

**ASPEE Agribusiness Management
Institute
Navsari Agricultural University**

**Prospectus
Academic Year
2017-18**

MBA (Agribusiness Management)

(Accredited By ICAR, New Delhi)



**ASPEE Agribusiness Management Institute
Navsari Agricultural University
Navsari-396450.
Gujarat**

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NAVSARI AGRICULTURAL UNIVERSITY

The agricultural education in South Gujarat region started way back in 1965 with the establishment of N.M. College of Agriculture at Navsari. The college was initially affiliated to Gujarat University, Ahmadabad from 1965 to 1968 and then to South Gujarat University from 1968 to 1972. The first Agricultural University of the state i.e. Gujarat Agricultural University was formed in June, 1972 and the affiliation of N.M. College of Agriculture was transferred to it. Another milestone was the establishment of ASPEE College of Horticulture and Forestry in the year 1988 at Navsari.

Navsari zone of erstwhile GAU had attained the status of independent State Agricultural University (SAU) with the promulgation of Gujarat Agricultural University Act 2004 on 1st May, 2004 heralding formation of Navsari Agricultural University (NAU) with Navsari as the head quarter. Consequently, the affiliated colleges became the constituent colleges of Navsari Agricultural University. After formation of NAU, other colleges like Aspee Institute of Agri-Business Management (2007), Vanbandhu College of Veterinary Science and Animal Husbandry (2008) at Navsari, College of Agriculture at Bharuch and Waghai and Gujarat Agricultural Biotechnology Institute at Surat have been started during the year 2012. Further, the College of Agricultural Engineering at Dediapada (2013) and College of Fisheries Science (2015) were also established at NAU, Navsari.

ACCREDITATION

ICAR has accredited the University and its constituent colleges viz., MBA (ABM) programe of ASPEE Agribusiness Management Institute, N.M. College of Agriculture, ASPEE College of Horticulture and collage of Agriculture Bharuch , whereas, College of Forestry has been rated as A* by ICFRE, Dehradun in the year 2011. Vanbandhu College of Veterinary Science and Animal Husbandry has been recognized by Veterinary Council of India (VCI) in the year 2014.

ASPEE Agribusiness Management Institute

Considering the glut of opportunities available for competent agribusiness professionals in various agriculture related organizations; the Navsari Agricultural University responded to the need of the hour by establishing the **ASPEE Agribusiness Management Institute in 2007** in collaboration with the ASPEE Foundation for Agricultural Research and Development, Mumbai.

The core philosophy of *ASPEE Agribusiness Management Institute* is to build and sustain the relationship between farming community and professional agencies involved in it. At AABMI, the prime motto is to nurture trained human resources for the development of Agribusiness sector. The institute facilities are established to match the global standards of education with distant vision. It has state-of-the-art infrastructure with ergonomically designed classrooms, seminar hall, conference hall, laboratories and library equipped with computers and modern teaching aids.

The MBA (Agribusiness Management) is a two years full-time career oriented programme specially designed to prepare students for careers in management related to agriculture, food, agri-business, rural and allied sectors of the economy. It prepares managers, business leaders and entrepreneurs in agribusiness sector to respond to the challenges faced by the sector in the face of globalization, liberalization and privatization. The syllabus framework of MBA (Agribusiness Management) is in tune with the Model Curriculum prescribed by the ICAR, New Delhi. **The MBA (Agribusiness Management) programme is accredited by ICAR, New Delhi.**

MBA (Agribusiness Management) Programme

The MBA in Agribusiness Management is a two years full time degree programme. It has been developed to architect Agribusiness students with requisite aptitude and motivation to take up careers in management.

MBA (ABM) – The Unique Advantage

- *The MBA (Agribusiness Management) programme is accredited by ICAR, New Delhi*
- *1st Institute to pioneer the MBA (ABM) Programme among the SAUs of Gujarat...*
- *A team of exceptionally qualified, experienced and dedicated faculty members with perfect blend of academic & industry experience...*
- *Unique advantage of Soft Skill Development and Pre-Placement Training Interventions...*
- *Achieved Benchmark Placement Status for earlier batches in renowned corporate...*
- *Financial Assistance to all the eligible students for Project Work...*
- *State-of-the-art infrastructure matching with global standards of quality education...*

The Programme specially attempts:

- ✓ To impart knowledge of systematic observation and analytical skills needed to take effective charge of the new agriculture economy.
- ✓ To provide a field based experience to nurture in the students the capabilities of setting standards of excellence in their managerial life.
- ✓ To equip the students with required conceptual and interpersonal skills for solving the practical problems and complexities of the field of agribusiness
- ✓ To develop agribusiness leaders, entrepreneurs and professionals with a vision, competence and appropriate attitude for managing agribusiness and agro-based enterprises with a strong business orientation.

