



## Post Graduate Programme in Agribusiness Management (PGP-ABM)

The Two-Year Post-Graduate Programme in Agribusiness Management (PGP-ABM) is designed to prepare students for careers in management related to food & agribusiness and allied sectors in an international environment. What makes this sector-specific programme special compared to many other agribusiness programmes is that the programme curriculum has a leading-edge managerial foundation firmly rooted in IIMA's "management" culture and proficiency with a focus on food and agribusiness. PGP-ABM has been consistently ranked Number 1 in the World in Agribusiness and Food Industry Management programs by Eduniversal, Paris, France.

### 1. Eligibility Criteria

Candidates must satisfy requirements as given in either section 1.1 or 1.2 below:

**1.1 The candidate must hold a Bachelor's or Master's Degree in agricultural sciences or agriculture-related disciplines**, with at least 50% marks or equivalent CGPA [in case of the candidates belonging to Scheduled Caste (SC)/Scheduled Tribe (ST) and Differently Abled (DA) category, this is relaxed to 45%], of any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The Bachelor's Degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.

**OR**

**1.2** The candidate must hold at least a Bachelor's/Master's degree or equivalent qualification in any non-agricultural discipline from a University or Institution as defined in the above paragraph and have a strong interest in agriculture, food, rural and allied sectors. **Such candidates will be required to submit a special form as described in section 2.1 under admission procedure. Failure to submit the form will disqualify the candidate from being considered further for admission to the programme.** The Bachelor's Degree or equivalent qualification obtained by the candidates must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent.

The percentage obtained by the candidate in the bachelor's/master's degree would be based on the practice followed by the university/institution from where the candidate has obtained the degree. In case of the candidates being awarded grades/CGPA instead of marks, the equivalence would be based on the equivalence certified by the university/institution from where they have obtained the degree. In case the university/institution does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by

IIM Ahmedabad by dividing obtained CGPA with the maximum possible CGPA and multiplying the resultant with 100.

Candidates appearing for the final year bachelor's degree/equivalent qualification examination and those who have completed degree requirement and are awaiting results can also apply. Such candidates must produce a certificate from the Principal/Head of the Department/Registrar/Director of the university/institution certifying that the candidate is currently in the final year/is awaiting final results and has obtained at least 50% marks or equivalent (45% in case of candidates belonging to SC/ST/DA category) based on latest available grades/marks. Such candidates, if selected, will be allowed to join the programme provisionally only if they submit a certificate latest by June 30, 2014 from the Principal/Registrar of their college/institute (issued on or before June 30, 2014) stating that they have completed all the requirements (the results may, however, be awaited) for obtaining the bachelor's degree/equivalent qualification on the date of issue of the certificate. Their admission will be confirmed only when they submit the mark sheet and a certificate of having passed the bachelor's degree / equivalent qualification referred to in the certificate issued by the Principal/Registrar with at least 50% marks (45% in case of candidates belonging to SC/ST/DA category). It is mandatory for the final year students, who are provisionally admitted, to submit the mark-sheet and degree certificate of the final year Bachelor's degree examination (including supplementaries, if any) held on or before June 30, 2014, to be eligible for admission to the Post Graduate Programme in Agribusiness Management (PGP-ABM) batch 2014-16. *The deadline for submission of the mark sheet and the certificate is December 31, 2014. Non-fulfilment of this condition will automatically result in the cancellation of the provisional admission. IIM Ahmedabad would not allow any candidate to join the programme in case the candidate is unable to complete all the requirements for a bachelor degree on or before June 30, 2014.* The IIM Ahmedabad would also not offer admission to any candidate after June 30, 2014.

## **2. Admission/Selection Procedure**

The selection of candidates for admission to the 2014-16 batch of PGP-ABM at IIM Ahmedabad is a two-step process.

In the first step, candidates will be short-listed for Group Discussion (GD) and Personal Interviews (PI) from among candidates who have applied for the programme and have a valid CAT score and satisfy the eligibility criteria for the programme.

