PLACEMENT BROCHURE 2018-19

MBA AGRIBUSINESS MANAGEMENT 15th Batch
Developing the Agri-Managers

COMPILED AND EDITED BY

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# CONTENT

- Messages
  - Vice Chancellor's Blessings
  - From the Dean's Desk
  - From the Head of Department Desk
- Department of Agri-Business Management
  - Mission
  - Objectives
  - Outstanding Feature of the Department
  - Agri-Business Management Programme
- The University
- Learning Environment
- Norms Standards and Academic Regulations
- The Curriculum
- Course Structure
- The Campus Life and Professional Activities
- The Faculty
- Advisory Board
- Batch 2017-2019
- Student's Profile And Project of Industrial Attachment
- Placement Batch 2018
- Illustrious Alumni
- Convocation Award
- 15th Batch Students Summary
- Career Partner
- Placement Form
A warm welcome to C.S. Azad University of Agriculture and Technology, Kanpur which is a unique University of Agriculture learning and academic excellence. Agribusiness management education is a discipline of blend of economics, agriculture, business and management principles. Agribusiness management field is of very recent origin and has gained rapid popularity among students as career choice. The Agribusiness Programme is planned to develop management workforce to cater agricultural Industry which serves as a good option for the students willing to perform in corporate sector. Agribusiness management education has great opportunities of employment for agri-graduates in private, governmental and co-operative sectors. Agribusiness sector also help in fighting against poverty, hunger, malnutrition and unemployment situation in the economy, and Department of Agri-business is making conscious efforts to produce trained and qualified agribusiness post graduates who have necessary skills and competence to be successful Agri Managers or Agripreneurs.

At University, I consider our students to be one of our greatest assets, and we constantly endeavours to ensure to give them the best academic experience that will help them launch successful careers.

I convey my good wishes for the excellent progress of this department and bright future for the students.

(Sushil Solomon)
Agribusiness Management is a specialised two year programme which focuses on business aspect of agriculture production and its international trade. The course is designed to craft professional business leaders and entrepreneurs in food, agriculture and allied sectors. Students learn how to make sustainable business decision and minimise risks while working in the agricultural sector. The course curriculum is designed to build and enhance a global perspective among structures. In the last few years, the section has seen good growth rate with various government and private sector initiative and has created a need for professional course in managing agribusiness, which laid down the foundation of Department of Agri-business at C.S. Azad University of Agriculture and Technology, Kanpur. The Department is doing well to produce efficient Agri-business professionals to serve the society.

I extend my best wishes.

Prof. Poonam Singh
The establishment of the Department in 2002 was landmark in the glorious history of this prestigious University. Considering the demands of the changing scenario of Agriculture Education in country, the University has started this course on Agri-business Management degree programme. The Department aims to transform the students into high class professionals having adequate managerial skills so as to be more in demand by the employers in industrial, educational and service sectors, acceptable not only in our country but abroad too. Knowledge is being imported through interaction not only with on campus dedicated faculty but also through external experts in various fields, exposure to industries and by way of participation in seminars and workshops.

The Department provides latest facilities and a culture that encourage the pursuit of excellence. Department is running 15th Batch efficiently. Being the Head of Department, I feel glad to present this Placement Brochure 2018-19 and welcome to read this to know more about the programme.

Prof. Rajendra Kumar Yadav
HOD, Agri-business Management

From the Head of Department

Deptt. of Agri-business Management
C.S. Azad University of Agriculture & Technology, Kanpur-208002, (India)
The opening of trade in agriculture, as per WTO obligation has put enormous pressure on the agriculture sector, which has so far remained a protected and traditionally organized sector in the Indian economy. The changing world economy environment and globalization of economics has necessitated professionalization of such vital sector in Indian economy. Transformation of agriculture sector into a competitive sector in and outside Indian economy calls for professional management and use of modern technologies in areas of specialized production, post harvest management, supply chain, promoting and packaging of value added agro-based products so as to position competitively both in the domestic as well as international markets.

