

SCHOOL OF BUSINESS STUDIES

PLACEMENT BROCHURE 2024-2025



Punjab Agricultural University

Ludhiana

An A⁺ Grade ICAR accredited University



Message Dean

I am honored to present the placement brochure of the School of Business Studies, Punjab Agricultural University, Ludhiana, for the 2023–2025 batch.

Since its inception in 1971, the School of Business Studies has been committed to excellence in management education, carving a niche for itself by fostering industry-oriented learning and professional development. Our dynamic academic environment, enriched with practical exposure and skill-building opportunities, empowers young and competent graduates to stay ahead in the rapidly evolving business landscape by embracing cutting-edge knowledge and globally relevant practices.

As we continue our journey of academic excellence, I take immense pride in the achievements of our students and faculty. I extend my best wishes to all MBA and MBA (Agribusiness) students for a successful and fulfilling career. To our esteemed recruiters, I extend a warm invitation to consider the School of Business Studies among the premier institutions for campus placements.

We look forward to forging strong and lasting partnerships with your esteemed organization. I am confident that our students will prove to be valuable assets, driving innovation and contributing to the success of your enterprise while bringing pride to their alma mater.

With warm regards and best wishes

Dr. Kiran Bains
Dean,
College of Basic Sciences & Humanities





Message Director

It is with immense pride and pleasure that I welcome you to our institution. Our goal is not only to provide a world-class education but also to ensure that our students are equipped with the skills, knowledge, and professionalism required to excel in their careers.

At School of Business Studies (SBS), we prioritize providing high-quality education to equip students for careers in management. SBS, one of the region's oldest management institutes, combines theoretical knowledge with practical experience to prepare students for careers in business and industry. SBS students are taught essential qualities such as creativity, innovation, effective communication, problem-solving, and professional ethics. SBS's curriculum aims to provide pupils with a holistic learning environment that fosters overall personal growth.

Our faculty encourage students to strive for excellence and set high goals for themselves. I cordially invite you to the placement program at SBS, Punjab Agricultural University, Ludhiana. The graduating 2025 class is a bright and determined group. Each of them will benefit your organization.

Over the years, we have built strong relationships with leading companies across various industries. This collaborative effort allows us to offer students valuable exposure and opportunities in the workforce. Our placement cell works tirelessly to bridge the gap between academic learning and professional experience, ensuring that every student has a pathway to success.

Kind regards and best wishes.

Dr. Ramandeep Singh
Director,
School of Business Studies





Message

Placement Coordinator

As the Placement Chair for the MBA and MBA Agribusiness programs, I take great pride in the accomplishments of our students and the dynamic learning environment fostered within our university. Our commitment to academic excellence, hands-on experience, and industry collaboration ensures that our graduates are equipped with the skills, knowledge, and leadership capabilities that today's organizations demand.

We maintain strong ties with leading national and international corporations, agribusiness ventures, and innovative startups. This network plays a crucial role in ensuring that our students have access to diverse career opportunities across various industries, including finance, marketing, supply chain, and agribusiness. Our placement cell is dedicated to providing tailored support to each student, guiding them through the recruitment process while nurturing their professional development. We understand the importance of a seamless transition from academia to the workplace and are committed to fostering long-term success for every individual. We are excited to continue our tradition of excellence and are confident that our graduates will make a positive impact in their chosen fields.

Dr. Khushdeep Dharni
Associate Director
Placement Cell

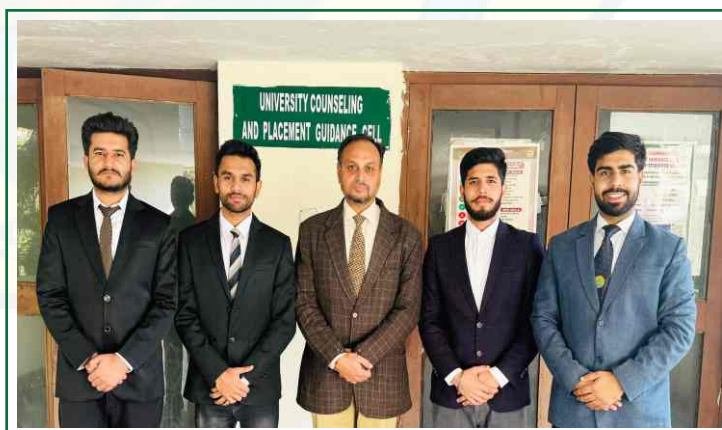
(M) +91 8146133399
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PLACEMENT COMMITTEE OF SCHOOL OF BUSINESS STUDIES

Faculty Placement Committee

Dr. Khushdeep Dharni	Chairperson
✉ kdharni@pau.edu	
Dr. Sukhmani	Convener
✉ sukhmani@pau.edu	
Dr. Sandeep Kapur	Member
✉ skapur@pau.edu	
Dr. Pratibha Goyal	Member
✉ pratibha@pau.edu	
Dr. Navdeep Aggarwal	Member
✉ navdeepaggarwal@pau.edu	
Dr. Mohit Gupta	Member
✉ mgupta@pau.edu	
Dr. Rakesh Rathore	Member
✉ rathore@pau.edu	

Students Committee



Madhav Bhardwaj	☎ + 91 9517711505	✉ madhavbhardwaj5171@gmail.com
Aryan Kasnia	☎ + 91 9728997875	✉ aryankasnia1001@gmail.com
Kanav	☎ + 91 9041475064	✉ kanavsaini995@gmail.com
Aryan Sardana	☎ + 91 9352371270	✉ ariansardana016@gmail.com
Abhishek Malhotra	☎ + 91 7589300005	✉ abhishekmalhotra276@gmail.com
Sonampreet Thind	☎ + 91 9781529080	✉ sonamthind2660@gmail.com
Unnati Anand	☎ +91 9693503412	✉ unnati7799@gmail.com



Punjab Agricultural University

Punjab Agricultural University (PAU) was established on October 17, 1962. It was formally inaugurated by the then Prime Minister of India, Pandit Jawaharlal Nehru, on July 8, 1963. On trifurcation of Punjab State in November 1966, Haryana Agricultural University (HAU) was carved out of PAU by an Act of Parliament in February 1970. Later, HAU received its present nomenclature Chaudhary Charan Singh Haryana Agricultural University (CCSHAU), Hisar in 1991. Subsequently, Lala Lajpat Rai University of Veterinary and Animal Sciences, Hisar, was carved out of CCSHAU in 2010. In 2006, the College of Veterinary Science was upgraded to Guru Angad Dev Veterinary and Animal Sciences University (GADVASU) at Ludhiana. College of Agriculture, Palampur, established under the aegis of PAU, was transferred to Himachal Pradesh University in 1970, which later led to the establishment of Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishwavidyalaya (CSKHPKV), Palampur, in 1978. Later Dr Yashwant Singh Parmar University of Horticulture & Forestry, Solan, was carved out of CSKHPKV in 1985. Punjab Agricultural University rightly reserves the claim to be the vanguard of multiple State Agricultural Universities.

Modeled on the pattern of Land Grant Colleges of the USA, the Punjab Agricultural University (PAU) is committed to impart teaching, research and extension education in agriculture and its allied fields. Its immense contribution in the overall growth in agriculture and in human resource development has given it the status of the prime engine of development in Punjab and one of the best Agricultural Universities in Asia. The University is a focal point of several new scientific discoveries and innovations which have triggered rapid agricultural transformation in the country. It is proud of its alumni who have contributed in improving the agricultural production and have enabled a relatively small state of Punjab with only 4.2 million hectare cultivated area to contribute 35-70 per cent wheat and 25-45 per cent rice towards central food reserves of the country. This is a consequence of path-breaking research at PAU backed by world-class teaching, and extension services provided at the door-step of farmers, and the continuous Government policy support. Since inception, the University has developed/recommended 945 varieties/ hybrids of different crops out of which 229 varieties have also been released at national level.



