

**Agriculture and Food Management Institute (AFMI)
Mysore**

College campus: Near MIT Campus, Behind K R Mills, Belawadi, Naguvanahalli
Post, Srirangapatnam Taluk, and Mysore. Tel: 0821-2904777 Mobile:
9342356662



MANDATORY DISCLOSURE

For the year 2009- 10

ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

7 FLOOR, CHANDER LOK BUILDING, JANPATH, CANNUGHT PLACE
NEW DELHI – 110 001

MANDATORY DISCLOSURE BY INSTITUTION RUNNING AICTE APPROVED MANAGEMENT PROGRAMME TO BE INCLUDED IN THEIR RESPECTIVE INFORMATION BROCHURE, DISPLAYED ON THEIR WEBSITE AND TO BE SUBMITTED TO AICTE EVERY YEAR LATEST BY 30TH APRIL TOGETHER WITH ITS URL

Agriculture and Food Management Institute (AFMI)

Belawadi, Naguvanahally Post. S.R.Patna.

MANDATORY DISCLOSURE

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1.	NAME OF THE INSTITUTION	Agriculture and Food Management Institute (AFMI)
	Address & contact numbers	Agriculture and Food Management Institute (AFMI) Belawadi, Naguvanahally Post, S.R.Patna Taluk – 570 002
2.	NAME & ADDRESS OF THE DIRECTOR	DR. L. SRIDHARAMURTHY Agriculture and Food Management Institute (AFMI) Belawadi, Naguvanahally Post, S.R.Patna Taluk – 570 002 Tel: 0821-2904777, 9342356662

2. GOVERNANCE

THE Governing Council of the college consisting of the following members

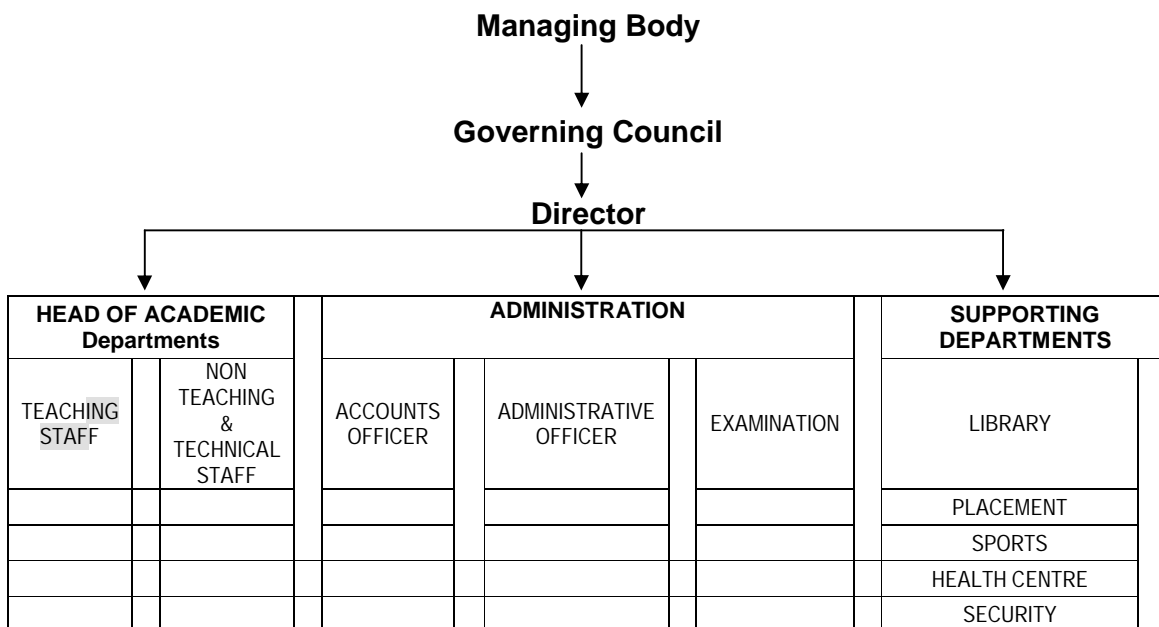
Sl.	Name	Designation / Status	Brief background
1	Dr.S.Murali	Chairman	Academician Professor and Head, Dept. of IS Engg. PESCE, Mandya
2	Dr.Y.T.Krishne Gowda	Member	Academician, Professor of Mech. Engg. PESCE, Mandya
3	Dr.B.G.Naresh Kumar	Member	Academician Prof. and Head, Dept. of Civil Engg. PESCE, Mandya
4	Rajesh Matche	Member	Scientist, CFTRI Ex President AFSTI
5	Saurabh Sinha	Member	Academician, Consultant Agri Food Industry Director SET
6.	Roy Tharakan	Menber	Industry Director- Marketing FSL, Dubai

