



# INSTITUTE OF AGRIBUSINESS AND RURAL MANAGEMENT

Anil Kumar  
Director

The Vice-Chancellor  
Aryabhata knowledge University  
8, Off Polo Road, Patna – 800 001  
Bihar

Dated: August 23, 2024

*R*  
*Circulate in*  
*Affiliated Colleges -*  
*S*  
*24/09/2024*

**Subject: Institute of Agribusiness and Rural Management (IARM) Lucknow**

Dear Sir,

I hope this letter finds you well. We are excited to share some important news about the Institute of Agribusiness and Rural Management (IARM), formerly known as the Institute of Agribusiness Management (IABM) Noida.

As part of our commitment to providing a world-class education in agribusiness and rural management, we have expanded the scope of our institute and relocated to Lucknow. Our new name, Institute of Agribusiness and Rural Management (IARM), reflects our expanded focus and enhanced program offerings.

IARM is dedicated to providing MBA in Agribusiness and Rural Management, as combined degree with a distinct competitive edge. Our revamped curriculum and facilities are designed to better align with industry requirements and to equip students with the skills needed to address human capital challenges across agro and rural sectors.

In light of these exciting developments, we are reaching out to seek your support to circulate the information among the students, who may still looking for admission in professional program at reputed institutes. **The last date of application is Sept 16, 2024.** For more information please visit our website: [www.iarm.org.in](http://www.iarm.org.in).

We look forward to your kind cooperation

Thanking you

Warm regards,

Anil Kumar  
Director

**Institute of Agribusiness and Rural Management (IARM)**  
Integral University Campus, Lucknow

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**Corporate Address :** 214-217, B Wing Naurang House, KG Marg, New Delhi-110001 | Phone : +91-11-41501465, +91-11-41501475

Email : [info@iarm.org.in](mailto:info@iarm.org.in) | [www.iarm.org.in](http://www.iarm.org.in)



**Institute of Agribusiness  
and Rural Management**  
*Nurturing Excellence*

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UNIVERSITY**



## MBA with Specialization in Agribusiness Management

- ❖ MBA (with specialization in Agribusiness) offering by IARM is a two-year, full-time postgraduate degree course.
- ❖ To gain admission, applicants must hold a bachelor's degree (with 50% marks or equivalent) in agriculture or allied fields.
- ❖ Applicants who have achieved more than 60% in their undergraduate exams or have an OGPA of 7.0 or higher will be directly invited to participate in the GD and PI, bypassing the written test.
- ❖ The curriculum offers industrial visits, summer internship program and international study tour for all students.



**The MBA-AB program offers a range of sector-focused specialized courses, listed below :**

- ✓ 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

IARM also provides a 2-year full-time MBA specialization in Rural Business Management for graduates (with 50% marks or equivalent) from any discipline are eligible to apply for this program. For more information, please visit our website ([www.iarm.org.in](http://www.iarm.org.in)) and check the dedicated section for MBA - Rural Management.

### Important Date (\*Tentative)

Last Date of application form submission	16th September 2024
*Date for Group Discussion (GD) and Personal Interview (PI)	20th or 21st September 2024
*Announcement of Final Result	23rd September 2024
*Last Date of Payment of Fees	28th September 2024
Classes for the first semester will begin on	30th September 2024

**For admission and other enquiries, please contact**

+91 8448482489, 9311983204 | +91-11-41501465, 41501475 | [admission@iarm.org.in](mailto:admission@iarm.org.in), [info@iarm.org.in](mailto:info@iarm.org.in)

[www.iarm.org.in](http://www.iarm.org.in)



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- ❖ The curriculum offers industrial visits, summer internship program and international study tour for all students.



**The MBA-RM program offers a range of sector-focused specialized courses, listed below :**

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

**IARM also provides a 2-year full-time MBA specialization in Agribusiness Management, and graduates (with 50% marks or equivalent) from agriculture and allied fields are eligible to apply for this program. For more information, please visit our website ([www.iarm.org.in](http://www.iarm.org.in)) and check the dedicated section for MBA – Agribusiness Management.**

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