Prospects of Agribusiness Management

The programme prepares students for managerial and entrepreneurial careers in enterprises serving or dependent on agriculture and allied sectors such as:

- Production and Marketing of Inputs such as seeds, fertilizers, pesticides, farm machinery and equipment, livestock feed, irrigation, and credit;
- Production, Procurement, Processing, and Marketing of Output such as agriculture (includes crops, livestock, fisheries, forestry, agro forestry, horticulture, dairying) marketing, agro processing, and food processing;
- Providing Services to Agriculture such as export and import, rural banking, financing agri projects, insurance, retail, logistics, water management, research and development, and rural energy.

Admission Procedure

MBA (Agribusiness Management)

Applications are invited for admission to full time M.B.A. (Agribusiness Management) Programme from the students who are domicile of Gujarat / passed out from SAU's of Gujarat. Admission Brochure and Application Form can be downloaded from the website www.nau.in. The filled application form along with demand draft of ' 1000/- (One thousand only) in favour of ' **DRAWING AND DISBURSING OFFICER(DDO) ASPEE AGRI. MGMT. INST'** payable at Navsari with required documents should be submitted to the office of **The Principal, ASPEE Agribusiness Management Institute, Dandi Road, NAU, Navsari, 396 450**. Last date for receiving completed application form is 10th August 2017.

INTAKE CAPACITY

A total of **37 students** will be admitted. **(28 GSAU's seats, 9 ICAR seats)**

ELIGIBILITY

Four year Bachelor degree programme offered by AU's in Agriculture and all allied sciences viz. Agriculture / Horticulture /Forestry /Veterinary / Fisheries/ Agricultural Information Technology / Agricultural engineering/ Dairy science / Food science and technology / Agricultural Biotechnology / Home science etc. with minimum 55% marks (OGPA 5.5/10.00).

SELECTION PROCEDURE

The students seeking admission will have to appear in the **Entrance test conducted by NAU, Navsari**. The merit list will be prepared by giving **50: 50** weightage to the OGPA (percentage marks) of the last degree and Entrance test examination.

The separate merit list will be prepared for students.

1. Domicile of Gujarat and pass out from SAU's/AU's.
2. Non domicile of Gujarat and pass out of SAU's of Gujarat

All the post graduate seats (except ICAR Quota) may be filled up from the students of domicile of Gujarat, but if seats remain vacant from students of Gujarat origin, such vacant seats may be filled up by the candidates of other states who passed their degree from SAUs of Gujarat.

- o No individual call letters will be issued. List of eligible candidates will be displayed on website: www.nau.in
- o Eligible applicants shall have to appear for the entrance test at their own cost.

ENTRANCE TEST

Entrance test will of duration of One hour and Total 100 marks. Multiple choice questions from the sections of General awareness and Agriculture, Verbal comprehension, Logical reasoning, Quantitative aptitude and Data interpretation will be included. Each question will carry one mark. Candidates are instructed to bring black ball point pen for marking answer on OMR answer sheet.

RESERVATION OF SEATS:

General Conditions regarding Reservation

A candidate availing benefit of seats earmarked for the categories shall be required to produce the certificate of his belonging to a particular group i.e. ST/SC/SEBC etc., from competent authority of Gujarat State. The candidates belonging to SEBC should produce the certificate showing that he/she does not belong to creamy layer person or section, issued by the competent authority of the Gujarat State valid for the current year otherwise he/she will not be considered against reserved seats for SEBC category.

