

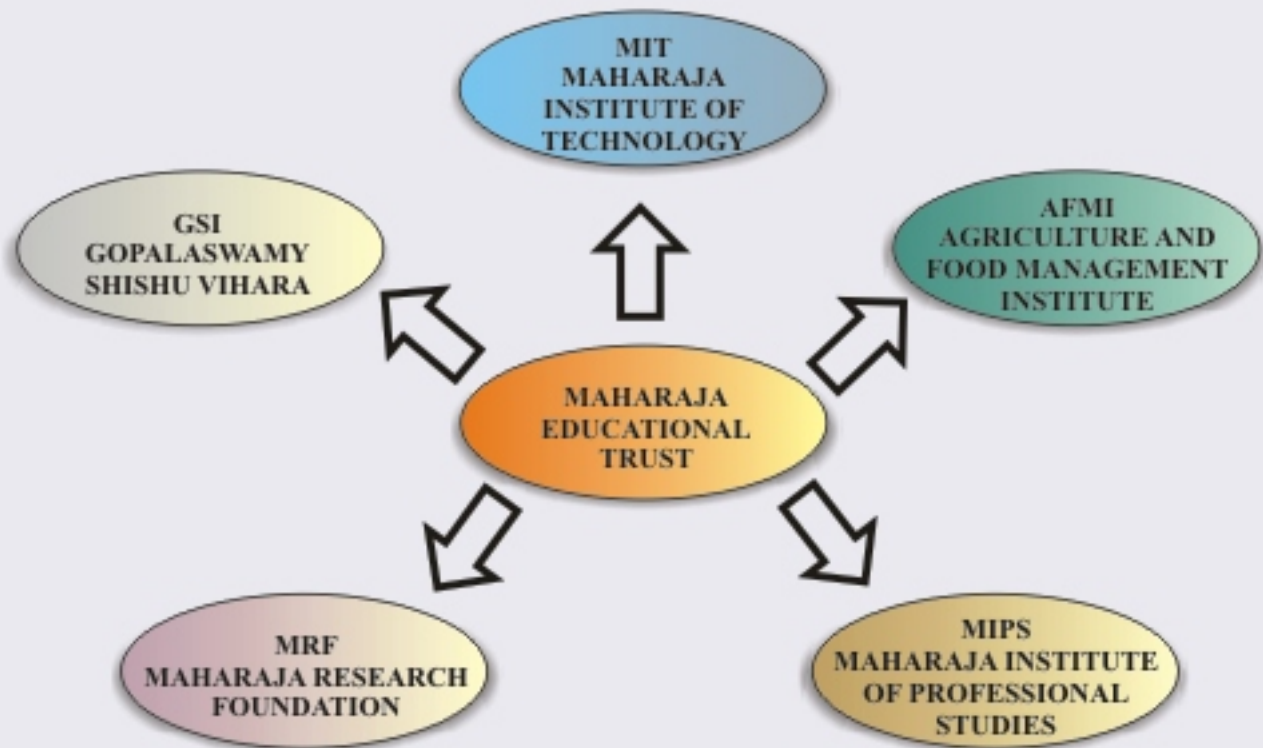
TWO YEARS FULL TIME AICTE APPROVED
AGRICULTURE AND FOOD BUSINESS MANAGEMENT PROGRAMME

ADMISSION BROCHURE



AGRICULTURE AND FOOD
MANAGEMENT INSTITUTE, MYSORE.
(UNIT OF MET)

MAHARAJA GROUP OF INSTITUTIONS





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WELCOME MESSAGE FROM THE PRESIDENT



I am pleased that you are contemplating Agriculture and Food Management Institute (AFMI), Mysore, a constituent unit of the Maharaja Educational Trust (MET), Mysore for your higher management studies. MET, has, within a short span of five years, has emerged as a pioneer in providing 'inclusive' education right from School level to Post graduation courses and to Ph.D. - courses having been affiliated to different statutory bodies that include the All India Council for Technical Education (AICTE), Visvesvariah Technological University, University of Mysore and the Board for Secondary Education, Government of Karnataka.

Agriculture and Food Business Management – a course designed by a group of dedicated food scientists and consultants to major agriculture and food related industries - is a unique Post Graduate Diploma approved by AICTE that we are offering for the past four years. As an Institution within the wider network of Maharaja Group of Institutions, it is a dynamic and fast-growing educational institution, fully responsive to regional, national and international needs catering to

the manpower requirements especially in the field of agriculture and food business.

We offer learning experience in a unique educational environment providing students with excellent holistic approach based education, small class sizes, and state-of-the-art facilities and resources within a strong community setting.

We provide student services and supports which aim to respond to the needs of each student while enriching "the student experience" in terms of academic development balanced with all aspects of social, spiritual, cultural and recreational needs.

Our campus is located in Mysore - Call it the "*Oxford of the East*" or the "*Cultural Capital of Karnataka*", one of the most scenic and tranquil locations in the country under idyllic surroundings.

AFMI has consistently set a bench mark as one of the few institutions in the region with an enviable 100% placement record till now. As we look to the future, AFMI has launched a new Strategic Plan outlining its priorities, goals and objectives for the next five years that focus on increasing undergraduate and postgraduate student enrolments and on continuing to advance and develop the institution as a key provider of University level education in the country.

