



VGU

DEPARTMENT OF
**AGRI-BUSINESS
MANAGEMENT**

VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR



Batch 2026-2031 | Admissions Open

About VGU

Vivekananda Global University (VGU), Jaipur is a premier multidisciplinary private university ranked **A+ by NAAC** in its first cycle and recognized among leading institutions in Asia, securing **Rank 666 in QS Asia University Rankings 2025**. With over **11,000+ students** from across India and 16 countries, the university offers more than **50 programs** across **14 disciplines**, including Agriculture, Engineering, Management, Law, Design, Applied Sciences, Hospitality, Pharmacy, and Humanities, along with robust Online and ODL programs.

VGU is distinguished for its strong innovation and research ecosystem, reflected in its 4.5-star rating by the Ministry of Education's IIC, the establishment of Rajasthan's first Atal Community Innovation Centre (ACIC) by NITI Aayog, and MSME-supported Technology Business Incubator under the ASPIRE scheme. The university also hosts the SIDBI Swavalamban Chair for MSME Solutions and has been awarded "University of the Year – West" by ASSOCHAM. With three incubation centres supporting over 40 start-ups, and collaborations with national bodies such as KVIC, Jal Jeevan Mission, BEE, and CSIR-NEERI, VGU continues to strengthen its role as a hub of innovation, entrepreneurship, and societal impact. Guided by the vision of Swami Vivekananda, the university remains committed to academic excellence, global engagement, and holistic nation-building.



Welcome to the Future of Agribusiness

Agriculture is no longer limited to farming. It is data science, supply chain strategy, financial intelligence, sustainability innovation, and global trade.

At the Department of Agri-Business Management,
we prepare students to become:



“Transform Agriculture through Innovation & Business Excellence”

About Our Department

The Agri-Business Management Department, established in 2018, offers 5-years integrated B.Sc. (Agri) + MBA program, focusing on sustainable agriculture and innovative business solutions. With expert faculty members including soil science, horticulture, plant breeding, pathology, agricultural engineering, economics, and business management, the department develops leadership and ethical decision-making skills. Students gain practical experience through activities like industrial visits and cultural events.

The department fosters student success through various initiatives such as IIC, IIC, DSW, GRC, GCC, and NSS, which promote placements, internships, and holistic development. Additionally, students from the ABM department have pursued higher education abroad in countries like the USA and London, while others have joined prestigious organizations in India. Many have gone on to establish successful startups, contributing to job creation and income generation within the nation.



Why Choose VGU ABM?

Competitive Benchmark Analysis

| Institution | Program USP | Key Strengths | Brochure Features |
|---|---|---|--|
| IIM Ahmedabad (MBA-FABM) | <ul style="list-style-type: none"> ▶ MBA-FABM ▶ Food & Agribusiness ▶ Specialization | <ul style="list-style-type: none"> ▶ NIRF #1, AACSB ▶ Global faculty ▶ Industry interface | <ul style="list-style-type: none"> ▶ Detailed curriculum, placement data, international immersion, alumni network visualization |
| IIM Lucknow (PGP-ABM) | <ul style="list-style-type: none"> ▶ PGP-ABM ▶ Agribusiness ▶ Management | <ul style="list-style-type: none"> ▶ NIRF #5, AACSB/AMBA ▶ Strong placements ▶ Research focus | <ul style="list-style-type: none"> ▶ ROI calculator, sector-wise placement breakdown, faculty research impact metrics |
| MANAGE Hyderabad | <ul style="list-style-type: none"> ▶ PGDM-ABM ▶ Extension focus ▶ Policy expertise | <ul style="list-style-type: none"> ▶ Govt of India institute ▶ MoA&FW approval ▶ Pan-India network | <ul style="list-style-type: none"> ▶ Rural immersion modules, government collaboration details, policy project examples |
| BHU Varanasi | <ul style="list-style-type: none"> ▶ MBA Agri-Business ▶ 30 seats (selective) | <ul style="list-style-type: none"> ▶ Legacy institution ▶ Strong alumni network ▶ Academic rigor | <ul style="list-style-type: none"> ▶ nterdisciplinary approach, research center access, publication opportunities |
| JNU Jaipur (Regional) | <ul style="list-style-type: none"> ▶ MBA Agribusiness ▶ Management | <ul style="list-style-type: none"> ▶ Local competitor ▶ Rajasthan presence ▶ MAT/CAT/CMAT entry | <ul style="list-style-type: none"> ▶ Modern campus facilities, industry tie-ups with local agri-enterprises |

VGU's Unique Positioning Opportunities

Based on the competitive analysis, VGU ABM Department emphasizes:

1. Integrated 5-years B.Sc. (Agri) + MBA

Unique offering not available at IIMs or MANAGE (they offer standalone 2-years programs)