The varieties developed by Punjab Agricultural University became popular not only in Punjab but also in other states. These include, "HB 1", world's first grain pearl millet hybrid, 'Paras' the first single cross hybrid of maize, 'PGSH 51' the first hybrid of gobhi sarson in India, first hybrid muskmelon (Punjab hybrid) in India, first biofortified (high grain zinc) wheat variety (PBW1 Zn) in India, first public sector Bt cotton variety (PAU Bt 1) in India, first canola quality raya hybrid (RCH1) in the country, first canola gobhi sarson (GSC 6) variety in India, first hullless seeded pumpkin (PAU magaz kadoo 1) in India. PAU is the first State Agricultural University to develop two potato varieties Punjab Potato 101 & Punjab Potato 102 through its in-house breeding programme. The varieties of wheat, rice, maize and chickpea developed by PAU were put under commercial cultivation in other countries too. In horticulture, development of improved varieties / hybrids of vegetables, new introduction of fruits, production of healthy nursery and improved cultivation led to significant increase in their area and production. Kinnow occupies the first position among fruits in the State. Recently released less seeded variety of Kinnow, namely, PAU Kinnow-1 is more suitable for processing. The Soil Reclamation Technology developed by the University helped reclaiming 6 lac ha of salt affected soils in the State. Recent efforts on conservation of agriculture have led to the development of micro-irrigation and fertigation regimes in field and horticultural crops, laser and levelling, PAU Super Straw Management System, Happy Seeder, Smart Seeder, PAU Straw Cutter-cum-Spreader technologies and agronomic practices under residue retention in fields. Biofertilizers (Consortium inoculants) have been recommended for 17 crops for enhancing yield and improving soil health. Technology development has also focussed on nutrition through variety development and processing intervention. Research in agricultural engineering led to the emergence of Punjab as a hub of farm machinery manufacturing and mechanization. 45% of the agricultural machinery recommended by ICAR at National Level has been developed at PAU.

In recognition of these outstanding achievements in agricultural research, education and effective transfer of technology, PAU was the first to win the 'ICAR Best Institution Award' in 1995 and again got 'Sardar Patel' outstanding ICAR Institution Award' in 2017. PAU has been accredited with overall A+ grade by ICAR for five years (2019-2024). During 2020, PAU was ranked 5th among Agricultural Universities and Institutes of India by ICAR with 2nd position among State Agricultural Universities. PAU was ranked 1st among all Agricultural Institutes of the country by Society of Genetics and Plant Breeding for development of landmark varieties in 2017. It was also ranked 1st by Confederation of Indian Industries-Indian Citation Index (CII-ICI) among all State Universities (including agricultural and non-agricultural universities) of the country with respect to total number of publications and total number of citations.

Mission

- Excellence in teaching, research and extension.
- Developing quality human resource.
- Undertaking basic, applied and adaptive research.
- Developing and promoting appropriate technologies for supporting Agro-based industries for enhancing farm income and generating self-employment opportunities for the youth. Developing effective mechanism to transfer knowledge, skills and technology to farmers and agricultural organizations through extension services.
- Improving socio-economic conditions of the farming community through cost-effective technologies.
- Seeking appropriate solutions to emerging problems and challenges



Some facts about PAU

• Campus area	1222 acre
• Off-campus area	5742 acre
• Regional Research Stations	09
• Fruit Research Stations	03
• KVKs & FASCs	33

• Seed Farms	04
• Faculty*	788
• Non teaching Staff*	1642
• Students on roll**	4033



Infrastructure and Support Facilities

The main campus of Punjab Agricultural University is spread over an area of 1222 acres (Colleges and Residential 531 acres and Research Farms 691 acres). The administrative building Thapar Hall has been named after the founder Vice Chancellor of the University, Dr P N Thapar.

College Buildings

Each constituent college has its own double/triple storeyed buildings, housing various departments. College of Agriculture, being the largest, has many additional buildings viz. PG building (Lal Singh Labs and Labh Singh Labs), Soil Science (Dr N S Randhawa building), Food Science & Technology, Agronomy and Biotechnology (Dr Gurdev S Khush Labs).



Classrooms and Laboratories

Each college is provided with sufficient number of classrooms, teaching and research laboratories, seminar rooms, committee rooms and computer rooms.

AR/VR Laboratory

Augmented Reality and Virtual Reality Lab has been established in the department with support from ICAR under the NAHEP programme. VR headsets have been provided by the ICAR. Modules of Tractor simulation, hydroponics and protected cultivation technologies, fish anatomy, advanced irrigation methods and technologies, Nematology - Study of nematodes, assisted reproductive technologies (OPU-IVF and cloning) in dairy animals etc. are provided



Smart Class Rooms

In addition to well-furnished classrooms, there are sufficient number of state-of-the-art smart classrooms in each college, equipped with LCD projector, computer with power back-up, interactive board, internet connectivity and recording facilities. Facilities are available for video-conferencing in College of Agriculture, College of Agricultural Engineering & Technology, College of Basic Sciences & Humanities, College of Community Science and College of Horticulture & Forestry.



Auditoria

The University has several auditoria of varying capacities suited for different kinds of uses. Each auditorium is equipped with latest audio-visual equipment and fitted with comfortable seating arrangement. Except the Open-Air Theatre, all auditoria are air-conditioned with proper stage, light and sound arrangements.

Name of Auditorium	Location	Seating Capacity
Dr Manmohan Singh Auditorium	Near PAU Golden Jubilee Gate No. 1	1160
Dr BP Pal Auditorim	College of Agriculture	630
Dr NE Borlaug Auditorium	Department of Economics & Sociology	180
Dr CM Jacob Hall	College of Agril. Engg & Technology	200
Library Auditorium	Mohinder Singh Randhawa Library	70
Shaheed Bhagat Singh Auditorium	Students' Home	110
Dr AS Khehra Open Air Theatre	Kisan Mela Ground	4000
Dr Khem Singh Gill Farmers' Service Centre	Directorate of Extension Education	100
Dr Kulwant Singh Virk Auditorium	School of Business Studies	64





Hostels

Separate hostels for girls and boys are available. All hostels have wi-fi connectivity and facilities for indoor games. Important newspapers and magazines are made available in each hostel. A separate International Hostel with special facilities is also available for foreign students



Sports and Games Facilities

The University has excellent facilities for sports and games. Amongst sports infrastructure, Astro turf Hockey Ground, Shooting Range, Cycling Velodrome and Swimming Pool stand out as landmark facilities, which are as per the specifications of international competitions. In addition to these, there are athletic tracks, courts for Lawn Tennis, Badminton Volleyball, Handball, Basketball and grounds for Cricket and Football. The University also has a modern gymnasium facility with seating capacity of 2000, housing indoor badminton courts, table tennis, body building and weight lifting facilities, in addition to other indoor games.



University Health Centre

To meet the medical needs of students, faculty and staff of the University, there is a 12-bed health centre in the campus, equipped with a clinical laboratory, digital X-Ray facilities, and an ambulance. Emergency facilities are available round the clock.



Dr Mohinder Singh Randhawa Library

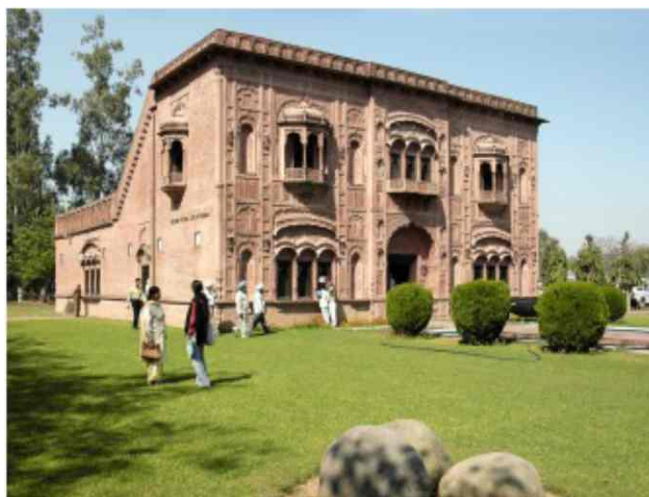
Dr M S Randhawa Library is an intellectual hub of academic and research activities for all the departments, Krishi Vigyan Kendra's and Regional Research Stations for dissemination of agricultural information generated within the country and abroad. It is housed in a five-storey majestic building with a seating capacity of 760. In addition, the library has two outer reading halls namely Sh. T P Saxena and Dr Kulbir Singh Gill reading halls with Wi-Fi connectivity which remain open 24X7 for the readers. The library's web page is a gateway to the latest information about its resources, rules and regulations, and services of the library. It has a collection of 4,24,014 documents which includes books, theses, bound periodicals and CDs to fulfil the needs of its members. The library subscribes to 12 newspapers and 13 popular magazines. About 3000 e-journals and 1174 e-Books are accessible through CeRA (Consortium for e-Resources in Agriculture). Further, the library also provides access to scholarly content covering agriculture and allied areas through different databases like Indiatat.com, ISO Standards on food products (full text standards) etc. Dr Mohinder Singh Randhawa Library .