The Agri-business Management visualizes solution oriented agro-industries need-based management education, training, research and policy related activity to give an impetus to the development of agro-based industries in particular and the rural development in general. The Agri-business Management is to help agriculture and industrial sector to develop core competence by creating a new breed of qualified, well trained, motivated and committed professional managers equipped with modern management theories and practical practices and appropriate behavioral values and skill with an aptitude and sensitivity for the agriculture sector and rural development.

CSA University offers two years full time Master of Business Administration degree programme in Agri-business. It has been designed to provide adequate basic understanding about managerial concepts of business in agri-sector. The programme is designed to train the students effectively and also inculcate in the area of entrepreneurship skills, which enables the students to get attuned to the expectations of corporate culture and professionally competence in the subject.
Mission

The mission of Department of Agri-business Management is to help agriculture and industrial sector to develop core competence by creating a new breed of qualified, well trained, motivated and committed professional agri-managers equipped with modern management theories and practical practices and appropriate behavioral values and skill with an aptitude and sensitivity for the agriculture sector and rural development.

Objectives

The underlying objectives of the department are:
1. To impart education and training to young graduates for taking up the responsibility for managing any organization and agro-based income generating and developing activity.
2. To offer training program for business professional, policy makers and entrepreneurs for improving decision making skill and administrative competence.
3. To undertake research projects on client specific problem and on general facing industries segment.
4. To create knowledge through research relevant to management discipline and to disseminate such knowledge through publication.
5. To participate in and to contribute to the formulation of public policy.
6. To collaborate with other institution in the state and in the country to fulfill the above objectives.
7. To organized seminar/conferences/discussion at the national and international level to fulfill the cause of Agri-business.
Outstanding feature of the Department

- Nationally & internationally trained and recognized faculty.
- Year round personality development programme
- Skill enhancing workshops.
- Business simulation, continuous industry interaction.
- Live project/assignments/seminars/case study on the job oriented training.
- Batch size of only 30 students.
- Admission on the basis of UPCATET.
- Students from all over India.
- All India Agri-industries visit programme.
- Fully air-conditioned classrooms.
- Separate computer lab with internet facility.
- Advanced Book Club.
- Seminar room with full automation
- Free Wi-Fi internet connectivity
- International Hostel with Modern amenities

Course highlighted with

- International standard audio visual based class rooms.
- Specially designed holistic individual development programme.
- Field work based Research Projects.
- Management games.
- Board room meetings.
- Role plays based on management complexities.
- Groups discussions.
- Talk shows.
Extensive personality development exercises.
Industrial trips & excursion tours.

Agri-business Management Programme

In Agriculture education system, management field is of very recent origin and gaining rapid popularity among students. The ABM programme is planned to develop management workforce to cater the need of agro-industries based industries which serves as a good option for the students willing to perform in corporate sector.

MBA (Agribusiness) is a two years course having semester system. The course itself starts from basic fundamentals like; Introduction to management, Principles of management and organizational behavior, Agribusiness environment & policy, Communication for management & business, Marketing management, Research methodology in business management, Project management and entrepreneurship development, Financial management, Production and operations management, Computers for managers, Management information system, basic accounting etc. These help students to be familiar with fundamental concepts of any business. Along with all these subjects, agri-business course also comprises of various technical subjects like management in agricultural and allied food processing industries, management of cooperatives, farm mechanization etc. In the final year, programme offers elective courses like Fertilizer Technology & Management, Seed Production Technology Management, Agribusiness Financial Management, Agri-Supply Chain Management, and Food Technology & Processing Management which cover the overall business activities. The students also attached with industries for their practical exposure. From these, students can go for right stream which helps them while choosing their profession.
Chandra Shekhar Azad University of Agriculture & Technology, Kanpur is recognized today as the premier institute of agricultural education in India. It dates back to 1893 when a small agricultural school was started at Kanpur to impart training to Revenue officers, which rose step by step to full fledged Government Agriculture College in 1906, U.P. Institute of Agriculture sciences in 1969 and finally C.S. Azad University of Agriculture and Technology in 1975. Kanpur is situated on Howrah-Delhi route of Northern Railway. The University is located at 8.4 k.m. North-West of Kanpur Railway/Bus station. The university is well connected by road, the mode of conveyance being auto rickshaw and taxi. The University comprises of seven colleges, namely College of Agriculture, College of Horticulture, College of Forestry and College of Home Science at Kanpur and Dr. B.R.A. College of Agriculture Engineering and Technology, College of Dairy Technology and College of Fisheries at Etawah. The University offers 10 graduate programmes, 19 masters' programmes and 15 Ph.D. programmes in different subjects.