2. Early entrepreneurship exposure

ACIC incubation support from Year 1, unlike post-graduation incubation at competitors

3. Transdisciplinary approach

Alignment with VGU's institutional philosophy differentiating from traditional agri-business programs

5. Affordable alternative

Competitive fee structure compared to IIMs while maintaining quality outcomes

4. Rajasthan Agri-economy focus

Deep regional expertise in arid agriculture, dairy, horticulture sectors



Program Overview

Integrated 5-Years Structure

| | 1st Year | | 2nd Year | | 3rd Year | | 4th Year | | 5th Year | | Total |
|----------|----------|----|----------|----|----------|----|----------|------|----------|----|-------|
| Semester | I | II | III | IV | V | VI | VII | VIII | IX | X | -- |
| Credits | 25 | 26 | 27 | 22 | 23 | 23 | 23 | 23 | 22 | 29 | 244 |

Years 1–3: B.Sc. (Hons.) Agriculture (Core Agriculture subject's e.g.)

- Agronomy
- Soil Science
- Agricultural Economics
- Plant Pathology
- Plant Breeding and Genetics
- Horticulture
- Entomology

Years 4–5: MBA (Agri-Business and Management Subjects e.g.)

- Marketing Management
- Supply Chain & Logistics
- Financial Management
- Agri-Policy & Trade
- Family Business
- Business Analytics
- Strategic Management
- Operation Research

Specializations

Students can choose focused pathways in:

- Entrepreneurship and Family Business

- Agri-Marketing

- Agri-Finance

- Supply Chain Management

- Agri-Tech & Innovation

- Food Processing & Value Addition

- Rural Development & Sustainability



Faculty Profile

Prof. Hoshiyar Singh completed his B.Sc. (Ag.) and M.Sc. (Ag.) in Plant Breeding and Genetics from Rajasthan College of Agriculture, Udaipur, in 1987. He later obtained his Ph.D. from SKN College of Agriculture, Jobner, in 2002. He brings over 40 years of extensive experience in academic institutions and research organizations.

Currently, he serves as Professor and Dean, Faculty of Agriculture, at Vivekananda Global University, Jaipur. Prior to this, he held key positions such as Director of Seeds at SKNAU, Jobner, and led the AICRP on Wheat and Barley under the Division of Plant Breeding and Genetics at RARI, Durgapura, Jaipur. Over the past four decades, he has been actively involved in research, farmer training, and consultancy. He also possesses strong administrative expertise, having contributed to university governance through roles in the Academic Council and various committees, including departmental, inspection, and inquiry bodies, as well as serving as a warden.

Prof. Singh has an impressive academic record with 100 research publications in national and international journals, two book chapters, 35 research reports, and participation in eight professional training programs. He has attended 42 conferences and undertaken two international visits. As a research guide, he has supervised ten Ph.D. scholars.

In the field of crop improvement, he has developed more than 15 high-yielding wheat varieties, including Raj.3765, Raj.3777, Raj.4037, Raj.4083, Raj.4120, Raj.6560, Raj.4079, Raj.4229, Raj.4238, Raj.Molya Rodhak 1, and a muskmelon variety RM 43. His global exposure includes participation in international seminars and visits to Minneapolis (USA) and CIMMYT, Mexico. He has also served as Principal Investigator in collaborative projects involving USAID and SKRAU.

In recognition of his contributions, he was awarded Rs. 1.00 lakh in 1997 by the then Union Agriculture Minister, Mr. Chaturanan Mishra, for developing the notable wheat variety Raj.3777, valued for its suitability under very late sowing and heat stress conditions. He has also received the “Best Wheat Breeder” award from IWBR, Karnal, along with honors from SKRAU, Bikaner, and the State Government for his outstanding research achievements.



Prof. (Dr.) Hoshiyar Singh
Dean, Faculty of Agriculture

Dr. Muhilan Mahendhiran is a distinguished academician and researcher with 15 years of experience in higher plant biology, thermophiles, anaerobes, microarrays, and metagenomics. He completed his Ph.D. at CICY, Mexico, and three post-doctoral fellowships at UNAM, Mexico.

He has published 20 research papers, 1 patent, 1 book, 6 book chapters, 8 research reports, and deposited 89 nucleotide sequences in NCBI, USA. Dr. Mahendhiran is a lifetime member of the International Promusa Scientific Community and has worked with major Musa germplasm banks in India and Mexico.

Recognized as a pioneer in Musa starch metabolism gene research funded by IAEA, Vienna, he has received 11 international awards and secured 8 research projects from DBT India, SIDBI, and Mexican institutions. He has also delivered numerous scientific talks and radio interviews on agriculture and research.

In 2025, he founded Moringa India Naturals Private Limited, registered under the Ministry of Corporate Affairs, Government of India.



