



Ministry of Cooperation | सहकारी मंत्रालय  
Government of India | भारत सरकार



# INFORMATION BROCHURE

for Admission in

## Master of Business Administration in AGRI-BUSINESS

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## Bachelor of Business Administration in AGRI-BUSINESS

*Batch (2026)*

**DNS- REGIONAL INSTITUTE OF CO-OPERATIVE MANAGEMENT**

**Shastri Nagar, Patna, Bihar-800023**

A Unit of National Council for Cooperative Training, New Delhi

**(An Autonomous Society promoted by Ministry of Cooperation, Govt. of India)**

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## **FROM THE DIRECTOR'S DESK**

It gives me immense pleasure to announce the launch of the MBA (Agri-Business) and BBA (Agri-Business) programmes at Deep Narayan Singh Regional Institute of Cooperative Management (DNS-RICM), Patna, under the esteemed affiliation of "Tribhuvan Sahkari University", Anand, Gujarat this marks a significant step towards advancing professional education in agri-business and allied sector in the region.

In today's rapidly evolving agricultural landscape, there is a growing demand for skilled professionals who can bridge the gap between agriculture and modern management practices. These programmes have been carefully designed to provide students with comprehensive knowledge in agri-business management, value chain development, rural marketing, agri-finance, and cooperative systems.

DNS-RICM, Patna has a long-standing legacy of excellence in cooperative and rural development education and training. With the introduction of these new programmes, the institute aims to nurture future-ready professionals and entrepreneurs who can contribute effectively to agricultural transformation, rural development and the strengthening of the cooperative management, rural development, agriculture and allied sectors.

The affiliation with Tribhuvan Sahkari University ensures academic rigor, industry relevance, and alignment with national education priorities. Students will benefit from a blend of theoretical learning and practical exposure, including field visits, internships and interaction with industry experts.

I warmly invite aspiring students to be a part of this transformative academic journey. I am confident that these programmes will open new avenues of career opportunities and contribute significantly to nation-building.

I extend my best wishes to all stakeholders for the successful implementation of these programmes.

**Dr. K. P. Ranjan**  
**Director**  
DNS-RICM, Patna



## ABOUT THE INSTITUTE

Established in 1954-55 by the Agriculture Credit Department of the Reserve Bank of India, Deep Narayan Singh-Regional Institute of Cooperative Management (DNS-RICM), Patna stands as a premier residential institution dedicated to cooperative management education and training in India. The Institute operates under the aegis of the National Council for Cooperative Training (NCCT), New Delhi, and is fully financed and promoted by the Ministry of Cooperation, Govt. of India.

Over the years, the Institute has evolved in both scope and stature. A significant milestone was achieved in October 1997, when it was elevated to the status of a Regional Institute of Cooperative Management, enabling it to broaden its academic outreach, diversify its training portfolio and strengthen its role in capacity building research, consultancy, education and training for the all sectors of economy.

The Institute primarily caters to the research, consultancy, education, and training needs of personnel from the cooperative, rural development, agriculture, and allied sectors in Bihar and Jharkhand. In addition to its regular training programmes, it actively collaborates with reputed national and international organizations such as the International Cooperative Alliance Asia-Pacific; the International Labour Organization; the International Food Policy Research Institute (IFPRI) Washington, USA; the National Cooperative Development Corporation (NCDC); the Bankers Institute of Rural Development (BIRD), Lucknow and Kolkata; the National Institute of Agricultural Marketing (NIAM), Jaipur; the National Institute of Agricultural Extension Management; the National Cooperative Union of India; the Indian Farmers Fertiliser Cooperative Limited; the National Bank for Agriculture and Rural Development; the National Institute of Rural Development and Panchayati Raj and others to organize workshops, seminars and specialized training initiatives, thereby enriching the learning ecosystem.

Through its sustained commitment to excellence in education and training, research, and institutional collaboration, DNS-RICM, Patna continues to contribute significantly to strengthening the cooperative movement and nurturing professional leadership in the field of agribusiness management, equipping it to meet emerging challenges.

The Institute equipped with well-developed infrastructure designed to support high-quality teaching, training, and research activities. The Institute houses a well-stocked library with a collection of over 15000 books, along with relevant journals and reference materials to facilitate academic learning and research. The campus includes a modern computer laboratory with updated systems and high-speed internet connectivity, supported by campus-wide Wi-Fi access. Spacious and well-equipped classrooms with modern teaching aids provide a conducive environment for interactive learning. In addition, the Institute has a well-furnished conference hall and seminar hall for conducting workshops, seminars, and training programmes. A cafeteria is also available on campus to



cater to the needs of participants, faculty and staff ensuring comfort during academic engagements.

