

Institute of Rural Management Anand

Committed to Change

Admission Brochure
PGDRM | 2018-20

www.irma.ac.in





PADMA VIBHUSHAN

DR. V.KURIEN

(1 9 2 1 - 2 0 1 2)

Our Founder

“India needs to show an honest face, a kind face, a human face ... What you need is good management with farmer power. Good management gives this power the right direction and thrust. Nothing can stop the farmers then.”

IRMA | Management for Social Change

Vision

To make continuous and significant contributions to the transformation of rural India through

- (a) leadership in cutting-edge knowledge creation,
- (b) innovations in education,
- (c) pursuance of the ethical imperative of sustainability and
- (d) policy-oriented research.

Mission

To promote sustainable, ecologically-friendly & equitable socio-economic development of rural people through professional management

Message from Chairman



Shri Dilip Rath
Chairman | IRMA

Over the years, nearly 2800 students have graduated from IRMA in the discipline of rural management, many of whom are now leaders and CEOs in their organizations. Their contributions have helped millions of our farmers and rural households in a myriad of ways.

With its vast experience in developing human resources for the rural sector and the growing credibility of its alumni and faculty, IRMA is uniquely placed to deliver on its mandate as envisaged by its founders.

As a responsive and responsible institution, it will be IRMA's duty to prepare the next generation of professionals and equip them to handle the emerging challenges and opportunities and to build and strengthen resilient and sustainable institutions to serve rural India.

Director Speaks

The idea of IRMA continues to hold its relevance in constantly changing world because of its promise of a unique combination of management education and distinct purpose of social change. Knowledge and skills are the traditional outcomes of any mainstream management education, we go beyond these and transform the bright, young and enthusiastic individuals into active agents, who are capable of using the management knowledge and skills towards the specific goals of rural transformation through both market and non-market approaches. I am delighted to introduce you our program - Post Graduate Diploma in Rural Management (PGDRM).

The PGDRM curriculum provides a wide spectrum of high quality courses with a greater focus on experiential learning. The curriculum comprises four distinct yet mutually supportive segments – classroom, village field work, development internship and management internship. The curriculum is highly acclaimed and approved by the reputed assessors and accreditation bodies. Furthermore, PRM graduates are known to carve a distinct reputation in their professional environment for their empathy, brilliance, commitment and integrity.

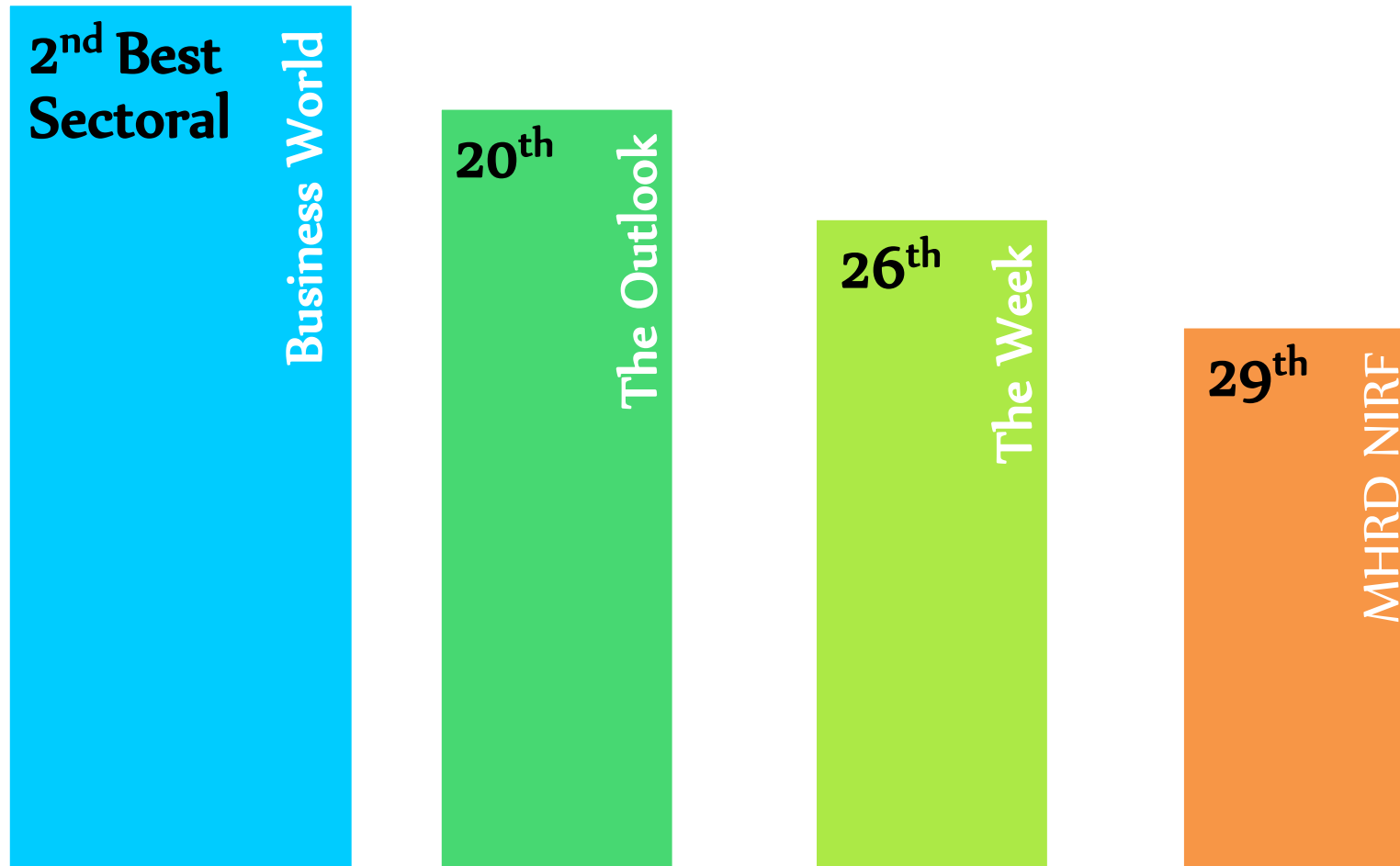
I invite you to be part of this one-of-a-kind program and become an active agent that continually strives to bring rural prosperity.