Dr. Muhilan Mahendhiran
(HOD & Associate Professor)



Dr. Kuldeep Tiwari
(Associate Professor)

Dr. Kuldeep Tiwari working as an associate professor in the department of agriculture at VGU, Jaipur. He has completed his M. Tech in remote sensing & GIS and received his PhD in Water Resource Engineering from Malviya National Institute of Technology, Jaipur. After that he has worked in different prestigious organizations as JRF, SRF and RA Positions. He has more than 12 years research and teaching experience in the field of Hydrology, Agrometeorology, Climatology and Remote Sensing & GIS Applications for Water Resources Management. He has published 10 International and 8 National papers in different journals and conferences.

Er. Vishvendra Singh is an Assistant Professor - Department of Agribusiness management at Vivekananda Global University. He received his B.Tech. in Biotechnology, M.Tech. in Food Technology, M.B.A. in Finance & Marketing from Dr. APJ Abdul Kalam Technical University, Lucknow (Uttar Pradesh) & pursuing Ph.D. in Finance from Vivekananda Global University Jaipur (Raj.) after which he worked as quality control officer, quality assurance officer, auditing officer and subject matter expert in various reputed organizations and as Assistant Professor and Dy. Head in reputed universities. Before joining here, he was senior agriculture researcher (Post Harvest Technology) in Himalayan Investments Global Ltd. London, U.K.