The Institute is supported by a team of well-qualified and experienced faculty members who possess strong academic backgrounds. In addition to its internal faculty, the Institute also maintains Academic Resource Pool comprising subject experts, industry professionals and academicians from reputed national organizations.

The Institute is strategically situated in the heart of Patna, making it easily accessible from major transportation hubs, government offices and key institutions.

### **VISION:**

To be a leading institution recognized for excellence in education and training, empowering individuals to achieve their fullest potential and contribute meaningfully to a dynamic, ever-evolving world.

### **MISSION:**

Our mission is to deliver high-quality, industry-relevant education and training through innovative teaching methodologies, cutting-edge resources, and a learner-centric approach. We aim to nurture talent, foster critical thinking, and instill a lifelong passion for learning, preparing individuals for success in their careers and communities.

### **OBJECTIVES:**

The Institute, being a premier organization engaged in imparting management education, research, consultancy and training for rural development, agriculture and allied sectors, pursues the following key objectives:

- To organize quality training programmes to enhance the knowledge, skills and managerial competencies of personnel in the cooperative, rural development, agriculture and allied sectors, and management.
- To organize management education programmes for developing human resource capabilities and strengthening managerial competencies in the cooperative, rural development, agriculture and allied sectors.
- To promote knowledge exchange and capacity building through workshops, seminars and symposia for stakeholders associated with the cooperative, rural development, agriculture and allied sectors.
- To undertake innovative research and provide professional consultancy services on key issues related to cooperative, rural development, agriculture and allied sectors.

## **ABOUT MBA/BBA PROGRAMME**

Our two-year, full-time MBA in Agribusiness and four years BBA (Agribusiness) programme, affiliated with **Tribhuvan Sahkari University (a National University and an Institution of National Importance under the Ministry of Cooperation, Government of India)**, is designed to develop professionals capable of leading, managing, and innovating in the agribusiness sector. Guided by its vision to create an ethos of creativity and innovation for enhancing the quality of management in the agribusiness and rural sectors for the sustainable development of the overall economy, the programme is committed to its mission of fostering agricultural and rural prosperity through the effective management of agri-resources, thereby improving the quality of rural life. In line with this, the programme aims to create professionally trained agribusiness leaders with strong values and ethical grounding, develop professional attitudes and problem-solving skills to effectively serve all stakeholders in the agribusiness ecosystem, and encourage entrepreneurship, capacity building, institutional linkages, and meaningful contributions to policy development. . The curriculum blends core management fundamentals with sector-specific insights and includes a mix of core and elective courses, a summer internship, and hands-on project work, enabling students to thrive in a dynamic and evolving industry. The normal duration of the MBA (Agribusiness) programme is two academic years, comprising four semesters.

## **CURRICULUM DESIGN:**

A holistic approach has been adopted in framing the MBA Programs. The degree requirement consists of the compulsory core package, the elective package, the industrial attachment, and project.

### **Course Outcomes:**

The objective of the compulsory package is to (i) provide basic conceptual and analytical knowledge and inculcate aptitude and skills necessary for managerial effectiveness, and Foundation course in Agriculture.(ii) develop an integrated view of organizational and managerial functioning and understanding of the interdependency of sub-systems of business sector, (iii) create awareness and understanding of environmental forces impinging on managerial behavior, and (iv) understand the functioning of business organizations.

### **Elective Courses:**

The MBA program provides specialization in relevant functional areas of Marketing, Human Resource, Finance, Information Technology, and International Business. The industry-specific specialization in the field of Farm Engineering, Food Industry, Hi-tech Agriculture, Horticulture Industry, Food Retail and Supply Chain, Input Supply, Vet-Pharmaceutical, and Livestock Industry is the USP of MBA program.

**Trainings/Summer Internship Programme:**

For ensuring exposure to working of a business organization to future managers, industrial attachment during summer is an essential academic requirement for the students. Each student has to spend summer break working in and learning from a business organization. The summer attachment provides the student firsthand exposure to the functioning of the organization.

**Pedagogy:**

At DNS-RICM, Patna, the teaching approach will be designed to seamlessly integrate conceptual learning with practical exposure. The Institute will adopt a mix of case-based learning to enhance analytical thinking and decision-making, along with experiential learning through field visits, on-going projects and Agri-rural internships. Classroom sessions will be highly interactive, incorporating simulations, role-plays, and problem-solving exercises that will encourage critical thinking and collaborative learning. The use of modern ICT tools, data analytics and business modelling techniques will strengthen digital proficiency and practical insight. This comprehensive and application-oriented pedagogy will aim to develop not only skilled managers but also responsible and innovative leaders capable of contributing effectively to the agribusiness sector.