| Sr. No | Categories | Percentage of Reservation | Remarks |
|--------|--|---------------------------|---|
| 1 | Scheduled Castes(SC) | 7 % | Subject to condition that those who are able to secure admission on merit in general quota shall not however be counted against the seats reserved for them |
| 2 | Scheduled Tribes (ST) | 15% | |
| 3 | Socially and Educationally Backward Classes (SEBC) | 27% | |
| 4 | For differently abled (Physically Challenged candidate) (PC) | 5% | Seat is adjustable within the respective category |

Those candidates who are able to secure admission on general merit shall not, however, be counted against the seat reserved for them. If the need arises on account of vacant seats due to less number of applications in one group and shortage of seats due to more number of application of eligible candidates in the other group, reciprocal adjustment in the above specified SC (7 %) and ST (15 %) seats between the two groups will be made. If applications from backward class candidates are more than the reserved seats earmarked for them as above, admission will be given to them strictly on *inter se* merit within each of the only two groups.

General Instructions to Candidates:

A candidate is expected to read the Information Brochure and the application form carefully.

- 1. All entries in the application form must be made legible by the candidate himself in his/her own handwriting. Incomplete application will not be considered.**
- 2. Application form, duly filled in all respects should be forwarded to the office of Principal, ASPEE Agribusiness Management Institute, Navsari Agricultural University, and Navsari-396450 so as to reach on or before the last date.**
- 3. Attested Photostat copies of the below mentioned documents should be attached with the application form.**
 - (i) SSC and HSC mark sheet and certificate.**
 - (ii) School leaving certificate**
 - (iii) Mark sheets of all the semester / year.**
 - (iv) Transcript**
 - (v) Provisional Passing Certificate**
 - (vi) Degree Certificate / Provisional Degree Certificate**
 - (vii) Migration certificate in case of candidate belonging to other than SAUs of Gujarat.**
 - (viii) Caste Certificate in case of SC/ST and SEBC candidate of Gujarat State from competent authority of the Gujarat State. The candidate belonging to SEBC should produce the certificate showing that he/she does not belong to creamy layer persons/ sections issued by the competent authority for the current year otherwise he/she will not be considered against SEBC category.**
 - (ix) Medical Fitness certificate.**

- (x) PH Certificate if applicable.
 - (xi) Character certificate from where candidate obtained last degree.
4. Original Certificate/Mark-sheet/Documents should not be sent. However, original Certificate / Mark-sheet / Documents will have to be produced at the time of admission and payment of fees.
 5. No students from other University shall be eligible for admission to the P.G. Programme except on the production of Migration Certificate within one month after admission.
 6. Students coming from other Universities will have to obtain the Eligibility Certificate from Navsari Agricultural University on payment of prescribed fee within one month after admission.
 7. A candidate admitted to the post graduate programme will have to apply separately for hostel admission at the time of joining the college.
 8. Fees once paid will not be refunded. Candidates who are successful in securing admission will be duly intimated and results will be displayed on the university website.
 9. No separate intimation will be sent to the unsuccessful candidates.
 10. Candidates who are successful in securing admission will be duly intimated about their selection. No separate intimation will be given to the unsuccessful candidates.
 11. The candidate must bring identity proof for identity Verification at the time of entrance test failing which he/she will not be allowed to appear in Entrance Test examination.

Curriculum for MBA (Agribusiness Management)

The programme is offered in a very flexible and innovative mode. The programme is designed to suit the requirements of each student enabling him/her to pursue a set of elective courses, which will suit to his/her career. A holistic approach is adopted in structuring the requirement of the programme. It consists of the compulsory course package, the elective package, the industrial attachment and project work as per the prescribed curriculum of ICAR for MBA(Agribusiness).

The programme comprises classroom teaching, fieldwork, organizational and management working segments. Classroom segment involves an exposure to concepts, skills and knowledge in the classroom, while the field work involves an exposure to Agribusiness realities, its problems, solutions and empirical studies and its implications. The other two viz., organizational and management traineeship segments involve firsthand experience of understanding and working in Agribusiness organizations.

The courses in first and second semester cover the basic management courses. All the courses in first year (Semester I and II) are compulsory.

Second year comprises of two Semesters (Semester III and IV). In the Semester III, students have to take some compulsory courses and certain elective courses. The students undertake two projects Industrial attachment and Management Traineeship Project of 1 and 3 months duration in Semester II and IV, respectively.

