User friendliness
- Client-centered process consultancy
- Farmer-focused approach in professional services
- Interactive and experiential learning methodology
- Facilitators' development and networking

Professional Services

MANAGE offers services in the following streams:

- Management Education
- Training in Agricultural Extension
- Action Research
- Consultancy
- Information, Documentation and Dissemination Services
- Implementation of Government of India Programs/Schemes
- Policy Advocacy

Infrastructure

The aesthetically landscaped campus, spread over an area of 17 hectares with sprawling lawns, colorful annuals and captivating perennials creates a unique ambience of serenity for the pursuit of education and personal growth. MANAGE campus is located at a distance of 18 kms from Hyderabad Airport, 16 kms from Hyderabad Railway Station and 24 kms from Secunderabad Railway Station.



The infrastructure includes administrative, academic, hostel and residential blocks apart from sports facilities. The academic block comprises of classrooms, conference halls, faculty rooms, coffee rooms and an amphi - theatre. The Administrative block houses library, computer center and other offices. The classrooms and conference halls are air conditioned and are equipped with the latest AV equipment to create a comfortable learning environment. The hostel block has separate enclaves for boys and girls. The hostel mess has arrangements for serving hygienic cosmopolitan food. A few residential quarters are also

Cyberary

The state-of-art Cyberary is an important learning Centre on MANAGE campus. The Cyberary has a collection of books, journals, articles and videos on agriculture and allied subjects which immensely contribute to the different academic programs of the institute. It is a silo of information with 5000 plus books on management, 65 Indian and foreign journals, and over 100 newsletters and conference proceedings. Important databases include Commodities, India Stats, Statista and ABI-Inform. The database of Commodities from CMIE provides prices, market intelligence, historical data and forecasts for agricultural crops, while India Stats is an online database giving access to statistical information on India and ABI-Inform (an e-journal database from ProQuest) which help obtain information on global economy and many more. The Cyberary has internet connectivity with multi user capability. Information dissemination services offered by the center include access to the library database, literature search, bibliographies and reprographic services.



Information Technology Support

MANAGE recognizes the catalytic role of information technology in improving efficacy and efficiency of managers. A Local Area Network (LAN) connects about 200 nodes to cater to the needs of faculty, students, executive trainees and staff. MANAGE has a well-equipped computer lab with systems and internet facility. All these are connected to a 1 Gbps leasedline, ensuring that all faculty, students, executives and staff have access to the internet all the time. The wi-fi connectivity is extended to all the rooms of students in their hostel to work on Internet based teaching material and is also useful to do their class work. A video-conferencing facility enables communication with various institutions/universities in India.

Publications

MANAGE publications include, a popular bi-annual research journal titled “Journal of Agricultural Extension Management”, 'MANAGE Bulletin', a newsletter that covers research, consultancy, training and other activities at MANAGE and 'SPICE', a newsletter of PGDM (ABM) highlighting its activities. 'Agri-preneur' a virtual experience-sharing platform for AgriClinics and Agri Business Centre Scheme, is an e-publication. Various other publications have been brought out on Private Extension, Agricultural Marketing, Watershed Management and other related areas. These publications are circulated among policy makers, senior administrators, scientists and officials in district, state, national and international organizations connected with agriculture extension management and companies all over India.



Recreation and Health Centre

To relax after the rigorous course inputs, adequate recreation facilities are available on the campus. These include tennis, badminton (outdoor and indoor), basketball, squash, volley ball, table tennis, snooker, cricket nets, carom, chess and a gymnasium. The health care centre is well equipped with out-door patient treatment facilities for faculty and staff.

The students of PGDM (ABM) also can avail consultation services at the Health Centre for minor illnesses. However, the institute does not offer any services to the students for major illnesses.



Research and Consultancy

Research and Consultancy studies are taken up by MANAGE in response to requests from Central and State Governments, Private Sector and International Organizations.

Incubation Centre

MANAGE has set up an Incubation Centre in its campus, to promote and nurture business ideas of students, alumni and other interested agripreneurs. This initiative will enable the students/alumni to take their innovative ideas to the market and create their Start-up Firms. MANAGE would utilize the existing infrastructure, faculty and facilities for this purpose.

Post Graduate Diploma in Management (Agri-Business Management) – 2023-2025

Background

The policy of economic reforms has brought structural changes in the economy, which resulted in major shifts in the Indian agricultural scenario. The primacy of subsistence orientation is yielding place to commercialization, opening up vast opportunities for value addition, packaging and exports of agricultural products, with strikingly high levels of technology. The policies of globalization have taken Indian agriculture into the global village, opening up unprecedented opportunities as well as great challenges. These and other concomitant forces of change are placing significant demand for managerial skills in the Agri-business sector.