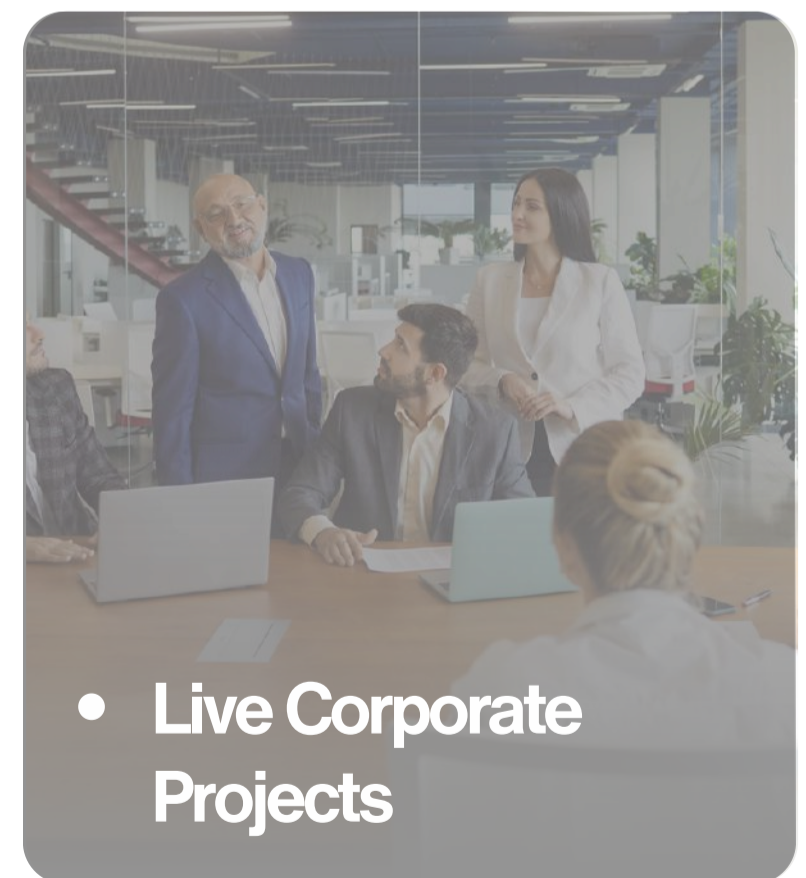
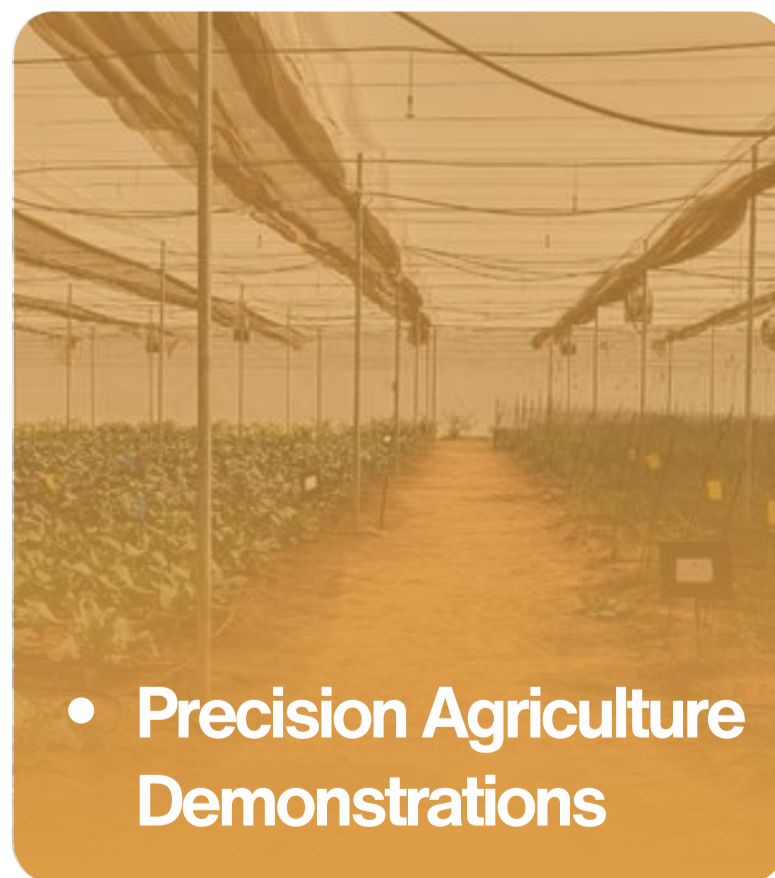
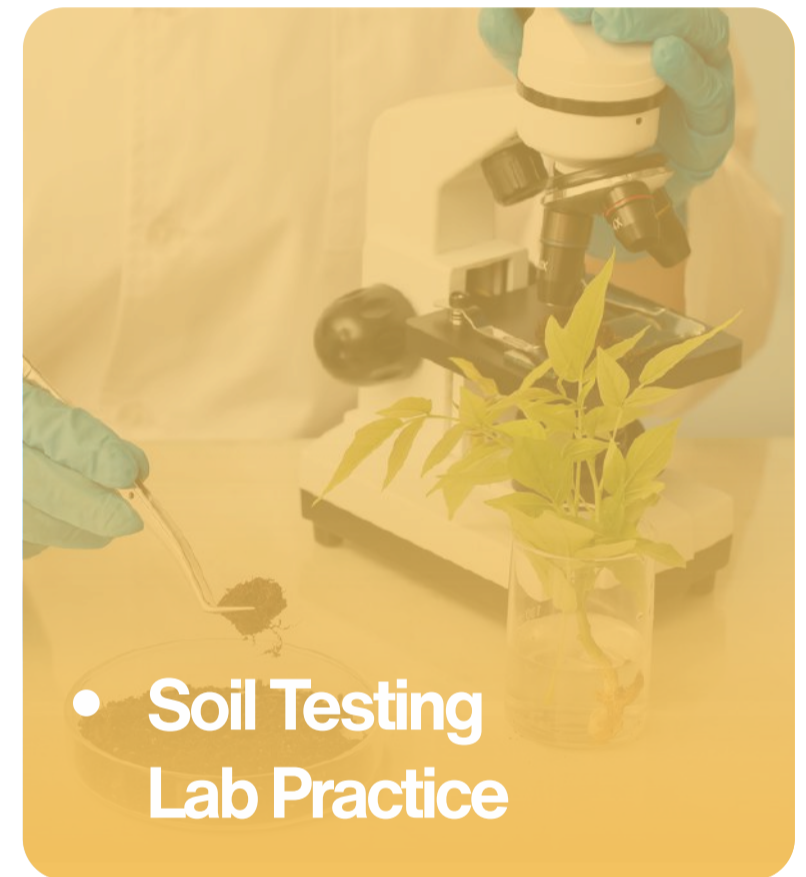
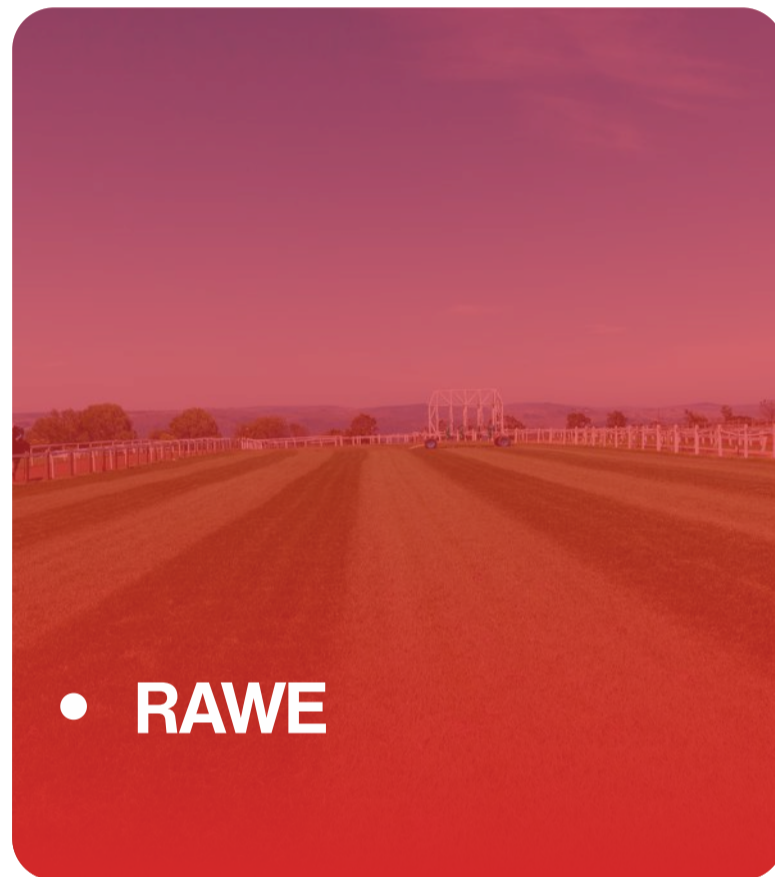