INDUSTRIAL ATTACHMENT

Students are required to undergo "Practical Training" with a business concern during summer after the second semester and to submit a report thereof. The purpose of this assignment is to expose the students to the practical aspects of business management and to provide first hand exposure to the functioning of the organization. They are required to present their report in departmental seminar.

MANAGEMENT TRAINEESHIP

The traineeship is designed to provide the students with an opportunity to work closely with experienced managers in an organizational setting. Every student will select a research project in his/her field of specialization in consultation with the advisor/head of the department and will submit a written project report. The report will be evaluated jointly by the external and internal examiners who will also conduct viva-voce based on project report.

PEDAGOGY

The instructional methodology practiced is interactive. Lectures are supplemented with discussion on real-life and hypothetical case studies, group discussions, role plays, group projects, seminars, study tours, self study assignments, quizzes, industrial and farm visits and optimum use of audio-visual aids by the in-house faculty as well as a group of expert visiting faculties.

Semester wise Subjects: MBA (ABM)

| First Semester(16 + 3 credits) | Second Semester(17 + 1 credits) |
|--|--|
| <ul style="list-style-type: none"> Principles of Management and Organizational Behaviour (3+0) Agribusiness Environment and Policy(2+0) Managerial Economics(3+0) Managerial Accounting and Control(1+1) Communication for Management and Business(1+1) Marketing Management(3+0) Computer for Managers(1+1) Operations Research (2+0) | <ul style="list-style-type: none"> Business Law and Ethics(2+0) Human Resource Management(2+0) Financial Management (2+0) Production and Operations Management(2+0) Research Methodology in Business Management Project Management and Entrepreneurship Development(2+0) Management Information Systems(2+0) Quality Management in Agribusiness (2+0) Master's Seminar (1+0) Industrial Attachment(S/US) |
| <p>Prerequisite Courses *</p> <p>Non credit Compulsory Courses**</p> | |

Third Semester (16 credits)

Elective Courses

Elective course (16 credits)

| Group 1 (Total 8 Credits) | Group 2 Industrial Specialization (Total 8 Credits) |
|---|--|
| <p>Sub Group (Agribusiness Marketing)</p> <ul style="list-style-type: none"> Rural Marketing(2+0) Agricultural Marketing Management(2+0) International Trade and Sustainability governance(2+0) Management of Agribusiness Cooperatives(2+0) Food Retail Management(2+0) Sales and Distribution Management(2+0) Consumer Behaviour(2+0) Contract Farming(2+0) <p>Sub Group (Agribusiness Finance)</p> <ul style="list-style-type: none"> Agribusiness Financial Management(2+0) Commodity Futures, Markets and Derivatives(2+0) Micro Finance for Agribusiness(2+0) Agriculture Risk Management(2+0) Working Capital Management(2+0) Farm Business Management (2+0) <p>Sub Group (IT in Agribusiness)</p> <ul style="list-style-type: none"> Agricultural Information System(2+0) Problem Solving Methodologies(2+0) Web Design(2+0) Remote Sensing, GIS and GPS(2+0) Information delivery systems and models for agriculture(2+0) Data mining and knowledge management(2+0) | <p>Sub Group (AGRI INPUTS)</p> <ul style="list-style-type: none"> Fertilizer Technology and Management(2+0) Management of Agrochemical industry(2+0) Seed Production Technology and Management(2+0) Management of Agricultural Input Marketing(2+0)Agri-Supply Chain Management(2+0) Management of Watershed Development Project and Irrigation equipments(2+0) <p>Sub Group (HORTICULTURE)</p> <ul style="list-style-type: none"> Fruit Production and Post Harvest Management(2+0) Agri-Supply Chain Management(2+0) Management of Floriculture and Landscaping(2+0) Vegetable Production and Post Harvest Management(2+0) Organic Food Production Technology and Management(2+0) Food Technology and Processing Management(2+0) <p>Sub Group (LIVESTOCK PRODUCTS)</p> <ul style="list-style-type: none"> Technology Management for livestock products(2+0) Poultry and Hatchery Management(2+0) Feed Business Management(2+0) Agri-Supply Chain Management(2+0) Management of Veterinary Hospitals(2+0) Dairy Products Management |

Fourth Semester

Management Traineeship Project (10credits)

CREDIT: A course credit means a period of lecture of one hour in theory or two hours of laboratory or field practical per week. A student shall attend a series of lectures, do laboratory/field work and submit assignments and reports as required by teacher concerned while attending the course for which he/she is registered.