A Pioneer in Agri-business Management Education

With little focus on development of managerial skills in the undergraduate curriculum, the agricultural and other graduates find it difficult to function effectively as managers in Agri-Business firms, which have emerged as their most important employers. In response to this, MANAGE launched the PGDM (ABM) in 1996. The programme aims at enabling meritorious agricultural and other graduates acquire critical competencies to function as effective Agri-business managers. The excellent response from leading Indian and multinational Agri-business companies in placement of our students as management trainees, and their interest in assigning summer projects to them, fully validated launching of the programme. The programme is recognized by the **All India Council for Technical Education (AICTE)**. On completion of the programme, successful candidates are awarded Post Graduate Diploma in Management (Agri-business Management).

Programme Management

The activities of PGDM (ABM) are guided by an Advisory Council chaired by Director General, MANAGE, and executed through various committees viz., academic committee, examination committee, appeal committee, anti-ragging committee and students' grievance committee.

Objectives

The practical relevance of the educational process in the programme is our prime concern. Continuous efforts are made to innovate, improve and enhance the curriculum of the course through consultation with academicians and executives of agribusiness companies. The specific objectives of the programme are:

- To develop adequate conceptual base in different subject areas of relevance.
- To acquire sufficient operating, analytical, problem solving and decision-making skills in using modern management tools and techniques in different functional areas through emphasis on cases that simulate real life situations.
- To develop application skills of management techniques appropriate in the unique context of Agri-Business.
- To develop a gestalt perspective of the Agri-business sector, its dynamics, complexities, challenges and opportunities in the emerging global context.
- To develop values, ethics and attitudes among the students which make them responsible and suitable for serving the business world as well as the farming community.

Summer Internship

The fourth trimester is designed to provide opportunities to students to apply their knowledge and skills in real-life work situation through summer projects with prominent Agri-Business companies. Reputed Agri-business companies visit MANAGE during October/November for selecting students for summer projects of 8–10 weeks duration. Most of the projects are focused on critical problems related to future business strategies of the companies.

Learning Events

The classroom inputs facilitate the development of theoretical concepts, knowledge, skills and managerial capabilities. To enrich the learning process, other academic activities and events such as short - term projects, assignments, interaction with noted experts and Agri-business executives, on subjects of relevance to the students, are organized. Certain other events like debates and elocution contests, management games, corporate and industrial visits are also organized.



Village Visit Programme

In the 'Village Visit Programme', the students stay in villages with farmers for a fortnight. This Programme provides the students an opportunity to understand the potential areas for development in agriculture as well as the constraints faced by the farmers. At the end of the study visit, a report is prepared on the status of agri-economy of the village, analysis of the constraints in agriculture and allied sectors, identifying opportunities for growth and formulating developmental strategies for that particular village.



Merit Recognition Scheme

In order to promote merit, create competitiveness and reinforce discipline, the toppers and high performers

Moments of Pride

The students of MANAGE regularly participate in various competitions organized by Management Institutions and Business Schools. Some of the achievements of our students are:

- 1st, NIFTEM, Sonipet
- 1st, NIAM, Jaipur
- 2nd, IIM Kashipur
- 2nd, NIAM, Jaipur
- 3rd, IIM Ahmedabad
- National Finalists, IIM Lucknow
- National Finalists, SIBM Pune
- National Finalists, Seedworks.inc
- National Finalists, NAARM
- National Finalists, NIAM

Placement

Placement support facility is available for the students subject to passing in all the courses and meeting the specified attendance norms. MANAGE provides assistance for summer and final placements by way of printing and distribution of placement brochure, inviting potential employers for interaction, training students in CV writing, interviews and group discussion and offering facilities for campus interviews to the companies. Placement assistance is offered only to facilitate employability but it is not the right of the students. **Students may kindly note that MANAGE does not guarantee placements.**



Major Agri-Business companies have recruited students of this programme as management trainees and middle level managers, besides providing summer placement opportunities. Hundred percent placements have been achieved since inception. The major sectors from which placement demands have been coming forth include Agri-input, Retail, Commodity, Banking, Consultancy etc.