The library is fully computerized through cloud-based KOHA, the integrated library automation software which enables working in an integrated multi-user and networked environment. The entire library collection is accessible through OPAC (Online Public Access Catalogue). The library has digitized the theses, dissertations and PAU journals & magazines which are accessible through PAU Repository. Furthermore, Krishi Kosh repository provides access to 2,75,006 documents contributed by all State Agricultural Universities and ICAR institutes. One of the salient features of the library is the latest collection of competitive books like ARS, NET, UGC, GRE, IELTS, CAT, JRF etc. Besides, the library also preserves as well as the cultural heritage of country. The ambience of the library supports a quiet and peaceful place for self-study.

Museums and Art Gallery

Museum of Social History and Rural Life of Punjab: It is a unique museum built on the PAU campus in 1974 which reflects the university's involvement with state folklore and mirrors village life. The museum displays the old agricultural implements and tools used to decorate draught animals. It is also a repository of cultural ethos and traditions, kitchenware, Persian wheel, free-time vocations that engage the women; and depicts typical real-life situations of rural Punjab. It is an attraction for people from various profiles of society, especially, students, non-resident Indians, etc.



Program Structure

The school follows a syllabus based on the BSMA (Broad Subject Matter Area) guidelines of Indian Council of Agricultural Research (ICAR). It offers modern laboratories, along with computers and LCD projectors in all classrooms. Additionally, a smart room is available in the department for special lectures. Guest lectures are also conducted regularly.

FIRST SEMESTER	
ABM /MGT 501	Principles of Management and Organisational Behaviour
ABM /MGT 502	Managerial Accounting and Control
ABM /MGT 503	Applied Agribusiness Economics
ABM /MGT 506	Agricultural and Food Marketing Management I
ABM /MGT 539	Communication for Management and Agribusiness
ABM /MGT 541	Computer Application for Agribusiness
Stat. 502	Statistical Methods for Applied Sciences
PGS 505	Agricultural Research, Research Ethics and Rural Development Programmes

SECOND SEMESTER	
ABM /MGT 504	Human Resource Management for Agricultural Organisations
ABM /MGT 505	Production and Operations Management
ABM /MGT 507	Agricultural and Food Marketing Management II
ABM /MGT 509	International Trade for Agricultural Products
ABM /MGT 537	Operations Research
ABM /MGT 538	Financial Management in Agribusiness
ABM /MGT 540	Research Methodology for Agribusiness Management
ABM /MGT 543	Agribusiness Environment and Policy
PGS 501	Library And Information Services
ABM /MGT 595	Summer Internship

MBA (AGRIBUSINESS MANAGEMENT)

THIRD SEMESTER	
ABM 508	Agri Supply Chain Management
ABM 510	Food Technology and Processing Management
ABM 519	Management of Agricultural Input Marketing
ABM 544	Agribusiness Laws and Ethics
ABM 591	Seminar
PGS 502	Technical Writing and Communication Skills
PGS 504	Basis concepts in Laboratory Techniques
ABM 599	Master's Research

FOURTH SEMESTER	
ABM 511	Rural Marketing
ABM 531	Advertising and Brand Management
ABM 536	Strategic Management for Agriculture Enterprise
ABM 542	Project Management and Agribusiness Entrepreneurship
PGS 503	Intellectual Property and its Management in Agriculture
Stat. 512	Basic Sampling Techniques
ABM 599	Master's Research

HUMAN RESOURCE MANAGEMENT

THIRD SEMESTER	
MGT 508	Supply Chain Management
MGT 528	Personnel Management Practices
MGT 529	Human Resource Development
MGT 530	Industrial Relations in India
MGT 544	Business Laws and Ethics
MGT 591	Seminar
PGS 502	Technical Writing and Communication Skills
PGS 504	Basic Concepts in Laboratory Techniques
MGT 599	Master's Research

FOURTH SEMESTER	
MGT 532	Industrial and Labour Laws
MGT 536	Strategic Management
MGT 542	Project Management and Entrepreneurship
PGS 503	Intellectual Property and its Management in Agriculture
Stat. 512	Basic Sampling Techniques
MGT 599	Master's Research

FINANCIAL MANAGEMENT

THIRD SEMESTER	
MGT 508	Supply Chain Management
MGT 517	Management of Control Systems
MGT 518	Management of Financial Services
MGT 519	Investment Management
MGT 544	Business Laws and Ethics
MGT 591	Seminar
MGT 502	Technical Writing and Communication Skills
MGT 504	Basic Concepts in Laboratory Techniques
MGT 599	Master's Research

FOURTH SEMESTER	
MGT 520	International Financial Management
MGT 536	Strategic Management
MGT 542	Project Management and Entrepreneurship
PGS 503	Intellectual Property and its Management in Agriculture
Stat. 512	Basic Sampling Techniques
MGT 599	Master's Research

MARKETING MANAGEMENT

THIRD SEMESTER	
MGT 508	Supply Chain Management
MGT-510	Brand and Advertising Management
MGT-512	Consumer Behaviour
MGT-513	Retail Management
MGT 544	Business Laws and Ethics
MGT 591	Seminar
MGT 502	Technical Writing and Communication Skills
MGT 504	Basic Concepts in Laboratory
MGT 599	Master's Research

FOURTH SEMSTER	
MGT-511	Services Marketing
MGT 536	Strategic Management
MGT 542	Project Management and Entrepreneurship
PGS 503	Intellectual Property and its Management in Agriculture
Stat. 512	Basic Sampling Techniques
MGT 599	Master's Research

Our Prestigious Faculty



Dr. Ramandeep Singh

Director

B.Sc (Forestry) from Punjab Agricultural University, Ludhiana (1991)

MBA Punjabi University, Patiala (1993)

Ph.D.(Business Administration) from Guru Nanak Dev University, Amritsar (2005)



Dr. Sandeep Kapur (Professor)

B.Tech., Punjab Agricultural University, Ludhiana (1987)

M.B.A., Punjab Agricultural University, Ludhiana (1990)

Ph.D., Punjab Agricultural University, Ludhiana (2001)



Dr. Pratibha Goyal (Professor), (On Deputation)

B.A. with Hons in English, Punjabi University, Patiala (1987)

MBA.,Guru Nanak Dev University, Amritsar (1989)

Ph.D., Punjabi University, Patiala (1993)



Dr. Gagandeep Banga (Professor)

B.Sc(Chem.)Hons., Punjab Agricultural University, Ludhiana (1986)

MBA, Punjab Agricultural University, Ludhiana (1990)

Ph.D.(Business Administration) Punjab Technical University, Jalandhar (2007)



Dr. Babita Kumar (Professor)

B.Sc (Medical) Punjab University, Chandigarh (1991)

MBA (Marketing), Punjab Agricultural University, Ludhiana (1993)

Ph.D (Marketing Management), Guru Nanak Dev University, Amritsar (2002)



Dr. L.M. Kathuria (Professor)

B.Com., Guru Nanak Dev University, Amritsar (1991);

M.B.A., Guru Nanak Dev University, Amritsar (1994);

M.Com., Punjabi University, Patiala (1998);

Ph.D. (Business Administration), Guru Nanak Dev University, Amritsar (2005)



Dr. Khushdeep Dharni (Professor)

B.E. (Mechanical Engineering), Punjabi University, Patiala (1996);

MBA, Punjab Agricultural University, Ludhiana (1998);

PGDOM, IGNOU, New Delhi (2001),

Ph.D, Thapar University, Patiala (2010)



Dr. Navdeep Aggarwal (Professor)

B.Tech., Punjab Agricultural University, Ludhiana (1995)

M.B.A., Punjab Agricultural University, Ludhiana (1997)

Ph.D., Punjab Agricultural University, Ludhiana (2002)



Our Prestigious Faculty



Dr. Mohit Gupta (Professor)

B.Sc(Agriculture), Punjab Agricultural University, Ludhiana (1996)

MBA, Punjab Agricultural University, Ludhiana (1999)

Ph.D., Guru Nanak Dev University, Amritsar (2011)



Dr. Sukhmani (Assistant Professor)

B.Com, Guru Nanak Dev University, Amritsar (2002)

MBA, Guru Nanak Dev University, Amritsar (2004)

Ph.D., Guru Nanak Dev University Amritsar (2010)



Dr. Rakesh Rathore (Assistant Professor)

BSc. (Agriculture) Nagaland University, Nagaland (2014),

MBA (Agribusiness) CCS, Haryana Agricultural University, Hisar, Haryana (2016),

Ph.D. (Agribusiness Management) Institute of Agri Business

Management, S.K. Rajasthan Agricultural University, Bikaner, Rajasthan, (2019).