### **Shortlisting and Selection Criteria for PGP-ABM 2014-16 Batch<sup>1</sup>**

#### **2.1 Shortlisting Criterion**

For shortlisting the candidates for PGP-ABM admissions, 70% weightage will be given to the scores of CAT and 30% weightage to the Application Rating Score. Since the programme is sector-specific and prefers candidates with relevant educational background, the candidates with bachelor's or master's degree in agricultural sciences or agriculture-related disciplines will be treated differently while short-listing for group discussion and personal interview.

***Shortlisting of candidates with bachelor's degree or equivalent qualification in any non-agricultural discipline (candidates eligible under section 1.2 of eligibility criteria) will be***

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<sup>1</sup> IIM Ahmedabad reserves the right to make changes in the Shortlisting and Selection Criteria, if considered necessary at any point.

*provisional, subject to their submission of the specified form describing their nature of interest in the programme. This form will be available for submission from the link showing CAT results for the programme. The form will have to be submitted online by the deadline specified on the link showing CAT results for the programme (the deadline would typically be within 7 days of declaration of the shortlisting results by IIMA), failing which, the candidature of the shortlisted candidate will be cancelled and the candidate will not be considered further for admission to the programme. It would be the sole responsibility of the candidate to track announcement of results by IIMA and ensure compliance with the submission deadline.*

**Application Rating:** The application rating looks at the applicants' academic performance (marks obtained) in 10<sup>th</sup> Standard Examination, 12<sup>th</sup> Standard Examination and Bachelor's Degree Examination. The criteria for application rating score will be as follows:

For 10<sup>th</sup> and 12<sup>th</sup> Standards: The applicants will be assigned rating scores 'A' and 'B' (See Table 1) based on their percentage of marks obtained in 10<sup>th</sup> and 12<sup>th</sup> standard examinations respectively.

For Bachelor's Degree: The applicants will be assigned a rating score 'C' (See Table 1) based on the percentage of marks received in the Bachelor's degree.

**Table 1: Application Rating (AR): 2014-16 Rating Scores**

Per cent score in 10th Std. Exam	Rating Score A	Per cent score in 12th Std. Exam	Rating Score B	Per cent score in Bachelor's Degree	Rating Score C
<= 55	1	<= 55	1	<= 55	1
> 55 and <= 60	2	> 55 and <= 60	2	> 55 and <= 60	2
> 60 and <= 70	3	> 60 and <= 70	3	> 60 and <= 65	3
> 70 and <= 80	4	> 70 and <= 80	4	> 65 and <= 70	4
> 80 and <= 90	7	> 80 and <= 90	7	> 70 and <= 80	7
> 90	10	> 90	10	> 80	10

**Notes about the marks obtained:**

- Percentages for incomplete Bachelor's Degree Applicants are based on their available marks.
- For those candidates having cleared CA/ICWAI/CS without having Bachelor's Degree, their average of inter and final level marks will be treated as Bachelor's degree marks.
- For computing the application rating, all subjects that appear in the mark-sheet of 10th and 12th Std. exams will be considered irrespective of whether the Board/University considers them for calculating the percentage.
- For bachelor's degree, the percentage of marks awarded by Institute/University will be treated as final. If the Institute/University does not award the percentage of marks, it will be calculated on the basis of the marks obtained in all subjects listed in the mark sheet.

- If the percentage of marks awarded by Institute/University does not take into account marks obtained in all the subjects as mentioned in the mark-sheet(s) for all the years, the candidates must produce a certificate from the Principal/Head of the Department/Registrar/Director of the university/institution certifying details of the practice at the time of the GD-PI, if shortlisted for the same.
- If any Board/Institute/University awards only letter grades without providing an equivalent percentage of marks on the grade sheet, the candidate should obtain a certificate from the Board/Institute/University specifying the equivalent marks which should be used for filling the online CAT application form. The original equivalence certificate needs to be submitted at the time of GD-PI, if shortlisted for the same.