. ** All the students have to complete four prescribed noncredit compulsory courses during the period of study

SYSTEM OF EVALUATION:

1. The different types of examination and weightage for each shall be as follows:
 1. Self study Assignments : 20 %
 2. Tests (Internal Evaluation) : 30 %
 3. Semester End Examination : 50 %
2. Each of the courses shall be of 100 marks (Theory and Practical combined). The mode of evaluation and weightage for each course shall be as shown above. The score secured by a candidate out of a total of 100 marks in a course shall be converted to equivalent grade under 10.00 point system to represent the grade point for the course.
3. Grade Point Average (GPA) is the sum of the products of credits of a course and the grade point obtained in the course divided by the total number of credits of the different courses offered in the semester, i.e.

$$\text{GPA} = \frac{G1C1 + G2C2 + G3C3}{C1 + C2 + C3} = \frac{\text{Total Grade Points}}{\text{Total Credits}}$$

The Cumulative Grade Point Average (CGPA) obtained by the student up to the end of a particular semester shall be calculated by dividing the sum of the products of the Grade Point Average and the credits in each semester by the total credits up to the end of that semester.

4. A Grade Point below 6.00 in a course shall not be counted in working out GPA for that semester. However, on revision of the Grade Point after repeating that course, the earlier Grade Point shall be replaced by the revised Grade Point and CGPA / OGPA shall be recalculated. The revised Grade Point shall substitute the original Grade Point and the same will be counted in working out the CGPA / OGPA for the purpose other than the award of the scholarship or for competing for a Certificate of Honour or of position.
5. A student shall have to appear at all the examination conducted by the teachers concerned in the course(s) in which he/she has registered. Absence from test and examination without valid reasons and prior permission of Dean /Principal shall be sufficient reason to award "I" grade. Student shall have to clear that course in the subsequent semester.
6. Academic Probation: A student shall be required to maintain the CGPA of not less than 6.5 in order to be eligible for continuance as registered student of the University. If the CGPA of a student is less than 6.5 at the end of a semester, he/she shall be placed on the Academic Probation. He/she shall be removed from Academic Probation only after he/she obtained CGPA 6.5 or higher at the end of a semester in which he/she was on Academic Probation and shall be allowed to continue as a regular enrolled student otherwise he/she will continue to be on Academic Probation till he/she obtains the OGPA of 6.5 or above by taking additional courses even after the fulfillment of the prescribed courses.
7. Project Evaluation: The project report submitted by student in second semester shall be evaluated by a Panel of Internal Examiners while the Project Report of the fourth semester for partial fulfillment of the degree shall be evaluated by the Panel of the External and Internal Examiner.

AWARD OF CLASSES:

The award of a class will be based on the OGPA (Overall Grade Point Average) obtained by the student and will be indicated in the Master's degree certificate as shown below :

- First class with distinction : 8.00 & above OGPA
- First class : 7.00 to 7.99 OGPA
- Second class : 6.5 to 6.99 OGPA

Academic Environment

Infrastructure:

➤ The Central Library

The University Central Library is located in the centre of university campus with adequate infrastructure facilities spread over an area of 22,000 Sq.foot's. Library has a collection of around 70,000 books and it subscribes to about 180 Indian and Foreign Journals. Access to online databases such as CAB,VET, Indiastat, CMIE and Plant biotechnology database is also available. Facilities provided by the Library include reading / lending services, reference service, reprint service, literature search, photocopying, CD-ROM search, internet-services and on line search facility.

➤ Class Room - Conference Hall and Seminar Hall:

Keeping learning as the central concern, the institute has well-ventilated and well-lit classrooms equipped with Multi Media Projector that create conducive learning environment for the students. The classrooms furniture including the chairs is specially designed to suit comfort and convenience of students and to promote interactive sessions to help students to grasp the inputs.

A spacious AC Seminar hall with the sitting capacity of 80+ persons is equipped with Multi Media Projection system, audio-visual facilities and recording facilities.