Some of our Recruiters of Summer and Final Placement include Adama, ASCI, BASF, Bayer Crop Science, Cargill India, Coromandel International Ltd., Corteva Agriscience, CRISIL Ltd, Escorts Limited, FMC, Godrej Agrovet Ltd., Grow Indigo, ICRISAT, ITC-ABD, ITC-FBD, Mahyco, Nedspice, PwC India, Sam Agritech, Samunnati, UPL Ltd., Technoserve, Agriwatch, Basix Sub-K iTransactions Ltd., Green Agrevolution Pvt. Ltd.(Dehaat), Dhanalaxmi Seeds, Federal Bank, HDFC Bank, IDFC First Bharat Ltd., IDFC First Bank Ltd., Japfa Comfeed, JK Agrigenetics Ltd, Kemin Industries, MAHYCO Seeds, Margdarshak Financial Services Ltd., Mordor Intelligence, Namdhari Seeds Pvt. Ltd., Ninjacart, Sulphur Mills Ltd., UPL Ltd., Yes Bank and many more.

The maximum CTC offered for the batch 2020-2022 was Rs.18 LPA and the average was Rs.11.51 LPA.



Programme Structure

The programme commences from June 2023 and is divided into seven trimesters. The Programme content has been thoroughly revised to keep it updated as per the requirements of the industry. The tentative list of courses and credits is as follows;

Schedule

Trimester-I (19 credits) (July–September 2023)

101	Business Communication & Presentation Skills	2
102	IT for Managers	2
103	Principles of Marketing Management	3
104	Principles of Management	2
105	Organizational Behavior	2
106	Micro Economics	3
107	Business Statistics	2
108	Financial and Management Accounting	3

Trimester–II (18 credits) (October–December 2023)

201	Environment & Sustainability	2
202	Macro-economic Theory & Policy	3
203	Agricultural Extension Management	2
204	Agri Input Marketing	3
205	Operations Research	2
206	Corporate Finance- I	2
207	Quantitative Techniques for Agribusiness	2
208	Agricultural Business Environment	2

Trimester-III (20 credits) (January–March 2024)

301	Marketing Strategy	2
302	Human Resource Management	2
303	Marketing Research	3
304	Procurement Management	3
305	Operations & Project Management	3
306	Corporate Finance- II	3
307	Rural Banking	2
308	Rural Marketing	2

Trimester – IV (10 credits) (April – May 2024)

401	Summer Project	10
-----	----------------	----

Trimester–V (17 credits) (July–September 2024)

501	Business Analytics	2
502	Sales and Distribution Management	3
503	Commodity Derivatives and Risk Management	3
504	Infrastructure & Agri Warehousing Management	2
505	Strategic Management	2
506	Agricultural Export Management & International Trade	3
507	Brand & Agri-Product Management	2

Trimester–VI (12credits) (October–December 2024)

601	Logistics & Supply Chain Management	3
602	Retail Management	3
603	Agripreneurship & Agribusiness Leadership	2
604	E-Commerce and Digital Marketing	2
605	Consumer Behaviour	2

Trimester–VII (11 credits) (January–March 2025)

701	Post-Harvest Management	2
702	Management Information Systems	2
703	Legal Aspects of Business	2
704	Food Processing Sector Management	2
705	Business Ethics	1
706	Village Visit Program	2

Elective (2 credits)

E707	Advanced Analytics for Agri Business	2
E708	Advertising and Sales Promotion	2
E709	CSR and Rural Development	2
E710	International Marketing	2
E711	Micro Finance	2

Note: Students may opt for any one Elective from the above. An Elective will be offered provided a minimum of 20 students opt for a given Elective..

Specializations

From the academic year 2019-20, specializations are offered in four areas viz., Finance, Marketing, Procurement and Analytics.

A student should score 75% on an average in any five of the regular courses related to the specialization with a minimum percentage of 70% in all the required courses to qualify for a given specialization.

Allocation of Credit Load

The total credit load is **109** credits divided among compulsory courses, electives and Summer Project. **The courses and the syllabus of the programme are continuously updated and, therefore, subject to changes.**



PGDM (ABM) – Admission Policy

In order to meet the emerging requirements of entire gamut of value chain of agribusiness and to keep in tandem with the global trend of inter-disciplinary management, MANAGE invites applications for PGDM (ABM) from graduates in any discipline.

However, the focus of the Programme is exclusively on Agri Business Management. Bridge Course(s) in agriculture and allied sectors for students with non-agriculture background will be offered to orient them to fundamentals of agriculture. Similarly, students with background in agriculture and those with less exposure to Mathematics in their Plus 2 examination (e.g. students with humanities stream) will be provided a basic course in Mathematics. Such integrated multi-disciplinary approach to teaching and learning is also likely to foster spirit of peer group learning and further enhances academic excellence.

A.Eligibility

1. 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 (PWD) 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 the 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 recognized 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 1, Column 1.

(Or)

The candidate must hold a Bachelor's degree or equivalent qualification in any other subject such as Humanities, Social Sciences, Engineering, Pure Sciences, Commerce etc.(This list is only illustrative) 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 (PWD) category] from a University or Institution as defined in the above paragraph. The Bachelor's Degree or equivalent qualification disciplines recognized 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.