For candidates having a 5-year integrated Master's degree, percentage of marks obtained in the first 3 years will be considered as bachelor's degree percentage. For candidates in the final year of 5 year integrated Master's degree, the marks obtained in the first 3 years will be considered as bachelor's degree Not Completed percentage.

**Application Rating Score:**

$$AR=0.5*A+1.5*B+2.5*C$$

Maximum Score for AR = 45

**Composite Score:**

Maximum CAT score = 450

$$\text{Composite Score} = (\text{Obtained CAT score} / 450) * 0.7 + (AR/45)*0.3$$

While short-listing the candidates for group discussion and personal interview, candidates belonging to categories for which seats are reserved and those eligible under section 1.1 of eligibility criteria are treated differently.

**Table 2: Disciplines<sup>2</sup> for bachelor's/master's degree (as per CAT Application)**

<p><b>AGRICULTURE</b></p> <ol style="list-style-type: none"> <li>1. Agricultural Biotechnology, Agricultural Entomology, Genetics &amp; Plant Breeding, Plant Pathology, Seed Science &amp; Technology, Agronomy, Soil Science, Agricultural Business Management, Agricultural Economics, Agricultural Extension, Agricultural Statistics, etc.</li> <li>2. Animal Husbandry</li> <li>3. Dairy Science/Technology</li> <li>4. Horticulture including Vegetables and Floriculture</li> </ol>
<p><b>ALLIED AGRICULTURE</b></p> <ol style="list-style-type: none"> <li>1. Agricultural Engineering</li> <li>2. Fisheries</li> </ol>

<sup>2</sup> Note: Final discretion on the academic category that an academic program will be classified under, rests with the Admissions Committee of IIM-Ahmedabad.

3. Forestry
4. Home Science
5. Veterinary Science
6. Food Technology
7. Rural Studies/Rural Sociology/Rural Cooperatives/Rural Banking, etc.

#### **LIFE SCIENCES, COMMERCE AND RELATED DISCIPLINES**

1. Commerce/Economics: Accountancy, Auditing, Banking, Business Mathematics, Business Organization, Economics, Economic Development and Planning, Public Administration, Public Finance, Secretarial Practices, etc.
2. Chartered Accountancy
3. Cost and Works Accountancy
4. Company Secretaryship
5. Hotel & Tourism Management
6. Management (Business Administration, Business Management, Business Studies, Management Studies)
7. Science: Physics, Chemistry, Mathematics, Biology, Biochemistry, Bio-technology, Botany, Life Sciences, Zoology, Statistics, etc.

#### **ENGINEERING AND OTHERS**

1. Architecture
2. Engineering/Technology [B.E., B.Sc. (Engg.), B. Tech. in all engineering subjects including Computer Engineering, Computer Science, IT]
3. Law
4. Any other discipline not mentioned above.

## **2.2 Selection Criteria**

In the second step, after the completion of group discussion and personal interviews (GD-PIs) of all candidates short-listed in the first step, candidates for admission to the 2014-16 batch of the PGP-ABM at IIM Ahmedabad will be selected from among the candidates who have attended the GD-PI).

For final selection of candidates for the programme, 70% weightage would be given to GD-PI Score and 30% weightage to the Composite Score at the final stage of selection to arrive at the Aggregate Score. The Personal Interview Score will be based on performance in the group discussion, personal interview, verifiable awards and recognitions, academic performance, exceptional achievements, extra-curricular activities, post-degree relevant work experience, post-graduation education etc.