I hope this Prospectus gives you a feel of the College and what it has to offer in terms of Continuing Professional Development Education Postgraduate level study. Please contact us should you require any further information on any aspect of academic life.

The management, staff and students look forward to welcoming you to Agriculture and Food Management Institute (AFMI), Mysore.

My best wishes to you.

Dr. S. Murali, M.Tech., Ph.D.
President



THE GENESIS, MISSION, VISION & VALUES

The Agriculture and Food Management Institute (AFMI) was established with a global perspective of assisting all the stakeholders of the Agri-Food business for effective and efficient management of their concern. We are the first and foremost Agri Food Management Institute in India to cater 'Pre farm to Post fork' requirement of the industry with integrated approach by providing various services as mentioned below.

- Education
- Consultancy
- Training
- Human Resource Solution
- Business Research
- Integrated Information services



In Educational Service, AFMI offers Two Years Full Time AICTE Approved Post Graduate Diploma in Management - Agriculture & Food Business (PGDM - AFB) with Dual Specialization, which is equivalent to MBA.

It is the Vision of the academy to fill the skills and knowledge required by the new age agri food industry by addressing the gaps between an educational institute and the organization. This is achievable through distinctive training modules, qualified faculty and cutting edge infrastructure.

Our Agri Food Business Management Programme offers an environment of resourceful learning which is a heaven for aspiring individuals to discover their potential and to be transformed into skilled, employable personnel.

The focus is on building the confidence of the future agri food professionals who will have to face the challenges that come their way.

Hence the concept of AFMI was conceived to help the students to 'Soar to the Top'.

MISSION

Grooming future leaders who can make a difference in the agri food world; through high quality teaching, research, case development, innovative courses and pedagogy of learning. Our success lies in our students being the most sought after professional.

VISION

To develop AFMI as a world class institution that grooms future leaders who can make a difference in agri food business for India and the world.

OUR VALUES

We will work towards our Mission and achieve our Goals.

Credibility:

We will abide by the Rules and Regulations to reflect honesty and integrity in our commitment to serve.

Discipline:

We will instill responsibility and professionalism by adopting firm, yet compassionate standards.

Innovation:

We will consistently progress by keeping abreast with the evolving changes in the Industry. The hall mark of this culture is, not to walk on the beaten path but to strike new routes; not to benchmark but to be benchmarked, to be second to none but to be the first to respond to the needs of the people and the nation, by taking up the tasks which are bold but necessary which nobody has hitherto taken up. This enterprising and pioneering spirit can be witnessed throughout the history of AFMI.

In consonance with the vision, AFMI strives to offer an education which is not just leading to a post graduate diploma, but to make the students men and women for others. In the process of upholding the tradition of AFMI, each of the students should be identified with a single most characteristic viz., "Magis" - to strive for the better, never to be satisfied with being a mediocre but aspire to be an "Exceler". He/she is never content with the status quo, but relentlessly strives for more, for something greater and better.

Instead of wishing circumstances to change and be different, magis-driven person either make them different or make most of them. Instead of waiting for golden opportunities to come along to him/her, he or she turns all the opportunities at hand into gold. It should be reflected in every Xler in the following three areas:

- (a) Academic excellence - Learning not for grades but for knowledge and wisdom. A genuine thirst for knowledge questioning the status quo for meaning and wisdom in life;
- (b) Values - imbibe and stand for ethical and social values which you cherish, in the midst of squalor, corruption, opposition, and above all human loneliness and
- (c) Social concern for the people - sensitive mind and heart to be at the service of the needy. Integrity should permeate all the three aspects, one's thoughts, feelings and actions.

Computing Resources:

Information Technology is unarguably the defining force of this millennium, and AFMI is poised to break new ground as the most e-enabled Agri Business Management School in India. The initial focus of being system friendly has now resulted in a virtual flood of e-initiatives. Beginning with the upgradation of infrastructure like marching towards Wi-Fi campus, supplemented by the introduction of new courses, workshops, seminars, live projects and setting up a Centre for e-Business that aims to facilitate industry academia interface, thus enabling the creation of whole new batch of tech – savvy managers with the skills to integrate technology solutions to the workplace environment.



CAMPUS INFRASTRUCTURE

Walking through the stately, elegant, AFMI Campus of classic brick buildings, tree lined walkways and open grassy country yards along Cauvery River is an unique experience. All structures are designed to foster discussion, facilitate deep learning and encourage interaction among students and faculty. The exceptional campus facilities at the institute serve the many needs of the AFMI community. Learn more about some of the campus highlights.

LIBRARY

Well equipped library with more than 2500 books and journals. The library subscribes to all the leading newspapers, periodicals, journals and international magazines. The Library is fully automated and equipped with the latest technology tools and procedures.



Digital Library covering 5500 + e-books, online journals, open access journals, CD-ROM (LAN), subject gateways and info tools in domains of agriculture, food technology, business and management, the library provides accessibility through WIFI and LAN.

The Library provides specialized information services viz. Document Delivery Services, Research Assistance Services, Curriculum Support, Knowledge Counseling, Online Information Services, Reference and Referral Services, Documentation, Current Press Clippings, Current Contents Alerts, Audio Visual, Bibliographic Services, Reprographic services and User Orientations etc.



The Academic Block

This building has air-conditioned lecture halls, an examination hall, computer centre and syndicate rooms, all of which contain access-points to the campus-wide network.