The University has produced 12921 graduates, 5293 masters and 1182 doctorates in different subject so far. The Vice Chancellor runs the administration of the university through Dean's of various colleges, Directors of various programmes and Heads of different departments. The university has excellent facilities in term of well equipped Library, Research station, Extension programmes, Computer centre, Agricultural Knowledge Management Unit, Agriculture Information Bureau (AIB) and workshop etc, which provide enough opportunities to the students to develop their skills.

The University is the nerve centre of all academic activities with a comprehensive collection of over one lac titles and more than one thousand journals and periodicals in various subjects besides the college Library at Etawah. It also has an internet facilities and an access to word literature. The University has well-equipped sections of Rabi Cereals, Oil seeds, Legumes, Vegetable department etc. Which provide needed facilities and support for practical classes and thesis research in addition, there are three regional research stations and sub-stations.

The University has well-knit extension programme in 29 districts of Central, Bundelkhand and South-Western semi-arid zone of Uttar Pradesh having 18 Krishi Vigyan Kendra's. The farmers fairs and agro-industrial exhibitions are organized at head quarters and at KVK's twice in a year. The students get exposure to practical problems of the farmers in these extension programmes.
LEARNING ENVIRONMENT

Infrastructure

The aesthetically landscaped campus with sprawling beautiful lawns, colorful annual and captivating perennials create unique ambience of serenity for the pursuit of education and personal growth. It has an academic block comprising class rooms, faculty room, conference hall and the cyberary. The air conditioned class rooms and conference halls are equipped with the latest Audio Visual equipments to create a congenial learning atmosphere.

Cyberary

Yet another center of learning, a part from class rooms is the cyberary, which has access of 7 Regional library developed by ICAR, 11 State Regional library and 42 state agriculture university library.

This cyberary has been developed by the collaboration of IIT Kanpur under the “National Agriculture Technology Project-Library Information systems”.

Access to the library resources is available on the Internet through the software. Information dissemination services offered by the institute include access to the library database literature search and reprographic services. Open access to journals is also available through Consortium for e-Resources in Agriculture (CeRA).

Information Technology

CSA University recognizes the catalytic role of information Technology in improving the efficacy and efficiency of managers marching in to the 21st century and for this, the university has a well equipped Agricultural Knowledge Management Unit (AKMU). A separate computer lab for off and online work exclusively for the Agribusiness management students have also been provided by the university.

With all these facilities, CSAU is now become a roll model for practicing and implementing Syllabus prescribed by ICAR New Delhi.
Hostel

In each college of university, the hostel facilities are available with equipped common room, indoor games, T.V. room, and canteen besides a Gym and Swimming pool in the campus.

There is separate hostel for MBA student. All students are required to live in the hostel. The common dining hall facility is being created for the university students. The hostels are managed by wardens who are senior member of faculty. The hostel is fully equipped with Wi-Fi Internet connectivity.

Recreational and Health Centers

For overall development of students, adequate recreational facilities are available in the campus. Outdoor games like cricket, football, hockey, volleyball, badminton, swimming and indoor games like table tennis, chess and gymnasium are the avenues, which are utilize for their mental and physical build up.
NORMS, STANDARDS AND ACADEMIC REGULATIONS

1. Degree Nomenclature:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Abbreviation of Degree</th>
<th>Expansion of Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MBA</td>
<td>Master of Agri-business Management</td>
</tr>
</tbody>
</table>

2. System of Education:
   Semesters System

3. Duration of Programme

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Duration</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Minimum</td>
<td>Maximum</td>
</tr>
<tr>
<td>4 Semester (2 Academic years)</td>
<td>8 Semesters</td>
<td></td>
</tr>
</tbody>
</table>

- No masters’ students be allowed to discontinue the academic programme without completing Industrial attachment of 18 weeks.

