



**School of Agribusiness and
Rural Management**

"Nurturing Excellence in Agribusiness"

In Partnership With



**INTEGRAL
UNIVERSITY** | **A⁺ ACCREDITED
BY NAAC**

"Lead the Future of Agriculture & Rural India"

ADMISSION PROSPECTUS

For 2026-28 Batch

2 Year Full Time MBA Programme

- ✓ **MBA - Agri Business Management**
- ✓ **MBA - Rural Business Management**



     | www.sarm.org.in

Industry Promoted | Industry Driven | 100% Placement Guarantee

Welcome to the School of Agribusiness and Rural Management

The scope and opportunities in agribusiness and rural sectors have expanded significantly in recent years due to globalization, agricultural trade growth, and national policy reforms. This has driven rapid growth in India's food and agribusiness sectors and created strong demand for skilled agribusiness professionals, particularly in the fast-growing rural market.

To address this demand, the School of Agribusiness and Rural Management (SARM) offers a two-year full-time MBA program in Agribusiness Management and Rural Management in partnership with Integral University, Lucknow.

The **MBA in Agribusiness Management** is open to graduates from agriculture and allied sciences, while the **MBA in Rural Management** is open to graduates from all disciplines aspiring to build careers in rural development and management. The program is delivered at the Integral University campuses.

SARM focuses on developing professionals with strong domain knowledge in agriculture, agribusiness, and rural management to serve key food, agri, and rural business sectors. The institution is committed to excellence in education, industry relevance, and practical learning.

Backed by **200+ agribusiness** and rural sector companies, **20+ industry associations**, **15+ foreign institutions**, and **leading professional bodies**, SARM maintains strong global and industry linkages. Over 100 senior corporate leaders actively contribute to the program through skill-based courses, innovation-focused sessions, and discussions on contemporary industry issues.

Promoted by the **Indian Chamber of Food and Agriculture (ICFA)**, India's apex agribusiness chamber, SARM is supported by leading corporate patrons, offers 100% placement assistance, and benefits from ICFA's MoUs with **15 reputed global institutions**, including **four top U.S. universities**.





Through our specialized curriculum and practical learning experiences, SARM aims to produce graduates who are well-equipped to excel in various roles within the agribusiness and rural marketing industries. We invite you to embark on this journey with us and become part of a vibrant community dedicated to shaping the future of agribusiness management and rural management.



Specialization under Agribusiness Management Program

- Agri-Inputs Marketing
- Farm Production Management
- Food and Agribusiness Management
- Commodity Procurement and Trading
- FPOs Management and Agri Institutions
- Procurement and Supply Chain Management
- ICT and Digital Agriculture



Specialization under Rural Management Program

- Rural Business Development
- Rural Entrepreneurship
- Rural Credit and Finance
- Community Development
- Rural Marketing Strategies
- Rural Retail and Distribution
- CSR and Sustainability

Why to Join SARM

- SARM enjoys full industry support with 100% guaranteed placement opportunities for our MBA students
- Our MBA program includes an international trip for every student and offers global learning experiences through our international partners
- In the fourth semester of the two-year MBA program, students can choose from 14 sector-specific specialized courses, distinguishing SARM as a unique institution.
- This selection of specialized courses helps students explore career opportunities that match their interests
- The SARM 2-Year MBA program is affiliated with Integral University, Lucknow, both DSIR-recognized and NAAC A+ accredited.
- SARM is the only institute that includes two internship projects and four industrial visits within its two-year program
- SARM uniquely offers scholarships covering 100% of its students
- Additionally, SARM provides a free laptop to every student



Agribusiness Scenario and the Need

The agricultural landscape in India has undergone significant transformation over the years, transitioning from traditional agrarian practices to a technologically driven, market-oriented paradigm. The advent of the green revolution marked a pivotal moment characterized by a pronounced focus on augmenting food grain production. However, in the contemporary globalized context, the exigencies of international trade necessitate a more diversified agricultural approach beyond mere food grain cultivation production. Concurrently, the domestic market dynamics in India have experienced substantial shifts, exemplified by food emerging as the predominant component of private household consumption expenditure.

This emphasizes the growing importance of the agricultural and agribusiness sectors within the national economy. Agribusiness encompasses a wide range of activities spanning the entire food production value chain, including farming, input supply, mechanization, procurement, processing, marketing, trading, and retailing. It has emerged as a pivotal element within the Indian agricultural framework, addressing the needs of a growing population and adapting to evolving market trends. Associated industries such as seeds, agrochemicals, fertilizers, irrigation, biologicals, credit, insurance, and other inputs, as well as sectors like horticulture, dairy, poultry, animal health, and food processing, collectively constitute the comprehensive business ecosystem in agriculture.