*The following information is about the admission process followed by IIMA for its PGP-ABM subsequent to CAT. It is therefore, important for the candidates to read them carefully.*

1. *Performance in CAT is an important input in the admission process. Candidates should note that it is important to perform well in each section of the test. In addition to the performance in CAT, IIMA uses academic background for short-listing for GD-PI.*
2. *Please note that IIMA short-lists candidates for PGP-ABM GD-PI independent of other IIMs and PGP IIM Ahmedabad. Hence it is possible to observe variations in the lists of candidates short-listed by different IIMs and programmes.*
3. *Details of candidates short-listed will be made available on IIMA website ([www.iimahd.ernet.in](http://www.iimahd.ernet.in)) in the third week of January 2014. Short-listed candidates would also be sent GD-PI call letters by IIMA. No communication would be sent to applicants who are not short-listed for Group Discussion and Personal Interview.*
4. *After the GD-PI round, admission offers are made by IIMA to successful candidates. The ranking and final selection is based on a diverse set of attributes which include performance in CAT, performance in GD-PI, academic, co-curricular and extra-curricular achievements, work experience etc.*
5. *Disclosure of information about the admission process is driven by concerns which at times conflict with each other. The IIMA would like the admission process to be transparent. At the same time, IIMA would wish to protect the privacy of individual candidates and confidentiality of the process to prevent abuse. Based on these considerations, the performance of an individual is not made available to any other person. Similarly, the performance of candidates in GD-PI, including assessment of attributes mentioned under paragraph 4 above is not disclosed to anyone to prevent exercise of undue pressure on the panelists participating in the admission/selection process. IIMA exercises its own discretion in disclosing weights assigned to diverse sets of attributes mentioned under paragraph 4 above. To ensure that the perceived lack of transparency does not in any way affect the candidates negatively, adequate care is taken in formation of panel, development of objective criteria for assessment, random allocation of candidates to a panel and other such measures.*
6. *Candidates, who appeared in GD-PI will be able to view whether they have been offered admission by IIMA during second week of April 2014 by visiting the IIMA website. Admission offer letter would be sent to all successful candidates. Candidates, who are offered admission, need to confirm their acceptance by completing all the required formalities by first/second week of May 2014. Some candidates may also be placed on the waiting list initially during second week of April 2014. Offers to candidates on the waiting list would depend upon the number of successful candidates accepting the offer made by IIMA.*

**NOTE:**

In the event of specific guidelines being issued by Government of India, IIMA reserves the right to, depending on the nature of the guidelines, continue with its GD-PI as stated above OR use an alternative selection procedure which may include calling for additional information from short-listed candidates, a supplementary test or any other suitable process/mechanism. Care will be taken to ensure that candidates are not put to undue inconvenience.

### 3. Reservation

As per Government of India requirement, 27% of the seats are reserved for NC-OBC, 15% for SC and 7.5% for ST candidates. Candidates should carefully mark the category to which they belong in the application form. 3% seats are reserved for Differently Abled (DA) candidates. The three categories of disability are: a) low-vision/blindness, b) hearing impairment, and c) locomotor disability/cerebral palsy. The candidates belonging to categories for which seats are reserved need to note and read carefully the eligibility requirements before applying. It should be noted that while it is endeavour of IIMs that the candidates belonging to NC-OBC/SC/ST/DA categories join the programme in proportions mandated by the law, they have to meet the eligibility criteria and a certain minimum level of performance in CAT and personal interviews. The candidates should read carefully the description of admission process specified on the website: [www.iimahd.ernet.in](http://www.iimahd.ernet.in) under IIMA programme details.

### 4. Preparatory Programme

Students who are identified by the Interview Committee for attending the Preparatory Programme are expected to attend the programme which will start by **end-May/early-June 2014**. The preparatory programme provides special inputs in mathematics, communication and computers/information technology, and is designed to enable the students to prepare themselves for the first year of the PGP-ABM programme. (Students who are in the final year of their bachelor's degree education and need to go back to complete their examination formalities during June will be granted special leave from the preparatory programme).