2. ***The candidates must have a valid Score of CAT-2022 conducted by Indian Institutes of Management.***
3. MANAGE uses CAT score for short-listing the candidates for admission to PGDM (ABM). IIMs have no other role either in the selection process or in the conduct of the programme.
4. Reservation of seats will be applicable for EWS, OBC (Non-Creamy Layer), SC, ST, PWD and Kashmiri Migrant categories as per Govt. of India rules.
5. Candidates who are in final year of their graduation can also apply and submit their

provisional certificate and marks sheet/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, 2023 failing which the provisional admission will automatically stand cancelled.

6. There will be no refund of fee paid by the students in the event of cancellation of their admission for the above reasons or withdrawal by the student. The applicants should submit attested copies of a complete set of documents as indicated in the application form along with the application. They must produce all original documents for verification at the time of interview and admission.
7. 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 MANAGE.

B. Selection Procedure

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

1. All applicants fulfilling the eligibility criteria will have to submit the CAT-2022 Score Card by January 31, 2023.
2. Merit list will be prepared for calling candidates for Group Discussion, Personal Interview etc., based on CAT Score (Point no. 4 below). The merit list will be prepared category-wise i.e. GEN, EWS, OBC (Non-Creamy layer), SC, ST, PWD and Kashmiri Migrants as per Table-2.
3. Diversity Factor Weightage (Wtg.) will be assigned to various academic disciplines as per the list given in Table-1.

Table 1

Sl. No.	Diversity Factor	Wtg.
1.	Graduates in 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, Bio-informatics, Animal Husbandry, Dairy Science / Technology, Forestry, Food Technology, Horticulture, Rural Studies / Rural Sociology / Rural Cooperatives/Rural Banking, Biochemistry, Bio-technology, Botany, Zoology, Veterinary Science and all other streams of Agriculture and allied sectors.	6.0
2.	Graduates in other fields such as Humanities, Economics, Commerce, Management, Medicine, Accountancy etc. including: Archaeology, Education, Fine Arts, Geography, History, Journalism, Languages, Library Science, Literature, Philosophy, Political Science, Psychology, Social Work/Welfare, Sociology, etc., Accountancy, Auditing, Banking, Business Mathematics, Business Organization, Economics, Economic Development and Planning, Public 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.	2.0
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

4. The CAT score weightage will be computed as follows:

1. CAT Score (CS)	$CS = \frac{\text{Candidate's CAT Score}}{\text{Highest CAT Score}} \times 55$
-------------------	--

5. Candidates will be called for personal interview and other testing parameters indicated in Table- 2 below for different categories. The final merit list will be prepared based on the following selection parameters and respective weightages as given below:

Table 2

S.No.	Parameter	Weightage
1.	CAT Score	55
2.	Diversity Factor	06
3.	Paper/Essay Writing	05
4.	Group Discussion	10
5.	Personal Interview	14
6.	Work experience	05 (as in Table 3)
7.	Academic Record	05 (as in Table 4)

- Personal interview and Essay Writing may include subjects to test candidates' aptitude for Agriculture and Management. Candidates' record in extracurricular activities and any additional qualifications or accomplishments may also be considered during the interview process.
- About 3 minutes time will be given to the candidates to prepare before Group Discussion.
- During Group Discussion, every candidate in a group shall be given at least 2 minutes during which nobody else will interject.
- Relevant work experience weightage shall be awarded as per Table 3.

Table 3

S. No.	Years of Experience	Weightage
1.	Minimum 6 months to 1 year	1.0
2.	>1 year to 1 ½ years	1.5
3.	>1 ½ years to 2 years	2.0
4.	>2 years to 3 years	3.0
5.	>3 years to 3 ½ years	3.5

0.5 marks extra shall be awarded for each year's job experience in Agriculture & allied sectors and in Rural Development with an upper ceiling of 5 marks in Work Experience.

- vi Academic Record: Five marks earmarked for academic record shall be split further in the ratio of 2:3 for percentage / grade points in +2 and graduation level respectively. Wherever the University gives a well-defined formula for conversion of grades into marks, the same shall be used; otherwise, grade points shall be converted to percentage on a prorata scale to 100 minus 5 to 10% (as the Interview Committee may decide before starting the evaluation process). Since scoring pattern varies substantially from one stream to another, marks of academic performance shall be considered from within an academic stream.