Entrepreneurs within the agribusiness sector are placing greater emphasis on delivering high-quality products, adding value, and enhancing customer service by establishing direct connections between farmers and consumers. Nevertheless, a discernible gap exists in the management of agribusiness ventures due to a shortage of qualified professionals, despite the surge in agri-ventures and agribusinesses in recent years. Despite a considerable number of graduates in agriculture, there are limited avenues for them to acquire essential management skills, resulting in a scarcity of skilled manpower within the agri-industry. A postgraduate degree in agribusiness management is viewed as essential for entrepreneurial success or career growth in the corporate sector. However, the supply of agribusiness and rural marketing management professionals falls short of industry demand, leading to non-skilled individuals occupying management positions. There is a pressing need to bridge this demand-supply gap by producing more agribusiness graduates with strong market and industry exposure.

Traditional classroom training and limited exposure to management concepts are insufficient to prepare students for management roles in the agribusiness sector. There is a need for colleges offering industry oriented programs tailored to the demands of the emerging job market and emerging trends. Additionally, undergraduate curriculum lacks sufficient coverage of agribusiness management principles and concepts, further highlighting the need for specialized education in this field.

The School of Agribusiness and Rural Management, established, is dedicated to overcoming the challenges prevalent in the agribusiness sector. The school's core objective is to cultivate excellence in agriculture, and rural marketing management and the agribusiness industry. Through the provision of industry-oriented programs featuring advanced specializations and a commitment to fostering research initiatives, SARM aims to equip graduates with the requisite skills and knowledge, essential for success in the ever-evolving and dynamic agribusiness and rural market landscape.





VISION

To foster and nurture excellence in agribusiness and rural management education by providing a dynamic and innovative learning environment that prepares students to become leaders in the global food and agriculture industry, and rural business management.

MISSION

Our mission is to establish ourselves as a globally renowned institution in the realms of agribusiness and rural management, research, education, business modelling, and knowledge creation. Through a commitment to excellence, innovation, and continuous improvement, we aim to empower our students and stakeholders to make significant contributions to the sustainable development of the agricultural sector on a global scale.



OBJECTIVES :

- To groom, nurture, and develop young talent into competent, confident, and professional managers by bridging the knowledge, skills, and attitudinal gaps through rigorous classroom exercises, training sessions, live projects, fieldwork, and industrial exposures.
- To provide a high-class educational facility that equips students to pursue successful careers in food, agribusiness, and rural marketing areas.
- To facilitate the acquisition and promotion of knowledge through market-oriented and location-specific research work and business modeling in relevant fields, and to disseminate such knowledge through publications, seminars, and conferences.
- To enhance the decision-making skills and management competence of stakeholders in food, agri, and rural business professionals through regular courses, training programs, certificate and distance learning courses, and management development programs.
- To provide students with relevant knowledge, information, skills, and attitudes required for challenging jobs and entrepreneurial projects in the dynamic and rapidly changing business environment, both nationally and globally.



About the Chairman



Mr. Siraj Choudhry

*Chairman SARM,
Director, Tata Coffee Limited and
Chairman, SATS India Ltd.*

Mr. Siraj Chaudhry is a seasoned business leader with 35 years of experience, out of which 20 years spent in leadership positions in the agriculture and food industry. He possesses strong leadership qualities and is a renowned expert, thought leader, innovator, and a prominent voice in the agriculture and food industry. He currently serves as the Chairman for SATS India and until recently he was the Chairman for National Commodity Management Ltd. In his previous role as the MD & CEO of NCML, Siraj led the organization through a transformation journey and expanded the company's footprint across the country as a trusted agri-supply chain and solutions partner.

His notable accomplishments include leading the expansion of Cargill's food business in India as the Chairman of Cargill India for almost a decade. He transformed the traditional B2B business into an FMCG company and pioneered edible oil fortification as a practice. Serves as an Independent Director on the Boards of several companies, including Tata Consumers Products Ltd., Dhanuka Agritech, ICFA, among others.

Mr. Chaudhry is actively involved in various trade bodies and industry associations and his contributions to the agriculture and food industry have been recognized with numerous awards and recognitions. He has also been involved in the social sector, being a founding member of United Way, Delhi, and India Food Bank. He holds an MBA from the Indian Institute of Foreign Trade (IIFT) and is graduate from the University of Delhi's Shri Ram College of Commerce.



Director's Message

Agriculture stands as the backbone of India's economy, supporting over 55% of households and contributing significantly to the national GDP. In this dynamic landscape, effective management of farm economies becomes paramount to achieving the sector's multifaceted goals.

I am thrilled that you are considering the School of Agribusiness and Rural Management (SARM) as a platform to fulfill your role in the nation building process through our exceptional agribusiness management program.

We are currently witnessing an era characterized by precision farming, safe food practices, disruptive innovations, and digital agriculture. In such a challenging market and technological environment, mastering advanced management concepts, soft skills, business ethics, and industry-oriented training becomes crucial for success. SARM, through its pioneering initiatives, has paved the way for all individuals seeking to acquire the necessary skills to pursue agribusiness education and capitalize on the exciting opportunities in this sector.