Dr. Sarishma Sharma (Teaching Assistant)

B.Com., Govt. College for Women , Ludhiana(2009);

MBA, Punjab Agricultural University, Ludhiana (2011)

Ph.D., Punjab Agricultural University, Ludhiana (2016)



Dr. Manveer Singh (Teaching Assistant)

B.Tech.(Mechanical Engineering), Punjab Technical University, Kapurthala (2007)

M.B.A.(Marketing), Punjab Technical University, Kapurthala (2009)

Ph.D. (Business Management), Punjab Agricultural University, Ludhiana (2016)



Dr. Navneet Kaur Gill (Teaching Assistant)

B.Tech (IT) Baba Banda Singh Bahadur

Engg. College, Fatehgarh Sahib, Punjab Technical University (2008)

MBA (IT Networking/Marketing) LMTSM Thapar University (2010)

UGC-NET in Management (2012)

Ph.D (Business Management) LTSM, Thapar University (2020)



Dr. Roohi (Teaching Assistant)

B.Tech.(Hons.) Food technology, Punjab Agricultural University, Ludhiana (2014)

M.B.A (Agri Business Management), Punjab Agricultural University, Ludhiana (2017)

Credit Manager, HDFC Bank (2017-19)

Ph.D. Business Administration Punjab Agricultural University, Ludhiana (2024)



Our Associate Faculty

- ◆ Dr. Mohammed Javed, Professor of Statistics Mathematics, Statistics and Physics
- ◆ Dr. Sukhjinder Singh Sidhu, Professor of Mathematics, Department of Mathematics, Statistics and Physics
- ◆ Dr. Harmandeep Singh, Assistant Professor of Mathematics, Department of Mathematics, Statistics and Physics
- ◆ Dr. Pankaj Sharma, Assistant Plant Pathologist, Plant Breeding and Genetics
- ◆ Dr. Ashoo Toor, Assistant Professor, Agricultural Journalism, Language & Culture
- ◆ Dr. Sumedha Bhandari, Assistant Professor, Agricultural Journalism, Language & Culture
- ◆ Dr. Vandana Kanwar, Assistant Scientist, Human Development & Family Studies
- ◆ Dr. (Mrs.) Suniti Bala, Assistant Librarian, Dr. M.S. Randhawa Library
- ◆ Dr. (Mrs.) Aarti Sharma, Assistant Librarian, Dr. M.S. Randhawa Library
- ◆ Dr. Jitender Mohan Singh, Professor of Economics, Department of Economics and Sociology
- ◆ Ms Renu, Teaching Assistant, Department of Mathematics, Statistics and Physics
- ◆ Ms Ankita Garg, Teaching Assistant, Department of Mathematics, Statistics and Physics
- ◆ Dr. Manjeet Kaur, Senior Farm Economist, Department of Economics and Sociology
- ◆ Dr. Arjinder Kaur, Senior Agricultural Economist, Department of Economics and Sociology
- ◆ Dr. (Ms.) Laishram Priscilla, Assistant Farm Economist, Department of Economics and Sociology
- ◆ Dr. Rumesh, Maize Breeder, Department of Plant Breeding and Genetics.



Summer Internship 2024

Students are required to undergo “In-industry training” with a reputed firm/organisation for a period of four weeks during the month of June and are required to submit a report along with a presentation after completion of training.



mahindra *Rise*



LUDHIANA MANAGEMENT ASSOCIATION

The School of Business Studies created the Ludhiana Management Association (LMA), native branch of the All India Management Association, in December 1978. DR. D.R. Singh, Head of the Department of Business Management, founded and led this association. LMA offers a great venue for members to address modern management difficulties. Its regular attractions include lectures, conferences and workshops. LMA membership applies to all MBA and MBA (Agribusiness) students at the School of Business Studies. They have numerous opportunities to connect with top management consultants, senior executives, economists, and other professionals. LMA also conducts short Executive Development Programs for top and middle-level managers of local industries.



Previous Placements



The highest CTC for the batch 2022-24
was 8 LPA with the average CTC of 8 LPA



PLACEMENT PROCESS

ROLE OF PLACEMENT COMMITTEE

The Placement Committee plays a crucial role in bridging the gap between students and prospective employers. It actively collaborates with industry leaders, organizes placement drives, and facilitates internships to enhance students' career prospects. The committee ensures a smooth placement process by coordinating with companies, preparing students through training sessions, and maintaining strong corporate relations. Its efforts are dedicated to providing the best opportunities for students, aligning their skills with industry demands.

PRE-PLACEMENT TALKS

Pre-Placement Talk (PPT) enables companies and students to interact with each other. The representatives from companies share key aspects of their firm, work environment, and growth opportunities. A typical PPT session is scheduled for 60 minutes followed by a 15 minutes long Q&A session.

APPLICATION AND SHORTLISTS

In response to job descriptions floated by companies, interested students apply through the Placements Office, managed by the Student Placements Team. A detailed Resume submitted by the students as part of the application process. On the basis of student applications, companies are required to send shortlists to the Placement Office at least a week prior to their final placement interviews.

PLACEMENT INTERVIEWS

The final placement process is conducted over a period of time beginning in September. Companies are encouraged to visit the campus for conducting the placement process.

OFFERS AND ACCEPTANCE

The company can make an offer to the student after the final interview. For an offer to be valid, it should include details of the role, location, remuneration, and other relevant terms and conditions required by the candidate to make a decision. The offer is communicated by the company to the Placements office, which in turn communicates it to the selected students. The acceptance of an offer is governed by the placement rules of PAU.



CORPORATE SOCIAL RESPONSIBILITY INITIATIVE



Dr. Maria Afzal (Business Mentor)
Ph.D. (Management) Jamia Millia Islamia University, New Delhi (2022)
B. Com, Delhi University, New Delhi (2012)
M.com (Business Management), Jamia Millia Islamia University, New Delhi (2014)
B.Ed (Commerce), Jamia Millia Islamia University, New Delhi (2015)

Dr. Maria Afzal, a distinguished business leader from Trident Limited, is our business mentor as part of the CSR initiative to mentor students. With her extensive industry expertise, she seeks to empower students with profound business acumen, strategic leadership skills, and practical insights, preparing them to excel in the dynamic corporate landscape.

Batch Profile - 2023-25



MBA (MARKETING MANAGEMENT)

Abhishek Malhotra (24)

Ludhiana, Punjab

✉ abhishekmalhotra276@gmail.com



Phone - 7589300005

LinkedIn - <http://linkedin.com/in/abhishekmalhotra05>

About- He is a results-driven professional with 20 months of experience in CRM operations and the EdTech industry. With expertise in CRM strategy and implementation, cross-functional collaboration, marketing strategy, and data management, he is dedicated to leveraging his skills and experience to drive meaningful impact. Passionate about innovation and problem-solving, he is always eager to take on new challenges and contribute to transformative initiatives

Current degree- MBA (Marketing Management)

Bachelor degree- BBA, Arya College, Ludhiana

Work experience - 20 months (UPGRAD, BYJUS)

Summer internship company - ERNST & YOUNG (EY)

Research Title - A study of factors influencing research activities of postgraduate students in Punjab Agricultural University, Ludhiana

Harjot Singh (25)

Abohar, Punjab

✉ sidhuharjot75@gmail.com



Phone Number:- 8146851243

About:- He is a dedicated and hardworking individual with strong leadership skills, capable of motivating and guiding teams toward success. With excellent communication abilities, he effectively collaborates and resolves issues. His patience and keen focus on time management ensure tasks are completed efficiently and deadlines are met, all while maintaining a positive attitude.

Current Degree:- MBA (Marketing Management)

Bachelor Degree:- B.Sc. (Hons) Agriculture, Khalsa college, Amritsar

Summer Internship Company:- VERKA

Summer Internship Role:- Marketing intern

Research title: A study of preference, buying behaviour and perceived risk towards protein supplements among gym goers in Ludhiana city

Sakshi (22)

Ludhiana, Punjab

✉ sakshidogra00@gmail.com



Phone Number:- 7681914467

LinkedIn ID:- <http://linkedin.com/in/sakshi-dogra-781009350>

About:- She is a detail-oriented recent graduate with a strong understanding of marketing principles, seeking a marketing role to leverage her analytical skills and creativity in developing targeted campaigns.

