



School of Humanities Management & Social Sciences

MBA in Agribusiness and Rural Management



आ नो भद्राः क्रतवो यन्तु विश्वतो
(LET THE NOBLE THOUGHTS COME FROM ALL THE ENDS)

AMBUJANEOTIA GROUP - A LEGACY OF 121 YEARS

The Family of the Founder & Chancellor of The Neotia University
Mr. Harshavardhan Neotia was a co-promoter of the cement giant, Ambuja Cements Ltd.

AmbujaNeotia Group is one of the most valuable & respected corporate houses headquartered in Kolkata.

The company has a strong forte in real estate, hospitality, healthcare, education and Startup incubation under the leadership of Shri Harshavardhan Neotia.

The Neotia University (TNU) established vide the West Bengal State Government Act XXIII of 2014, which is enlisted and recognized by University Grants Commission (UGC), Govt. of India.

Presence of AmbujaNeotia Group in North Bengal: **Uttarayan** Residency in Siliguri done with **City Centre Mall** and **Getwell** Multispeciality **Hospital**

In Healthcare sector the group has its remarkable presence with **Bhagirathi Neotia Hospital** for Women & Childcare in Kolkata and Rajarhat, **Getwell** Multispeciality Hospital in Silliguri, **Genome** - The Fertility Centre, **Neotia Mediplus** - Diagnostic Centre.

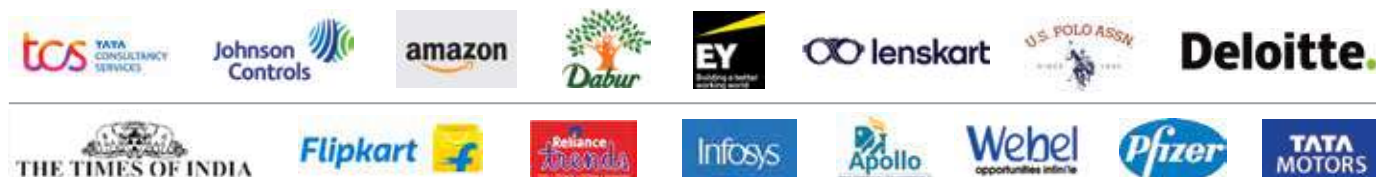
Major presence in Hospitality with more than 3500 employees in Eastern India: **Taj Vivanta** in Rajarhat, The **Ffort Raichak**, Ganga Kutir, **Swabhumi** Raajkutir, AltAir Boutique Hotel, **Conclave** Group of Clubs, **Aafra** Fine Dining, **Orient** (Authentic Chinese Cuisine), **Sonar Tori** (Curate Bengali Cuisine), **Hangout** (Food Court), **Tea Junction** (India's First & Leading tea chain) etc.

In Kolkata AmbujaNeotia presence in Real Estate / Other Complexes: **City Centre-1** - Saltlake, **City Centre-2** - Rajarhat, Udita, Upohar, Utalika, Utsa, Usshar, **Ecospace** Residencia etc.

WHY TNU?

- Approved by Scientific & Industrial Research Organization (SIRO), Govt. of India
- TNU is the only private University among 9 Institutions selected in India for "Mission Innovation" by Govt. of India for "Integrated Clean Energy Material Acceleration Platform (IC-MAP)
- 50 acres lush green Campus with full security & CCTV for 24 X 7
- Smart Classrooms, Language Lab, Mechanical Workshop, Ship-in-Campus, Bridge Simulator, Freefall boat, State of the Art Laboratories and many more
- Pro-active Training & Placement Cell with 100% focus on Employability
- Choice Based Credit Systems (CBCS) where in, students are empowered to choose various Elective Subjects along with Core Subjects
- Easy transfer of Credits to Foreign Universities
- 25% - 100% Scholarships on various categories on Tuition Fees
- Free Wi-Fi facility for all Faculty and Students for 24 hrs.
- Internship along with experience certificate in top companies like Toyota, Adani Power, Siemens, Calcutta Pavlov, Emami, Hyundai, Vikram Solar, NHPC, Manovikash, CRI, CMBT, B & B, WABCO, Kuka Robotics, Albert David, Indo American Hybrid Seeds, Institute of Psychiatry, National Medical College, Apollo, NIMHANS etc.
- 8000 sq.ft of reading area, 31000+ National and International books & Journals, 3 million e-books and research journals available in the Library. Study materials and books are issued from library without any extra cost
- Medical Insurance of Rs.50,000 for all individual students till the end of their courses
- Doctors on Campus with fully equipped Dispensary and Ambulance at all the time
- Various Students' Club to enhance talent in the areas of Technology, Sports, Music, Arts, Dramatics etc.
- Separate Residential Accommodation for Boys (1000+) and Girls (550+) students. More than 100 staff quarters inside the campus
- Gymnasium, Swimming Pool, Indoor & Outdoor Game facilities with Coach and Instructors available. Sports and Grooming facilities for Girl Students including mandatory Karate learning
- A.C Coach bus facility for Day Scholars from Kolkata and around