Table 4

S. No	Components	Method of scoring for Academic Record
1.	Class – XII marks (12M)	$12M = \text{Candidate's Class XII Percentage Score} / 100 * 2$
2.	Graduation marks (GM)	<p>To be normalized as per Academic Disciplines mentioned in column 1, 2 and 3 of Table 1 using the formula below:</p> $GM = [\{ (\text{Candidate's Graduation \% Score} - \mu) * 50 / 3s \} + 50] * 3 / 100$ <p>Subject to a maximum of 3 marks</p> <p>Marks will be amended to take values between 0 and 3. (μ = Mean and s = standard deviation of each category of academic disciplines.</p>

6. The final merit rank list will be based on the summation of points earned in all the assessment items as depicted in Table-2.
7. **Application fee: Rs.1200/- (Rs.600/- for SC and ST categories).**

Online Application:

1. Application form can be filled online by clicking: <https://www.manage.gov.in/abm-admissions/admissions.asp>

2. Please upload the academic certificates in ONE PDF file starting from SSC, Inter/Plus-2, Degree (provisional, transcript, conduct & migration certificates, If you are studying in the final year please upload latest semester report and bonafide), PG, PH, Kashmiri Migrants, Category certificate, Family income certificate and Work Ex certificate.

3. All the online applicants must pay the application fee only through MANAGE payment gateway.

4. After filling online application form press **submit button**.

Offline Application:

1. Application form can also be downloaded by clicking the link <https://www.manage.gov.in/ABM-Admissions/appln.pdf>

2. The application fee is payable through Demand Draft drawn in favour of “MANAGE, Hyderabad” from any nationalised bank.

3. The filled in application form and list of enclosures need to be sent to the address given below.

**Principal Coordinator - PGDM (ABM)
NATIONAL INSTITUTE OF AGRICULTURAL
EXTENSION MANAGEMENT (MANAGE)
Rajendranagar, Hyderabad-500 030**

Schedule of Events

The tentative schedule of events in connection with admission into the programme is as follows:

- Last date for receiving filled in applications: December 31, 2022.
- Personal Interview and Essay Writing at MANAGE, Hyderabad: April, 2023
- Announcement of Results: April, 2023

1. Fees and other Payables

The fee and other charges payable for the programme are as follows:

(The fee stated herein is provisional and subject to upward revision.)

Sl. No	Time for Depositing Tuition Fee	Amount (Rs.)
1	At the time of enrolment	2,02,500
2	At the beginning of Trimester – V	2,02,500
	Total	4,05,000

2. Library Fee

A non-refundable Library Fee of Rs.10,000/- per year is payable along with the tuition fee.

3. Own Your Book

An amount of Rs.5,000/- per year will be collected along with the fee towards purchase of text books by the student committee.

4. Health Insurance

An amount of Rs.2,000/- per year will be collected for health insurance coverage.

5. Computer and Internet Fee

A non-refundable Computer and Internet Fee of **Rs.15,000/- per year** is payable along with the tuition fee.

6. Student Welfare Fee

A non-refundable student welfare Fee of **Rs.1,000/- per year** is payable along with the tuition fee.

7. Caution Money (Refundable)

One-time deposit of **Rs.10,000/-** is payable at the time of enrolment and refundable on completion of the programme, after recovery of dues, if any.

8. Boarding and Lodging Charges

The programme is fully residential and accommodation is provided on twin-sharing basis. The total board and lodging charges are Rs.3,94,000/- for two years to be paid as per the following time lines: (It may be revised upward depending upon the rate contracts).

Sl.No.	Time for payment of Boarding & Lodging charges	Amount (Rs.)
1	At the time of enrolment	85,000
2	Trimester – II	56,000
3	Trimester – III	56,000
4	Trimester – IV	-----
5	Trimester – V	85,000
6	Trimester – VI	56,000
7	Trimester – VII	56,000
	Total	3,94,000

Total Fee for Two (2) Years for PGDM (ABM) program

Sl.No.	Expense Head	Amount
1	Tuition Fee	4,05,000
2	Boarding & Lodging Charges	3,94,000
3	Fee for other heads (Sl.No. 2 to 7)	76,000
	Total Fee	8,75,000

During summer project period and summer vacations, the students opting to stay in the hostel will have to pay separately towards board and lodging as per the approved rates of MANAGE.

9. Exposure Programme for Students in Foreign Universities (Optional)

A short-term exposure programme for students in foreign universities is planned for the batch 2022-24.

It will be optional and will be offered to only those students who are willing to pay additional amount for the exchange programme which may range from around 2.0 to 5.0 Lakhs depending on the university the student opts.

Sl.No	Optional Programme	Amount (Rs.)
1.	Exposure Programme for Students in Foreign Universities	2.0 Lakhs To 5.0 Lakhs

Other Expenses

Besides the fees mentioned above, students will have to bear the cost towards blazers, laptops and for other academic events and activities.

