



Grooming Professionals for the Business Industry



Dr. Manish Kumar, Director, L N Mishra College of Business Management, Muzaffarpur



To position the youth to reap the benefits of the rapidly changing economic environment and the growing industrialization, the need for making available quality management education was felt by Dr. Jagannath Mishra as early as in the year 1973. L.N.Mishra College of Business Management was established by the Lalit Narayan Mishra College of Business Management, Muzaffarpur (a society registered under the Societies Registration Act, 1860 and headed by Dr. Jagannath Mishra) to accomplish the shared vision of Late Lalit Narayan Mishra, the former Union Minister of Railway, Government of India.

The College was inaugurated on February 11, 1974 by His Excellency Shri R.D. Bhandare, the then Governor of Bihar. Keeping in view the excellent performance of the College in all aspects, the State Government and the B. R. Ambedkar Bihar University the then Bihar University, Muzaffarpur conferred the College an 'autonomous' status in the year 1985. It has been the oldest premier and prestigious Business School throughout the North Eastern region of India. The College has been empanelled under Section 12(B) as well as Section 2F of University Grants Commission, Govt. of India, New Delhi since 1981. Consequent upon being granted the 'autonomous status' under Article 73 of Bihar Universities Act 1976 for the general and financial administration of the College an empowered Com-



mittee was also set up. This Committee was subsumed in the Governing Body of the Lalit Narayan Mishra College of Business Management, Muzaffarpur (the Society). The Director of the College functions as the CEO (Chief Executive Officer) of the College. However, the Teachers' Education Programme, is headed by Principal, Teacher's Education Programme. To redress the grievances of students and staff a 'Grievance Redressal Committee' headed by the Director and having representatives of students and staff, has also been formed.

The College always looked ahead for development activities and focused on achieving its objectives. In the year 1994, the College got the approval for conducting Two Years Full Time MBA and Three Years Part Time MBA with intake capacity of 120 students each by the apex body- All India Council for Techni-

cal Education (AICTE), New Delhi. In the year 2002 the College got the permission from AICTE, New Delhi and State Government to start MCA Course at its campus on the recommendation of the parent University. In 2003, the State Government on the recommendation of B. R. A. Bihar University, granted permission to start BBA and BCA courses at its campus.

The College also got approval from National Council for Teacher Education (NCTE) Bhubaneswar for conducting B.Ed. Course at our campus in the year 2009 and for M.Ed. Course in the year 2016. The College was also an authorized exam centre of Cambridge Assessment English (A part of University of Cambridge, UK).

In the era of global competence and distinctive advantage where quality is sole criterion of survival and growth, the College has been established as a centre of academic excellence, offering IT, Management and Teacher training in Education at par with best in the country. The objective of the institution is to nurture students technically superior and ethically strong. The College has been evolving policies and programs which enable a distinct addition to the national resources in higher education. The endeavor continues to impart meaningful contribution in conducting

research of higher standard and providing leadership in technological innovation for industrial and economic growth of the country. The College also emphasizes on development of communication skills to enable our students globally competitive. To play an active role in making new and empowered India, the College is much agile and command recognizable role in institutional Social Responsibility too. In the pursuit of excellence faculty members' contribution and state of art infrastructure are in decisive parlance.

The entrepreneurship development initiatives have enabled thousands of our students to play active role in economic progression of the nation through converting factors of production into useful production. Apart, our students are also successfully rendering their managerial services to multinational companies in various capacities across the globe.

The College is spread over a picturesque six acre of land with a total built-up area comprising of 92,000 Sq. Ft. The College is committed to provide all the programs, the state of the art computer labs with internet facility and a well-stocked library with worldwide connectivity. Through excellent pedagogy, outstanding placement of its students at leading enterprises all over



the country as well as the overseas have been consistently secured. Over the decade it has achieved excellence at par with the best schools among its peers. The Business India Magazine in its all India survey of management institutions rated this College as B+ School. In a survey conducted by Competition Success Review (CSR), the College has been declared as the Centre of Excellence for learning. Keeping in view the pace of the College the National Assessment and Accreditation Council (NAAC) has awarded B++ grade to the College in the year 2023 in its 1st Cycle of accreditation. The College has also got the "Most Prominent Management Institute of Bihar" awarded by Asia Summit and Education Award 2023 organized at New Delhi.

The College is much aware about its environment and so Green Audit Certificate has also been awarded.

The ISO 9001 Certification has also been achieved by the College. The students are very much enthusiastic at our campus and it is reflected by the awards achieved by the College for ECO SDG activities. For the all-round growth of our students the College time to time organizes Annual Sports, Fairs, Alumni Meet and much more other events. By observing the activities at our campus His Excellency The Deputy British High Commissioner commented that the College is fulfilling its mission and vision at a commendable speed and he will not leave a single stone unturned for the well-being of the College.

The College has been successfully grooming roughly 600 professionals, both men and women from Bihar on an yearly basis. All of them contribute to the ever-growing unparalleled reputation of the College throughout the country.