4. Admission:
   - Minimum eligibility for admission
     i) Bachelors degree (four years) in respective subjects (B.Sc. (Ag.), B.Sc. (H.Sc.), B.Sc. (Forestry) B.Sc. (Horti) and B.Tech)
     ii) 6.00/10 or equivalent OGPA/ equivalent percentage of marks at Bachelors degree
   Mode of admission: Entrance Examination

5. Reservation of seats:
   Reservation of seats should be governed by the rules of state government.
   entrance examination.
6. **Maximum permissible course workload per semester**  
**Master’s Degree** : 18 Credits

7. **Minimum credits requirement**  
Course work  
(i) 35 Credits of Core courses  
(ii) 10 Credits of Elective courses  
(iii) 10 credits of Project Work  

**Total**  
55 Credits

8. **Attendance requirement**  
Minimum 80%  
- Relaxation in minimum attendance requirement should be given only in the case of indoor hospitalization  
- In order to reduce inbreeding SAUs should discourage enrollment of students for three degree consecutively. One of the three degree should be from another institution.

9. **Examination and evaluation**  
**Course Work:** For core and elective courses on mid term of 20% marks of theory and 30% marks of practical (internal) and final examination Theory- 50% of marks (external).

**WEIGHTAGE TO VARIOUS TYPES OF EXAMINATIONS**: During a semester the instructor in-charge of a particular course shall hold a number of different kinds of test in accordance with the regulations for examinations. The weight age given to these tests will be as follows:
11. Grade Point

<table>
<thead>
<tr>
<th></th>
<th>Courses with practical</th>
<th>Course without practical</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Scale</td>
<td>10</td>
</tr>
<tr>
<td>2.</td>
<td>Minimum Pass Grade in a course</td>
<td>5.50</td>
</tr>
<tr>
<td>3.</td>
<td>Minimum OGPA to obtain degree</td>
<td>6.00</td>
</tr>
</tbody>
</table>

12. Awards and Medals:
Gold medal should be awarded only if the students secures at least 8.0 OGPA, clears all courses in first attempt and in the programme.
THE CURRICULUM

Pedagogy

Changing scenario demand new approaches to management education, the teaching method at department of Agri-business management include lectures, case studies, seminars, presentation, group discussion, business game, role plays, simulation exercises, group work and industrial visits. Students are thereby able to develop analytical aptitude and presentation skill along with academic competency.

Practical Training and Project

In order to integrate class room learning with practical aspects and for the overall development of the students, they are required to undergo on 6 weeks summer training in leading organization across the country at the end of second semester. The students are also required to undertake an industrial attachment of 18 week at the end of third semester.

Linkage

The department is one of the centers selected to facilitate technology transfer from academic R&D laboratories to industry through the problem-solution mechanism in the interest of the industry. This gives an opportunity to the students to work online project and the work become more industry oriented.
### COURSE STRUCTURE

**MBA (Agri-Business) I Semester**

<table>
<thead>
<tr>
<th>CODE</th>
<th>COURSE TITLE</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABM 501</td>
<td>PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR</td>
<td>3 (3+0)</td>
</tr>
<tr>
<td>ABM 502</td>
<td>AGRIBUSINESS ENVIRONMENT &amp; POLICY</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 503</td>
<td>MANAGERIAL ECONOMICS</td>
<td>3 (3+0)</td>
</tr>
<tr>
<td>ABM 504</td>
<td>MANAGERIAL ACCOUNTING AND CONTROL</td>
<td>2 (1+1)</td>
</tr>
<tr>
<td>ABM 505</td>
<td>COMMUNICATION FOR MANAGEMENT &amp; BUSINESS</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 506</td>
<td>BUSINESS LAWS AND ETHICS</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 513</td>
<td>COMPUTERS FOR MANAGERS</td>
<td>2 (1+1)</td>
</tr>
<tr>
<td></td>
<td><strong>Total 16</strong></td>
<td></td>
</tr>
</tbody>
</table>
### MBA (Agri-Business) II Semester