Choosing the right courses and the right college is essential for students. At SARM, we are committed to providing a conducive learning environment both within and outside the institute, ensuring that students' lives are enriching and memorable. Our institution embodies a commitment to excellence and a spirit of creative independence.

I am confident that you will find SARM to be an institution at its zenith—vibrant, vocal, and deserving of the acclaim it has garnered in the food and agriculture industry and educational realm. To acquaint you with SARM is to introduce you to a group of individuals dedicated to the pursuit of excellence.

On behalf of the faculty and administration, I extend heartfelt congratulations on embarking on this exciting journey. I wish you the very best as you chart your course for the future



Mr. Dipanker Mukherjee

B. Sc. Agriculture, MBA (IIM-A)

Director, SARM

Mr. Dipanker Mukherjee is highly accomplished agribusiness professional, having 20+ years of experience in top notch companies, including Coromandel International Limited, ICICI Bank, Nagarjuna Agrichem Limited, PWC India and Concept Agrotech Consultants Limited as CEO. Mr. Kumar has worked, both in domestic and international marketing, and been posted in different places at various levels, in India and also 3 years in Africa.

He commenced his career at Coromandel International (formerly Coromandel Fertilizers Ltd.), where he played a crucial role in establishing the market presence of Gromor-Sulphur fertilizers in Madhya Pradesh. His expertise lies in agri-business marketing and finance, with a specific focus on Agri-Input supply chain management, distribution, and rural finance. He is an esteemed graduate of the Institute of Agri Business Management (IABM), SKRAU, Bikaner, Rajasthan, recognized for his outstanding performance with a Certificate of Merit and a University Gold Medal during his MBA-Agri-Business program. Additionally, he has successfully completed the General Management Program for Executives from IIM Indore.



Affiliation / Accreditation / Certifications

SARM is built on the 18-year legacy of IABM, Noida, established by the Centre for Agriculture and Rural Development (CARD) in 2007. CARD is SARM's strategic partner, with strong backing from the Indian Chamber of Food and Agriculture (ICFA), India's apex policy and trade facilitation body for agriculture and agribusiness.

SARM benefits from technical support through ICFA's MoUs with leading global and national institutions, including the University of Western Australia, UC Davis, Iowa State University, Maryland State University, Michigan State University, Amity University, and GB Pant University of Agriculture & Technology, among others.

Supported by 300+ top corporates under ICFA and group organizations, SARM offers strong industry exposure, insights, and opportunities for students. With 100+ world-class visiting, guest, and industry faculty alongside experienced faculty from Integral University, SARM ensures high-quality teaching and practical learning.

The program is offered in partnership with Integral University, Lucknow. SARM is also committed to securing ISO 9001:2008 certification, reflecting its dedication to quality education, global collaboration, industry relevance, and excellence in agribusiness management.

Global Academic Partnerships



SARM FACULTY

Management Faculty



Dr. HS Gaur

Former Vice Chancellor,
SBPUAT



Dr. Varsha Pandey

Assistant Professor



Dr. Uzma Manzoor

Associate Dean



Dr. Sahadeva Singh

Dean of Agriculture



Anil Jauhri

Ex CEO, NABCB,
Expert Faculty, Management



Anuj Nanda

Sr. Faculty for Accounting
and Finance



Ms. Shikha Nirula

Professor of HR and
OB



MJ Saxena

Former MD,
Ayurvet Limited



Abhishek Singh

CEO, Social Business, Group
Expert Faculty, Rural Management



Deepak Pareek

Convener, GGPC

Rural Business Faculty



Siddharth Gautam

CEO, Rural Access Pvt Ltd
Expert Faculty,
Rural Management



Arindam Roy

ED, CARD
Expert Faculty,
Agribusiness Management



Nalin Rawal

Director GIS Business, AgriWatch
Expert Faculty,
AgTech Management

Agribusiness Faculty



Dr. VV Sadamte

Former Joint Director,
Min of Agriculture
Expert Faculty, Agribusiness
Management



Dr. Pitam Chandra

Professor, NIFTEM and
Ex Director, CIAE
Expert Faculty,
Food Management



Kapil Mehan

Advisor, Deepak Fertiliser and
Petrochemicals Limited
Expert Faculty,
Agribusiness Management



Dr. Huma Naz

Professor of
Agribusiness Management



Dr. AK Rajput

ED,
All India Poultry Association
Expert Faculty,
LAPD Management



Industry Visiting Faculty



Rk Mudholkar

Independent Advisor &
Consultant- Agri Industry



Dr Shivam Sharma

Director,
Absolute Limited



Mr Prafull Gadge

CEO,
Biome Ltd.