Dr. Rakesh Saxena
Acting Director | IRMA

Recognitions

*Even with a deep focus on rural transformation, IRMA is consistently ranked among **Top 30** vis-à-vis mainstream Business Schools*



* Ranks shown are for the year 2016



May 2, 2015

National Assessment & Accreditation Council declared IRMA accredited with CGPA of 3.30 on four point scale at 'A' Grade up to April 30, 2020.

<https://www.irma.ac.in/pdf/viewdocument/naac.pdf>

Accreditations



March 10, 2017

National Board of Accreditation has accredited the Post Graduate Diploma in Rural Management (PGDRM) of IRMA up to June 30, 2021.

<https://www.irma.ac.in/pdf/viewdocument/nba.pdf>

Governance at IRMA

IRMA is an autonomous body and is governed by a General Body, which is represented by the Board of Governors (BoG). The members on the Board are drawn from the representatives of the General Body & eminent personalities from academia, public administration, industry, development and co-operation. The BoG chaired by Shri Dilip Rath, is responsible for developing broad framework and policies for IRMA.

Shri Dilip Rath – Chairman

Chairman, NDDB, Anand, Gujarat

Shri Amarjeet Sinha | Secretary, MoRD, GOI

Ms. Mona Khandhar | Comm. & Sec. , RD, Gujarat

Dr. Harsh Kumar Bhanwala | Chairman, NABARD

Shri RS Sodhi | MD, GCMMF, Anand

Dr. K Rathnam | MD, KDCMPU (Amul), Anand

Dr. Janat Shah | Director, IIM Udaipur

Dr. A.K. Shiva Kumar | Development Economist, Delhi

Dr. Tushaar Shah | Senior Fellow, IWMI, Anand

Shri Sanjay Panigrahi | President, Pidilite Ind. Ltd., Mumbai

Shri S Sivakumar | Head- Agri & IT Businesses, ITC Ltd., A.P.

Shri Angshu Mallick | COO, Adani Wilmar Ltd., Ahmedabad

Dr. Preeti Priya | Associate Professor, IRMA

Dr. Rakesh Saxena- Member Secretary

Acting Director, IRMA



Institute with a Distinct Identity

Since its establishment in December 1979, IRMA has come a long way. IRMA has emerged as a premier center for learning, training, and research in the field of rural management. While thousands of business schools in India strive to prepare managers for mainstream business enterprises, only a few institutions, IRMA being the pioneer among those, have continued to serve “under-managed” rural organizations using both business and development approaches. IRMA has expanded its outreach to a diverse set of organisations keen to contribute to the script of transformational story of Rural India.

While operating within her core philosophy, IRMA has striven to promote partnership between rural farm & non-farm producers and committed professional managers as the basis for sustainable rural transformation. Achievements of IRMA are reflected in her distinct identity and work that IRMA’s founders, collaborators, faculty, alumni, and students are proud of.

IRMA’s PGDRM is approved by AICTE and recognised as equivalent to Masters degree by AIU. NBA accreditation for five years in 2017 has strengthened our pursuit for excellence in management education.



IRMA Faculty

Faculty at IRMA is renowned in the field of rural management with extraordinary teachers and dedicated mentors. They recognize teaching as an emancipating and unifying activity. They are transformative in approach with a focus on sustainability and equity. Each member irrespective of their domain of expertise continuously strive to nurture empathy, creativity, excellence and integrity in students of IRMA.

Individually as well as collectively IRMA faculty enjoys strong research collaboration with national and international institutions of repute in the areas of food security, technology in agriculture, poverty, financial inclusion, natural resources, climate change, local governance, corporate social responsibility, leadership, etc.