Er. Vishvendra Singh
(Assistant Professor)

Industry

Exposure *(We believe learning goes beyond classrooms)*

Practical Learning Includes:



Academic & Industry Collaborations



Department of Agribusiness Management

Placement & Internship Data



AYUSHI TIWARI

Management Trainee

jaro
education™
ISO 9001:2008 Certified

Highest Package
Rs. **13.2LPA**

Average Package
Rs. **4.2LPA**

KOLA VASANTHI

Community Development Intern



Lowest Package
Rs. **2.4LPA**

Average Package
Rs. **2.7LPA**



Internship **ABM**

The Department of Agri-Business Management (ABM) at Vivekananda Global University offers well-structured, industry-oriented internship opportunities designed to bridge the gap between academic learning and real-world application.

Through the Industry–Institute Interaction Cell (IIC), students are placed with leading agribusiness firms, FMCG companies, financial institutions, and agritech startups, gaining hands-on experience in marketing, supply chain, finance, and rural development.

The program emphasizes experiential learning through field visits, live projects, and industry mentorship. These internships significantly enhance practical skills, professional confidence, and networking, while also creating strong pathways for final placements and entrepreneurial ventures in the agribusiness sector.



Startup & Innovation Ecosystem

Through the University's incubation support system, students receive:

- Start-up Mentorship
- Seed Funding Assistance
- Prototype Development Support
- Business Model Development
- Investor Networking



Events & Activities



Department of Agri-Business Management, Vivekananda Global University, Jaipur, successfully organized **National Conference** on “**Impact of Technology Adoption on Agriculture**” on 18th and 19th of September 2025. The conference highlighted technology's role in enhancing productivity, sustainability, financial inclusion, and employment, while addressing adoption challenges and policy needs.



The Department of Agri-Business Management at Vivekananda Global University, Jaipur, organized a National Seminar on “Geo Smart Agriculture.” Keynote speakers Dr. Ankita Dadhich (MNIT Jaipur) and Dr. Divya Prakash Yadav (Poornima University) discussed advancements in Geo-Spatial Technology and GIS. The seminar emphasized Geo Smart Agriculture's potential to optimize resource use, improve yields, and promote sustainability through precision farming.



Mr. Lalit Tiwari, an alumni of the Agri-Business Management Department and a dedicated NSS volunteer at Vivekananda Global University, Jaipur, has been selected for the prestigious ***My Bharat – National Service Scheme (NSS) Award***. He received this honor from the Hon'ble President of India, Smt. Droupadi Murmu, at Rashtrapati Bhawan, New Delhi. This recognition reflects his exceptional contributions to social service and exemplifies the university's commitment to nurturing students dedicated to community welfare.



Mr. Yash have represented the university and department through conferences, state-level recognition for promoting smart and sustainable agriculture, and participation in initiatives like Budget Quest 2026, Ministry of Youth Affairs and Sports programs, National Service Scheme activities, and UNICEF-linked community projects. These experiences have strengthened my leadership, research, and innovation skills, and VGU has provided the perfect platform to grow academically and professionally.

startups



ABM IX semester student Ms. Diksha Mishra, Founder of Initi8now made a promising start-up. TiE Rajasthan is proud to spotlight Diksha Mishra, founder of Initi8now – a youth employability and skilling ecosystem that bridges the gap between employability and opportunity by connecting youth with flexible jobs, internships, and upskilling pathways. Her journey reflects the kind of innovation we're celebrating through TGS100



Mista Green Startup is showcasing their product in the Startup Mahakumbh, Bharat Mandapam, New Delhi.



Dept of ABM Startup

CropSync is a last-mile agri-tech platform designed to bridge the gap between agricultural companies and rural farmers through smart, interactive digital kiosks. It enables localized, data-driven advisory, crop-specific recommendations, and seamless product discovery in regional languages, directly at the farmer touchpoint. By combining physical presence with digital intelligence, CropSync helps agri brands scale farmer engagement, improve decision-making on the ground, and create measurable impact across the value chain.