The well equipped Conference hall is backed by audio-visual teaching aids designed specially to cater to the specific needs of the MBA and M. Sc. (ICT in Agriculture) Students.

➤ Knowledge Cell – The Learning Resource Centre

In addition to very rich University Central Library; the institute has a Departmental Library, stacked with reputed journals/ magazines, text and reference books. Besides it, it also has collection of project reports and training reports of students.

➤ Computer Lab

Computer Laboratory is armed with latest configurations and connected with LAN. Wireless access to LAN is also available within the campus. One can have access to a variety of mainstream PC software, including industry standard application packages, growing range of window software, discipline specific software *etc.*

➤ Language Lab

A hi-tech Language Lab with all modern configurations assists the students for developing English language proficiency, Presentation Skills, *etc.*

➤ Activity Rooms

The institute has separate Activity Rooms with all required amenities within itself, so that the students can take rest, discuss their ideas with others, play some indoor games *etc.*

➤ Hostel Accommodation

The Hostel rooms for the AABMI students are well furnished, spacious and with wi-fi internet , facilities. There is provision for reading room, TV room, indoor and outdoor games and recreational facilities.

Faculty At MBA (ABM):

- **Core Faculty**

AABMI possesses highly qualified, experienced and dedicated faculty members in the discipline of Agribusiness Management, Marketing, Agricultural Economics and Finance, Computer Applications and Human Resource Management.

- **Associate Faculty**

The institute also benefits from highly experienced and dedicated experts in the fields of Fertilizer, Pesticide, Seed, Irrigation Technology and Management, Biotechnology, Horticulture; Farm Engineering, Food Technology, Animal Husbandry and other electives in agribusiness management.

- **Visiting Faculty**

AABMI also invites academicians from other leading management institutes and industry professionals from reputed industrial houses to interact with the students on regular basis.

- **Guest Lectures**

AABMI invites academicians from premium institutes, key professionals from industry, professional trainers to conduct special talks and workshops in the various areas of management and business interest.

Student Activities:

➤ Training, Placement and Counseling:

- **Training and Placement Cell (T & P Cell)**

The T&P cell is actively involved in counseling the students for possible areas of career opportunities and enhancing student employability in the globally competitive scenario. Apart from providing assistance for project and final placement to the students and publishing Placement Brochure annually; the T&P Cell is determined for overall professional development of the students through regular training and development interventions. So, the focus is not only on providing lucrative job opportunities to the interested and eligible students; but also on instilling lifetime confidence for career and life.

- **Counseling, Guidance & Liaison:**

The T & P Cell has been conducting various activities for not only placing the students in esteemed organizations; but also to prepare them for working in the industry. The Training & Placement Cell continuously works in the direction of Counseling, Guidance and Liaison work through the following basket of unique **“Facilitating & Grooming Interventions”**:

- ✓ Assisting students for designing the resume/c.v. for project work & final job placement.
- ✓ Preparing students for facing and winning the interview through Career Management Training Workshops & thereby enabling the students for crossing the selection hurdles of the corporates.
- ✓ Counseling the students about their career with respect to job prospects and nature of job, vacancies, work culture, employer expectations, prevailing executive compensation etc.
- ✓ Creating and maintaining the profile database of present batches of passing out students of the Institute.
- ✓ Establishing liaison with industries / corporates & others.

- ✓ Providing information to potential employers about students & their interests through the Campus Placement Invitation Letter, Placement Programme Leaflet, Placement Brochure, etc. annually.
- ✓ Arranging Placement Interviews – On-Campus and Off-the-Campus and facilitating smooth conduct of such mutually benefiting interactive forums.
- ✓ Assisting students for securing lucrative project placement and job placement opportunities in renowned organizations.

- **Placement Record:**

The institute has achieved Benchmark Placement Status for 7 consecutive batches of MBA (Agribusiness Management) with well known corporates due to widespread patronage and support from several leading companies. Till date, the highest pay package offered to the students of MBA (Agribusiness Management) is 8.6 lakhs per annum.

- **Educational and industrial Tour**

Every year the institute organizes Industrial and Educational Tour to reputed corporate houses in the domains of Agribusiness and allied industries as well as renowned IT companies. This is designed to provide the first hand knowledge of the world of agribusiness and also enable students to understand the operation and functions of the established industries besides facilitating interactions with the top notch industry professionals.