Research Collaboration

Anand V (PhD Mumbai University) on lien
Asmita H. Vyas (Mcom LLB FCA)
H. S. Shylendra (PhD ISEC Bangalore)
Harekrishna Misra PhD (Utkal University)
Hari Krishnan Nagarajan (PhD University of Oklahoma,Norman, USA)
Hitesh V. Bhatt (MS Georgia Tech, Atlanta, USA)
Indranil De (PhD JNU, New Delhi)
M. V. Durga Prasad (PhD IIT Delhi)
Madhavi Mehta (Fellow XLRI-AHRD)
Mukul Kumar (PhD Delhi University)
Paresh J. Bhatt (MCom LLB (Hons) FCMA)
Pramod K. Singh (PhD JNU, New Delhi)

Pratik Modi (Fellow IRMA)
Preeti Priya (PhD SPU Gujarat)
Rakesh Arrawatia (PhD IIT Kharagpur)
Rakesh Saxena (PhD IIT Kanpur)
Ram Manohar Vikas (PhD IIT Kanpur)
S.R.Asokan (PhD Gujarat University)
Saswata Narayan Biswas (PhD Allahabad University)
Satyendra Pandey (Fellow XIMB)
Shambu Prasad Chebrolu (PhD IIT Delhi)
Shivshanker Singh Patel (PhD IISC Bangalore)
Shyam Singh (PhD ISEC Bangalore)
Vivek Pandey (PhD Michigan State University, USA)

Faculty at IRMA

Industry Endowments		
RBI Chair	Professor	NABARD Chair Professor
GCMMF Dr.V Kurien Chair Professor		
Areas		
Economics	Finance	
General Management	IT & Systems	
Marketing	OB/HR	
Production & Operations	Social Sciences	
Centers of Research Excellence		
Sustainable Livelihoods	Rural Infrastructure & CSR	
Social Entrepreneurship	Public Policy & Governance	
Rural-Urban Dynamics		

IRMA Alumni



IRMA Alumni – The IRMAAns have worked with dedication; have carved their reputation in in their professional environment for their skills, brilliance, commitment and sacrifice. IRMA is very proud of their commitment and achievements. They have excelled in diverse sectors of **Business, Development, Academia, Social Entrepreneurship, Civil Services, Politics, Media, Film Making, Literature**, etc. For details please visit www.irma.ac.in

IRMA Infrastructure

14 Hostel Blocks
with 430
Furnished
Single Rooms

Indoor Sports
Complex
Gymnasium
Playground

Auditorium
Multi Purpose
Hall
Dispensary

24X 7 Internet
Connectivity
Wi-Fi Enabled
Campus

Library with
50,000 +
Books, Journals,
Databases

Analytics
Softwares
SPSS, Stata,
AMOS, EViews
etc,

POST GRADUATE DIPLOMA IN RURAL MANAGEMENT



A transformational journey called PGDRM

The curriculum of our two-year program includes courses on marketing, finance, development, operations, organization design and systems in the rural context. It is designed with an emphasis on experiential learning through three internship segments, which provides six months of on-field learning



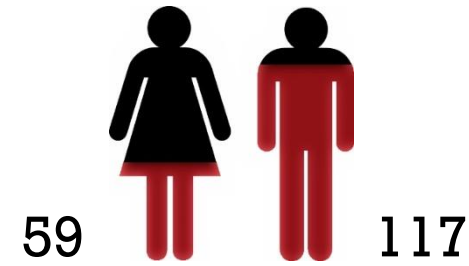
Our curriculum is designed to have exposure of three field segments, equivalent to six months of on-field learning

Diversity in IRMA Classroom

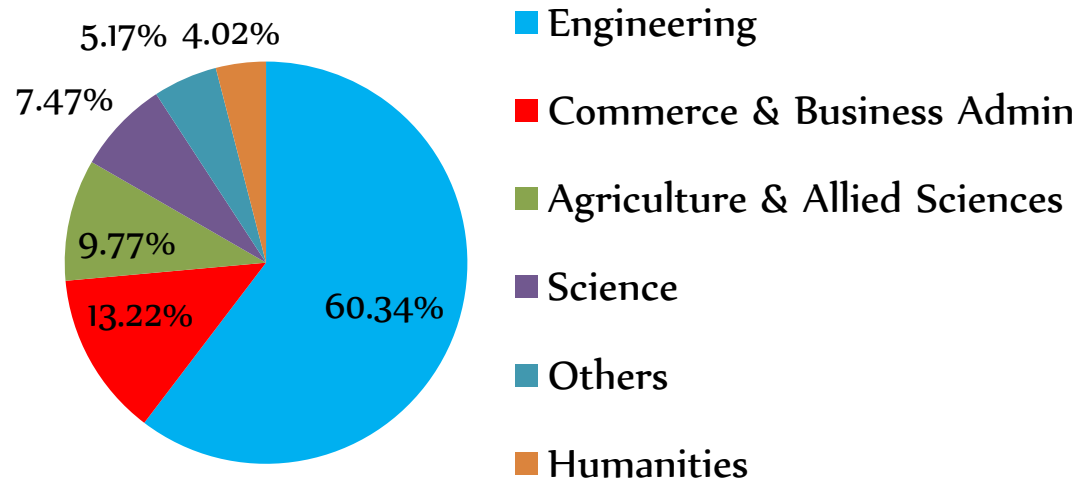
Current Batch (2017-19)