Academic Advisory council

<p>Dr.Amla Chairman AAC Ex-Director CFTRI</p>	<p>Simon George Head Asia Pacific Cargill flavors</p>
<p>Arun Bewoor Ex CEO International Flavors & Fragrance India Limited (IFF)</p>	<p>Pradeep Choudhary Vice President GSK</p>
<p>Shrihari Kulkarni Chief Financial Officer Comat Technology Bangalore</p>	<p>Dr. Kamalesh Prasad Professor, SLIET</p>
<p>Mr. Roy Tharakan General Manager,FSL Dubai</p>	<p>Dr.Sridhara Murthy Professor AFMI</p>
<p>M.M.Chittale Consultant Food Industry</p>	<p>Rajeshwar Matche Ex. President AFSTI&Scientist CFTRI</p>
<p>Prof.Amarider Singh Bawa Director, Defence Food ResearchLaboratory (DFRL)</p>	<p>Suarabh Sinha Consultant Food Industry</p>
<p>Prof.B.G.Naresh Kumar Ex. Adviser AICTE Trustee MET</p>	<p>Dr.R.T.Patil Director CIPHET, Ludhiana</p>

Frequency of the Governing Council Meetings	Every Three Months
Academic Advisory Body	Once in a year

Organizational chart and processes



Nature and Extent of involvement of faculty & students in academic affairs / improvements

The staffs are full in-charge of all academic affairs/improvements of faculty and Students in academic and other matters

Mechanism / Norms & Procedure for democratic / good Governance

: a) The Management have framed their own rules and regulation and it is being followed

b) In respect of academic matter the rules and regulations framed by AICTE is being followed

Student Feedback on Institutional Governance / faculty performance

: The student feedback is obtained and valuable suggestions are Taken up for implementation and the comments / feedback is passed on to the relevant staff for corrective measures once in every trimister

Grievance redressal mechanism for faculty, Staff and students

- 1) Student counseling cell is functioning to redress the grievance of the students both Academic & non-academic issues
- 2) Sexual Harassment committee Constituted to redress the grievance of the Girl students and working women in the Institution
- 3) Anti ragging committee looks after the Ragging problem in the campus and hostel.

4. Name of the Programmes approve by AICTE.

The following are the programmes approved by AICTE

1. Post Graduate Diploma in Agri and Food Business Management

COLLABORATION WITH FOREIGN UNIVERSITY	:	NIL
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PLACEMENT FACILITIES

Placement Facilities	Placement cell & entrepreneurship cell have been created. Industry interaction programme has been initiated.

5. Faculty

Staff Details Department Wise

List Enclosed Annexure – A

	Finance	HR	Marketing +Agri & Food Business	Operations
No. of faculty with Ph.D		--	-	1
No. of faculty with Post Graduate degree	1	1	1	
TOTAL	1	1	1	1

* 05 visiting Professors

** 05 visiting faculty

Faculty: Student Ratio = 1: 15

6.	PROFILE OF DIRECTOR WITH QUALIFICATIONS, TOTAL EXPERIENCE, AGE AND DURATION OF EMPLOYMENT AT THE INSTITUTE CONCERNED
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Name & Address : **L. Sridhar Murthy** Ph.D. (Economics)

Permanent Address : 1078, E & F Block, 6th Main, Ramakrishna Nagar,
Mysore – 570 022, Karnataka, India
Ph: (0821): 6454437
E-mail: sridhramurthy1@rediffmail.com

Qualification : B.A. (Economics), M.A (Economics),
Doctor of Philosophy (Ph.D),
PG Diploma in Econometrics, Bachelor of Laws (LL.B)

Awards : The Sir Hugh Daly Memorial Gold Medal
Sir N.S. Subba Rao Cash Prize (Both for outstanding
Merit in M.A. (Economics)
Adarsha Shikshaka award of Govt of Karnataka

Teaching Experience : **Working as Director in Agriculture and Food
Management Institute**

Worked as Lecturer , Professor and Reader in Economics in
The Dept., of Collegiate Education in Karnataka
July 1971 – 2003 July.