**Performance Evaluation System:**

The continuous performance evaluation system of the students, as an indicator of input utilization and conversion efficiency comprises class participation, case presentation, and group discussion, seminars, assignments, quizzes, and midterm examination, practical and final examination.

**Induction Program:**

There is a unique Induction Program for the new entrants. For the purpose, the students are called few days before the due date of registration in the University in the first semester of first year. During this period they are apprised of the responsibilities, activities, goals and achievements of the institution. Subsequently, they visit various academic units and interact with various faculty members posted there regarding educational excellence, research achievements, and scopes and business orientations therein. At the end of the Program, the students participate in discussion with the faculty to share their opinions and learning regarding various aspects of different units.

## **ELIGIBILITY CRITERIA FOR MBA (AGRI-BUSINESS)**

### **Educational Qualifications:**

Bachelor's degree in any discipline from recognized Universities including four years B.SC (Agriculture). UG candidates who are waiting for the final result can also apply and upload a self-undertaking that he/she will furnish a certificate to institute at the time of the personal interview.

### **Selection Procedure:**

The candidate will have to appear in Common Admission Test (CAT) /Common Management Admission Test (CMAT) / Management Aptitude Test (MAT)/ Xavier Aptitude Test (XAT) 2025-26, and ICAR-2026 of conducted by respective agencies. RICM will use CAT/CMAT/MAT/XAT/ICAR score for short listing the candidates for its two years full time MBA programs. These short listed candidates will have to appear for further screening on the basis of Group Discussion and Personal Interview at DNS-RICM on specified date(s).

### **Number of Seats and reservation policy:**

The intake capacity for the MBA (Agribusiness) is sixty (60) only. Seats for OBC, SC and ST candidates are reserved as per the reservation policy of the Central Government. Candidates claiming reservation shall be required to submit appropriate certificate at the time of Personal Interview, failing which they shall be treated in general category only. Any subsequent claim for reservation shall not be entertained. Reservation of seats shall be as per the Policy of the Central Government. The Category (UR/EWS/BC/EBC/RCG/SC/ST) declared by the candidate in application form will be final. No subsequent change will be allowed.

## **ELIGIBILITY CRITERIA FOR BBA (AGRI-BUSINESS)**

### **Educational Qualifications:**

10+2/Intermediate completed in any discipline from a recognized Board/Institution. Candidates awaiting their final results may also apply and must upload a self-undertaking stating that they will furnish the required certificate to the institute at the time of the personal interview.

### **Selection Procedure:**

The short listed candidates will have to appear for further screening on the basis of Group Discussion and Personal Interview at DNS-RICM on specified date(s).

### **Number of Seats and reservation policy:**

The intake capacity for the BBA (Agri-business) is sixty (60) only. Seats for OBC, SC and ST candidates are reserved as per the reservation policy of the Central Government.



### Admission Procedure:

- The Application Form and Prospectus can be downloaded from the DNS-RICM website (<https://dnsricmpatna.org>). Alternatively, candidates may obtain them from the Institute upon payment of a non-refundable processing fee of Rs. 500. The fee may be paid either through a Demand Draft drawn in favour of "**Director, D.N.S. Regional Institute of Cooperative Management, Patna,**" payable at Patna, or through digital modes such as RTGS/NEFT/IMPS to the Institute's account (A/C No.: 30923505568, IFSC: SBIN0004386, Bank: SBI, Patel Nagar, Patna). The duly filled Application Form, along with self-attested photocopies of all required documents and proof of fee payment, must be submitted within the prescribed time. Applications with fees paid through any mode other than those specified above will not be accepted.
- The Application Form, complete in all respects, along with the following documents, should reach on or before 30-05-2026 to the Director, D.N.S. Regional Institute of Cooperative Management, Shastri Nagar, Patna – 800023, by Registered/Speed Post only. Applications received late or incomplete in any respect shall be rejected.

### Verification of Documents:

At the time of Group Discussion/PI, candidates will be required to produce all original Certificates including mark sheets right from Class X till their eligibility qualifications along with a character certificate from the Head of the Institution (Registrar/ Dean/ Principal/ Director of the University/College/ Institute) last attended.