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Credits (Lecture+Practical)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABM 507</td>
<td>MARKETING MANAGEMENT</td>
<td>3 (3+0)</td>
</tr>
<tr>
<td>ABM 508</td>
<td>HUMAN RESOURCE MANAGEMENT</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 509</td>
<td>FINANCIAL MANAGEMENT</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 510</td>
<td>PRODUCTION AND OPERATIONS MANAGEMENT</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 512</td>
<td>PROJECT MANAGEMENT AND ENTREPRENEUSHIP DEVELOPMENT</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 514</td>
<td>MANAGEMENT INFORMATION SYSTEM</td>
<td>2 (1+1)</td>
</tr>
<tr>
<td>ABM 515</td>
<td>OPERATIONS RESEARCH</td>
<td>2 (1+1)</td>
</tr>
<tr>
<td>ABM 591</td>
<td>MASTER’S SEMINAR</td>
<td>1 (0+1)</td>
</tr>
<tr>
<td>ABM 595</td>
<td>SUMMER TRAINING/INDUSTRIAL ATTACHMENT of 6 to 8 weeks during summer break</td>
<td>-</td>
</tr>
</tbody>
</table>

**Total 16**
## MBA (Agri-Business) III Semester

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABM 511</td>
<td>RESEARCH METHODOLOGY IN BUSINESS MANAGEMENT</td>
<td>3 (2+1)</td>
</tr>
<tr>
<td></td>
<td><strong>Elective Courses</strong></td>
<td></td>
</tr>
<tr>
<td>ABM 520</td>
<td>MANAGEMENT OF AGRO-CHEMICAL INDUSTRY</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 521</td>
<td>FARM BUSINESS MANAGEMENT</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 522</td>
<td>SEED PRODUCTION TECHNOLOGY AND MANAGEMENT</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 530</td>
<td>MANAGEMENT OF AGRICULTURAL INPUT MARKETING</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td>ABM 532</td>
<td>AGRI-SUPPLY CHAIN MANAGEMENT</td>
<td>2 (2+0)</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>13</td>
</tr>
</tbody>
</table>
MBA (Agri-Business) IV Semester

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABM 599</td>
<td>Project (Industrial Attachment of 18 weeks)</td>
<td>10(0+10)</td>
</tr>
</tbody>
</table>

Total 10

15+15+15+10=55

Compulsory non-credit courses

<table>
<thead>
<tr>
<th>Course No.</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGS 501</td>
<td>Library and information services</td>
<td>0+1</td>
</tr>
<tr>
<td>PGS 502</td>
<td>Technical writing and communications skills</td>
<td>0+1</td>
</tr>
<tr>
<td>PGS 503</td>
<td>Intellectual Property and its management in agriculture</td>
<td>1+0</td>
</tr>
<tr>
<td>PGS 504</td>
<td>Basic concepts in laboratory techniques</td>
<td>0+1</td>
</tr>
<tr>
<td>PGS 505</td>
<td>Agricultural research, research ethics and rural development programmes</td>
<td>1+0</td>
</tr>
<tr>
<td>PGS 506</td>
<td>Disaster management</td>
<td>1+0</td>
</tr>
</tbody>
</table>
THE CAMPUS LIFE AND PROFESSIONAL ACTIVITIES

The Campus Life

Working as a team, the students are assigned tasks, which time, cost, quality and result stipulations and they themselves are responsible for the proper coordination and execution of these activities so as to experience, responsibility and accountability, the importance of trustworthiness, intricacies of team building, collaboration, support and leadership to make things happen.

Thus the conceptualization and execution of such co-curricular activities by the students provide them an opportunity to experience the heat and dust of management, to meet the demands and refrains of leading and working in teams and thus provide an enhanced development in their personality.

The diversity of options inside the class room is mirrored by the spectrum of opportunities outside the class. The student direct involvement in almost every facet of the institute’s life injects great amount of confidence in them. Each student is the member of at least one professional committee. Some of these include placement cell, cultural cell, sport cell, alumni cell, academic programme cell etc. Which are operated under the auspices of faculty member of the university?

Professional Activities : The range our professional services / activities include management education with a two year PG degree in Agri-Business Management, training and consultancy to public and private sector institute and functionaries at senior level, industry’s institute and interface on contemporary issues. International training programme sponsored by World Bank, FAO etc. and information technology based services.