TNU STUDENTS PLACED AT



STUDENT SPEAKS



Srijani Pal

1st Year, in MBA Agri Business & Rural Management - The curriculum is designed by academic and industry experts based on recent developments in industry. The University provides opportunities for multiple live projects. The faculty members are extremely helpful. The university provides modern facilities and resources that can enhance the overall learning experience.



Sarthak Sengupta

1st Year, in MBA Agri Business & Rural Management - Ever since I stepped into this University, I knew this was the campus for me. The air was filled with a strong sense of pride and integrity. The department organizes guest lectures, workshops and seminars. The faculty members are highly experienced.



Saswata Ojha

1st Year, in MBA Agri Business & Rural Management - The 50-acre Campus is serene, with good hostels and great infrastructure. The Faculties are very good who help us whenever required. Other people in Campus are also very friendly, making this a home- away- from home. The academic curriculum is based on practical and field training.

COURSE CURRICULUM

MBA in Rural Management and Agri Business is one of the leading programmes of TNU. This is a two-year full-time programme. The Programme facilitates learning in theory and practice of different functional areas of management. The course curriculum is carefully designed and developed based on inputs from key stakeholders including faculty members, students, and industry experts. Apart from the academic rigour which ensures that students learn and apply key concepts and analytical tools, the Programme also provides opportunities for students to develop their communication, leadership, interpersonal and networking skills, attributes that are critical in today's increasingly competitive world and fast-changing business environment. The Programme equips a student with requisite knowledge and skills, required for playing leadership roles in the manufacturing and services sectors anywhere in the world.



ELIGIBILITY CRITERIA

Graduation in any stream with minimum 60% marks

FEES STRUCTURE (Rs.)

Fee Per Semester	One Time Fee	1st Semester Fee	Total Course Fee
MBA in Agri Business & Rural Management (2 years)			
70,000	29,000	99,000	3,09,000

BENEFITS OF THIS COURSE

MBA in Agribusiness and Rural Management offers multiple benefits, some of which are appended below:



Development of Management Skills

Like any MBA program, it enhances an individual's management skills, including strategic planning, financial management, human resource management, and marketing, but with a focus on agricultural and rural contexts.



Rural Development Expertise

Understanding rural dynamics is crucial for sustainable development. With this degree, students gain insights into rural markets, infrastructure, livelihoods, and community development strategies.



Job Opportunities

There is a growing demand for professionals with expertise in agribusiness and rural management, both in the public and private sectors. This degree opens various career opportunities in agricultural production and processing companies, agricultural finance, consultancy firms, NGOs, government agencies, and international organizations.



Contribution to Food Security

By understanding agribusiness and rural management, an individual plays a role in ensuring food security for communities and nations. This is particularly crucial in a world facing challenges like population growth and climate change.



Economic Empowerment and Job Creation

Agribusiness can boost rural economies by creating employment opportunities across the agricultural value chain, from farming to distribution and marketing. This reduces rural unemployment and empowers individuals and families, leading to improved living standards and increased economic resilience in rural communities.

Advancement in agriculture has led to a rise in demand for skilled managers for the management of agribusiness and this education and learning is very useful and effective in addressing all the important global and national challenges in these sectors. With Agribusiness and Rural Management Education, students are able to tackle the various challenges that the agricultural industry faces - such as the activities and roles of the government, a competitively charged environment, globalization's side effects and the rapidly changing technological pace.