Worked at the Dept., of Business Studies, Evelyn Hone
College, Lusaka, Zambia, on as assignment between 1981 to
June 1984 as Lecture in Economics.

Taught Economics & Law at Amrita Mahavidyalaya,
Lakshmi Hayagreeva College of Science & Management &
MBA students of ICFAI University, all at Mysore.

Research : Guiding students for the award of the Doctoral (Ph.D.)
Degree in Economics.

Board of Students Membership : Worked as Member, Board of Studies (Economics),
Bangalore University

Board of Examiners : Served as Member, Board of Examiners (Economics),
Bangalore University
Served as Member, Board of Examiners, Karnataka
State Open University, Mysore
Served as Member, Board of Examiners, University of
Mysore, Mysore

Academic Staff College : Delivered Special Lectures to College Teachers attending
Refresher Courses of University of Mysore.

University Extension Lecture : Gave a Special Lecture on the Contribution of
Dr. AmartyaSen

To Economic Science under the auspices of Prasaranga of University of Mysore, at Sri D. Devaraja Urs Govt. First Grade College, Hunsur.

Countries Visited : Sri Lanka, United State of America, Zambia and Zimbabwe

Details of all other teaching staff profile is enclosed List Enclosed - **Annexure- A**

Dr. L. Sridhar Murthy DIRECTOR	Professor (Economics)
Amit Kumar	Lecturer(Finance)
Rahul More	Assistant Professor (Operation) cum Deputy Director
Chethan K. h	Lecturer (HR)
Saurabh Sinha	Lecturer (Marketing + Agri & Food Business)

7. Fees

Total fees	First Year	Second year
300000	150000	150000

8. Admission

❖ No. of seats sanctioned :

Sl. No	Course	No. of seats Sanction Intake
1	PGDM(AFB)	60

9. Admission Procedure

1. Admission Pre-Requisites

To be eligible to apply, you must have any one of the following:

1. Graduate in Agriculture/ 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 as well as in allied fields,
2. Graduate in Biology/Chemistry/Biotechnology/ Biochemistry/ Microbiology/ Chemical Technology and any other related field.
3. M.Sc in any above mentioned field.
4. Science graduate in any discipline along with diploma in above mentioned field
5. Graduate in any discipline with minimum one year experience in any industry represented in the agri- food chain like agriculture input industry (Seed, Fertilizer, Pesticide, Irrigation, Animal feed, Veterinary Medicine, Farm Machinery), Agriculture industry, Horticulture, Animal Husbandry, Fishery, Food Processing (including all sub sectors like Fruit & Vegetable, Grain, Dairy, Confectionary, Beverage, Meat, Poultry, Fish, Edible oil, Sugar, etc), Food Additive & Ingredient Industry, Food Processing Machinery Industry, Food Retailing, Food service (Hotels & Restaurants) as well as Consultancy-Research- Training firm providing service to agri food sector, Certification & Regulatory bodies, Banks, Insurance Companies & NGO providing service in agri food sector.
6. Graduate experienced in the field of Agri Food Journalism, Media, Mass communication and wants to take in depth knowledge of agri food sector in order to enhance their career in the same field are also eligible.
7. Graduates who are engaged in family business related to Agri-Food or want to start his own venture in Agri Food Sector can also apply.

Note: The candidates appearing for the Final year graduate examination can also apply, however required to submit the degree as time frame fixed by institution.



In addition to this you must have any one score mentioned as below:

- Valid **AFMI test Score**

2. Admission Process:

2.1 How to Apply

Application form for Full Time PGDAFBM programmes is a part of the prospectus.

Prospectus includes:

(a) Application form, (b) Admit Card and (c) One envelope (The candidates need to mention the present address for correspondence). All these documents, mentioned above bear the same prospectus number, need to be duly filled and submitted to AFMI.

Application form & Prospectus for the programme can be obtained in the below- mentioned ways:

- **By Hand:** Remit Rs.500 - (Rupees Five Hundred only) by cash at the Institute's Admissions office between 9 a.m. - 6 p.m.