Dr. Tarun Bajaj

Director,
BEDF, APEDA



Mr Sahil Malik

Secretary,
NBIF



Sunil Khairnar

Founder,
Indigrams Group



Ravinder Grover

Program Lead,
HarvestPlus



Dushyant Tyagi

CEO, Farmgate
Technologies Limited



Shivender Tomar

CEO,
IFCI Ventures Limited



Mr Ajay Kakra

Managing Partner,
JU AgroSciences P Ltd.



Kalyan Goswami

DG, Agrochemicals
Federation of India



Vipin Saini

CEO, Bio Agri Solutions
Association of India



Soumitra Das

CEO,
International Zink Association



Dr. RD Singh

President,
Krishi Rasayan P. Limited



Soumendu Ghosh

Director,
Acadian Plants P Ltd.



GK Sood

ED, All India
Sugar Trade Association



Dr. PVSM Gouri

ED & CEO, Association
of Organic Industries



Ms. Komal Shah

Director R&D,
SML Ltd.



Dr. Rajaram Tripathi

MD, National Herbal
Agro Marketing



Mr. Nitin Puri

Founder,
KisanSe Pvt Ltd



Mr. Rajpal Singh Gandhi

Chairman,
Green Valley Farms P Ltd



Dr Vineet Malaviya

VP,
Reliance Retail Ltd



Mr. Amrit Bajpai

CEO,
WayCool Food P Ltd



Mr. Sanjay Sethi

ED,
Plant Based Industry
Association



Dr. Dinesh Chauhan

CEO, Agribusiness and
Innovation, ICRISAT



SARM Industry Partners



Dr. RS Dixit
Chairman,
Ananda Dairy Limited



Mr. Harsh Bagchandka
MD,
IPL Biologicals Ltd



Mr. Rajesh Agrawal
MD,
Krish Rasayan P Ltd



Mr. RG Agrawal
Chairman,
Dhanuka Agrotech Limited



Mr. Gulrez Alam
ED,
IB Group



Mr. Kaushal Jaiswal
MD,
Rivulis Irrigation P Ltd



Mr. Abhishek Agrawal
President,
Bharat Group



Dr. Bakul Joshi
MD,
T-Stanes India Limited



Mr. RL Tamak
CEO, Sugar,
DCM Shriram Limited



Dr. Arvind Kapur
CEO,
Ascen HyVeg Seeds
P. Ltd.



Mr. Raju Kapoor
Director,
FMC



Mr. Debabrata Sarkar
CEO,
AlgaEnergy Limited



Dr. Anup Kalra
Managing Director,
Ayurvet Ltd.



Mr. Arun Raste
MD,
NCDEX



Mr. Rajesh Srivastava
Chairman,
Prowess Advisors Ltd.



Mr. P. Gopala Krishna
CEO,
Fertis India Limited



Dr. Ajay Ranka
Chairman,
Zydex India P. Ltd.



Mr. Anil Kumar SG
Founder and CEO,
Samunnati



Mr. Agam Khare
CEO,
Absolute Limited



Mr. Karthik Jayaraman
CEO,
WayCool India P. Ltd.



Dr. Gyanendra Shukla
MD,
Rallis India Limited



Mr. Sagar Kaushik
President,
UPL Group



Mr. Ajit Jain
MD,
Jain Irrigation Systems
Limited



Dr. Santosh Attavar
MD,
Indam Seeds Ltd.



Dr. Minshad Ansari
President
World Bio-Protection
Forum, UK



Mr. Sudhakar Tomar
President
India Middle East
Agro Trade
Industry Forum



Mr. Atul Chaturvedi
Executive Chairman,
Sri Renuka Group and
President, SEA



Mr. M Prabhakar Rao
MD, NSL and
President, NSIA



Mr. KC Ravi
Chairman,
CropLife India and
Director, Syngenta



Mr. TR Kesavan
President, TAFE Limited
and President Emeritus,
TMA



ACADEMICS

The MBA program is designed to prepare students to

- Understand the business aspects of agriculture and allied activities
- Understand dynamics of the various agribusiness functions
- Develop skill sets to efficiently execute the managerial responsibilities
- National and International agribusiness trade scenarios
- Inculcate the excellence, commitment and social attitude of the participants to work for socio-economic well being



Semester wise Details of MBA in Agribusiness Management Program -

Course Code	Course Name	Credit
SEMESTER – I		20
MABM-01	Concepts of Management	4
MABM-02	Marketing Management	4
MABM-03	Financial Management	4
MABM-04	Organizational Behavior	3
MABM-05	Human Resource Management	3
MABM-06	MIS and Computer Applications	2
SEMESTER –II		20
MABM-07	Agribusiness Policies and Environment	4
MABM-08	Business Accounting Management	4
MABM-09	Production and Operations Management	4
MABM-010	ICT in Business Management	3
MABM-011	Supply Chain Management	3
MABM-012	Strategic Management	2
SEMESTER – III		20
MABM-13	Research Methodology and Case Study	4
MABM-14	Agribusiness Projects Management	4
MABM-15	Agro Procurement and Food Retailing	4
MABM-16	International Food Trade and Policies	3
MABM-17	Agribusiness Financing and Risks Management	3
MABM - 18	Government and Institutions in Agriculture	2
SEMESTER – IV		
MABM-19	Thesis/Project/Specialization Courses	20
Total Credits		80