Placement Cell : The university operates a well equipped placement cell. The placement cell along with the all students works to achieve 100% summer and final placement by active participation of the faculty and staff.
**Personality Development Programme:**
The students are attending personality development classes. Stress is given on the development of soft skills and to give confidence to the students to face the challenges of the future. Training on group discussion, presentation, interview, problem solving etc. is given during this short term course by retired executive of reputed firm.

**Orientation Programme:** The orientation programme is being organised to new students and introducing them with the academic rules and regulations and well acquainted with the facilities available in the campus of the university.

**Teacher’s Day:** This day is celebrated on 5th September every year by the students and faculty members as a mark of tribute to the contribution made by teachers to the society and also honour to Dr. S. Radhakrishnan.

**Fresher’s Day:** The Fresher day was celebrated on 19th Sept. 2017. Fresher’s party were organised to welcome the newly admitted MBA agribusiness students in the university. On this occasion students organised various activities like- education riddles and quizzes, speeches, dance and drama. Introduction of fresher’s to their seniors and on the basis of overall performance Ms. Vandana Singh was chosen as Miss Fresher’s and Mr. Samarpit Gupta as Mr. Fresher. However, Mr. Vishal Awasthi was given the title of All – rounder performer.

**Kisan Mela:** The three days Kisan Mela (Farmers fair) was showcase innovation in farming technologies. Hundreds of farmers gathered in University stadium for the event and students devised a questionnaire for the purpose of survey study to have face to face interaction with visitors, with the believe that the only way of receiving information is spreading of sharing knowledge.
THE FACULTY

Prof. Rajendra Kumar Yadav
Professor & Head

Visiting/Guest Faculty

- Dr. Sunil Shukla
  Faculty, ABM, CSAU&T, Kanpur

- Dr. Pooja Singh
  Visiting Faculty, CSJM University, Kanpur

- CA Ruchi Awasthi
  Chartered Accountant, Kanpur

- Dr. Bharti Singh
  Faculty, ABM, CSAU&T, Kanpur

- Mr. Anshu Singh Sengar
  Faculty, ABM, CSAU&T, Kanpur

- Dr. A.P. Singh
  Ex.-Prof., Department of Soil Science,
  C.S.A.U.A. & T., Kanpur

- Dr. J. R. Yadav
  Ex.-Prof., Department of Genetics & Plant Breeding
  C.S.A.U.A. & T., Kanpur

- Dr. Mohammad Shahid
  Faculty, ABM, CSAU&T, Kanpur

- Mr. Sharad Kumar Saxena
  Faculty, ABM, CSAU&T, Kanpur
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Mr. Manoj Singh Bhandari
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Unit-2 B, Jasola Distt Center, New Delhi

Mr. Rishi Arora
General Manager, Nuziveedu Seeds Pvt. Ltd.
F/87, T.P. Nagar, Kanpur Road, Lucknow
Mr. P.N. Dixit
Managing Director, Paras Biotech Pvt. Ltd.
11/77, Ekta Park, Sector-19, Indira Nagar, Lucknow

Member

Dr. Ram Krishna
Former HOD, Agri-business Management
CSAU A&T, Kanpur

Member

Mr. Anil Dixit
General Manager (HR)
DCM Sriram Consolidated Ltd.
Kanchanjanga Building, 18- Barakhamba Road, New Dehli-110001

Member

Prof. Poonam Singh
Dean, Faculty of Agriculture
C.S. Azad University of Agriculture & Technology, Kanpur

Member

Dr. Ved Ratan
Dean, College of Home Science
C. S. Azad University of Agriculture & Technology, Kanpur

Member

Dr. J.P. Yadav
Dean, Dr. B.R. Ambedker College of Engineering & Technology, Etawah

Member

Prof. Munish Kumar
Director, Administration and Monitoring
C.S. Azad University of Agriculture and Technology, Kanpur

Member

Dr. Kripa Shankar
Registrar
C.S. Azad University of Agriculture & Technology, Kanpur

Member

Dr. R.K. Yadav
Professor & Head, Deptt. of Agri-business Management
C.S. Azad University of Agriculture & Technology, Kanpur