176 Students

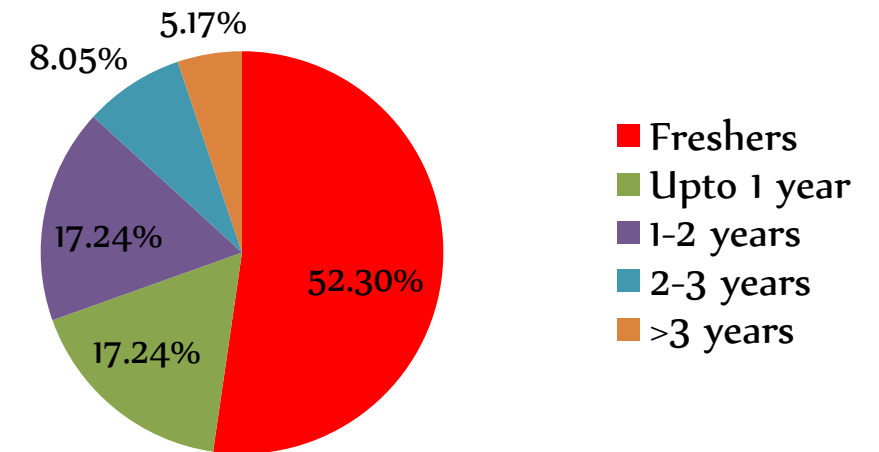
23 States



Educational Background



Work Experience

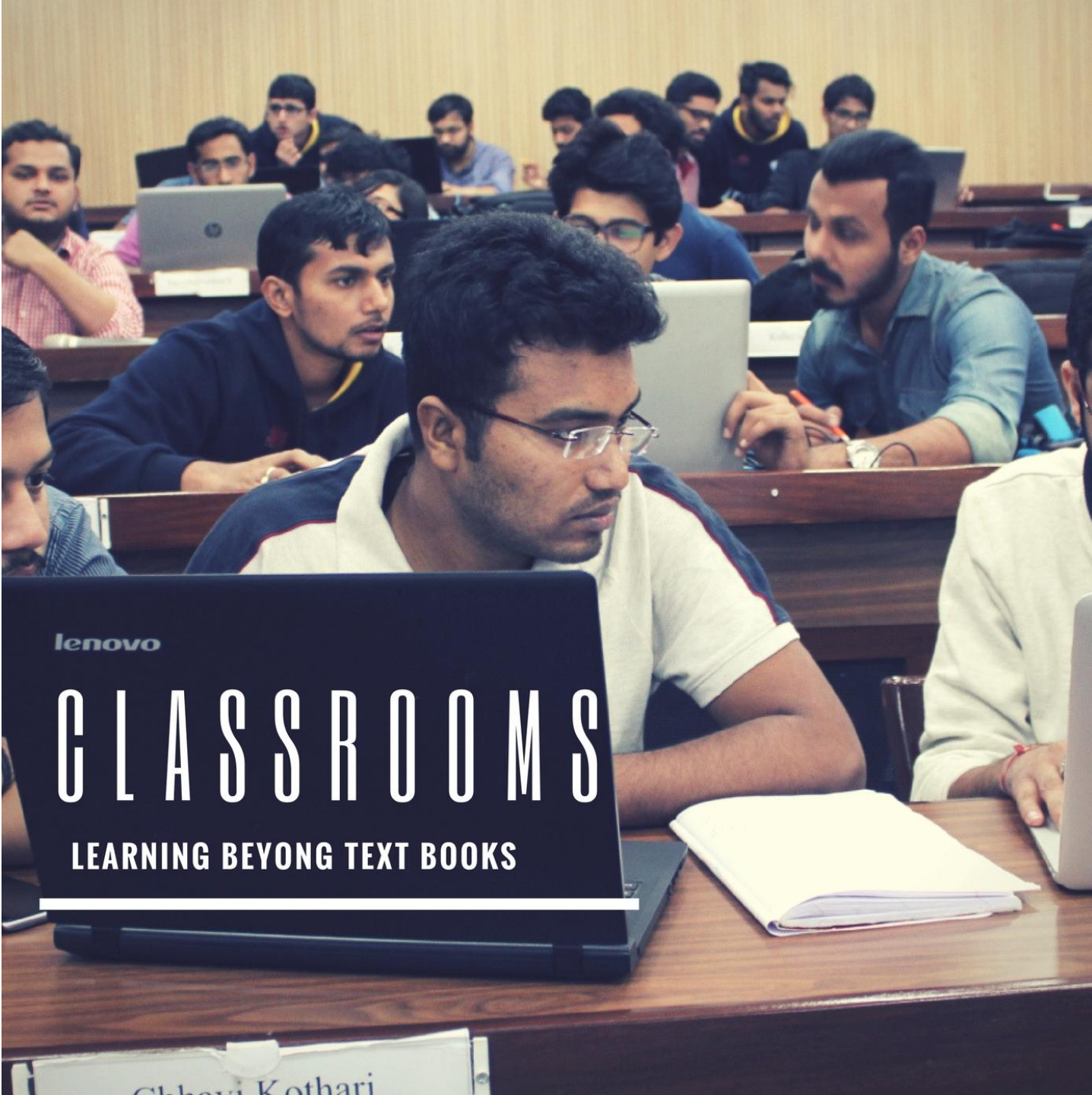


The milestones in PGDRM Journey



Vacation
Sep 10 - Sep 16, 2018
May 13 - May 19, 2019

This Course Structure may change during the program and Dates are indicative



Classrooms at IRMA are perfect breeding grounds for ideas and initiatives that add to the participants' overall development as management professionals.