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Awareness activity on “water harvesting” outside the campus

The Department of Agricultural Business Management (ABM) organized an awareness activity on water harvesting on date 15/09/2025 under Student Welfare activities in Rampura village to promote sustainable agricultural practices and to create awareness among farmers about the importance of conserving water resources. This initiative was undertaken as part of the department’s continuous efforts to build strong linkages between students and the farming community and to contribute towards rural development.



Awareness activity Silage Making (Outreach activity)

The Department of Agri-Business Management organized an Awareness Programme on Silage Making outside the campus in a Sindoli village on 27/08/25. The main aim of this activity was to educate farmers about the importance of silage making, especially during the summer season when green fodder is scarce for cattle. The objectives of the programmes were accomplished as follows: to create awareness among farmers about the significance of silage making, to demonstrate the step-by-step method of preparing silage, to provide practical solutions for fodder scarcity during summer and to encourage farmers to adopt silage as a sustainable fodder conservation practice.

Admission Process

Essential Admission Information

- **Educational Qualification:** Class 12th passed from recognized board
- **Subject Requirements:** PCM (Physics, Chemistry, Mathematics) OR PCB (Physics, Chemistry, Biology) OR Agriculture stream
- **Minimum Percentage:** 50% aggregate (45% for reserved categories)
- **Age Limit:** Not exceeding 22 years as of July 1, 2026

Entrance Examination:

- **Accepted Tests:** VGU Entrance Test (VGUET) OR JEE Main OR State Agriculture Entrance scores
- **Test Components:** Aptitude (40%), Agriculture/Science Knowledge (40%), English Communication (20%)
- **Test Duration:** 2 hours, 100 questions
- **Negative Marking:** 0.25 marks deduction for wrong answers

Selection Process:

Stage 1

Entrance Score
(70% weightage)

- Shortlisting based on test performance

Stage 2

Personal Interview
(20% weightage)

- Motivation, communication skills, subject interest assessment

Stage 3

1. Academic Record
(10% weightage)

- Class 10th and 12th performance

Application Process (Step-by-Step Visual):

- 01** • **Visit:** www.vgu.ac.in/admissions
→ Select "ABM 5-Year Integrated Program"
- 02** • **Register:** Create account with email and mobile number
- 03** • **Fill Form:** Complete application with personal, academic, contact details
- 04** • **Upload Documents:** Class 10th, 12th mark sheets, photograph, signature
- 05** • **Pay Fee:** Application fee ₹2,000 via online payment
- 06** • **Entrance Test:** Schedule and appear for VGUET (multiple test dates available)
- 07** • **Interview Call:** Shortlisted candidates notified via email/SMS
- 08** • **Final Selection:** Merit list published on website
- 09** • **Admission Confirmation:** Pay first-semester fee and submit original documents

Important Dates (2026 Admission Cycle)

Application Opens
February 15, 2026

Interview Dates
June 20-30, 2026

Application Deadline
May 31, 2026

Merit List Publication
July 5, 2026

Classes Commence
August 1, 2026

Entrance Test Dates
May 15-25, 2026

Admission Confirmation
July 15, 2026

Contact for Admission Queries

Admission Office :