### 5. Curriculum

The programme curriculum has a solid managerial foundation, a focus on food and agribusiness marketplace, and is designed to build and enhance a global perspective among participants. The course comprises three components: the core management courses, compulsory food and agribusiness related courses and electives courses. The core programme consists of 33 core management courses encompassing 25.50 credits in the first year and is common with the PGP to enhance learning due to multiple perspectives and competitiveness. The first year is spread over six slots, each of which is of five to six weeks' duration. The compulsory package in the programme is designed to:

- provide basic conceptual and analytical knowledge and inculcate attitudes and skills necessary for managerial effectiveness in different functional areas of agri-business management.
- develop an integrated view of organizational and managerial functioning and an understanding of the interdependencies of subsystems; and
- create awareness and understanding of environmental forces impinging on managerial behaviour.

Following the first year programme, students undergo Rural Immersion in two phases for a period of about four weeks and summer internship for a period of eight weeks with the institute's corporate partners, which provide students field and organizational experience.

The second year of the programme consists of compulsory as well as elective courses and is designed to impart specialized multi-functional knowledge and skills required by food and agri-business sector managers for excellence in planning, decision-making, organization and

implementation in different sub-sectors and activities in the sector including agriculture, food, agribusiness, rural and allied sectors. The elective courses allow students to exercise complete freedom in the selection of courses and help the students in developing an integrated understanding and approach on agri-business management issues and problems. In the second year, students can do project course that involves research in the practice of management in particular organizations or sectors. The project course helps students in gaining first-hand experience in current management practices and philosophy.

## **6. Pedagogy**

The cornerstone of the pedagogy used in the academic programmes at IIMA is the case method of learning. Other methods such as lectures, seminars, group exercises, independent projects, games, role plays, and industry/field visits are also used. Cases are descriptions of actual management situations based on the experience of organizations in a wide range of settings. They present facts known to executives responsible for dealing with the situations presented, and through discussion of these situations, students learn how to solve different kinds of managerial problems. Both Indian and international cases are used. Cases are reviewed every year to reflect current managerial practices and trends.

## **7. Rural Immersion Module**

After the end of the first year, students undergo the Rural Immersion in two inter-woven phases: Phase I is conducted after the completion of first year in April and Phase II is organized during December. The principal objective of the Rural Immersion is to give students an exposure to rural economy, learning from interaction with the rural people, and becoming familiar with the rural environment, society, institutions and economy. The first phase of Rural Immersion Module is to understand the rural set up and Rural Immersion Module II known as implementation phase is to undertake a live project dealing with managerial issues related to agri-food and rural issues. Through Rural Immersion the students get a unique opportunity to stay in rural India, which exposes them to rural set-up for a better understanding of rural mind set, customs and behaviour of the rural folk. The exercise not only brings the students closer to the ground realities and constraints in vast rural market, but also gives them a firm base on which they could base their future decisions.

## **8. Summer Placements**

IIMA considers that the education of a future manager is incomplete without exposure to working in an organization. Summer placement, therefore, is an essential academic requirement for students of the Post-Graduate Programme in Agribusiness Management. After the end of the first year, students work in an organization engaged in food and agri-business on a summer assignment lasting about eight weeks. The summer assignment provides the student opportunities to have a first-hand exposure to the functioning of an organization and appreciate the links across different functions; relate classroom learning of concepts and skills in the first year to real life management situations, and make an informed choice of specialization and career.

The second year of the programme is designed to impart specialized multi-functional knowledge and innovative skills required by agri-business managers for excellence in planning, decision-making, organization and implementation in the sector and in its sub-



sectors. The second year courses also provide the students with an opportunity to pursue areas of special interest to them. The second year includes compulsory courses in agri-business management and elective courses from general management programme as well as from this sector.