Classroom Modules | Core Courses

Term I (6.5 Credits)

Economic Analysis for Rural Management-I (1.0 Cr)
Financial Accounting (1.0 Cr)
Individual and Group Behaviour (1.0 Cr)
Quantitative Analysis for Rural Management (1.0 Cr)
Rural Society and Polity (1.0 Cr)
Managerial Analysis and Communication (0.5 Cr)
Rural Livelihood Systems (0.5 Cr)
Rural Research Methods (0.5 Cr)

Term II (7.0 Credits)

Collective Action and Cooperation (1.0 Cr)
Financial Management (1.0 Cr)
Macro Economic Perspectives (1.0 Cr)
Marketing Management (1.0 Cr)
Production and Operations Management (1.0 Cr)
Understanding Organisations (1.0 Cr)
Gender and Development (0.5 Cr)
Operations Research (0.5 Cr)

Term III (7.0 Credits)

Costing and Control Systems (1.0 Cr)
Development Theories and Practices (1.0 Cr)
Human Resources Management (1.0 Cr)
Management Information Systems (1.0 Cr)
Marketing Research and Analytics (1.0 Cr)
Natural Resources and Sustainability (1.0 Cr)
Legal Environment – I (0.5 Cr)
Legal Environment – II (0.5 Cr)

Term IV (7 Credits)

Managing Collectives (1.0 Cr)
Project Management (1.0 Cr)
Rural Development Interventions (1.0 Cr)
Strategic Management (1.0 Cr)
Optional Courses (3.0 Crs)

Term V (6.5 Credits)

Financial and Commodity Derivatives (0.5 Cr)
Managing Not-for-Profit Organisations (0.5 Cr)
Public Systems Management (0.5 Cr)
Rural Finance (0.5 Cr)
Rural Marketing (0.5 Cr)
Social Entrepreneurship (0.5 Cr)
Values and Ethics in Management (0.5 Cr)
Optional Courses (3.0 Crs)

One course credit is equivalent to 20 classroom contact sessions of 90 minutes each and a half course credit is equivalent to 10 classroom contact sessions of 90 minutes each requiring the participant to put in about 45 hours of work outside the classroom. This Programme Structure may change during the program.

Classroom Modules | Optional Courses

*We offer optional courses under two broad categories of **Rural Enterprise Management** and **Rural Development Management***

RURAL ENTERPRISE MANAGEMENT

- ❖ Advanced Financial Management
- ❖ Agribusiness
- ❖ Applied Econometrics for Rural Managers
- ❖ Brand Management
- ❖ Consumer Behaviour
- ❖ Commercial Banking and Risk Management
- ❖ Effective Written and Oral Communication Skills
- ❖ Financial Statements Analysis and Advanced Acct.
- ❖ Managing & Marketing of Services
- ❖ Monitoring and Evaluation for Development Interventions
- ❖ Promotional Strategy
- ❖ Quality Management
- ❖ Sales and Distribution Management
- ❖ Security Analysis and Portfolio Management
- ❖ Social Marketing

RURAL DEVELOPMENT MANAGEMENT

- ❖ Corporate Social Responsibility
- ❖ Cost Benefit Analysis
- ❖ Dairy Development
- ❖ Data Mining and Business Analytics
- ❖ Decentralization and Public Policy
- ❖ Development and Rural Communication
- ❖ Economic Environment and Policy
- ❖ Governance & Development
- ❖ ICT for Development
- ❖ Management of Change
- ❖ Micro-Finance
- ❖ Promoting Rural Enterprises and Entrepreneurship: MSME Clustering Approach for Value Chains
- ❖ Public Policy Analysis
- ❖ Public Policy in Marketing
- ❖ Econometric Methods for Impact Evaluation and Development Consulting

Village Field Segment

"...What we learnt here in three fortnights is the capability and willingness to smile through life in the dearth of resources and still not complain but look for solutions as an individual as well as a community."