Class Rooms

We have state-of-the-art AC class-rooms with multimedia presentation support well furnished with facilities like audio visual system, individual safe table compartments, Wi-Fi facility, etc. Each classroom has a capacity to accommodate more than 60 students. These class-rooms also support closed-circuit recording and playback of lecture sessions.



Conference Room

Well equipped seminar/conference hall for various programmes and interactions organized in the campus.



Computer Centre

The Computer Centre houses computer labs having: Latest servers (IBM, Sun Microsystems, HP and Acer) for hosting various applications, Internet Gateways, Intranet and proxy servers. A dedicated helpdesk services for software and hardware support for users. Printing hub for centralized network printing from the hostel. Photocopy and scanning facility.



Accommodation

The institute provides the accommodation facility as per normal standard. Students can also opt for their own accommodation.



Sports Club

'A sound mind in a sound body', is what AFMI fulfilled through its service of management education during six years of its glorious existence. Hence, the students enjoy the sporting facilities such as ever-green grass football field, floodlight tennis court, Table Tennis, Carrom Board & Chess.

Get Together Centre

Our Get Together Center enhances the out-of-class experience for students and is the heart of campus life. Students and faculties gather here to enjoy a meal or snack, meet with learning teams, catch up, unwind, and even sit by the fire.



Meditation Centre

AFMI has a meditation center located right on campus, for the use of its community. Meditation center has everything you need to get a great workout. It offers AFMI members a place for quiet reflection amidst their busy days.



ABOUT PROGRAMME

Overview

The flagship Agriculture and Food Business Management Programme of AFMI – [Post Graduate Diploma in Management – Agri & Food Business (PGDM – AFB)] is the first of its kind two years full time regular programme in the country recognized by AICTE. AFMI prides itself for the learning experience imparted in this programme.

The programme offers dual specializations like sector specific and functional area specific. The emphasis of the programme is to develop candidate ability to translate theory into practice. It aims at promoting an inquiring & analytical mind, which proactively seeks the right knowledge, acquires the appropriate skills and promotes the right attitude to develop capabilities needed to manage enterprises in the twenty-first century. This programme is now in its third year and has successful placement across the industry.

AFMI is affiliated to AICTE and is completely autonomous. This status has given the institute the ability to utilize academic freedom to develop trend-setting educational programme and pedagogic processes with long-term benefits for all stakeholders of Agri Food Business. AFMI also has entrepreneurial agility that has made it the self-financed institute to be among the few in the country. The guiding philosophy of AFMI is grooming future leaders who can make a difference in agri food business. The Institute has recognized the needs of the Agri food Business and quickly and aptly responded by offering high quality relevant programme. And, to cap it all, AFMI has the locational advantage of being in Mysore, the knowledge city, where well reputed institutes like Central Food Technological Research Institute (CFTRI) and Defence Food Research Laboratory (DFRL) are situated.

Our syllabus is based on inputs given by different stakeholders of Agri-Food Business which aims to impart knowledge from all corners of agri-food business among our students through various courses (Credit and Non-credit) as well as managerial curricular activities including seminars, assignments, field survey etc.. The range of exciting courses in our curriculum is frequently refreshed with new contents in order to give students a firm grasp of broad-based fundamentals covering each and every link of the agri food chain along with path of movement from one link to another. The institute adopts an inductive learning model which goes beyond facts and theories- a process that teaches individuals not only how to manage organizations, but also how to continually grow and learn throughout the life. The course comprises of four components: Foundation Courses, Core Management Courses, Agri-Food Business Courses and Area Specific courses.



- Total no of functional area = 20
- Total no of credit courses = more than 30
- Total no. of optional courses available = more than 100
(A student can choose maximum 20 optional courses)

Proficiency in communication and soft skills is key to business as well as social success in today's environment. In this scenario, degrees, formal education and technical knowledge is not sufficient to succeed and grow. Keeping the need of industry and the opportunities for employment in mind, on joining PGDM- AFB programme at the Institute, all students pursue the rigorous programme of communication and IT, which enables them to enhance fluency, correct grammar & regional influences in speech, strengthens diction and understanding of English Language in an international context as well as improving their skills in IT. The aim is to create similarity in fluency, accent, body language, dressing, manners, presentation and all other aspects of day to day personal and professional life of all the students, which can become the symbol for the Institute. After that, all students pursue advance communication and core management course. By studying under a common curriculum, students build a solid, broad foundation of general management concepts and skills across all the key disciplines.

The following semesters will cover the pre harvest aspect of agri food chain courses starting from Farming Inputs Industry to Farm practices and management of Farm produces. The remaining part of agri food chain courses encompasses Food Ingredient, Food Processing Machinery, Food Processing, Food Retailing and Food Service Industry along with Consumers at both Institutional and Individual level, will be covered in second year. During the second year, students choose from an unparalleled range of elective courses to build on the basic concepts developed in the core management courses and compulsory agri food chain courses. Students are getting an opportunity to pursue studies in areas of special interest to them. This portion of the program enables students to integrate the functional and sectorial skills learned till now, into an understanding of the firm as a total enterprise. Overall, all these courses help the students in developing an integrated understanding and approach on agri food chain management issues and problems.

All students have to take a Group Live Project (Rural/ Societal) and Individual Student Research project (Industrial) which are designed to help students deepen their knowledge in a particular area of interest. Group Live Project based on Field-based learning is typically conducted by teams of three or more students who work closely with a sponsoring organization and a faculty advisor. Projects aim at solving a real-world problem.