- **Sports and Cultural Activities**

Various cultural and sports activities are organized for all round development of students. Air-conditioned Auditorium with seating capacity of more than 600 and an Open Air Theater are also in the campus. AABMI organizes various competitions and cultural programmes for encouraging student enthusiasm and participation..

Research

Centre for Research in Agricultural Marketing

The Center for Research in Agricultural Marketing is jointly established by AABMI, NAU, Navsari and Government of Gujarat assessing the commercial importance of agriculture in South Gujarat and the significance of marketing intelligence for empowering farmers and efficiency. A lot more needs to be done especially in the field of market infrastructure and market intelligence to improve per-unit productivity, better price realization and demand based production and crop planning. The center at AABMI is working towards developing Market intelligence for important agricultural and horticultural crops in South Gujarat, The centre is working towards developing a decision support system for the farmers and dissemination of the important market information, and aiding in planning and policy making. Centre publishes price analysis reports for selected agricultural commodities regularly and also organizes various training programmes and seminars.

Associations and Linkages

AABMI, Navsari has developed high level association and linkages with various premium Institutions and reputed companies engaged in the field of Agribusiness for the purpose of interaction, Industrial Attachment, Management Traineeship Project and final job placement for the students.

- ◆ Aga Khan Rural Support Programme (India) - (AKRSPI)
- ◆ AKUISA Consults UGANDA Ltd.
- ◆ Agrisearch (India) Pvt. Ltd.
- ◆ AMUL Dairy
- ◆ Ankur Seeds Pvt. Ltd.
- ◆ ATUL Ltd.
- ◆ BAIF
- ◆ Balaji Wafers Pvt. Ltd.
- ◆ Bank of Baroda
- ◆ Bank of India
- ◆ Bayer CropScience Ltd.
- ◆ Bhisma Diagnosis
- ◆ Cadila Pharmaceuticals Ltd. (Agro Division)
- ◆ Campson Bio Technologies Ltd.
- ◆ Captain Polyplast Ltd.
- ◆ Champion Agro Limited
- ◆ Cheminova India Ltd.
- ◆ CMA, IIM, Ahmedabad
- ◆ Coromandel International Limited
- ◆ Crystal Crop Protection Pvt. Ltd.
- ◆ DCB Bank Ltd.
- ◆ Desai Fruits & Vegetables Pvt. Ltd.
- ◆ Dhanuka Agritech Ltd.
- ◆ Dinesh Irrigation Pvt. Ltd.
- ◆ DuPont India Pvt. Ltd.
- ◆ Dynamix Dairy Industries Ltd.
- ◆ Edelweiss Commodities Services Limited
- ◆ EPC Industries Ltd. - A Mahindra Group Company
- ◆ Excel Crop Care Limited
- ◆ Export Trading Group (ETG), South Africa
- ◆ Flourish Pure Foods Pvt. Ltd.
- ◆ FMC India Pvt. Ltd.
- ◆ Geolife Organics Pvt. Ltd.
- ◆ Global Green Agrinova
- ◆ GNFC Ltd.
- ◆ Godrej Agrovet Ltd.
- ◆ Gowardhan Dairy
- ◆ Greeco Seeds Pvt. Ltd.
- ◆ GSFC Ltd.
- ◆ Gujarat Agro Industries Ltd.
- ◆ Gujarat Life Sciences (P) Ltd.
- ◆ HDFC Bank Ltd.
- ◆ Hindustan Coca-Cola Beverages Pvt. Ltd.
- ◆ ICICI Bank Ltd.
- ◆ IDBI Bank Ltd.
- ◆ Imperial Foods Pvt. Ltd.