ACADEMICS

Semester wise Details of MBA in Rural Management Program

Course Code	Course Name	Credit
SEMESTER – I		20
MABM-01	Concepts of Management	4
MABM-02	Basics of Rural Marketing Management	4
MABM-03	Basics of Rural Financial Management	4
MABM-04	Organizational Behavior	3
MABM-05	Human Resource Management	3
MABM-06	MIS and Computer Applications	2
SEMESTER –II		20
MABM-07	Social Policies and Environment	4
MABM-08	Rural Business Accounting Management	4
MABM-09	Production and Operations Management	4
MABM-010	ICT in Business Management	3
MABM-011	Supply Chain Management	3
MABM-012	Strategic Management	2
SEMESTER – III		20
MABM-13	Research Methodology and Case Study	4
MABM-14	Rural business Projects Management	4
MABM-15	Commodity Procurement and Trading	4
MABM-16	International Trade and Policies	3
MABM-17	Rural Finance and Risks Management	3
MABM - 18	Digital Platform Economy	2
SEMESTER – IV		
MABM-19	Thesis/Project/Specialization Courses	20
Total Credits		80



About MBA - Agribusiness Program



- The MBA in Agribusiness program at the School of Agribusiness and Rural Management (SARM) is a two-year, full-time postgraduate degree course divided into four semesters, with two semesters each year.
- To gain admission, applicants must hold a bachelor's degree in Agriculture and allied fields, and pass a qualifying examination that includes a written test, Group Discussion (GD), and Personal Interview (PI).
- SARM reserves the right to invite applicants directly to participate in the GD and PI based on their undergraduate exam results.
- The curriculum offers hands-on experiential learning opportunities, including four industrial visits and summer internship program. These experiences allow students to engage with various stakeholders related to agricultural and allied sectors, and earn during their internships, helping them to become better acquainted with the Agri-allied context.

Objectives :

- Develop a comprehensive understanding of the agricultural value chain, spanning from production and processing to distribution and marketing.
- Equip students with the ability to analyze market trends, assess risks, and devise strategies for optimizing resource allocation and enhancing value creation.
- Foster critical thinking and problem-solving skills necessary for tackling the unique challenges within the agricultural sector.
- Prepare graduates to implement sustainable farming practices, efficient supply chain management systems, and innovative technologies for precision agriculture.
- Cultivate ethical leadership qualities and promote responsible stewardship of natural resources.
- Emphasize the significance of sustainability, social responsibility, and inclusive growth in agribusiness management.

Scope of 2-Year MBA-ABM Program:



Graduates with an MBA in Agribusiness Management may pursue opportunities in Agri-input companies (Seeds/Fertilizers/Pesticides/BioAg/Farm Machinery) marketing management, agricultural finance institutions, commodity trading companies, food processing firms, consulting firms, policy analysis, rural development organizations, and many more relevant to these sectors. They can pursue roles including Business Development Manager for Agri-input companies, export manager, sales, operation and credit Manager in Banks, consultants, project coordinator, project manager, commodity trader, commodity procurement officer, and other related positions within the Agri-allied domain.



About MBA – Rural Management Program



- The MBA in Rural Management program at the School of Agribusiness and Rural Management (SARM) is a two-year, full-time postgraduate degree course divided into four semesters, with two semesters each year.
- To gain admission, applicants must hold a bachelor's degree and pass a qualifying examination that includes a written test, Group Discussion (GD), and Personal Interview (PI).
- SARM reserves the right to invite applicants directly to participate in the GD and PI based on their undergraduate exam results.
- The curriculum offers hands-on experiential learning opportunities, including four industrial visits and a summer internship program. These experiences allow students to engage with various rural stakeholders and earn during their internships, helping them to become better acquainted with the rural context.

Objectives :

- SARM's rigorous two-year, full-time MBA program in Rural Management develops professionals skilled in working within rural environments, village communities, markets, businesses, and various development initiatives.
- The program equips students to apply management principles and innovative ideas to drive rural transformation. SARM is committed to creating social value and adapting to the evolving needs of rural businesses, government agencies, private companies, consulting firms, and development organizations.
- The School of Agribusiness and Rural Management (SARM) employs a dynamic approach to management education, deeply rooted in the rural context through partnerships with corporate and public enterprises.
- The program provides students with a comprehensive makeover, enhances their analytical skills, and addresses complex challenges in rural markets both in India and globally.
- Cultivate ethical leadership qualities and promote responsible stewardship of natural resources.
- Emphasize the significance of sustainability, social responsibility, and inclusive growth in agribusiness management.