Department of Agri-Business Management

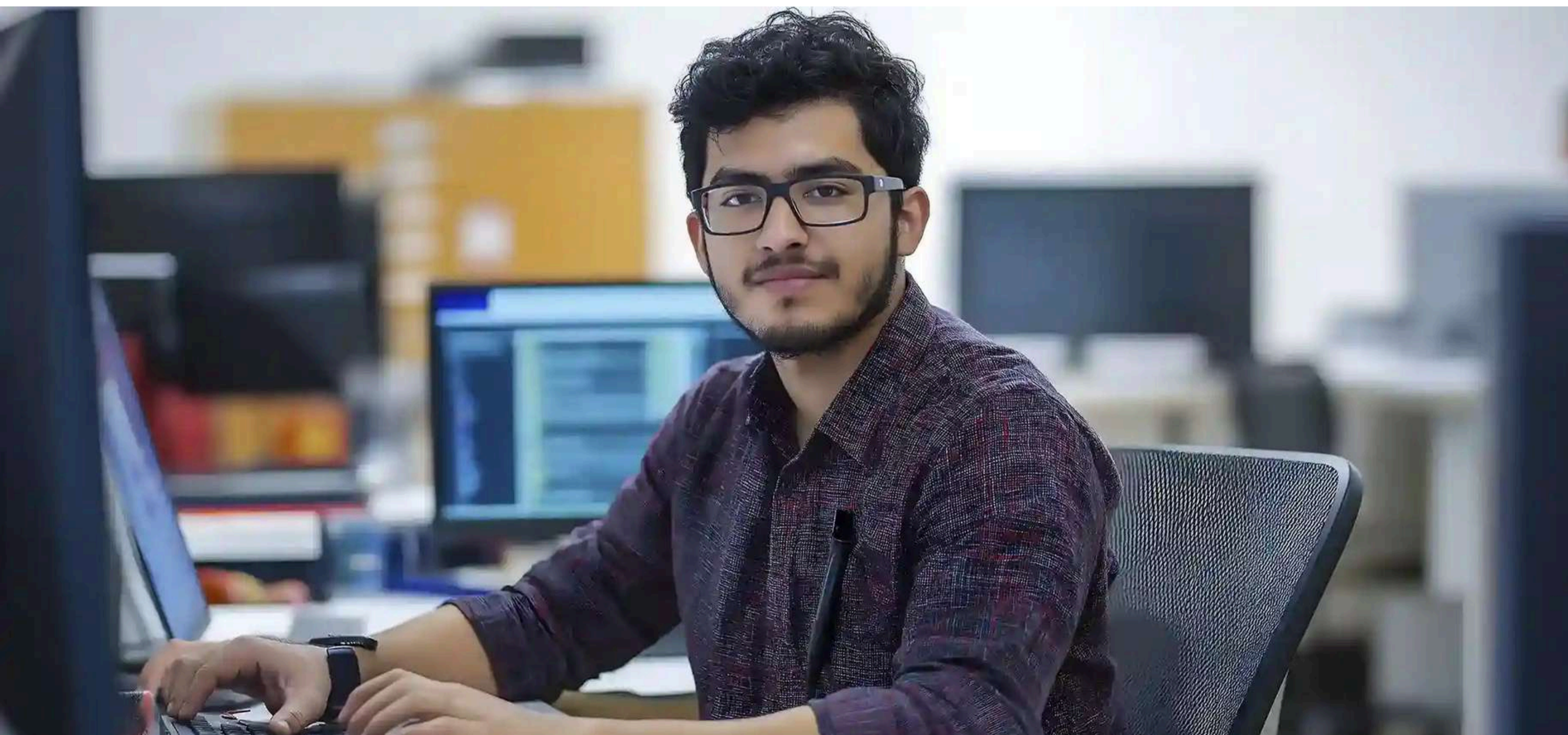
Vivekananda Global University Jagatpura,

Jaipur - 303012, Rajasthan

☎ +91- 9828079795

☎ +91-9828079795

✉ admissions.abm@vgu.ac.in



Scholarship Opportunities

At Vivekananda Global University, we believe that financial limitations should never restrict academic excellence. The University offers a range of merit- and need-based scholarships to reward talent, recognize achievement, and support deserving students.

Merit Scholarship Academic Performance (12th Standard)

- 15% tuition fee waiver for students scoring 90% and above in qualifying examination.
- 10% tuition fee waiver for students scoring 75% to 89.99% in qualifying examination.

Sports Quota Scholarship


- 10% tuition fee waiver for students who have represented at State or National level in recognized sports disciplines. Valid participation certificate must be submitted.

Early Bird Scholarship

- 10% discount on first-year tuition fee for students who confirm their admission on or before 15 June 2026.



Student Achievements & Testimonials



My journey at VGU has been truly rewarding. The university offers a vibrant learning environment with immense opportunities for growth. The faculty members are very supportive and always guide us in both academic and practical aspects.

I had the chance to participate in national conclaves, research and entrepreneurship events, as well as various networking programs that enhanced my technical skills and industry exposure. Overall, VGU has helped me develop both professionally and personally.

Jagrauti Grover





As a parent, I'm truly thankful for the wonderful journey my child has had at VGU. The Agribusiness Management department has given them so many valuable experiences — .

from industry visits and rural programs to national conferences and presentations that helped them gain confidence and exposure. They've also learned a lot through NSS camps and entrepreneurship events, which have further developed their skills and practical understanding. I've seen continuous growth in them, both academically and personally, and I'm truly grateful to VGU for providing such a supportive and encouraging environment