FEE STRUCTURE:

| SR.NO. | DETAILS | SEMESTER | | SEMESTER | |
|----------|---|-----------------|-----------------|-----------------|-----------------|
| | | 1 st | 2 nd | 3 rd | 4 TH |
| A | FIRST REGISTRATION | | | | |
| 1 | Caution money deposit(Refundable) | 1500 | --- | --- | --- |
| 2 | Hostel deposit(Refundable) | 1500 | --- | --- | --- |
| 3 | Mess deposit | 1500 | --- | --- | --- |
| 4 | Identity Card | 50 | --- | --- | --- |
| 5 | Test fee for thelesemia | 120 | --- | --- | --- |
| | TOTAL:A | 4670 | --- | --- | --- |
| B | Fees to be paid annually in the beginning of odd semester by all students. | | | | |
| 1 | University Medical Examination | 100 | --- | 100 | --- |
| 2 | Magazine Fee | 100 | --- | 100 | --- |
| 3 | Student aid fund | 100 | --- | 100 | --- |
| 4 | General Amenities | 300 | --- | 300 | --- |
| | TOTAL :B | 600 | --- | 600 | --- |
| C | Semester fees to be paid at the beginning of each semester | | | | |
| 1 | Registration | 1000 | 1000 | 1000 | 1000 |
| 3 | Tuition fee* | 5000 | 5000 | 5000 | 5000 |
| 4 | Library fee | 500 | 500 | 500 | 500 |
| 5 | Examination fee | 1000 | 1000 | 1000 | 1000 |
| 6 | Gymkhana/Sports | 200 | 200 | 200 | 200 |
| 7 | Cultural Activities | 200 | 200 | 200 | 200 |
| 8 | Laboratory | 2000 | 2000 | 2000 | 2000 |
| 9 | Electric charges | 2000 | 2000 | 2000 | 2000 |
| 10 | Hostel fee* | 2000 | 2000 | 2000 | 2000 |
| 11 | Evaluation Report fee | 200 | 200 | 200 | 200 |
| 12 | Transcript Fee (Only in Final Semester) | 200 | --- | --- | |
| | Total : C | 14300 | 14100 | 14100 | 14100 |
| | TOTAL AMOUNT RS.(A+B+C) for Regular seat | 19600 | 14100 | 14700 | 14100 |

Note: * Girl students are exempted from Hostel fees and Tuition fees.

- Fees once paid shall not be refunded
- Caution money and deposits may be refunded by the Principal on demand by the student within one year of leaving / completion of the study.

ANTI-RAGGING

Students found involved in ragging or in any other misconduct, or on a report received from the affected student(s), the Dean(PG)/Dean of the college, shall immediately expel the concerned student(s) against whom the report is received from Hostel/College, for the current semester and the Dean shall further constitute a committee to probe and conduct enquiry into the matter and based on the report from the committee, shall pass the final orders on merit of the case within three working days.

HARASSMENT TO GIRL / WOMEN

A women complaint mechanism cell is established for protection against harassment to girl / women student. Any one found guilty will be punished suitably.

REPORTING AT COLLEGE LEVEL

- A candidate selected for admission shall report to the Dean/Principal of the concerned college on the date specified by the concerned University for the purpose of first registration.
- The First registration shall include following:
 - (1) Payment of fees at the time of counseling
 - (2) Submission of original document at respective college
 - (3) Migration Certificate
 - (4) Orientation
 - (5) Registration for courses
 - (6) Submission of the course card within ten days failing which admission shall be treated as cancelled.
- a) The admission of the candidates who fail to report on the specified date shall be treated as cancelled and the vacant seat will be allotted to the next candidate on the waiting list.
- b) A candidate who is not in a position to report on the specified date due to unavoidable circumstances may register by paying fee through post or by a messenger on or before the date specified for registration.
- A fresh post graduate student if joins services before submitting the thesis /project work, his/her registration shall automatically be cancelled.
- A student enrolled in the university shall be given a registration number which shall have to be used along with his/her name in all the documents and correspondence pertaining to him/her with the University.

- An Identity Card shall be issued to each registered student on completion of the first registration. The student shall carry it with him/her at all times and show the same when asked for. In case the Identity Card is lost, a new card shall be issued to him / her on payment of prescribed fee.

DISCLAIMER

The statements made in this prospectus and all other information contained herein is believed to be correct at the time of publication. However the University reserve the rights to make, at any time without notice, changes in the regulations, conditions governing the conduct of student, requirements for degree, fees and any other information or changes in statement rules contained in the prospectus. No responsibility will be accepted by the University for hardship or expenses encountered by students or any other person for such changes, additions, omission or errors, no matter how they are caused.