The Individual Student Research Project presents an opportunity for a student to study a specific topic of interest in depth, under the close direction of a faculty member. In our programme, this learning experience is more important as students may link independent field-based learning to their career planning and job search.

Field-based learning through live projects is a remarkable opportunity for students to truly personalize their education as they make connections and gain experience in their chosen field. Group Project & Individual Project are designed to provide opportunities to apply their knowledge and skills in real life of Agri & Food Business management context with prominent Agri and Food Business firms.



STRUCTURE

The programme consists of 4 semesters. We offer credit courses, Non Credit Courses and Class room Presentation & Assignment topics in each semester.

Semester: One Semester consists of 16 weeks.(14 weeks Classes + 2 weeks End Term Examination)

1 Credit Course: one hour of class work in theory or two hours of laboratory / field work in practical / Seminars per week for 14 weeks per credit

Yoga and communication is part of the programme, which continues over two years.

The classroom sessions are supplemented by corporate sessions, guest lectures, field sessions, live projects, workshops and many such activities which ensures that the participant remains in touch with the corporate environment and learns the practical applications of the acquired knowledge.

Total Number of Electives to be taken by a student is 21 credits in last two Semesters. The Electives, offered in the 2nd year, are of two categories:

Functional Area Specialization electives (FE) – One has to choose any two areas.

Sector Specialization Electives (SE)- One has to choose any two areas.

In Semester 4th a student is required to take 10 credits electives (6+4) from any two of the six Functional Area Specialization Courses and in 4th Semester 15 credits (9+6) from any two of the Five Sector Specialization Courses, announced at the beginning of the respective trimesters. In one specialization, minimum number of students required should be ten.

The degree will be awarded as PGDM-AFB.

In 4th Semester, the SSC courses will be treated as seminar courses, where students have to submit a report and evaluation will be done on the basis of that report. Students are allowed to visit industry or take some assignment in industry or attend the guest lecture organized by the institution for SSC.

Assessment of Student Performance:

The evaluation of performance in different academic events such as courses and projects carrying credit value will be as per percentages and credits. Each event will carry a credit value. The course instructor at the end of the course will award final cumulative total marks out of 100.

CH: A quantitative measure of course work which means one hour of class work in or two hours of laboratory/ field work in practical per week per credit.

G: % of marks obtained by the student in a course divided by 10.

CP: Grade multiplied by credit hour allotted to the course.

OGPA: Sum total of credit point earned by the student during the PGDM-AFB programme divided by sum total of credit hours of the course studied during the programme.

Class/Division	F : Fail, Grade below 5.0
≥ 8.5 First Class/Division with Distinction	US : Unsatisfactory
≥ 7.0 First Class	NC : Non Credit Hours
≥ 6.0 Second Class	Percentage of marks : OGPA in 10 Points scale multiplied by 10 one semester consists of (14 + 2) weeks
≥ 5.0 Pass Class	

EXAMINATION SCHEME:

The scheme of examination defines the various components of evaluation and the weightage attached to each component.

Each credit course/subject will be evaluated as below:

Components	Weightage
Quiz	10
Midterm	20
Case discussion / Assignments / Presentation	10
Attendance	5
Discipline	5
End Term	50
Total	100



KEY DIFFERENTIATORS

The Academy has it all, in terms of the best of Education System, Course Modules, and Teaching Methodology to facilitate effectiveness in learning environment and student's Enrollment.

■ The Education System

The Academy's faculty comprises industry and academic experts that are hand-picked from the different functional areas of various segments of Agri Food Business which includes from input to output, processing, retailing and support services.

Their proficiencies in people management will enable them to guide students through the course. Likewise, their competencies and experience will help fulfill their career aspirations.

Our Instructors are required to undergo intensive training to ensure that they are thoroughly prepared to establish their professional acumen. 'Train the Trainer Programs' are conducted regularly for their continuous development and to help them keep pace with the changes and evolving industry demands.

■ Course Outline - Learning The Good Things

Our Training Programs are conceptualized and designed by professionals to meet Industry Standards. While defining the curriculum, we are equally mindful of the principles of effective learning by ensuring they are;

- Customized to meet specific Learning Needs
- Comprehensive to meet Industry Needs
- Tailored to encourage student's engagement and interaction

In the final analysis we will not only impart knowledge but will also facilitate students to embark on a journey of discovering their inner self and true potential. These are made achievable through.

- Grooming and Deportment
- Elementary English Lessons
- Etiquette and Social Norms
- Effective Communication and Social Skills
- Attitude Formation for Success
- Team Dynamics and Service Delivery.
- Understanding Emotional Quotient
- Motivation Fundamentals

Students will learn to acquire a distinguished conduct that is admired, thus helping build credibility to differentiate in a competitive market. Our program sees the eventuality of your development perspective in honing your people management skills to ease work related challenges. We share the responsibility and commitment to transform our students as an individual who is confident and inspired to take on challenges ahead.

Continuous efforts are on to innovate, improve and enhance the practical relevance of the educational process in the programme. This course enables students to -develop adequate conceptual base in different subject areas of relevance, acquire sufficient operating skills in using modern management tools and techniques in different functional areas, develop application skills of management techniques appropriate in the unique contexts of Agri-Food Business, develop a gestalt perspective of the Agri-Food Business sector, its dynamics, complexities, challenges and opportunities in the emerging global context.