Study Loans

MANAGE has tied up with SBI & IDBI Bank for providing educational loan facility to the students seeking admission in PGDM (ABM). The facility will be offered through any of SBI/IDBI bank branches all over India. The repayment of loan is solely the responsibility and liability of the student.

Governing Rules and Procedures for PGDM (ABM) Students

Norms of Discipline

A high degree of responsible behavior and self-discipline are prerequisites for professional managers. The students are expected to uphold the ethical standards set by MANAGE in this respect.

Regular attendance in the class is a must. Loss of attendance beyond 15% in any course will lead to pro-rata reduction in marks on a base of 85. Thus, for instance, if a student with 78% attendance gets 69% marks in the exams, the result sheet will show $78/85 \times 69 = 63.31\%$. However, cases of any prolonged illness requiring hospitalization can be considered on merits by the Director General on production of requisite proof.

A part from academic performance, each student will be evaluated on the basis of general code of conduct and behavior. Further, the institute reserves the right to monitor the behavior of each student and take necessary appropriate action as it deems fit including expelling the student from the programme.

The Programme is fully residential. Students should display dignified conduct towards faculty and staff, obtain permission of authorities for any overnight stay outside the campus and should maintain decorum in the matter of dress, both inside and outside the hostel.

In addition to the above, the following norms of discipline must be observed strictly by the students:

- Students going out of the campus should return to the campus latest by 10.15 pm. If required, students need to obtain permission from the Principal Coordinator.
- The boys and girls should not enter into each other's hostels for the reasons of privacy. The group work, common activities and any other academic discourse related to the Programme shall be carried out in the common room/classroom designated for such purposes.
- Hostel Manager is authorized to inspect students' rooms at any time to ensure that hostel rules are implemented in letter and spirit. Visits by outsiders to hostels also will be subject to hostel rules and regulations.

Assessment of Events and Award of Marks

The assessment of academic performance in different courses and field projects are done by respective course faculty/project guide. The maximum marks in each course will be 100 and evaluation will be in terms of absolute marks and percentages.

Typically, a course may have the following mode of assessment and allotment of marks-

Project assignments / Term Papers	– 10%
Quizzes / Short Tests	– 15%
Mid-Term Examination	– 20%
Classroom participation / Attendance	– 05%
Trimester-end / Course-end Examination	– 50%

However, MANAGE will have flexibility of altering the mode of evaluation after informing the students in advance. The minimum pass percentage in individual courses is 45%. However, the minimum aggregate percentage required for the award of the PG diploma is 50%. One should get 70% and above to get a first division and 85% and above to get a distinction.

A student who fails in a course or who fails to appear in the end-term examination is permitted to appear for the supplementary examination on payment of prescribed examination fee. The marks obtained in the supplementary examination will be scaled down by 10% while entering into the final marks sheet. The criteria for pass/fail will apply to the scaled-down marks too.

A student may be terminated from the PG programme if he/she fails in supplementary examination for more than two subjects in a year.

The Director General, MANAGE reserves the right to formulate appropriate guidelines and operational procedures from time to time for attendance, eligibility for appearing for the examinations etc.

Delayed Submission of Course Related Reports/ Assignments

All work related to a given course, including final examinations, must be completed within the term in which the course is offered. Delayed submission will entail penalties in terms of marks.

Summer Project

Summer project is a critical component of the Programme. It provides a unique and invaluable opportunity to learn the realities of agri-business management and to prove one's abilities as a management professional.

Soliciting Projects and Assigning Students

Securing and assigning summer projects is the responsibility of the institute and the decisions of management in this respect will be final. Students are encouraged to assist the management in establishing contacts with companies for this purpose, but such help will in no way entitle a student to necessarily secure a summer placement in the same company.

Stipends and other Financial Support

Expenditure pertaining to summer project work is the students' personal responsibility and MANAGE will not extend any financial support in this respect. However, many companies offer financial support to our students to carry out the project work though getting this support shall not be treated as a matter of right. Neither a student has right to decline a project nor his/her complaints/grievances will be entertained in this regard.

Confidentiality

Often companies assign to students important projects, the outcome of which may significantly influence the management decisions; hence, the company may expect high degree of confidentiality and trust from the students. As a general norm, the students have to give a written undertaking to abide by the conditions stipulated by the company in this respect and also ensure that the report or any part thereof shall not be published in any form without the written permission of the Project Guide or the Company.

Time Management

The students are expected to complete the Summer Project work, including making a presentation on the report and submission of the final copies to the company / guide and MANAGE, within the prescribed period. The following deadlines have to be adhered to in this respect.