DEPARTMENT HIGHLIGHTS

Choosing The Neotia University (TNU) for studying MBA Agribusiness and Rural Management will be a strategic decision for several reasons:

- **Specialized Program:** The Neotia University offers an MBA program specifically tailored to Agribusiness and Rural Management. This indicates a focused curriculum that delves deeply into the unique challenges and opportunities within these sectors.
- **Experiential Learning Opportunities:** This program offers hands-on experiences such as internships, field visits, and projects with industry partners. These opportunities can provide invaluable real-world exposure and help students bridge the gap between theory and practice.
- **Faculty Expertise:** The quality and expertise of faculty members play a crucial role in the learning experience. The Neotia University may boast of experienced faculty members with backgrounds in agribusiness, rural development, management, and related fields, ensuring high-quality instructions and mentorship.
- **Industry Connections:** A strong network of industry connections can facilitate internships, placements, guest lectures, and collaborative research opportunities. The Neotia University has partnerships with leading agribusiness companies, NGOs, government agencies, and research institutions, offering students diverse avenues for career advancement and networking.

- **Infrastructure and Facilities:** Adequate infrastructure, including well-equipped classrooms, laboratories, libraries, and research facilities, is essential for a conducive learning environment. The Neotia University heavily invested in modern infrastructure to support the needs of MBA students in agribusiness and rural management.

Ultimately, the decision to choose The Neotia University for pursuing an MBA in Agribusiness and Rural Management should align with a student's career goals, learning preferences, and aspirations within the agriculture and rural development domain.

Career Prospect

The potential career opportunities for an MBA graduate in Agribusiness and Rural Management may be both in the private as well as in the public sectors, and some of the prominent career paths and job opportunities may be as following:

- **Food and Agriculture Consulting:** Consulting firms often hire professionals with expertise in agribusiness and rural development to provide advisory services to agricultural enterprises, government agencies, and non-profit organizations. As a consultants, these graduates can work on projects related to market analysis, business strategy, policy evaluation, and sustainable agriculture practices.
- **Entrepreneurship:** With the knowledge and skills gained from an MBA program, a graduate may choose to start his/her own agribusiness venture. This could involve launching a farming operation, food processing business, agricultural technology startup, or agri-tourism enterprise focused on rural development.
- **Government and Policy Analysis:** Graduates with an MBA in Agribusiness can work as policy analysts, program managers, or advisors in government departments responsible for agriculture and rural development.

Scholarships & Financial Aid

At **TNU**, we offer numerous merit-based as well as need-based scholarships (**25% to 100% on Tuition Fees**) to ensure that no student is left behind. There is no limit to the number of scholarships granted by the University and if a student is eligible as per the given criteria then he or she will get the "**Guaranteed Scholarship**".

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| <ul style="list-style-type: none"> ● CHANCELLOR SCHOLARSHIP ● SPORTS SCHOLARSHIP ● CULTURAL SCHOLARSHIP ● SARVODAYA SCHOLARSHIP (in the memory of Late Suresh Kumar Neotia) (Family Income < 2.5 Lakhs / annum) | <ul style="list-style-type: none"> ● MERE APNE SCHOLARSHIP (For AmbujaNeotia Group employees in the memory of Late Vinod Kumar Neotia) ● SAHODARYA SCHOLARSHIP (Siblings of all TNU students - present or passed out) | <ul style="list-style-type: none"> ● GRAMOTTHAN SCHOLARSHIP (Students from Gram Panchayat area of South 24 Parganas) ● SPECIAL HILL STUDENTS SCHOLARSHIP (Resident of GTA Area (W.B), North-East States, Andaman and Nicobar Islands, Nepal & Bhutan) |
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West Bengal Govt. Student Credit Card is accepted at TNU

Some Students Activities Photographs



AmbujaNeotia
THE NEOTIA UNIVERSITY
 ज्ञानम् आत्म प्रदीपाय
 Approved Under Sec.2(f) of UGC Act 1956

Campus: Sarisha, Diamond Harbour Road, 24 Parganas (S), West Bengal - 743 368

Head Office / City Admission Office: Vishwakarma, 86C Topsia Road (S), Kolkata - 700 046

For Admission related details, call- Campus: +91 70444 46888

Head Office / City Admission Office: +91 70444 46999 | **Email:** contact@tnu.in