TEACHING METHODOLOGY- CREATING LEARNING ENVIRONMENT



The pedagogy followed in all the Programmes at the Institute include:

- Classroom Lectures and Group work
- The Case Method and Role Play
- Project Work and Assignments
- Term Papers and Industrial Visits
- Simulation Games and Audio Visuals
- Seminar Presentations

COLLABORATION

The flagship management programme is beneficial for all stake holders of Agri Food Sector and finally for whole nation. On the basis of above, we are in process of signing MOU with reputed academic institutions, companies and associations working for Agri Food Sector.

Role of Academic Partners

Infrastructure Partners
 Academic Partner - Share Academic Resource
 ·Networking partner for ties with food fraternity
 ·Consulting/ Training/ Research Partner.
 ·Academic Partner for specialized food subjects
 ·Research Partner in advanced subject areas

Role of Industry Partners

Promoting Stakes
 Influence education programme of AFMI
 Standing Faculty
 Source Organizational Training Needs
 Source Man Power from Student Pool
 Summer Internship
 Provide Industry Prospective
 Industry research project



ADMISSION PROCESS

The Admissions process involves the following:

1. Eligibility criteria: To be eligible to apply, you must have any one of the following:

Graduate or Post Graduate in Agriculture/ Food and allied disciplines like Horticulture/Aquaculture (Fishery)/Food Science/ Food Technology/Food Engineering/ Home Science / Dairy Technology / Agriculture Engineering /Nutrition/ Post Harvest Technology/Veterinary Science / Animal Husbandry/ Poultry Science/Sugar Technology/Oil Technology/ Milling Technology/ Agri Business Management and others (General Graduates), 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.

Note: 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.

You are required to produce the mark sheet and a certificate on or before December 31, of having passed the Bachelor's degree/equivalent qualification. The admission will be confirmed only when you submit the mark sheet and a certificate of having passed the bachelor's degree/equivalent qualification as mentioned in the certificate issued by the Principal/Registrar. Under no circumstances the deadline of December 31, will be extended.

2. Selection Procedure:

2.1 Written Examination

AFMI Test will be conducted at various centers in India.

We also accept score in recent CAT/ MAT/ GMAT/ATMA/Manage/ IRMA or any Other Management Test held at either State or National Level.

You can see the details for AFMI test on our website www.afmiworld.org.

2.2 Group Discussion and Personal Interview

Group Discussion (GD) aims at measuring your proficiency in terms of speaking and listening skills in language as well as knowledge, leadership, personality, etc. of the candidates. Group Discussion will be conducted for all the students who will appear for written test in the second half of the same day. Candidates who have been screened through the written test and GD score will be called for PI. The purpose of Personal Interview (PI) is to measure aptitude, subject knowledge, business awareness, communication skills and suitability for corporate careers.

Psychological and IQ Test

The Psychological and IQ Test aims at measuring your attitude and social behavior. Aim is to select the highest potential leaders with diverse backgrounds from an applicant pool of very talented candidates through above mentioned multi stage selection procedure.

Merit list

On completion of all the above mentioned tests, we compare the performance of all the candidates and generate a final merit list based on their overall performance. Weightage is given to Analytical Ability, Academic Background, Leadership Potential, Social Orientation, Work Experience and Psychological fitness. Additional weightage will be given to those candidates who have any other professional qualification in the field of IT, Finance, Agriculture, Food and other Allied Areas.

Confirmation of admission

Selected students will be required to remit the first installment of the course fees within 15 days from the date of issue of admission letter to confirm the admission.

Note: To know about how to apply, important dates, fees & other payables, study loan and contact details please Refer Annexure-1 attached with this brochure.

Industry Sponsored Seats

Note: For Industry sponsored seat, talk to the management directly.

STUDENT ACTIVITIES & SOCIETIES ON CAMPUS

1. Entrepreneurship cell

The Entrepreneurship Cell is one of the largest professional cell at AFMI, which focuses on encouraging and fostering entrepreneurship among the student body, provides practical learning opportunities to minimize risk and maximize success in ventures, and facilitates interaction with experienced entrepreneurs, industry experts and venture capitalists to gain insight and inspiration.

Network Partners:

National Entrepreneurship Network



2. FSQMS & Legislation Cell

Food safety and Quality is an increasingly important public health issue. Governments all over the world are intensifying their efforts to improve food quality and safety. These efforts are in response to an increasing number of food safety problems and rising consumer concerns. By realizing the importance of food safety and quality in context of upcoming consolidated food laws, AFMI has started FSQMS and Legislation cell where students and experts can exchange their views and aids in this growing concern.



3. Samrudhi Magazine

AFMI's students have started online quarterly magazine called "Samrudhi", which deals with different relevant issues in all sectors and sub sectors of Agri food business. This magazine has generated a good response both from the industry and institutions. It is available to all Agri food professional and students on demand. "Samrudhi" endeavors to promote and disseminate knowledge in the complex multi-disciplinary management field. The magazine encourages theoretical and empirical research papers and articles of relevance to both academicians and practitioners. The Magazine publishes articles from areas such as finance, accounting, marketing, operations management, human resources management, statistics, international business, information technology, environment, risk management, globalization and related areas.