Scope of 2-year MBA-RM Program:

Graduates with an MBA in Agribusiness Management may pursue opportunities in Agri-input companies (Seeds/Fertilizers/Pesticides/BioAg/Farm Machinery) marketing management, agricultural finance institutions, commodity trading companies, food processing firms, consulting firms, policy analysis, rural development organizations, and many more relevant to these sectors. They can pursue roles including Business Development Manager for Agri-input companies, export manager, sales, operation and credit Manager in Banks, consultants, project coordinator, project manager, commodity trader, commodity procurement officer, and other related positions within the Agri-allied domain.



Specialization : Agribusiness Program



The MBA-ABM program offers a range of sector-focused specialized courses, listed below, that students can choose from to gain in-depth knowledge and expertise in a specific area.

Students must select one of these specialized courses during the 4th semester of their two-year MBA-ABM program. This choice allows students to explore job opportunities aligned with their interests and positions "SARM" as a distinctive institution.

The specialized courses available are :

- Agri-Inputs Marketing
- Farm Production Management
- Food and Agribusiness Management
- Commodity Procurement and Trading
- FPOs Management and Agri Institutions
- Procurement and Supply Chain Management
- ICT and Digital Agriculture



Specialization : Rural Management Program

The MBA-RM program offers a range of sector-focused specialized courses, listed below, that students can choose from to gain in-depth knowledge and expertise in a specific area.

Students must select one of these specialized courses during the 4th semester of their two-year MBA-RM program. This choice allows students to explore job opportunities aligned with their interests and positions "SARM" as a distinctive institution.

The specialized courses available are :

- Rural Entrepreneurship
- Rural Credit and Finance
- Community Development
- Rural Marketing Strategies
- Rural Retail and Distribution
- CSR and Sustainability



Admission Process – MBA Agribusiness

Eligibility :

Bachelor degree with 50% marks or equivalent in Agriculture, Horticulture, Forestry, Fisheries, Sericulture, Agriculture Marketing, Home Science, Food Processing, Veterinary and Animal Sciences, Plant Sciences, Agriculture Engineering, Food Technology, Biotechnology and allied Sciences. Candidates who are in final year of the degree program can also apply, but they will have to submit their passing certificate OR mark sheet before 23 September, 2026. For MBA in Rural Management, graduate degree in any subject with 55% mark or 6 OGPA is acceptable.

Please Note : Applicant with more than 60% marks OR 7.0 OGPA will be called directly for stage 2 (Stage 1 is written test score) selection process that is Group Discussion (GD) and Personal Interview (PI).



Eligibility for Specialization Courses :

- **Precision Agriculture and Farm Mechanisation** : Bachelor degree with 55% marks or equivalent in Agriculture Engineering or Agriculture Science.
- **Agri-inputs Management** : Bachelor degree with 55% marks or equivalent in Agriculture, Horticulture, Forestry, Botany or Agriculture Engineering
- **Farm Production and Management** : Bachelor degree with 55% marks or equivalent in Agriculture, Horticulture, Forestry, Botany or Agriculture Engineering
- **Commodity Management and Trading** : Bachelor degree with 55% marks or equivalent in Agriculture Science, economics, food science, dairy or horticulture
- **Food Business Management** : Bachelor degree with 55% marks or equivalent in Food Technology, Dairy Technology, Agriculture Science, Animal Sciences, Commerce or pure Sciences
- **Animal Health Dairy Management** : Bachelor degree with 55% marks or equivalent in Dairy Technology, Food Technology, Veterinary Science, Agriculture Science, Animal Sciences or Bio- Sciences
- **Poultry Business Management** : Bachelor degree with 55% marks or equivalent in Poultry, Dairy Technology, Food Technology, Veterinary Science, Agriculture Science, Animal Sciences or Bio- Sciences
- **Agro Marketing and Exports** : Bachelor degree with 55% marks or equivalent in Dairy Technology, Food Technology, Agriculture Science, Animal Sciences, Forestry or Bio- Sciences
- **Horticulture Production and Management** : Bachelor degree with 55% marks or equivalent in Horticulture, Agriculture Engineering, Precision Technologies, Forestry, Agriculture Science
- **Rural Business and Marketing** : Bachelor degree with 55% marks or equivalent in Agriculture, Horticulture, Commerce, Economics, Food Technology, Animal Sciences or Equivalent
- **Procurement and Supply Chain Management** : Bachelor degree with 55% marks or equivalent in Agriculture, Horticulture, Commerce, Economics, Food Technology or Equivalent.
- **Trade and International Business** : Bachelor degree with 55% marks or equivalent in Agriculture, Horticulture, Animal Sciences, Commerce, Economics, Food Technology or Equivalent.