Current Degree:- MBA (Marketing)

Bachelor Degree:- B.Com

Summer Internship Company:- VERKA MILKFED LUDHIANA

Summer Internship Role:- Marketing Intern

Research Title: A study of consumer purchase intention towards Natural-labelled personal care products in Ludhiana city

MBA (FINANCIAL MANAGEMENT)

Aditi Joshi (23)

Ludhiana, Punjab

✉ aditijl709@gmail.com



Phone Number: - 7814019184

LinkedIn - <https://www.linkedin.com/in/aditi-joshi-b9279632b>

About: -About - She is a results-driven and motivated student of financial management with a strong interest in budgeting, investment, and financial analysis. With strong analytical skills, data interpretation, and problem-solving abilities, combined with excellent communication skills, she aims to contribute to a dynamic team and drive business growth.

Current Degree: - MBA (Financial management)

Bachelor Degree: - B.com, Guru Nanak Khalsa College for women (PU), Ludhiana

Work Experience: - Fresher

"Summer Internship Company: - VARDHMAN APPARELS

Summer Internship Role: - Finance intern

Summer Internship Title: - Working capital management

Research title: Assessment and antecedents of working women's participation in financial decision making of the family in Ludhiana city.

Harshpreet Singh (22)

Ludhiana, Punjab

✉ harshpreet9996@gmail.com



Phone Number: - 6239469927

LinkedIn ID: - <http://linkedin.com/in/harshpreet-singh-b559a0237>

About: - He is an MBA finance student, building expertise in financial management, investment strategies, and financial analysis. With a strong foundation in data interpretation, forecasting, and budgeting, he aims to leverage his skills to make strategic financial decisions and contribute to the growth of organizations in investment management and financial planning roles.

Current Degree: - MBA (Financial Management)

Bachelor Degree: - B.com

Summer Internship Company: - HDFC ASSET MANAGEMENT COMPANY LIMITED

Summer Internship Role: - Finance Intern

Research title- A study of factors influencing consumer continuance intention to use mobile banking in Ludhiana city.

Jaskirat Singh (23)

Ludhiana, Punjab

✉ jaskirat10singh@gmail.com



Phone Number: - 7814001285

LinkedIn ID: - <https://www.linkedin.com/in/jaskirat-singh-851142255>

About: - He is a motivated and results-driven professional with a strong background in commerce. Excelling in dynamic environments, he leverages his skills in data analysis, attention to detail, communication, teamwork, time management, adaptability, Excel proficiency, problem-solving, and client relationship management to drive team success. He is eager to grow within the field.

Current Degree: - MBA (Financial Management)

Bachelor Degree: - B.com (Hons) S.C.D. Govt College Ludhiana

Summer Internship Company: - NIRMAL BANG SECURITIES PVT LTD

Summer Internship Role: - Finance Intern

Research title : Assessment of Financial Literacy & Its Determinants: A Study of Generation Z in Ludhiana city

Khushkaran Punj (23)

Ludhiana, Punjab

✉ khushkaranpunj7@gmail.com



Phone Number: - 7986611847

LinkedIn Profile - <https://www.linkedin.com/in/khushkaran-punj-238b24313>

About: - He is a motivated and detail-oriented finance professional with a strong foundation in financial analysis and strategic planning. Passionate about solving complex financial challenges, his academic journey, combined with practical exposure, equips him to contribute effectively and grow within the dynamic financial industry

Current Degree: - MBA (Financial Management)

Bachelor Degree: - B.com Punjab university Chandigarh

Summer Internship Company: - NIRMAL BANG SECURITIES PVT LTD

Summer Internship Role: - Finance intern

Niharika Mittal (22)

Moga, Punjab

✉ niharikamittal2605@gmail.com



Phone Number: - 6283128355

LinkedIn Profile - <https://www.linkedin.com/in/niharika-mittal-81305533b>

About: - She is currently pursuing an MBA in Finance and plans to pursue the CFA (Chartered Financial Analyst) certification. With a keen interest in financial analysis and investment strategies, she aims to expand her knowledge and experience in the field of finance and investing.

Current Degree: - MBA (Financial Management)

Bachelor Degree: - B.com, MCM DAV College, Chandigarh

Summer Internship Company: - HDFC ASSET MANAGEMENT COMPANY

Summer Internship Role: - Sales intern

Research Title - A STUDY OF THE IMPACT OF NEW PRODUCT LAUNCH AND JOINT VENTURE ANNOUNCEMENT RELATED NEWS ON STOCK PRICES IN INDIA

Randeep Kaur (24)

Ludhiana, Punjab

✉ randeepkaur3002@gmail.com



Phone Number: - 8566022000

LinkedIn ID: - <http://linkedin.com/in/randeep-kaur-27b600216>

About: - She is a hardworking individual who approaches every opportunity with dedication and honesty. She excels at building strong relationships with people and values meaningful connections.

Current Degree: - MBA (Financial Management)

Bachelor Degree: - BTech (information technology)

Summer Internship Company: - JHR OVERSEAS

Summer Internship Role: - Finance intern

Research title: - A study on adoption of m-payments among elderly consumers of Ludhiana city

Shazia Khatoon (22)

Ludhiana, Punjab

✉ shaziakatoon.sk7@gmail.com



Phone Number: - 7696384225

LinkedIn ID: <https://www.linkedin.com/in/shazia-khatoon-628660220>

About: - She is a highly communicative, detail-oriented, and versatile individual. Confident in her abilities, she strives for continuous improvement in her work and takes control of situations rather than letting them control her. She is a quick learner with expertise in personnel management, strong communication skills, and a foundational knowledge of accounts. In her free time, she enjoys art and music.

Current Degree: - MBA (Financial Management)

Bachelor Degree: - BBA (Human resource), Khalsa college for women, Ludhiana

Summer Internship Company: - VARDHMAN APPARELS

Summer Internship Role: - Accounts intern

Research topic: study on financial literacy and financial attitude of street vendors in Ludhiana City.

MBA (AGRIBUSINESS MANAGEMENT)

Akshdeep Singh (24)

Hoshiarpur, Punjab

✉ akshdeepsingh2608@gmail.com



Phone Number: - 9914842256

LinkedIn profile: <http://linkedin.com/in/akshdeep-singh-3711a732b>

About: - He possesses skills applicable to both the field and corporate sectors, excelling in handling serious situations effectively. His flexibility, versatility, and extroverted nature enable him to adapt to diverse environments and engage confidently with others.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, DAV University, Jalandhar

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing Intern

Research topic: A STUDY OF PERCEPTION AND BUYING BEHAVIOUR OF CONSUMERS TOWARDS CANOLA OIL IN LUDHIANA CITY

Amritpal Singh (23)

Fazilka, Punjab

✉ pal2001amrit@gmail.com



Phone Number: - 9335530008

LinkedIn profile: <http://linkedin.com/in/amritpal-singh-39955a281>

About: - He has a strong focus on sustainable agricultural practices, market analysis, and supply chain optimization. His strategic thinking and practical problem-solving skills enable him to drive efficiency and innovation within the agribusiness sector. He is eager to leverage his expertise to contribute to the growth and sustainability of agribusiness organizations

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Khalsa college, Amritsar

“Summer Internship Company: - Mahindra Summit Agriscience, Ltd

Summer Internship Role: - Marketing intern

Summer Internship Title: - Develop and implement social media strategies across various platforms to boost brand visibility and engagement

Research title: A study of supply chain practices of selected compressed biogas unit and farmers' perception in Fazilka district .

Aryan Kasnia (26)

Sirsa, Haryana

✉ aryankasnia1001@gmail.com



Phone Number: - 9728997875

LinkedIn ID: - <https://www.linkedin.com/in/aryan-kasnia-139b89292/>

About: - He is a highly motivated professional passionate about bridging agriculture and business through sustainable solutions. Skilled in agribusiness strategy, market development, and supply chain management, he possesses strong analytical, problem-solving, and teamwork abilities. Proficient in MS Office and AI tools, he thrives in dynamic environments, delivering high-quality results. Dedicated to continuous learning, he aims to foster growth in the agricultural sector while promoting environmental and social responsibility.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Guru Kashi University Talwandi Sabo, Bathinda

Summer Internship Company: - PUNJAB AGRI EXPORT CORPORATION LIMITED (PAGREXCO)

Summer Internship Role: - Marketing Intern and Operation Management Intern

Research title: A study of consumer perception, buying behaviour and factors influencing consumption of frozen vegetables in Ludhiana city.