Lav Bhardwaj (PRM 2015-2017)



VILLAGE FIELD SEGMENT

Tryst with Rural Realities

Deepening experiential knowledge of rural realities

VFS - 2017

62 Villages

23 Organizations

25 Districts

12 States



1. Exploratory Study of Village



2. Rural Action with the Host Development Organisation



3. Collaborative Research with IRMA Faculty

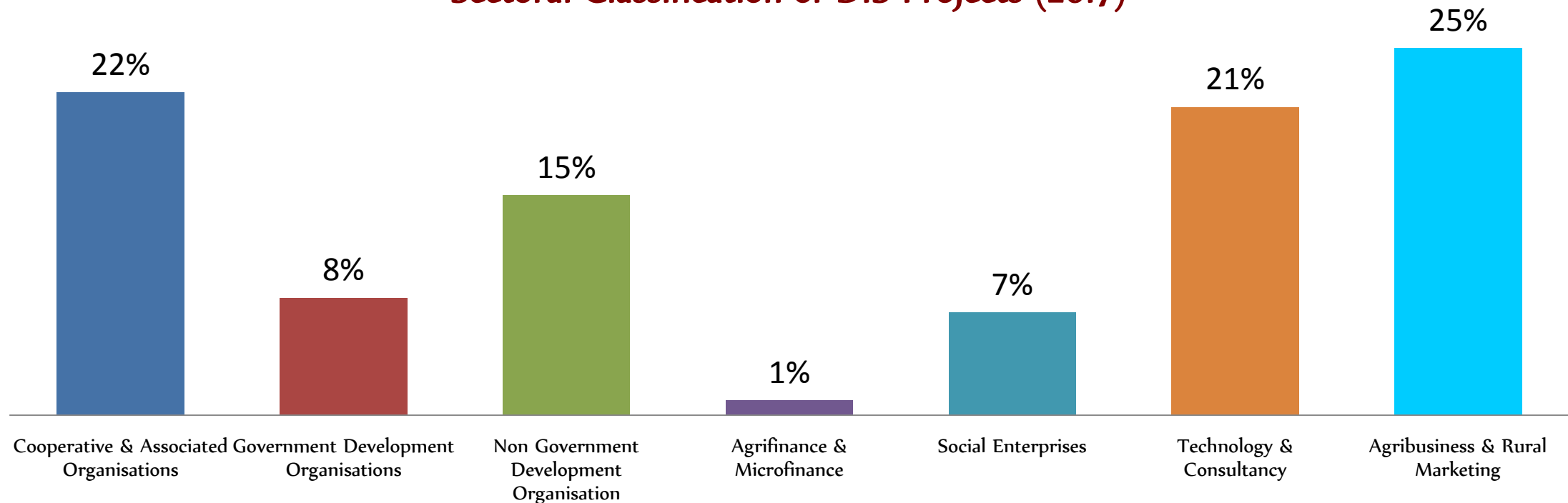


4. Thematic Research Under IRMA Faculty Guidance

Development Internship Segment

400 Vacancies **132** Organizations **15** New Organizations **249** Projects

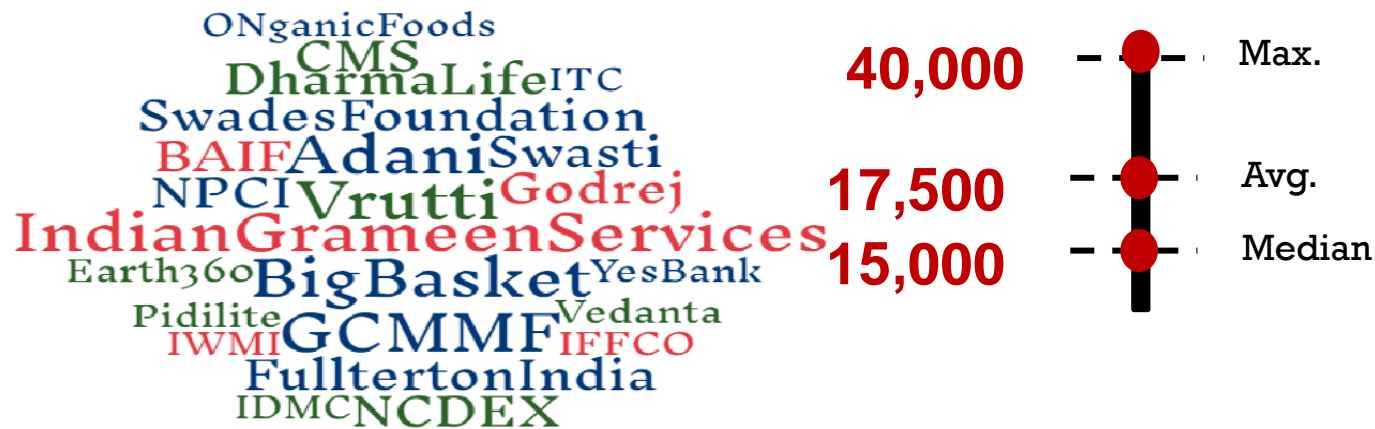
Sectoral Classification of DIS Projects (2017)



Management Internship Segment

363 Vacancies **110** Organizations **13** New Organizations **243** Projects

MTS 2016 Organizations & Stipends



Opportunity to work with experienced managers in an organizational setting.

Integrated understanding of functioning of a rural development or producers' organisation

Study and demonstrate the role of a professional rural manager in an organization

Apply, test and polish the skills acquired in the classroom.