Admission Process – MBA Agribusiness

How to Apply

ONLINE APPLICATION :

For online application, candidate needs to visit www.sarm.org.in to apply online :

- Fill in all the required information
- Upload the required documents
- Make Online Admission Form Fee (Non-refundable) – **INR Six hundred fifty only (INR 650/-)**

Important Dates :

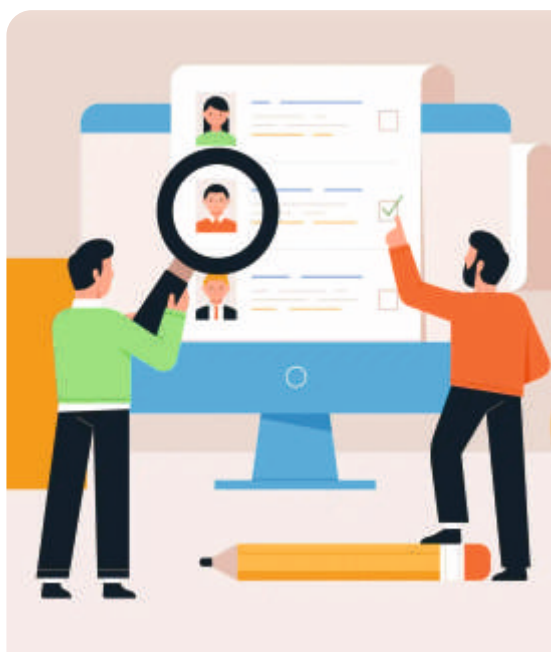
Last Chance To Secure Your Seat “No Waiting, No Worries - Get Your Admission On The Spot!”

Course Fee :

The complete course fee is	Greater Noida Campus	Lucknow Campus
Registration Fee	Rs. 25,000 /-	Rs. 25,000 /-
Semester - I	Rs.1,80,000 /-	Rs.1,65,000 /-
Semester - II	Rs.1,70,000 /-	Rs.1,35,000 /-
Semester - III	Rs.1,60,000 /-	Rs.1,30,000 /-
Semester - IV	Rs.1,40,000 /-	Rs.1,20,000 /-
Total	Rs.6,75,000 /-	Rs.5,75,000 /-

Selection Process :

- All candidates are required to take at least one of the tests - CAT/MAT/XAT/CMAT/ATMA/SARM Entrance Test (to be conducted at ICFA office, New Delhi OR to be intimated individually).
- The shortlisted candidates (those who take the SARM written test) would be called for Group Discussion and Personal Interview immediately after completion of the examination on same day. Written tests, GD and interview may be completed on the same day at the designated test centres. The final selected candidate will be notified separately, after the declaration of final result.
- Final Selection will be made on the basis of cumulative scores of written test, group discussion, and personal interview.
- Communication would be sent to the final selected candidates only, for both the MBA programs (Agribusiness management and Rural Management).



SARM Entrance Exam (2026-28)



The School of Agribusiness and Rural Management test will be conducted in virtual mode. Upon completion, the Group Discussion (GD) and Personal Interview (PI) will also be conducted online. The pattern of SARM test will be of same as of CAT/MAT/XAT or other management entrance test exam. Candidates having qualified scores from any of these tests – CAT/MAT/XAT/CMAT/ATMA can appear directly for GD/PI. The score of these tests will be considered and evaluated by SARM selection committee members.

1. Composition of exam

- ✓ Quantitative Aptitude = 25 marks
- ✓ English Comprehension = 25 marks
- ✓ Logical Reasoning = 25 marks
- ✓ General Knowledge & Awareness = 25 marks

(There will be 100 multiple choice questions of 2 marks each (comprises of 25 questions from each topic), there is 'NO' negative marking for a wrong answer.)

2. Group Discussions

- ✓ **For MBA-Agribusiness Program** : The group discussion will be conducted on topical subjects, related to agriculture or general knowledge with 50 marks
- ✓ **For MBA-Rural Management Program** : The group discussion will be conducted on social themes/subjects related to rural policies or general awareness with 50 marks

3. Personal Interview

- ✓ Personal interview will aim to test knowledge and interest, and to find out specific strengths, aptitude and background of the candidate with total of 50 marks.
- ✓ SARM leverages unique advantage of being promoted by ICFA, which has over 1000 agribusiness companies associated with it through its industry working groups, business associations and various group organizations, as detailed above. The SARM Board includes top corporate honchos and its visiting faculty best names in agriculture and agribusiness industry. Therefore, SARM promises 100% guaranteed placement for its passing MBA graduates of both the programs (Agribusiness and Rural Management).



Placements



SARM leverages unique advantage of being promoted by ICFA, which has over 1000 agribusiness companies associated with it through its industry working groups, business associations and various group organizations, as detailed above. The SARM Board includes top corporate honchos and its visiting faculty best names in agriculture and agribusiness industry. Therefore, SARM promises 100% guaranteed placement for its graduates.