4. SFVP

AFMI's Street Food Vendor Project (SFVP) - With a new approach in new Millennium Today street foods are on the rise but the safety factors affecting the health of the people are not properly taken care of. Keeping this into consideration, AFMI has taken up a project for Street Food Vendors in order to make them Model Food Processors. We are proud of saying this that today AFMI Street Food Vendor Project (SFVP) with a new approach in new millennium has become a model Project for the nation.



5. Skill Development cell

In today's highly competitive business world, skills are equally important as knowledge. Therefore, AFMI will not only impart knowledge but will also facilitate students to embark on a journey of discovering their inner self and true potential. These are made achievable through various skill development initiatives :

- Grooming and Deportment
- Elementary English Lessons
- Etiquette and Social Norms
- Effective Communication and Social Skills
- Attitude Formation for Success
- Team Dynamics and Service Delivery.
- Understanding Emotional Quotient
- Motivation Fundamentals
- Enhancing IT skills

Students will learn to acquire a distinguished conduct that is admired, thus helping build creditability to differentiate in a competitive market. Our program sees the eventuality of your development perspective in honing your people management skills to ease work related challenges. We share the responsibility and commitment to transform our students as an individual who is confident and inspired to take on challenges ahead.

PLACEMENT AT AFMI

Why Recruiters Prefer AFMI

AFMI differentiates itself on four fronts – an industry-focused curriculum, practical exposure, student driven activities and an expansive corporate interface ensuring management education in the true sense of the words. Two years at AFMI equip our students with the skills, knowledge and analytical mind-set required to identify and solve problems, effective communication skills to communicate these solutions, and sufficient practical exposure to create action plans and implement these solutions.

AFMI built its reputation by the practical approach to teaching theory grounded in real-world application.

AFMI 's flexibility to change curriculum as per industry requirement, inviting industry to have academic participation, sending students for long time industrial training and providing in-house customized training to the students (as desired by a company after selection of students) have led many companies to be academic partners of AFMI and to chose AFMI for recruitment on priority. Our programme prepare you for managerial and commercial careers in enterprises may be engaged in activities

Agri Input Sector	Agri Output Sector	Food Processing Sector	Allied Sector	Service Sector for Agri Food
Seed Industry	Agriculture Industry	Grain Based Industry	Food Ingredient & Additive Industry	Market Research Firm
Fertilizer Industry	Horticulture Industry	Dairy Industry	Food Processing	Consultancy Firm
Animal Health-Care Industry	Animal Husbandry Industry	F & V Industry	Machinery Industry	Certification Body
Irrigation Industry	Aquaculture Industry	Meat & Poultry Industry	Food Retailing & Food Service Industry	Regulatory Body
Agri Machinery Industry		Fish Processing Industry		Banking, Insurance, NGO
Animal Feed Industry		Confectionary Industry		Government Bodies
		Beverages & Others		Education Institutes
				Technical Research Firms
				Export Import Houses
				Logistics, Rural Energy
				Freelancer

OUR RECRUITERS



CAMPUS INTERVIEWS AND PLACEMENTS

The Placement Process at AFMI aims to match the requirements of the Corporate World with the aspirations of the students thereby facilitating the achievement of synergy between the two. The entire philosophy of the placement process commencing during the first week of December - is to provide flexibility to the recruiters and give an opportunity to the suitably qualified students to excel.

Generally, the Recruiters initiate the process by presenting Pre-Placement Talks or Company Presentations where they get an opportunity to interact with the students, understand their expectations and apprise them of the job requirements and job profiles offered. Students in turn respond by submitting expressions of interest to them. They then hold interviews on campus and make offers.

Alternatively, Companies may invite CVs of interested students and shortlist students on the basis of their profiles before coming on campus. On campus, the company interviews the short-listed students and select students.

Recruiters can also conduct off campus interviews with students in special cases. The bulk of the placement process is done during a ten day window, however the process of final interviews and placements continues for more than a month.

The Lateral Placement Process facility is also available which allows recruiters to interact with students having work experience and to select them through interviews.

AFMI follows a no-differential policy with respect to Lateral Placements, Final Placement and Summer/Winter Placements.

PLACEMENT COMMITTEE

Head, Placement Committee

Mr. Vinayak S Angadi, Management Consultant, Bangalore

Members

Mr. M.M. Chitale Consultant, Food Industry

Mr. Arun Bewoor Member AAC, AFMI, Former CEO International Flavors & Fragrances India Limited (IFF)

Dr. M. Mahadeviah Consultant Food Processing

Mr. Saurabh Sinha Consultant

Mr. M. Ameen Shariff Faculty

Even International Companies are participating in AFMI's Placement Process which takes our students to work in global market.

AFMI's flexibility to change curriculum as per industry requirement, inviting industry to have academic participation, sending students for long time industrial training and providing in-house customized training to the students (as desired by a company after selection of students) gives an advantage to the company coming to AFMI.

OUR ALUMNI SPEAK'S



Encouraging us to be more independent and the freedom to think and act on our own'. This, I would say, is the best thing I felt about AFMI - something that we get only in handpicked colleges. Here, our interests are given both the due respect and priority. Let it be academics or sports or art or music or any other thing. The point is to do what we like and to give our best to it.