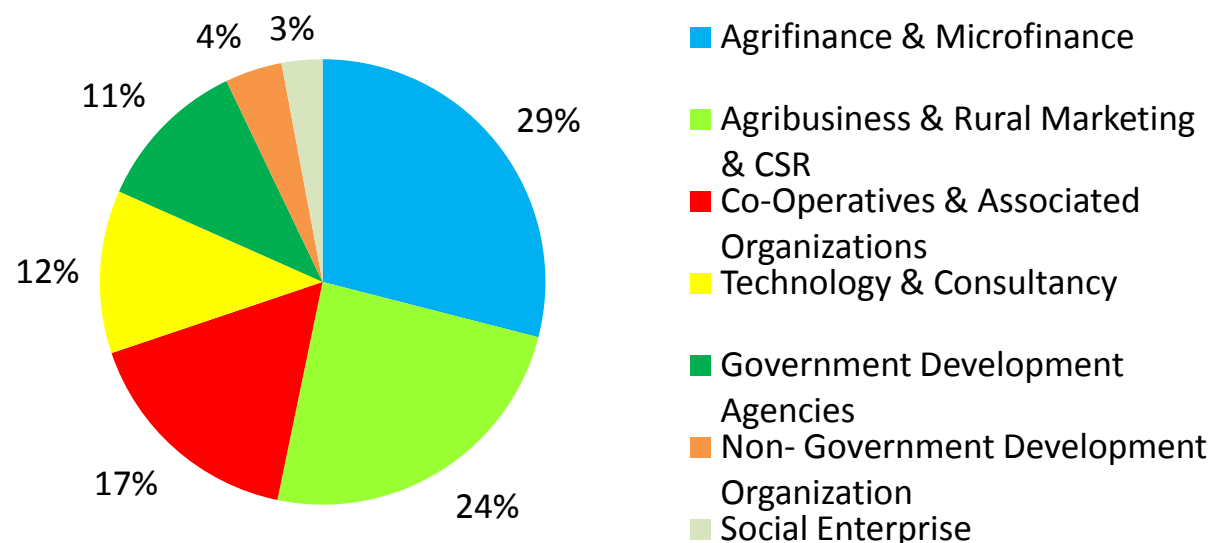
Placements

The unbroken 100% placements record since its inception in 1979

Placements 2017

220 Offers **21** Pre-placement Offers **92** Organizations **10** New Org.

Width of Career Choices | 2017



CTC | 2017

46.5 lakhs

— ● — Max.

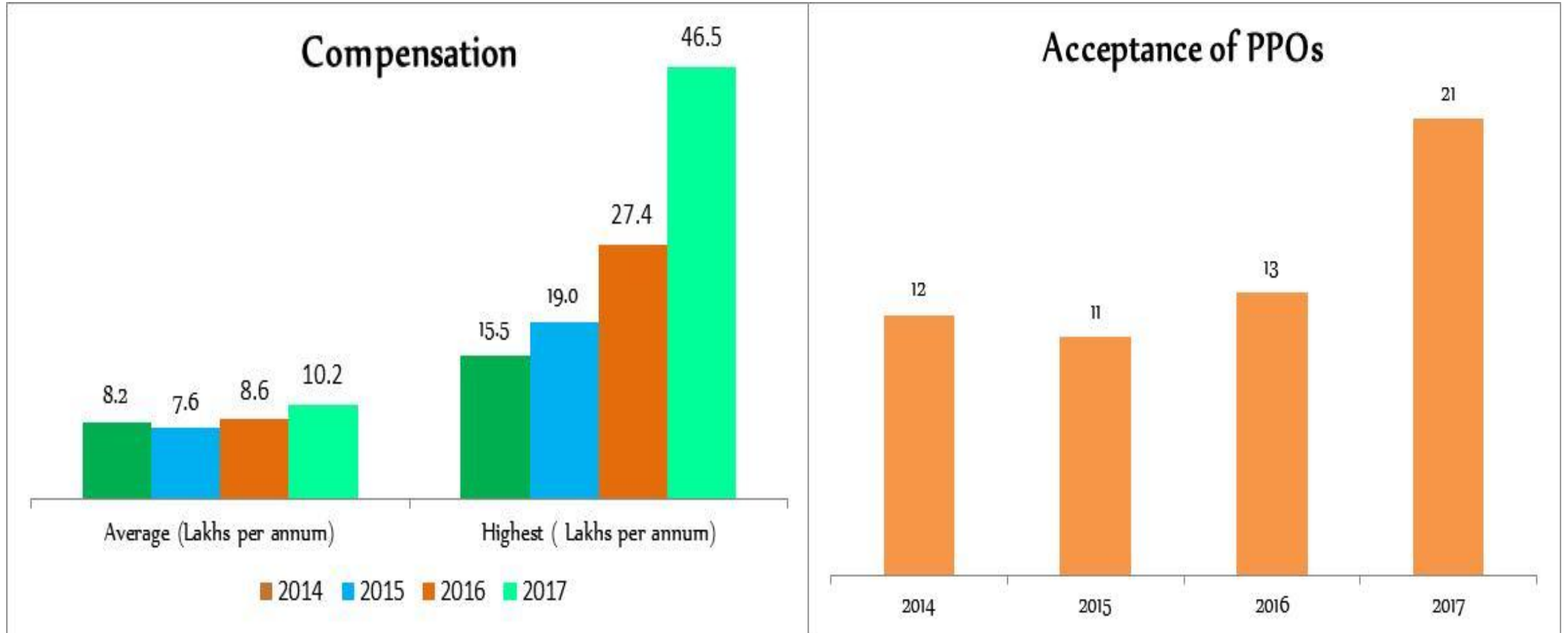
10.2 lakhs

— ● — Avg.