Ritu Grover

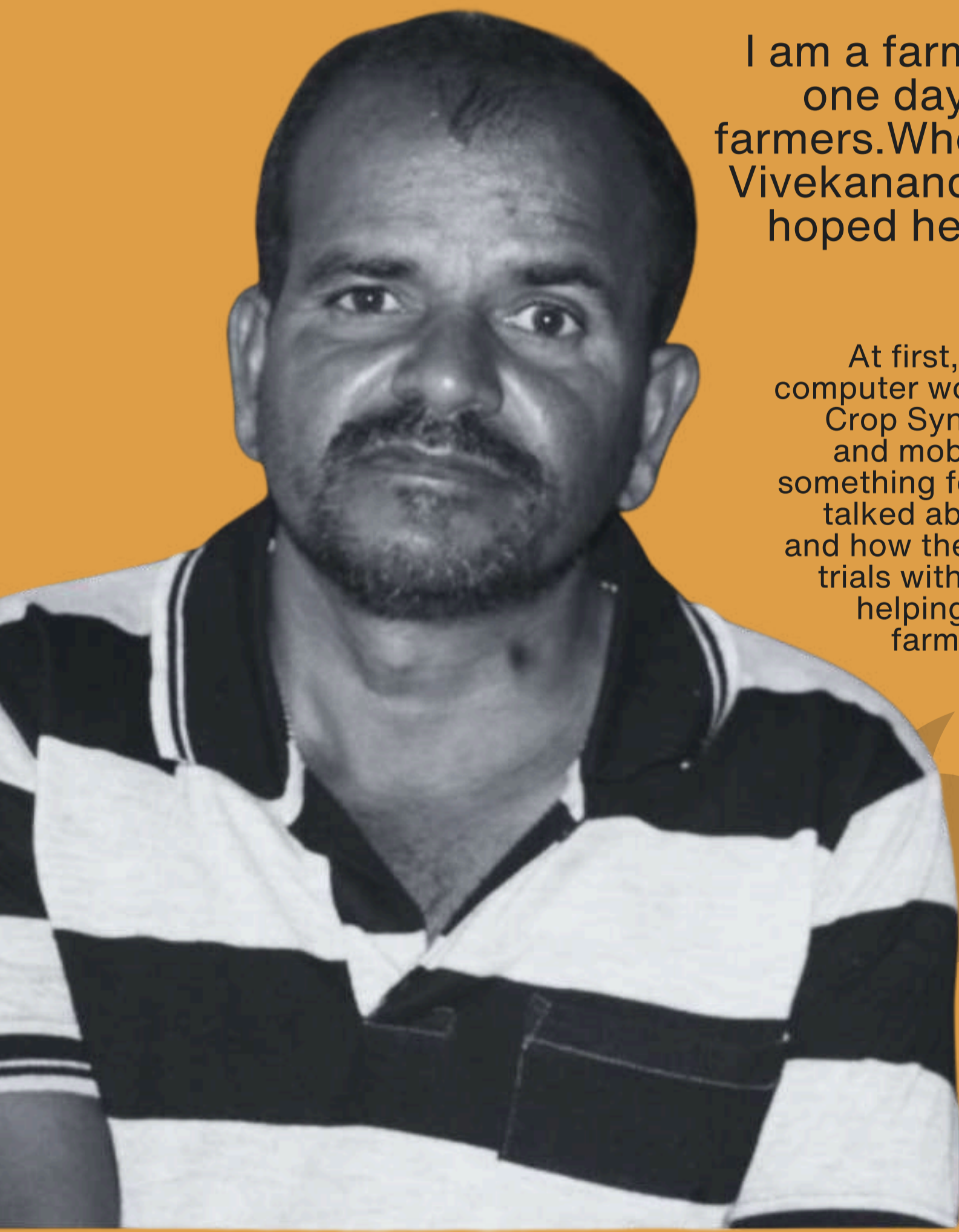


My first exposure to the Atal Community Innovation Center (ACIC VGU Foundation) was life-changing. The incubation ecosystem, mentors, and hands-on guidance transformed my curiosity into purpose.

I stumbled many times forgetting my pitch during Shark Tank VGU, facing rejections, and rewriting my business model from scratch. Yet, each failure became fuel for the next step. Through continuous mentoring, I secured funding from SIDBI Swaalamban Chair, MeitY GENESIS, and IIT Ropar's Sprint South Edition together empowering me to turn my classroom idea into CropSync Private Limited, an AI-driven crop advisory platform for farmers. Today, as we prepare for our pilot trials with real farmers, I realize VGU gave me more than a degree it gave me a mindset. The exposure to competitions, research funding, and innovation labs taught me that resilience and curiosity are far more powerful than perfection.

R Dhanunjay Reddy





I am a farmer. I never thought my son would one day start a company that helps other farmers. When he told me about his studies at Vivekananda Global University, Jaipur, I only hoped he would be well educated and do a respectable job.

At first, I didn't understand much about his projects or computer work. But slowly, when he began explaining how Crop Sync gives farmers crop advice through machines and mobile apps, I felt proud. This was something new, something for people like us. Every time he came home, he talked about his teachers, the InnovationCentre (ACIC), and how they guided him. Now, as he is preparing for pilot trials with real farmers, I feel happy that his education is helping others in the same soil where he grew up. or a farmer like me, seeing my son build something that helps other farmers is the biggest reward.

R Laxma Reddy



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