Aryan Sardana (24)

Shri Ganganagar, Rajasthan

✉ ariansardana016@gmail.com



Phone Number: - 9352371270

LinkedIn ID: - <https://www.linkedin.com/in/aryansardana>

About: - He brings a blend of academic expertise and practical exposure, including marketing internships at Vardhman Textiles Ltd. and Markfed. Proficient in MS Office and AI tools, he excels in analytical thinking, adaptability, and teamwork, aiming to make a meaningful contribution to the agribusiness sector

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Guru Nanak Dev University, Amritsar

Summer Internship Company: - VARDHMAN TEXTILES LTD.

Summer Internship Role: - Marketing intern

Research Title - New Product Development And Commercialization Of Selected Food Products Developed By Pau And Consumer's Perception And Adoption Of Pau Food Products

Aseemtoz Singh Brar (23)

Bathinda, Punjab

✉ aseembrar006@gmail.com



Phone Number: - 9041414714

LinkedIn ID: - <http://linkedin.com/in/aseemtoz-singh-brar-96200b350>

About: - He is a dedicated and results-driven professional with a strong foundation in business management and a keen interest in agricultural sustainability and market strategies. His problem-solving mindset, combined with leadership and teamwork skills, enables him to drive growth and innovation in the agribusiness sector. He is eager to contribute and make a meaningful impact.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons.) Agriculture, Khalsa college, Amritsar

Summer Internship Company: - SPORTKING INDIA LIMITED

Summer Internship Role: - Human Resource Management intern

Research title: A study on marketing practices of cotton farmers in Bathinda district of Punjab

Dishal Goyal (24)

Barnala, Punjab

✉ dishalgoyal4@gmail.com



Phone Number: - 9855695734

LinkedIn ID: - <http://linkedin.com/in/dishalgoyal>

About: - He is a student with valuable experience from his internship at Trident Group, specializing in supply chain and procurement. With knowledge of financial management and proficiency in SAP software, combined with strong teamwork and keen observational skills, he aims to contribute to efficient operations and organizational growth

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Khalsa college, Amritsar

Summer Internship Company: - TRIDENT GROUP

Summer Internship Role: - Procurement, Supply Chain management

Research Topic: A Study Of Expectations Of Channel Members Of Existing Agri-machinery And Development Of Distribution Plan For The Selected Punjab Agribusiness Incubator (pabi) Start-ups

Gagandeep Singh (24)

Ludhiana, Punjab

✉ gaganlohat17@gmail.com



Phone Number: - 9592947723

LinkedIn ID: <https://www.linkedin.com/in/gagandeep-singh-4495a52b4>

About: - He is a sincere student with a passion for creative business ideas and sustainable agriculture. His academic background has provided him with knowledge in supply chains, marketing, and agricultural management. By bridging the gap between business and agriculture, he aims to drive growth and address global food and sustainability challenges

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. Biotechnology, Punjab Agricultural University, Ludhiana

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing

Research Title : A Study On Consumer Attitude, Perceived Risk, And Factors Influencing The Purchase Of Palm Oil-Based Packaged Food Products In Ludhiana City

Harmeet Singh (23)

Ludhiana, Punjab

✉ hameetsidhu12345@gmail.com



Phone Number: - 9814763668

About: - He has a strong interest in marketing and gained valuable experience in market analysis and strategic planning during his internship at Verka as a Marketing Intern. Passionate about brand development and consumer engagement, he is eager to contribute innovative marketing strategies in dynamic environments, leveraging his communication and problem-solving skills to create impactful results in the agribusiness and marketing sectors.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. Agriculture, Khalsa college Amritsar

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing Intern

Research title: A study of preference, buying behaviour and perceived risk towards energy drinks among youth in Ludhiana city

Himanshu Krishan (23)

Kathua, Jammu

✉ himanshusharma57977@gmail.com



Phone Number: - 7051330341

LinkedIn ID: <http://linkedin.com/in/himanshu-krishan-710511276>

About: - He is a versatile and innovative individual with strong leadership qualities. He excels at managing serious and high-stress situations effectively, demonstrating adaptability, problem-solving skills, and a commitment to achieving results under challenging circumstances.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Guru Nanak Dev University, Amritsar

Summer Internship Company: - DARRICK INSECTICIDES LTD

Summer Internship Role: - Marketing and HR Intern

Research Title: A Study Of Readiness And Adoption Of E-Commerce By Micro, Small And Medium Scale Food Processors In Punjab

Isha Bansal (23)

Bathinda, Punjab

✉ bisha4781@gmail.com



Phone Number: - 6284693717

LinkedIn profile: <https://www.linkedin.com/in/isha-bansal-967188312>

About: - She brings a strong understanding of agricultural markets, supply chain management, and business strategies. With analytical skills, leadership experience, and a passion for sustainable practices, she is driven to contribute innovative solutions to agribusiness challenges, ensuring growth and profitability while fostering environmental and social responsibility.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons.) Horticulture, PAU Ludhiana

Work Experience: - Fresher

"Summer Internship Company: - YARA FERTILIZERS

Summer Internship Role: - Marketing intern

Summer Internship Title: - Product awareness and demand generation of YARA VITA procote Zn

Research title - A Study of supply chain management of guava -

Jobanpal Singh Sekhon (24)

Abohar, Punjab

✉ jobanpalsekhon@gmail.com



Phone Number: - 9888181503

LinkedIn ID: <http://linkedin.com/in/jobanpal-singh-sekhon-557181350>

About: - He has hands-on experience in farming, having worked closely with agricultural and protected olericulture practices, along with specialized training in organic farming. Additionally, he gained valuable insights into the dairy sector through his training with the Punjab Dairy Development Board. His summer internship with Sportking India in the production department further enhanced his skills in operations and production management, providing exposure to large-scale industrial processes.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Khalsa college, Amritsar

Summer Internship Company: - SPORTKING INDIA

Summer Internship Role: - Production cum Industry relations intern

Research title:- Biologicals in cotton : A study of farmers' perception regarding efficacy of pheromone based solutions for managing pink bollworm.

Kamalpreet Singh (25)

Bathinda, Punjab

✉ sidhuk565@gmail.com



Phone Number: - 7837008888

LinkedIn ID: <http://linkedin.com/in/kamalpreet-singh-3342472a3>

About: - He is an environmentally conscious individual with a passion for sustainability. He enjoys exploring creativity through theatre and staying active with table tennis. Adventure fuels his spirit, whether through biking or embracing new challenges. His love for nature and outdoor activities shapes his approach to life, making him an enthusiastic and dynamic person with diverse interests.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Punjab Agricultural University, Ludhiana

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing intern

Research Title: A study of marketing strategies and practices of briquette

Kanav (24)

Pathankot, Punjab

✉ kanavsaini995@gmail.com



Phone Number:- 9041475064

LinkedIn ID: <http://linkedin.com/in/kanav-saini-493185350>

About:- He is passionate about outdoor sports like cricket, basketball, and football, and he excels at crafting compelling presentations and has foundational expertise in HTML. He values solitude, enjoys immersive gaming experiences, and has a deep fondness for dogs, blending academic rigor with a reflective and dynamic personality.

Current Degree:- MBA (Agribusiness Management)

Bachelor Degree:- BSc (Hons) Agriculture, Government college Hoshiarpur

Summer Internship Company:- UPL (united phosphorus limited)

Summer Internship Role:- Marketing Intern

Research Title: A Study On Perception And Attitude Of Consumer Towards Buying Selected Value-added Products of Sugarcane

Kuljeetpal Singh (26)

Bathinda, Punjab

✉ kittumann04@gmail.com



Phone Number: - 8968731712

About: - He has a keen interest in stock market analysis and actively invests to enhance his financial acumen. With strong analytical skills and a strategic mindset, he continuously explores market trends and investment opportunities.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Punjab Agricultural University, Ludhiana

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing intern

Research Title - A Study of Adoption Of Technology And Constraints Faced By Dairy Entrepreneurs In Punjab.