## **9. Final Placements**

PGP-ABM graduates will be assisted in finding suitable placements in organizations engaged in agri-business, food, agriculture and allied sectors. Excellent opportunities are available for careers in upcoming agribusiness sectors like retail management, micro finance, agricultural input companies, food processing industries, rural marketing, international agricultural trade, global supply chain, marketing and sales forecasting for agri-business related industries, commodity exchanges, rural financial institutions, market research in agribusiness and NGOs engaged in rural development. Students also join the companies that are engaged in procurement business in African sub-continent. Prominent recruiters include Bayer Crop Sciences, Monsanto, DuPont, Nestle India, ITC Limited, Mahindra and Mahindra Ltd., ICICI Bank, Godrej Agrovet, Rallies India, TAFE, Rabo Bank, Olam International, IFTRA, PricewaterhouseCoopers, IFMR Trust, John Deree, RPG Group, Technopak, Amul, Marico Industries, Yes Bank, GSFC, Excel Crop Care, HDFC Bank, New Holland Agriculture, Syngenta, Britannia, etc.

## **10. Diploma**

The graduates of PGP-ABM are awarded the '**Post-Graduate Diploma in Agri-Business Management**'.

## **11. Expenses**

The Fees and other charges payable by the PGP-ABM students of the **2013-2015** batch for their first academic year (2013-2015) is approximately **Rs.7,90,000**. Mess Charges, Laptop computer, personal expenses on travel, clothes and laundry will be extra. The fee and other charges for the 2014-16 batch will be based on the fee and other charges for the 2013-15 batch, adjusted for inflation.

## **12. Financial Assistance/Scholarships**

It is the endeavour of the Institute that no student be denied opportunity to pursue the Post-Graduate Programme in Management at IIMA for want of adequate financial resources. Keeping this objective in view, IIMA has instituted a need based scholarship scheme from its own resources to help its economically weak PGP-ABM students. Under this scheme, every year many students are provided with scholarships. The scholarship amounts are fixed on the basis of the annual gross family income, parental asset ownership, number of dependants, etc. Applications for these scholarships will be made available in July.

The Government of India Merit-cum-Means Scholarship are also available provided that these students meet the merit and means criteria. The Institute is in the process of working out modalities to provide merit scholarships to PGP-ABM students based on their academic performance in the First Year of the Programme. In addition, IIMA offers enough Special Need Based Scholarship/Assistance for economically disadvantaged students. Many

nationalised/commercial banks and financial institutions provide educational loans to students. For details, candidates may contact branch offices of such banks.

### **13. Students' Affairs Council**

The students Affairs' Council has primary responsibility for developing and implementing policies and codes for the conduct of student activities. The coordinator, who is elected by the student body, has the overall responsibility for academics, financial, students mess, publications, cultural, and sports activities at the Institute.

### **14. IIMA Alumni Association**

The Alumni Relations Activity Committee provides a forum of continuing education and for strengthening the bonds between IIMA and its alumni. The Association has chapters in Ahmedabad, Bangalore, Baroda, Bhopal, Chandigarh, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, Nagpur, Nasik, New Delhi, London, Muscat, Singapore, UAE and USA (NJ). Alumni receive the Institute's publications, participate in seminars and conferences at IIMA, and are provided hospitality during their visits to the Institute. The Association brings out the IIMA Alumnus three times a year and this magazine serves as an important medium for communication among alumni. Students who graduate from PGP-ABM will have to register with Alumni Office along with their contact details in order to get update of the events that take place amongst the Alumni Chapters and the Institute.

### **15. Important Information**

Please note that IIM Ahmedabad will conduct its **Group Discussion and Personal Interview (GD/PI) process for PGP-ABM in Ahmedabad, Bangalore, Kolkata and New Delhi only**. Keep this in mind while darkening the circle against your interview centre choice in the Application Form. Candidates short-listed for GD/PI process will be intimated by ***registered/speed post by third week of January 2014***.

The CAT takers applying to IIMA's Post Graduate Programme in Agribusiness Management (PGP-ABM) can also find out if they have been short-listed for Personal interview by visiting the IIMA website ([www.iimahd.ernet.in](http://www.iimahd.ernet.in)) by third week of January 2014. No individual regret letters shall be sent to candidates not short-listed for GD/PI Process.

#### **For further details, please contact:**

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