- 1. The final report must be submitted within 10 weeks from the date of commencement of Summer Internship.**
- 2. Delayed submission of the final report will lead to a penalty of 10% in the marks allotted for Summer Project.**
- 3. The reports will have to be submitted through the PGDM (ABM) office.**

Assessment of Summer Projects

Summer projects will also be assessed by the employing company on different aspects like quality of work, presentation of report, clarity and use fulness of the study, punctuality, commitment etc.

As mentioned above, the quality of the summer projects and the behaviour of the students have a significant effect on the image of the PG Programme among the agri-business companies. It is, therefore, of utmost importance for the students to produce their best in terms of competence, discipline and decorum. Transgressions of the guidelines and behavioural improprieties will, therefore, be very seriously viewed,

and if established, attract severe penalties which may lead to expulsion from the Programme.

With holding of Results and Payment of Fee

Notwithstanding the fulfillment of the conditions for award of the diploma, the result of a student will be withheld and no certificate or transcript of marks will be issued unless the student clears all the dues towards tuition fee and / or board and lodging charges.

The payment of all fees as per the schedule given in the Prospectus must be adhered to. Non-compliance in this matter will attract 5% penalties on the fee dues within 15 days and 10% up to 30 days. The management will decide the additional penalty for any further delay.

Malpractices in the examinations

It is of utmost importance to maintain sanctity of all examinations. Severe penalty will be awarded to students found guilty of any kind of malpractice during any examination. The following penalties will be imposed if the students are found guilty of any malpractice during any examination.

- 1. Scaling down the percentage of marks obtained in the course by 20%**
- 2. Repeating the course**
- 3. Rustication from the Programme**

Similarly, stringent punishment will be imposed if plagiarism is detected with respect to assignments and project reports.

Use of Cell Phone

Use of Cell Phone is strictly prohibited both in the Classroom and Examination Hall. However, laptops may be allowed with the permission of the Professor. First time violation of this clause will attract a penalty of Rs.300/- and subsequent violation will attract higher penalties.

Prevention of Ragging

Ragging in any form is strictly prohibited and drastic punishment would be imposed on those found guilty. This would include rustication from the PG Programme. The AICTE directives in this regard will be followed. It is clarified that any attempt by a senior student or a group of senior students to deprive the juniors of their normal style of living by using physical or psychological coercion shall also fall within the definition of ragging.

Any decision regarding the governance and conduct of PGDM (ABM) and not covered above will be solely at the discretion of the Management.

IN-HOUSE FACULTY RESOURCE

Dr. P. Chandra Shekara

Director General and Chairman
PGDM (ABM) - Advisory Council
dgmanage@manage.gov.in

Dr. K. Anand Reddy

Principal Coordinator-PGDM (ABM)
Economics and Management
anandreddy@manage.gov.in

Dr. Saravanan Raj

Director
Agricultural Extension
saravanan.raj@manage.gov.in

Dr. K. C. Gummagolmath

Director (Monitoring & Evaluation)
Agricultural Economics
kcgum@manage.gov.in

Dr. N. Balasubramani

Director (CCA)
Financial Management
balasubramani@manage.gov.in

Dr. G. Jaya

Deputy Director
Human Resource Development
gjaya@manage.gov.in

Dr. Shalendra

Deputy Director
Behavioural Sciences
shalendra@manage.gov.in

Dr. Veenita Kumari

Deputy Director
Gender Studies
veenita.k@manage.gov.in

Dr. Mahantesh Shirur

Deputy Director
Agricultural Extension
mahantesh.shirur@manage.gov.in

Dr. B. Renuka Rani

Deputy Director
Natural Resource Management
brenuka@manage.gov.in

Shri G. Bhaskar

Assistant Director
Information Technology & Software Development
gbhaskar@manage.gov.in

Dr. A. Srinivasa Charyulu

Programme Officer - Training
ascharyulu@manage.gov.in

Dr. P. Lakshmi Manohari

Assistant Director
Agricultural Extension
plmanohari@manage.gov.in

Dr. Shahaji Sambhaji Phand

Assistant Director
Allied Extension
balraje.shahaji@manage.gov.in

Dr. B. Venkata Rao

Assistant Director
Marketing Management
bvrao@manage.gov.in

Dr. K. Sai Maheswari

Assistant Director
Natural Resource Management
kmaheswari@manage.gov.in

Dr. P. Kanaka Durga

Assistant Director
Applied Economics
kankad@manage.gov.in

Dr. Sagar Surendra Deshmukh

Training Associate
sag.deshmukh@manage.gov.in

Dr. K. V. Rao

Computer Programmer
IT & Computer Programming
kvrao@manage.gov.in

Dr. A. Krishna Murthy

Documentation Assistant
Database Development & Management
krishnam@manage.gov.in

Visiting faculty from IIMs, IITs, XLRI, IRMA, IIFT, IMT, NITIE etc. also are invited to take classes of PGDM (ABM)