Madhav Bhardwaj (23)

Bathinda, Punjab

✉ madhavbhardwaj5171@gmail.com



Phone Number: - 9517711505,

LinkedIn ID: - <https://www.linkedin.com/in/madhav-bhardwaj-03918232b>

About: - He is a dynamic marketing enthusiast with hands-on experience as a Marketing Intern at Mahindra, gaining expertise in digital marketing and leveraging AI tools to enhance marketing strategies. As a fellowship holder and university representative at IIM, Tata, and other competitive events, he has developed strong communication and presentation skills. With knowledge of agriculture and sustainable practices, he is passionate about marketing strategies and eager to contribute to innovative projects.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Khalsa College, Amritsar

Summer Internship Company: - MAHINDRA SUMMIT AGRISCIENCE LIMITED

Summer Internship Role: - Marketing Intern

Research Title - A Study of Consumer Preferences And Developing Marketing Plan For Selected Novel Healthy Breakfast Cereal

Manjot Kaur (23)

Sangrur, Punjab

✉ manjotchim601@gmail.com



Phone Number: - 9814310716

LinkedIn ID: - <http://linkedin.com/in/manjot-kaur-16853734b>

About: - She has hands-on experience in market research and strategic planning. During her internship with PAGREXCO, she developed skills in evaluating consumer behavior and designing operational frameworks for production. This experience strengthened her proficiency in sustainable agriculture and strategic market planning.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Punjab Agricultural University, Ludhiana

Summer Internship Company: - PUNJAB AGRI EXPORT CORPORATION LIMITED (PAGREXCO)

Summer Internship Role: - Marketing intern

Research Title: Research Title: Honey As An Ingredient In Value Added Food Products: A Study Of Consumer Attitude And Perception In Punjab

Manpreet Singh (26)

Bathinda, Punjab

✉ manpreetmann689@gmail.com



Phone Number: - 7814928400

LinkedIn ID: - <http://linkedin.com/in/manpreet-singh-0103b2254>

About: - He is an extrovert who thrives in dynamic environments and enjoys interacting with people. His adaptability and flexibility enable him to excel in various roles. With a proactive attitude, excellent communication skills, and a strong desire to learn and collaborate, he aims to make a meaningful contribution to every project.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.sc agriculture, guru Gobind Singh college, Talwandi Sabo

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing intern

Research Title: Food Waste Management: A Study Of Consumers' Perception And Management Practices Followed By Hotels And Restaurants In Bathinda District

Manpreet Singh (23)

Ludhiana, Punjab

✉ mnpreet96l@gmail.com



Phone Number: - 6283447043

LinkedIn ID: - <https://www.linkedin.com/in/manpreet-singh-218531290>

About: - He is passionate about bridging the gap between agriculture and business through innovative solutions and sustainable practices. With a keen interest in agribusiness strategy, market development, and supply chain management, he is committed to advancing the agricultural industry by leveraging his knowledge and expertise.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, PCTE, Ludhiana

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing intern

Research Topic: A Study of Perception And Buying Behaviour Of Consumers Towards Probiotic Fruit Yogurt

Prince (23)

Fazilka, Punjab

✉ princemutneja38@gmail.com



Phone Number: - 9814954331

LinkedIn profile: <http://linkedin.com/in/prince-26a4b2187>

About: - He is passionate about integrating innovative strategies to drive growth in the agricultural and food sectors. With expertise in market research and supply chain optimization, he has gained valuable experience in enhancing brand visibility during his recent internship. With strong skills in strategic planning, data analysis, and problem-solving, he aims to build a successful career in agribusiness management.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Khalsa college, Amritsar

Summer Internship Company: - MAHINDRA SUMMIT AGRISCIENCE LTD

Summer Internship Role: - Marketing intern

Research Title: A Study of Retail Practices And Farmers' Preferences Towards Buying Fungicides In Fazilka District

Rohit Garg (24)

Muktsar, Punjab

✉ gargrohit029@gmail.com



Phone Number: - 9041787277

LinkedIn ID: - <http://linkedin.com/in/rohit-garg-a2819b33b>

About: - He is a passionate and results-driven professional with a keen interest in sustainable agriculture, supply chain management, and innovation in the Agri-tech sector. Through hands-on experience and a strong understanding of the agricultural value chain, strategic business planning, and market dynamics, he excels in analytical thinking and problem-solving. His strong communication and leadership skills enable him to contribute effectively to the evolving landscape of agribusiness.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Khalsa College, Amritsar

Summer Internship Company: - SEVRIN CHEMICALS PVT. LTD.

Summer Internship Role: - Marketing Intern

Research title: - Perceived effect of rising cost of agricultural inputs on farmers income in Shri Muktsar Sahib district

Sonampreet Thind (25)

Ferozepur, Punjab

✉ sonamthind2660@gmail.com



Phone Number: - 9781529080

LinkedIn ID: - <https://www.linkedin.com/in/sonam-thind-b3b106283>

About: - She is an aspiring agribusiness leader with strong focus on market research and supply chain management with strong foundation in advance excel and other analytical skills. She is also passionate about innovative agribusiness solutions

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc. (Hons) Agriculture, Punjab Agricultural University, Ludhiana

Summer Internship Company: - TRIDENT GROUP

Summer Internship Role: - Sales and marketing intern

Research Title: A Study on Problems And Prospects Of Chilli Growers In Ferozepur District Of Punjab

Sujata (24)

Jalandhar, Punjab

✉ sujatabadgal45@gmail.com



Phone Number: - 6283654552

LinkedIn ID: - <https://www.linkedin.com/in/sujata-147a47248>

About: - She excels in adapting to new skills and knowledge, with strong communication and academic abilities. With a keen analytical mindset and problem-solving skills, she is committed to contributing effectively to the agribusiness sector.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B.Sc.(hons.) Agriculture, CT institute of management and information technology, Jalandhar

Summer Internship Company: - TRIDENT GROUP, LUDHIANA

Summer Internship Role: - Sales and marketing intern

Research topic: Tariff and Non-Tariff barriers faced by agricultural and processed food exporters in Punjab

Venu (23)

Fatehgarh Sahib, Punjab

✉ gargvenu123@gmail.com



Phone Number: - 7973618620

LinkedIn ID: - <https://www.linkedin.com/in/venu-aggarwal-05723222>

About: - She has a strong foundation in agriculture and business management. She interned at Verka Sangrur Milk Plant in marketing, showcasing discipline, punctuality, and multitasking abilities. Proficient in Microsoft Office and multilingual communication, she excels in team management. Her vibrant personality shines through her love for travel, dance, and diverse learning pursuits.

Current Degree: - MBA (Agribusiness Management)

Bachelor Degree: - B. Sc (Hons.) Agriculture, Mata Gujri College, Fatehgarh sahib

Summer Internship Company: - VERKA

Summer Internship Role: - Marketing intern

Research Title: A Study Of Marketing Practices And Consumer Preferences Towards Selected Food Products Offered By Pabi Startups



The following MBA (Agribusiness) students at Punjab Agricultural University, Ludhiana, enrolled through the ICAR AIEEA PG program and the 3rd counseling of the PAU entrance test, are anticipated to graduate in January 2026.

Aashish (23)

Indore (Madhya Pradesh)

✉ 1ashishjagtap@gmail.com



Phone number -9109041418

LinkedIn ID - <http://linkedin.com/in/ashish-jagtap-413903219>

About -He is pursuing a master's in MBA Agribusiness Management with a strong foundation in Marketing, Production and Operations, Supply Chain, and Human Resource Management. He acquired extensive experience in food processing and value addition, along with expertise in operation research and management. During his academic journey, he completed an internship at Pratap Snacks Ltd Indore and Indo American Hybrid Seed Pvt. Ltd., where he was trained in seed grading, treating, packing, and quality testing. His skills in inventory management, raw material procurement, and quality analysis contributed to his professional growth in the agribusiness sector.

Current Degree - MBA (Agribusiness Management)

Bachelor degree – B.Sc. (Hons) Horticulture, UHS Bagalkot, Karnataka.

Summer Internship Company – Pratap Snacks Ltd Indore

Summer Internship Role – Production Intern

Research title – Factors Affecting Employability Of Agricultural Graduates And Postgraduates: A Study Of Employers In Ludhiana City.

Himanshi Kumari (25)

Bokaro Steel City (Jharkhand)

✉ himanshiha3@gmail.com



Phone number - 6205631382

LinkedIn ID - <https://www.linkedin.com/in/himanshi-kumari>

About -She is a dedicated and organized professional with a background in agribusiness management and agriculture. She has gained research experience as an intern at the Central Marketing Organization (SAIL), where she worked on the feasibility study of steel by-products in agriculture. She holds a BSc in Agriculture from Swami Vivekanand Faculty of Technology and Management with a strong academic record. Skilled in critical thinking, teamwork, leadership, and project management, she has also contributed to an e-magazine, managed college events, and participated in creative competitions, demonstrating her versatility and commitment to excellence.