Success STORY of V.I.B.R.M



Shri Amar Nath Pandey Secretary



VC, B.R.A Bihar University, Muzaffarpur

It was the year 1983 when this college was founded by Late Shri. Raghunath Pandey. He was an eminent personality, Visionary and entrepreneur in true sense. Several Institutions were established by him in Muzaffarpur town. One of them is "Vaishali Institute of Business and Rural Management". He wanted to provide cutting-edge Professional education at affordable rate and accessible to every section of society. After his sad demise this Institute is running under supervision of his son Shri Amarnath Pandey secretary of this college. His affection and skills given a great loop in the performance and infrastructure of this College. Today, this has everything that is required by Institution at the global level. The is affiliated to B.R.A. Bihar University and Courses are approved by AICTE, New Delhi. The college has conducted Seminars, Cultural events, Quizzes time to time so that it can nurture students according to the demand of bussness houses. This college found a big Library in

its campus having more than 25,000 Books, journals and research papers of its own kind. The presence of smart class makes the environment too vivid and saves a lot of time to their stakeholders. This college has a modern computer lab with all the facility required by students. Here at this Campus all faculties know that their success is to give the realisation of worthy goal ideal among their students. They all are eminent learners of their own field. They have very impressive academic credentials and considerable industry related experience. Alumni of this college is working at top level of different reputed firms like HDFC Bank, Bata, Tata Steel, Usha martin, SAIL, IOCL etc. The college also provides internship programme with the most prestigious companies in all over India. The college has a placement Cum internship development

dedicated to this work only. Here one may come to get admission in BBA, BCA and MBA Currently and very soon for MCA and BLIS also. This is situated at Mithanpura, Narayanpur Anant road, Muzaffarpur. This College believes that "Team work that is the mantra of its success." All non teaching staffs are very polite and humble towards their duties. This college surely set a new benchmark to its Competitors under vigilance of its Administrative officer Dr. Avinash kumar.

The Vaishali Institute of Business and Rural Management is a leading management college of North Bihar in Muzaffarpur. It was established by Late Raghunath Pandey in 1983 and has been running under the aegis of Vikas Seva Sansthan(A registered torts under the societies Act 1860). This



institute is approved by AICTE and affiliated to BRABU, Muzaffarpur. Since its inception it has been imparting MBA course which is affordable and accessible to every section of society. The salient feature of the institute are mentioned below under different headings.

The institute is an architectural marvel and is surrounded by lush green grounds and flower beds. Class rooms and other enclosures. Fully equipped computer labs with latest hardware and software, coupled with wi-fi and internet connection are available in the institute. The institute library has more than 10,000 books and subscribes to more than 50 national and international Journals as well as e-Journals. Modern facilities are added every

year so that learning becomes at enjoyable experience. The institute has its own deep bore well for water supply and generator for power backup. The main objective is to develop necessary skills like communication, decision making, problem solving, negotiation item building etc. so as to enable own students to fully realise their potential

In order to achieve the above objective the institute has trained, experienced, competent and committed full time faculty supported by visiting faculty.

The minimum qualification to be admitted in MBA course is graduate in any discipline from a recognized university with a minimum of 50% marks along with the valid MAT, CAT, XAT of CMAT score.

Research Methodology

The primary objective of the research was to identify and rank the top BBA Institutes in India using the i3rc-brm model, a proprietary methodology developed by i3rc insights. This comprehensive approach evaluates institutions based on resources, effort, and outcomes, providing a 360-degree perspective.

The study comprised two main modules: institutional assessment survey and feedback assessment survey, conducted via online and telephonic surveys in June and July 2024. A total of 1,579 perceptual interviews were completed across 16 cities.

MODULE 1: DESK RESEARCH
This involved secondary research to compile a list of BBA institutes from internet sources, magazines, and prior surveys. Industry experts also contributed to refining the list. Any college not initially included could be added if mentioned by respondents.

MODULE 2: FACTUAL DATA COLLECTION
Over 1,100 BBA institutes received a detailed questionnaire, followed up through various channels. About 150 institutes participated, providing data on general information, courses, infrastructure, industry interface, placements, exchange programs, faculty research, and more.

MODULE 3: PERCEPTUAL SURVEY
A structured questionnaire was administered to HR professionals, faculty, parents, alumni, current students, and aspiring students across 16 cities, covering parameters like academic excellence, faculty, infrastructure, industry interaction, placement, personality development, and overall brand value.

ANALYSIS
The final rankings were derived using a robust process, including ratings on key parameters, calculating weights through a regression model, and combining institutional and feedback scores. Only colleges participating in the factual survey were ranked, while those with good perceptual scores but lacking factual data were listed alphabetically. Newer institutes were included in an "Emerging Institutes" list.

About i3RC Insights Pvt. Ltd
i3RC Insights is a Market Research Insights & Consultancy firm with a diverse team possessing over 100 years of cumulative experience. Specializing in objective assessment methodologies, i3RC is dedicated to quality and innovation, adhering to MRSI and ESOMAR ethical standards.

Note: Present nomination-based survey has been exclusively conducted by an independent Research Agency named i3RC Insights Pvt. Ltd. using stated methodology for arriving at the final list of awardees. The publication house and its affiliates/employees/authorized representatives/group companies are not responsible/liable for the above survey. Readers are advised to take an informed decision before acting upon the survey.