- **By Post/ Courier:** Send a Demand Draft for Rs.600/- (Rupees Six Hundred only) drawn in favour of “Director, AFMI, Mysore”. Write the name & address of the applicant on the reverse side of Demand Draft. Once the payment will be received, the hard copy of Application form and Prospectus will be couriered to you.

Once the admission cell receives the filled application form along with DD, a registration id will be provided to you. Use that Registration id for further reference and communication with us.

- **Downloadable:** Online Application Form. Download the application form, fill it and send it along with a Demand Draft for Rs 600/- drawn in favour of “Director, AFMI, Mysore. Write the name & address of the applicant on the reverse side of Demand Draft. Once the filled application form along with DD will be received, the hard copy of Prospectus and registration ID will be couriered to you.
- **Online Payment and Submission of Application Form:** Fill and submit application form online through easy, convenient payment options like (Credit / Debit cards.) for Rs 600/- (Incl. of deliver within India.) (Process: Click > Fill application >Submit > Do Payment >Send.)

Submit form Online (TIME SAVING OPTION):
Submit application form online. - [Click to Submit](#)

Once the admission cell receives your filled application form on line, first they will review your application online and then a registration ID will be provided to you through mail. The Hard Copy of Prospectus shall be couriered to you.

The Students who are supposed to appear for AFMI test will be sent a separate admit card through courier or E mail.

2.2 Written Examination (AFMI Test)

We are holding the AFMI Test for the students or working professionals who do not have Score in recent CAT/ MAT/ GMAT/ATMA/ Any Other Management Test held at either State OR National Level.

You can see details of AFMI test on home page by clicking AFMI Test.

2.3 Communication Ability Test, PI and PFA Test

Candidates who have been screened through the written test score (**AFMI/ CAT/ MAT/ GMAT/ATMA/ Any Other Management Test held at either State OR National Level**) will be called for the followings:

- Communication Ability Test (CAT)
 - Essay writing
 - Debate
 - Group discussion
 - Presentation
- Personal Interview (PI)
- Physical Fitness & Attitude Test (PFAT)

The students, who have short listed on the basis of test other than AFMI Test, have to appear for **Technical Proficiency Test (TPT)** also on the same day. This test measures your understanding in the field of Agriculture and food.

Communication ability test includes Eassy writing, Debate, GD and Presentation. This test aims at measuring your proficiency in terms of writing, speaking and listening skills in language as well as knowledge, leadership, personality, etc. of the candidates.

The purpose of interview is to measure aptitude, subject knowledge, business awareness, communication skills and suitability for corporate careers.

The **Physical Fitness & Attitude Test** aims at measuring your physical ability to work hard and longer hours as well as your attitude and social behaviour.

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.

Note: The students will be short listed on the basis of the score they get in AFMI test. The score in CAT/ MAT/ GMAT/ Any other management test held at either National or State level will also be considered for short listing, however, these students have to appear for Technical Proficiency Test (TPT) on the same day, when they will be called finally for Communication Ability Test, PI, and Physical Fitness & Attitude Test.

The candidates, who are short listed through AFMI Test, will go directly for Communication Ability Test, PI, and Physical Fitness & Attitude Test, without appearing in Technical Proficiency Test. AFMI test includes TPT.

2.4 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 Physical Fitness. Additional weight age will be given to those candidates who have any other professional qualification in the field of IT, Finance, Agriculture, Food and other Allied Areas.

2.5 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.

10. Criteria and Weightages for Admission

Describe each criteria with its respective weightages that is admission test, marks in qualifying examination etc.,	Based on marks obtained in Graduation and in addition to that AFMI Test, Group discussion & personal marks will be considered
Mention the minimum level of acceptance if any	50 in qualifying examination

11. Application Form

Application forms made available at the Institution Office	
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12. List of applicants

List of candidates whose applications have been received along with percentile/ percentage score for each of the qualifying examination in separate categories for open seats. List of candidates who have applied along with percentage and percentile score for Management quota seats	Final List Enclosed as annexure B
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13. Information of infrastructure and other resource available

Built up area details enclosed in Annexure - C

Number of library books / Titles / Journals / Available (Programme wise)

Sl. No	Name of the course	Requirement as per AICTE Norms		Availability of books		Journals	
		Titles	Volumes	Titles	Volume	National	International
1	Common to first year	150	1000	200	1463	8	2
Total		150	1000	200	1463	8	2

Computer Facilities

No. of configuration of systems	30
Total No. of systems connected by LAN	30
Total No. of systems connected by WAN	Nil
Internet Bandwidth	01mbps
Major Software packages available	Windows 2000 Server Office XP
Special purpose facilities available	Projector – 03Nos. Laser Printers – 04 Nos. Generator – 01 Nos. UPS – 02 Nos.