### Admission Criteria for MBA (Agri-business):

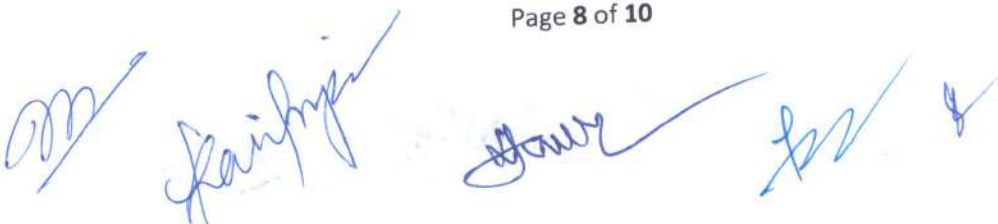
The candidates will be selected for admission on the basis of their performance in CAT/CMAT/MAT/XAT/ICAR followed by Group discussion and Personal Interview. The weightage of these four components will be:

Sr. No.	Component	Weightage
1.	Academic Score	30%
2.	Test Score (CAT/ CMAT/MAT/XAT/ICAR)	40%
3.	Group Discussion	20%
4.	Personal Interview	10%

### Admission Criteria for BBA (Agri-business):

The candidates will be selected for admission on the basis of their performance in Group Discussion and Personal Interview. The weightage of these three components will be:

Sr. No.	Component	Weightage
1.	Academic Score	60%
3.	Group Discussion	25%
4.	Personal Interview	10%



## FEE STRUCTURE:

### PROGRAMME FEE OF MBA (AGRIBUSINESS)

Ist Semester	2nd Semester	3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester	Total (Rs.)
57703.00	49150.00	50478.00	49150.00	206481.00

### PROGRAMME FEE OF BBA (AGRI-BUSINESS)

Ist Semester	2nd Semester	Total (Yearly) in Rs.
35500.00	29500.00	65000.00
3 <sup>rd</sup> Semester	4 <sup>th</sup> Semester	
35500.00	29500.00	65000.00
5 <sup>th</sup> Semester	6 <sup>th</sup> Semester	
35500.00	29500.00	65000.00
7 <sup>th</sup> Semester	8 <sup>th</sup> Semester	
35500.00	29500.00	65000.00
<b>Total</b>		<b>260000.00</b>

Note: Admission fee, University registration fee, examination fee, development fee, placement assistance charges, etc., shall be borne by the students of students of MBA (ABM) and BBA (ABM) as per norms. The library security fee (refundable) of ₹5,000/- at the time of admission shall also be borne by the students. The actual fee may vary at the time of admission.

### Refund of Fee:

If the candidate fails to register within the stipulated period after document verification, his/her admission will stand cancelled automatically and the seat allotted to him/her will automatically be cancelled. The Fee deposited by the candidate will be refunded as per University/Institute rules. The Programme Fee component of the total Fee deposited by the candidate will be refunded only if the student withdraws his/ her admission at least 15 days prior to the formally notified last date of admission. After the mentioned period the programme fee will not be refunded.

### Award of the degree:

The **MBA (Agri-Business) and BBA (Agri-Business) degrees shall be awarded** to eligible students by "**Tribhuvan Sahkari University**", Anand (Gujarat) an institution of national importance under the Government of India.

### Placement Assistance:

The institute provides comprehensive placement assistance to students upon completion of their MBA/BBA in Agribusiness. This includes career counseling, resume building, interview preparation and skill development programme to enhance employability.

Students are connected with leading agribusiness companies, agri-tech firms, FMCG organizations, cooperatives, and rural development institutions, banks through campus drives and industry networks. The placement cell actively supports students in securing roles across domains such as agri-inputs, supply chain, marketing, finance, and agri-entrepreneurship, ensuring a smooth transition from academics to professional careers.

**INSTRUCTIONS:**

1. The application form must be complete in all respect. Incomplete applications are liable to be rejected.
2. There should be no cuttings and over-writing on the form of application and all entries must be made by the candidate himself/her self legibly. The columns not applicable to a particular candidate should fill "NA" in that column.
3. The applicant should fully ensure before dispatching the application whether he/she fulfills the eligibility requirements programme, as the application fee once paid shall not be refunded in the event of rejection of the application.
4. The Committee reserves the right to refuse the admission of any candidate despite fulfilling admission criteria, for reason(s) to be recorded in writing. In all matters relating to admission, decision of Admission Committee/Board shall be final. The decision of the Committee shall be final and legally binding on the candidate.

**Contact Details**

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