Member Secretary
### STUDENT'S PROFILE AND PROJECT OF INDUSTRIAL ATTACHMENT

**SHRUTI DIXIT**
- 19/08/1993
- B.Sc. (H.Sc.), CSAUA&T, Kanpur
- Analysis of Brand Awareness strategy for Willowood Products.
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<table>
<thead>
<tr>
<th>Name</th>
<th>Date of Birth</th>
<th>Qualification</th>
<th>Project Title</th>
<th>Company Name</th>
<th>Contact No.</th>
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<tr>
<td>ARUN PRATAP SINGH</td>
<td>15/07/1993</td>
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<td>U.P.L Ltd.</td>
<td>8572900352</td>
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Mr. Indukant Nagar

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Department of Agri-business have successfully taken up strategic position and shouldered critical responsibilities in corporate world throughout the country. Their success is a testimony to rigor attached to selection process as well as the quality of education imparted here. Our alumni have often taken up positions in the top management in organizations like UPL, Dhanuka, TAT AIG, HDFC, Bull Machine, PI, BAYER, MACHYO, ADAMA. The Department is producing agribusiness managers for sixteen years now. The alumni frequently return to the campus and interact with and inspire the current batch of students.
Gold medal was awarded to Sah Alam Tomar and Satyam Veer Singh for their outstanding performance in academic year 2016 and 2017 respectively.
# 15<sup>th</sup> Batch Summary 2017-2019

<table>
<thead>
<tr>
<th>Sl. No.</th>
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<th>Qualification</th>
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<tr>
<td>1.</td>
<td>Shivam Chaudhary</td>
<td>CA-10495/17</td>
<td>B.Sc. (Ag.)</td>
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<tr>
<td>2.</td>
<td>Smarpit Gupta</td>
<td>CA-10496/17</td>
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<td>Anurag Yadav</td>
<td>CA-10497/17</td>
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<td>Anubhav Singh</td>
<td>CA-10500/17</td>
<td>B.Sc. (Hons.)</td>
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<td>Shubham Katiyar</td>
<td>CA-10501/17</td>
<td>B.Sc. (Ag.)</td>
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<td>Sarvesh Kumar Dubey</td>
<td>CA-10502/17</td>
<td>B.Tech. (Ag.)</td>
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<td>8.</td>
<td>Aman Singh Kushwaha</td>
<td>CA-10503/17</td>
<td>B.Sc. (Ag.)</td>
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<td>Rajnish Kumar Singh</td>
<td>CA-10504/17</td>
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<td>10.</td>
<td>Brajvir Singh</td>
<td>CA-10505/17</td>
<td>B.Sc. (Ag.)</td>
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<td>Ankit Gupta</td>
<td>CA-10506/17</td>
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<td>Ashish Kumar Kushwaha</td>
<td>CA-10507/17</td>
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<td>CA-10508/17</td>
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<td>14.</td>
<td>Munish Kumar</td>
<td>CA-10509/17</td>
<td>B.Sc. (Ag.)</td>
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<td>15.</td>
<td>Mukesh Kumar Singh</td>
<td>CA-10510/17</td>
<td>B.Sc. (Ag.)</td>
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<td>Rishab Mishra</td>
<td>CA-10511/17</td>
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<td>Bhpendra Kumar Sen</td>
<td>CA-10512/17</td>
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<td>Vandana Singh</td>
<td>CA-10513/17</td>
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<td>19.</td>
<td>Ram Kumar Kushwaha</td>
<td>CA-10514/17</td>
<td>B.Sc. (Ag.)</td>
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1. Name of the organization: .................................................................

2. Contact person: ....................................................................................

3. Address for communication: ...............................................................  
   Tel. ........................................ Fax: .................................................. e-mail ...............................................................

4. Job Details:

<table>
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<tr>
<th>Functional Areas</th>
<th>Places of Postings</th>
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5. Brief job Description: ........................................................................

6. Duration of training/probation: ...........................................................

7. Would you like to give pre-placement talks  □ YES  □ NO

8. Facilities required:  □ LCD  □ OHP

9. Desired dates: ..................

10. Selection Methods:
    □ Resume  □ Preliminary test  □ GD  □ Interview
    □ Any other (specify)  □

11. Compensation Package (Gross salary):
    During training .............................. On confirmation ............................................................

12. Will accommodation be provided  YES/NO [   ]

Signature

Professor & Head
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