Current Degree - MBA (Agribusiness Management)

Bachelor degree - B Sc. Hons (Agriculture) Swami Vivekanand Faculty of Technology and Management (SVIET) Chandigarh

Summer Internship Company - Central Marketing Organization (Steel Authority of India)

Summer Internship Role - Research and New product Development intern

Research title - A study of Consumers' perception and buying behaviour towards mushrooms in Ludhiana city

Jishnu.M.V (27)

Kannur, Kerala

✉ jishnuias123@gmail.com



Phone number: 9567240820

LinkedIn Id: <https://www.linkedin.com/in/jishnu-m-v-756a6631b>

About: He is a skilled professional with expertise in crop production, farm management, and high-tech farming with hands-on experience as an Agriculture Facilitator in the Office of the Assistant Director of Agriculture, Iritty Block, Kannur, Kerala. He worked as a Project Assistant at the Agency for Development of Aquaculture, Kerala, under the National Adaptation for Climate Change project by NABARD and Nursery Manager at Sreelakshmi Agriculture Nursery, Kannur. His strong leadership, organizational skills, and commitment to sustainable farming make him an asset to any organization seeking to enhance agricultural productivity and innovation.

Current degree: MBA (Agribusiness management)

Bachelor degree: B.Sc. (Hons) Agriculture

Summer internship company: Madayikkal Agro service, Wayanad, Kerala

Summer internship role: Marketing Assistant

Research title: A study of consumer perception, buying behaviour and factors influencing consumption of packaged coconut water in Ludhiana city.

Pingili Rahul Reddy (29)

Warangal,Telangana

✉ pingilirahulreddy743@gmail.com



Phone number - 8897040837

LinkedIn ID - <https://www.linkedin.com/in/rahul-reddy-->

About - He is highly motivated, adaptable, and passionate about agribusiness, developed strong analytical and technical skills. He worked as a Marketing Intern at Verka, gaining hands-on experience in market research, brand positioning, and consumer behaviour analysis in the dairy industry. He has completed a Tableau certification from Forage, enhancing his ability to analyse and visualize data effectively. With his problem-solving skills and industry knowledge, he aims to contribute meaningfully to the agribusiness sector, particularly in areas like marketing strategies, supply chain optimization, and business development.

Current Degree - MBA (Agribusiness Management)

Bachelor Degree - B.Sc. Agriculture, Dr. Bhimrao Ambedkar University, AGRA

Summer Internship Company - Verka

Summer Internship Role - Marketing Intern

Research Title - A study of the problems faced by farmers in supplying milk to milk federation in Ludhiana district

Riya Bishwas (25)

Katihar (Bihar)

✉ - riyabishwas06@gmail.com



Phone number - 9973905663

LinkedIn ID - <https://www.linkedin.com/in/riya-bishwas-885170181>

About -She is a passionate MBA candidate specializing in Agribusiness, with a strong foundation in business management, agricultural sustainability, and agribusiness strategy. She has interned at Eco safe Agriscience India and Krishi Vigyan Kendra, working on farmer awareness and climate-resilient agriculture projects. She holds a B.Sc. in Horticulture from Bihar Agricultural University and is currently pursuing her MBA at Punjab Agricultural University. Her skills include market research, adaptability, resilience and sustainable agricultural practices. She has also won awards for her contributions at agricultural exhibitions. She enjoys traveling, music, and reading.

Current Degree - MBA (Agribusiness Management)

Bachelor degree -B.Sc. Horticulture

Summer Internship Company - Eco safe Agriscience India Pvt. Ltd.

Summer Internship Role - Marketing intern

Research title - Adoption of sustainable practices among food processing firms of Punjab.



Phone number -9370168327

LinkedIn ID - www.linkedin.com/in/sumit-ramteke-a289492a2

About -A motivated agribusiness professional with marketing experience at UK Agri Chem Pvt. Ltd. Skilled in communication, problem-solving, and teamwork, he is proficient in MS Office and AI tools. Awarded for academic excellence, he is passionate about sustainable agriculture, agri-tech innovations, and entrepreneurship, aiming to drive growth and innovation in the sector while promoting environmental responsibility.

Current Degree -MBA (Agribusiness Management)

Bachelor degree -B.Sc. (Hons.) Agriculture, Dr. Panjabrao Deshmukh Krishi Vidyapeeth Akola

Summer Internship Company - U. K. Agri Chem Industries Private Limited

Summer Internship Role - Marketing intern

Research title -Factor affecting growth of agricultural co-operative societies: a case study.



Phone number - 9693503412

LinkedIn ID - <https://www.linkedin.com/in/unnati-anand>

About - She is a results-driven agribusiness professional with a strong foundation in Horticulture, committed to driving innovation and sustainability in the agricultural sector. A proven leader, she is a distinguished NCC cadet with a C-certificate and has been recognized with multiple accolades, including the prestigious DG NCC Commendation Card (2022–23). With a strategic mindset and a keen interest in marketing, she blends analytical thinking with problem-solving skills. She is dedicated to developing impactful solutions that enhance the efficiency and sustainability of agribusiness.

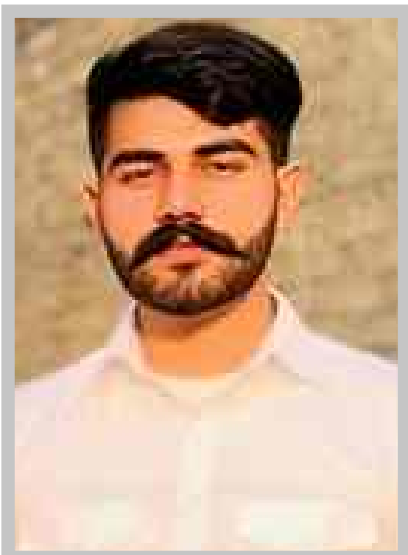
Current Degree - MBA (Agribusiness Management)

Bachelor degree - B.Sc. (Hons.) Horticulture

Summer Internship Company - IFFCO

Summer Internship Role - Marketing trainee

Research title - A study of youth's intention to subscribe food services and challenges faced by selected service providers



Phone number - 9988237058

LinkedIn ID - <http://linkedin.com/in/arshdeep-singh-chahal-006406358>

About - With a strong foundation in agricultural sciences and business management, Arsh has gained practical experience through internships at Verka as a Marketing Intern and at MARKFED. Passionate about agribusiness and marketing, Arsh is eager to apply analytical and strategic skills to drive growth and innovation in the industry. Passionate about the agriculture sector, Arsh is keen to contribute innovative solutions to enhance market reach, farmer engagement, and agribusiness sustainability.

Current Degree - MBA (Agribusiness Management)

Bachelor degree – B.sc (Hons) Agriculture, Khalsa College, Amritsar

Summer Internship Company - Verka

Summer Internship Role – Marketing Intern

Research title - Consumption pattern and farmers' perception towards pesticides: A study of wheat crop in Ludhiana District

Devesh Jangid (24)

Behror, Rajasthan

✉ Deveshjangid11800035@gmail.com



Phone number - 7733990447

LinkedIn ID - <https://www.linkedin.com/in/devesh-jangid-943128356>

About - A highly motivated and dedicated individual with a strong sense of honesty and dedication. His passion for learning and problem solving skills drives him to take on challenges with a proactive approach. Devesh has hands-on experience as a Quality Control Manager at ITC Khordha Food Division and as a Production Manager at Samanch Mushroom Farm, developed practical industry knowledge and leadership skills. He is eager to contribute his skills and enthusiasm to a dynamic work environment.

Current Degree - MBA (Agribusiness Management)

Bachelor degree - B Sc. Hons (Agriculture) DAV university, Jalandhar, Punjab.

Summer Internship Company - ITC LIMITED

Summer Internship Role - Quality control assistant

Research title - Commercialization of seeds: Study of marketing practices and prospects of Punjab agricultural university, Ludhiana

Sneha Juyal (23)

Ludhiana, Punjab

✉ juyalsneha4@gmail.com



Phone number - 8591455457

LinkedIn ID - <https://www.linkedin.com/in/sneha-juyal-632b38268>

About - A dedicated and result-driven professional with a strong academic background in agribusiness and horticulture. She has keen interest in food trade and market trends, focusing on their impact on agribusiness. With proficiency in MS Office and AI tools, she excels in dynamic environments, using analytical and problem-solving skills to achieve impactful results. She is committed to continuous learning and aspires to contribute to the sustainable growth of the agribusiness sector through data-driven insights and market-oriented strategies.

Current Degree - MBA (Agribusiness Management)

Bachelor degree - B.Sc. (Hons.) Horticulture

Summer Internship Company - PUNJAB AGRI EXPORT CORPORATION LIMITED

Summer Internship Role - Summer intern

Research title - Trends in Production, Consumption and International Trade of Fruits and Vegetables in India

Placement Brochure Crafted By



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