Extra curriculum activities	NSS in place which takes up activities in the near by villages.
Soft skill development facilities	Training and placement cell regularly arranges. Personal development programme to improve the soft skill and prepare the students to face campus interview
No. of class rooms and size of each	01 Nos. - Annexure – C (For Size)
No. of tutorial rooms and size of each	01 Nos. - Annexure – C (For Size)
No. of laboratories and size of each	Not Applicable
No. of drawing halls and size of each	Not Applicable
No. of computer centers with capacity of each	1 Computer Centre

Central examination facility, number of rooms and capacity of each	Available – 2rooms having a capacity of 60 students each as per norms of AICTE
Teaching Learning Process	Power Point Presentation, OHP, Black Board & Internet
Teaching load of each faculty	As per AICTE Norms
Internal continuous evaluation system and place	As per AICTE Norms
Students assessment facilities, system in place	As per AICTE Norms
For each post graduate programme give the details	Post Graduate Diploma in Agri and Food Business Management
1) Title of the programme	
2) Curricula and Syllabi faculty profile	

PROFILE OF DIRECTOR

DIRECTOR/ PROFESSOR

- Name & Address** : **L. Sridhar Murthy** Ph.D. (Economics)
- Permanent Address** : 1078, E & F Block, 6th Main, Ramakrishna Nagar,
Mysore – 570 022, Karnataka, India
Ph: (0821): 6454437
E-mail: sridhramurthyl@rediffmail.com
- Qualification** : B.A. (Economics), M.A (Economics),
Doctor of Philosophy (Ph.D),
PG Diploma in Econometrics, Bachelor of Laws (LL.B)
- Awards** : The Sir Hugh Daly Memorial Gold Medal
Sir N.S. Subba Rao Cash Prize (Both for outstanding
Merit in M.A. (Economics)
Adarsha Shikshaka award of Govt of Karnataka
- Teaching Experience** : **Working as Professor in Agriculture and Food Management
Institute**
- Worked as Lecturer, Reader and Professor in Economics in the
Dept., of Collegiate Education in Karnataka
July 1971 – 2003 July.
- Worked at the Dept., of Business Studies, Evelyn Hone
College, Lusaka, Zambia, on as assignment between 1981 to
June 1984 as Lecture in Economics.
- Taught Economics & Law at Amrita Mahavidyalaya,
Lakshmi Hayagreeva College of Science & Management &
MBA students of ICFAI University, all at Mysore.
- Research** : Guided students for the award of the Doctoral (Ph.D.)
Degree in Economics.
- Board of Students Membership** : Worked as Member, Board of Studies (Economics),
Bangalore University
- Board of Examiners** : Served as Member, Board of Examiners (Economics),
Bangalore University
Served as Member, Board of Examiners, Karnataka
State Open University, Mysore
Served as Member, Board of Examiners, University of
Mysore, Mysore
- Academic Staff College** : Delivered Special Lectures to College Teachers attending
Refresher Courses of University of Mysore.
- University Extension Lecture** : Gave a Special Lecture on the Contribution of Dr. Amartya Sen
To Economic Science under the auspices of Prasaraanga of
University of University of Mysore, at Sri D. Devaraja Urs Govt.
First Grade College, Hunsur.
- Countries Visited** : Sri Lanka, United State of America, Zambia and Zimbabwe

List of Companies taken AFMI Students for Industrial Training

NESTLE	CARGILL
SAB MILLER	ITC
AMUL	BRITANNIA
COMAT	NABARD
PARLE	HEINZ
PEPSICO	JAIN IRRIGATION
PRAVIN MASALEWALE	SODEXHO
VISTA PROCESSED FOOD	AMRITH FOOD
Green Earth Fresh	VANITY CASE CORPORATION
KAMANI OIL	AGRI WATCH
DUKE INDIA LTD.	JUMANI ICE CREAM
MOTHER DAIRY	MCX