M. Srirama

Sales Manager

**Middle East and North Africa (Flavours and Fragrances)
McPai and Company, Dubai.**

It was one of those fortunate occurrences in my life that I enrolled as a student of PGDM at AFMI. It was a turning point, both academically and professionally. I was in a way soaked in an intellectually stimulating atmosphere coupled with robust practical experience in terms of class room presentations and internship programmes. My campus interviews could go very easily mainly because of the strong theoretical foundations and expert guidance by the faculty at AFMI. The testimony to what I have said above is that I hold a good, remunerative and respected position. Thank you AFMI!

**Gajendra Singh - Regional Officer
Sundaram Finance Ltd.**



AFMI that spells trust!!!

AFMI a student-centric institute is one of the premier business schools in the sector of agriculture and food management, developed its own distinct identity as a centre of excellence in management education, research, consultancy & development interventions, intercultural solidarity, understanding for its valuable contributions to industry, society and student. Come here, explore your knowledge and discover something you didn't know.

Sanjay Kumar Ranjan

Branch Head

IDBI Bank, Hazaribag, Jharkhand.



ACADEMIC ADVISORY COUNCIL

AFMI has created an Academic Advisory Council (AAC), consisting of eminent personalities from both Academia and Industry, in order to get real time input on academic matters, keeping pace with fast changing business environment & bridging gap between academia & industry. The AAC is chaired by Dr. B. L.Amla, Former Director Central Food Technological Research Institute (CFTRI), Mysore.

Academic Advisory Council

Dr. B. L. Amla

Head, AAC, AFMI
Former Director

Central Food Technological Research Institute(CFTRI), Mysore

Members of AAC, AFMI

Dr. S. Murali

Trustee, MIT

Mr. Arun Bewoor

Former MD, International Flavours & Fragrance India Limited(IFF)

Mr. Shrihari Kulkarni

Chief Financial Officer, Comat Technology, Bangalore

Mr. Vishal Bharat

Field Fresh Foods Pvt. Ltd.

Mr. Simon George

GM, Asia Pacific Cargill Flavours

Mr. M. M. Chittale

Consultant Food Industry

Mr. Roy Tharakan

General Manager(Marketing), Kerry Ingredients, Dubai

Prof. Amarinder Singh Bawa

Director, Defence Food Research Laboratory (DFRL), Mysore

Dr. Rajeshwar Matche

Senior Scientist, Food Packing Department CFTRI

Mysore Former President-Association of Food Scientists & Technologist India (AFSTI), Mysore

Mr. Mukesh Madhukar

GM Bharati Walmart

Mr. Saurabh Sinha

Promoter, Agriculture & Food Management Institute

Mysore, Consultant Food industry



FACULTY

The AFMI faculty members are some of the most experienced, qualified and recognized individuals in the field of agri and food business management. A perfect balance is maintained in the knowledge given to the students through the permanent faculty and the visiting faculty. As the permanent faculty look to developing the fundamentals in the student, the visiting faculty bring in the latest changes and information affecting the world outside.

The salient feature is that we have tried to take most of the visiting faculties from the industry only, as they have given their valuable inputs during design of curriculum. The list is long, however the name of few faculties are mentioned as below:

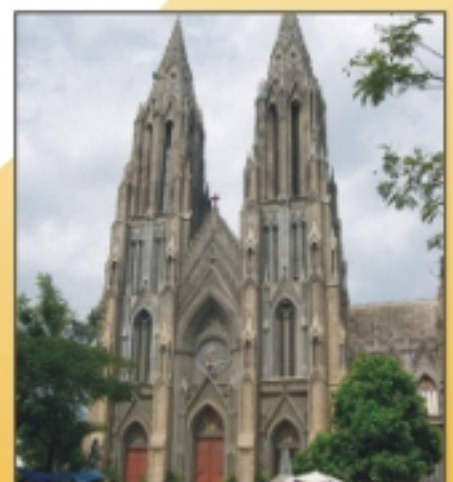
Name	Qualification	Expertise	Industry & Academic Experience
Dr. M. Mahadevaiah	PhD (Food Science & Technology)	Food Science & Technology	40 Years
Dr. Ashok Madhav	PhD. MBA	Marketing and HR	22 Years
Dr. Chandrasena V.	PhD. (Entrepreneurship) M.Com. B.Com.	Finance & Accounting, Entrepreneurship	35 Years
Dr. Murali .S	PhD. (Computer Science)	Computer Science	24 Years
Mr. Vinayaka S. Angadi	MBA (UK) B.Com.	Agri Business, Strategic Management, Sales & Marketing	16 Years
Dr. H.S. Sadathali Khan	PhD (Food and Agricultural Marketing Management) , M.Sc (Agri), B.Sc (Agri)	Agricultural Marketing and Agri Business Management	33 Years
Mr. R. Chandrahasan	B.tech(IIT Madras), MBA- Operations Research and Finance (IIM Kolkata)	Teaching Quantitative Subject	35 Years
Mr. D. Giridhar	Hons. Economics, MBA in HR Management	Supply chain and HR Management	35 Years
Mr. Chandrashekhar. B. N	M.Com, L.LB,F.C.A, C.A.,I.I.B	Accounting and Taxation	15 Years
Dr. Narasimha Murthy	M.A.Economics	Economics	15 Years
Mr. Manish Kumar M. Antwal	MBA(International Business), M.Tech (Food Science), B.Tech (Food Science)	International Business	17 Years
Dr. S. Muruli	PhD, M. Tech, BE	Computer Science and Information Technology	20 Years
Dr. Rajeshwar Matche	MBA, B.Tech	Project Management, Packaging Industry	20 Years
Mr. Sripathi	BE	Operation Management	20 Years
Dr. Raju K.H.	BE, MBA	Operation Management	12 Years
Mr. Roy Tharakan	PGDM (IIM-A) M.Tech. (Food Science CFTRE) B.Tech. Food Science	International Marketing, Sales Management Food & Additive Industry	15 Years
Mr. Saurabh Sinha	PGDM., M.Sc.(F.T.), & B.Sc.(Agri)	CTR, Food Safety & Quality Management	15 Years
Mr. Mohammed Ameen Shariff	MBA (Finance), B.Com	Finance, Marketing and HR.	8 Years
Mr. Sathish. P	MBA (HR) PGDHRM	HR and Marketing	3 Years
Mr. Sandana Krishna	MBA	HR and Marketing	5 Years