RECRUITERS

AGRI-INPUT

- Adventz Group
- BASF India Ltd.
- Bayer Crop Science Ltd.
- Coromandel International Ltd.
- Corteva Agriscience India
- DeHaat
- Dhanuka Agritech Ltd.
- Deepak Fertilisers
- FMC India Pvt. Ltd.
- Godrej Agrovet Ltd.
- Grow Indigo Pvt Ltd
- HM Clause India Pvt Ltd
- IFFCO Kisan Sanchar Ltd.
- Indofil Industries Ltd.
- JK AgriGenetics Ltd.
- KRIBHCO
- Mahindra & Mahindra Limited
- Mahyco Pvt. Ltd.
- Malaxmi Group
- Monsanto India Ltd.
- Metahelix Life Sciences Ltd
- Namdhari Seeds Private Limited
- Netafim Irrigation India Pvt. Ltd.
- Nuziveedu Seeds Ltd.
- PAN Seeds
- PI Industries Ltd.
- Savannah Seeds
- Sumitomo Chemical India Pvt. Ltd.
- Syngenta India Ltd.
- Sulphur Mills Limited
- TATA Chemicals Ltd.
- T-Stanes & Company Ltd.
- TAFE Ltd.
- UPL Ltd.
- Verdesian Lifesciences

BFSI

- Adani Capital
- AXIS Bank
- BASIX Sub-K iTransactions Limited
- Bharath Financial Inclusion
- ESAF Small Finance Bank
- Federal Bank

- Fullerton India
- HDFC Bank Ltd.
- ICICI Bank
- Kotak Mahindra Bank
- L & T Finance Holdings Ltd.
- RBL Bank Ltd.
- Samunnati Financial Intermediation and Services Pvt. Ltd.
- YES Bank Ltd.

FMCG

- Adani Wilmar Ltd.
- Britannia Industries Ltd.
- Gemini Edible & Fats Ltd.
- Future Group
- ITC Ltd.
- Kilaru Naturals Private Ltd.
- MARS Inc.
- McCain Foods Limited
- Mondelez International
- MTR Foods Pvt. Ltd.
- Nedspice Processing India Pvt Ltd
- Sam Agritech
- VKL Spices

RETAIL

- Aditya Birla Retail Ltd.
- Bharti WalMart
- Kewalram Chanrai Group
- METRO Cash & Carry India Pvt. Ltd.
- Spencer's Retail
- Trent Hypermarket Pvt Ltd

COMMODITIES

- ADM Agro Industries India Pvt. Ltd.
- Arya Collateral Warehousing Services Pvt Ltd
- BUNGE India Pvt. Ltd.
- Cargill India
- Ila Commodities India Pvt Ltd
- Karvy Comrade Ltd
- NBHC Pvt Ltd
- NeML
- Olam International

CONSULTANCY

- CRISIL
- Ernst and Young India
- ICRISAT
- KPMG India
- Mordor Intelligence.
- NABCONS
- PwC India Ltd
- Yes Bank Consultancy

ANIMAL HUSBANDRY

- AB Vista
- Japfa Comfeed India Pvt Ltd
- Kemin Industries
- Novelttech Feeds Pvt Ltd
- Skylark Foods Pvt. Ltd

DEVELOPMENT

- Afriventures
- JEEVika
- Odisha Rural Development and Marketing Society
- Syngenta Foundation
- Techno Serve
- TATA Trust

AGRITECH

- CropIn Technology Solutions
- EM3 AgriServices Pvt. Ltd.
- Gramco Infratech Pvt. Ltd.
- Wolkus Technology Solutions Pvt Ltd

PROCUREMENT

- Bigbasket
- Go4Fresh (Fresh Produce Value Creation)
- Fraazo
- Ninjacart (63 Ideas Infolabs Pvt Ltd)
- Suprdaily (Supr Infotech Solutions Pvt Ltd)
- Sresta Natural Bioproducts Pvt Ltd
- Vegrow (Chifu Agritech Pvt Ltd)
- Waycool Foods and Products Pvt Ltd
- Zomato Hyperpure



Contact Us

📍 PGDM(ABM), MANAGE, Rajendranagar,
Hyderabad- 500 030, Telangana State, India

✉️ pgcell@manage.gov.in ☎️ 040-24594509



Scan the QR Code to join the discussion updates
related to admission (2023-25) of MANAGE, Hyderabad