Few of our SARM Alumni (Formerly known as IABM Noida)



Tushar Deshmukh
Director
Novel Seeds Pvt Ltd



Kuldeep Singh
Area Marketing Manager
FMC Corporation



Prasanta Kumar
Regional Manager
HSP Rice (Bayer)



Sanjay Singh Negi
Ferrous/ Non ferrous
Cashew



Isha Joshi
Asst. General Manager
IDBI Bank



Pradeep Kumar
Product Portfolio &
Crop Manager
Krishi Rasayan Exports



Sandeep Kumar
Product Development
Manager
Rallis India Ltd



Vijay Kumar
Territory Manager
JU Agri Sciences Pvt Ltd



Deepti Arun
Product Manager
Namdhari Seeds Private
Limited



Hariom Singh
Regional Head
Converto Biotech



Chadra Shekar Rao
Zonal Manager
Sumitomo Chemical India



Premjoy Singh
District Development
Manager, NABARD



Rammohan Reddy
Zonal BMD
Sumitomo Chemical
India Ltd.



Nitesh Rathod
Founder & Director
Ora Organics Pvt. Ltd.



Prashant Mane
Regional Manager
Grow Indigo



Sourabh K. Verma
Lead-Food Valu Chain
& Seed Growth
BAYER



Vikas Chaturvedi
Regional Credit Manager
AU Small Finance Bank



Ajeet Kumar
Regional Sales Manager
UniWest Chemical India



P Singh Khosa
CO & Founder & Visionary
Sarabloh Agro Clinic



Shabnam Bushra
Sales officer
Growindigo



Himanshu Yadav
Assistant Manager
Hindustan Urvarak &
Rasayan Ltd



Gaurav Tyagi
Chief Manager
Bank of Baroda



The SARM Advantage

- **Leading Premier Agri and Rural B-School in Lucknow, Uttar Pradesh** : offering high-quality education and job opportunities in leading agri and rural sectors/companies.
- **Renowned Core and Visiting Faculty** : Our faculty members are distinguished professionals from prestigious institutions, ensuring a rich learning experience for students.
- **Specialized Attention on Communication, Analytics, and Personality Development** : SARM places special emphasis on developing students' communication skills, analytical abilities, and personality traits essential for success in the agribusiness sector.
- **Special Hindi and English Language Spoken Classes** : To enhance placement prospects for non-Hindi speaking students, SARM offers specialized Hindi language spoken classes, ensuring effective communication skills in diverse environments.
- **Special English Spoken Classes for Hindi Medium Students** : For students from Hindi medium backgrounds, SARM offers specialized English spoken classes to improve language proficiency and enhance career opportunities.
- **Foreign Visit Program** : Students will have the opportunity to gain international exposure through SARM's foreign visit programs, which include visits to countries like UAE, Singapore, Malaysia, Indonesia, Thailand, Netherlands, Ethiopia, Kenya, Canada and the US.
- **Case-Based Teaching and Training** : SARM adopts a case-based approach to teaching and training, enabling students to develop a deeper understanding of key concepts and real-world scenarios in agribusiness management.
- **Industry-Oriented Course Curriculum** : SARM's course curriculum is tailored to meet the needs of the industry, providing students with practical knowledge and skills relevant to the agribusiness sector. SARM emphasizes practical learning through extended industrial internships and live projects, allowing students to apply theoretical knowledge in real-world settings.
- **National Seminars/Webinars with Top Speakers** : Students have the opportunity to learn from industry experts through a series of national seminars and webinars, featuring top-notch speakers in the field of agribusiness.
- **Regular Visits of Industry Top Executives** : Industry executives from the Delhi NCR region regularly visit SARM to deliver lectures and interact with students, providing valuable insights into industry trends and practices.
- **Exposure Visits to Food and Agribusiness Events** : SARM organizes regular exposure visits to food and agribusiness events, workshops at Pragati Maidan, Expo Mart, and Exhibition Centers, allowing students to stay updated on industry developments.
- **Personality Development Through Participatory Learning** : SARM promotes personality development through participatory learning in various clubs and cells, including Cultural, Sports, Agro Marketing, Entrepreneurship, Music, Dramatics, and Alumni associations.
- **International Visit** : 100% of the SARM students will be taken on foreign tour to get exposure to international markets, institutions, agriculture and agribusiness scenario and industry working.



Infrastructure of Integral University

School of Agribusiness and Rural Management (SARM) prides itself on its state-of-the-art modern campus equipped with world-class facilities and amenities, providing students with an enriching learning environment. Here's an overview of our Integral University infrastructure.



Our Clients & Partners



Greater Noida Campus

25/ 3 A knowledge Park - 3, Greater Noida – 203201, India

Lucknow Campus

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