About Mysore

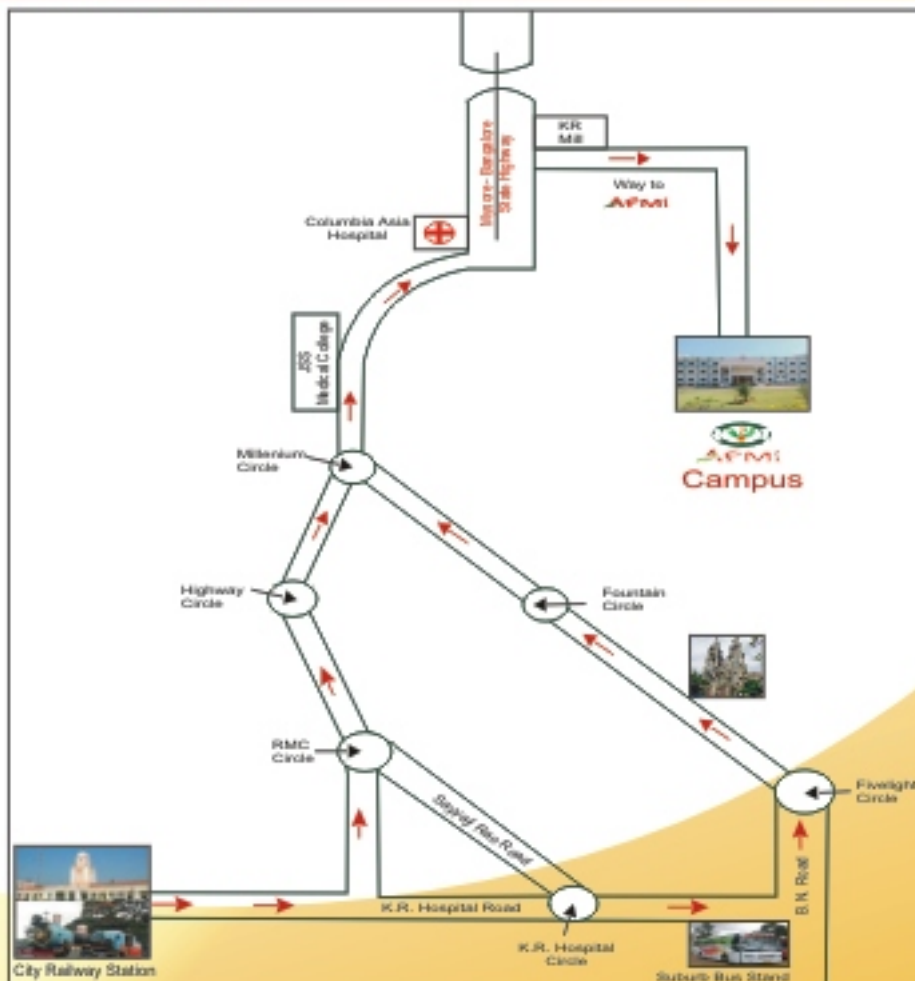
AFMI is situated at Mysore, snugly nestled in the midst of lush green hills with pleasant weather. Call it the 'Oxford of the East' or the 'Cultural capital of Karnataka', it is today's hotspot of commerce, culture and entertainment. Technological innovation is slowly becoming the city's forte and it is home to many global firms, international companies, central and state government units, research and development institutes and defense establishments. Prominent educational, training and research institutions on agriculture, food and rural development in close vicinity of AFMI are the Central Food Technological Research Institute (CFTRI), Defense Food research Laboratory, Mysore University and many others.

Mysore, capital of the erstwhile Wodeyar Kingdom is also known as the city of palaces. Located 770m above sea level, this picturesque city has pleasant weather. This charming city of palaces, hills and rivers also boasts a history of fine urban planning-Krishna Raja Wodeyar reign saw a number of improvements to the planning and infrastructure of the city under the able Dewans Sir M. Vishweshwaraya and Sri Mirza Ismail.

Mysore's must see list includes scenic places like Chamundi Hills, Brindawan Garden, Birds Sanctuary, Tippu Fort, Mysore Palace, to name just a few. There's loads of entertainment for your leisure hours. Fun and excitement welcome you at multiplexes which are popular with families as well as generation X. Moreover, the metropolitan city of Bangalore lies only a whisper away.



Route Map





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Agriculture and Food Management Institute (AFMI)
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