8.4 lakhs

— ● — Median

Year on Year substantial increase in vital Placement stats at IRMA



Recruiters from Diverse Sectors



Recognition of PGDRM students on diverse platforms



- 6 Teams from PRM 37 in Top 10 of Summer Internships Competition by RMAI 2017. **Akhil** and **Gautam** are the winners of RMAI 2017.
- Multiple teams from IRMA selected to participate in Singapore International Foundation's Young Social Entrepreneurs Program for consecutive two years- 2017-18.
- **Gopal** and **Pooja** (PRM 37) are YES ASPIRE Fellows of 2017.
- **Viney, Shubham and Kartik** (PRM37) were first runners up at 2017 Red Brick Summit | IIMA
- **Saurav Kumar** (PRM38) is Godrej Loud Dreamer of 2017 who wants to adopt and develop 10 villages, and form 'Green Groups' of empowered women
and many more.....

Student Activities

Arthasya Finance Club

Nishadya Marketing Club

Abhyudaya Public Policy Club

i-SEC Social Entrepreneurship Club

Natya Manch (INAM) – Drama Club

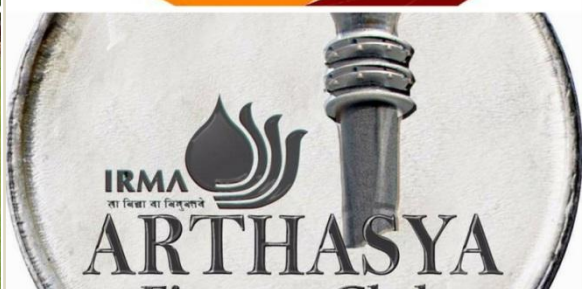
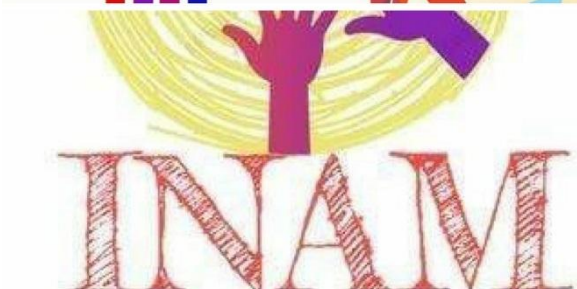
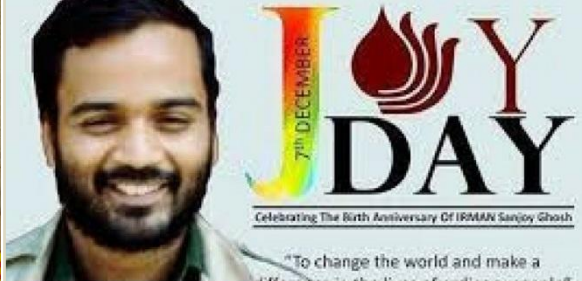
Jaivik – Organic Farming Club

Anand Run – Annual Marathon

Milaap –Annual Alumni Reunion

Cultural Festivals

...and many more....



CONVOCATION 2017

THE CHIEF GUEST FOR THE CEREMONY WAS
DR. TUSHAAR SHAH, SENIOR FELLOW,
INTERNATIONAL WATER MANAGEMENT
INSTITUTE (IWMI)





**IRMA
ADMISSIONS**

PGDRM

2018-2020

Admissions | Eligibility Criteria

240 Seats including Foreign Nationals* and Sponsored Candidates**

Statutory reservation policy of GoI

- Reservation for OBC Non Creamy, SC, ST and DAP
 - Seats not filled by applicants of the reserved categories are offered to applicants of General Category.
-

Eligibility

- A Graduate from any discipline, with a minimum of 15 years of education.
 - 50 percent or above (45 percent or above for SC/ST/DAP**) aggregate marks or equivalent CGPA at the graduation level.
 - Students in final year of their graduation can apply if they expect to complete all the requirements of graduation before June 03, 2018.
-

IRMA encourages graduates from diverse educational streams to apply.

*Foreign Nationals include PIO/NRI/OCI/NRI Sponsored/Children of Indian Workers in Gulf Countries

**IRMA's designated organizations can sponsor their executives and officers for the program. For details please visit www.irma.ac.in

Admissions | Application Fees & Procedure

Rs1400 General & OBC

Rs700 SC/ST/DAP

Rs2000 Foreign Nationals

No Application fee for applicants from “Below Poverty Line (BPL)” category.

Payment Mode for online applications

1. Payment Gateway
 2. SBI Challan at SBI Branch (*not available for international applicants*)
-

Application Portal

https://www.irma.ac.in/admissions/admissions_onlineapp.php


Admission Tracker helps you update the status of your application throughout the admission process

Contact

Mr. Janak Brahmhatt, Manager | Academics

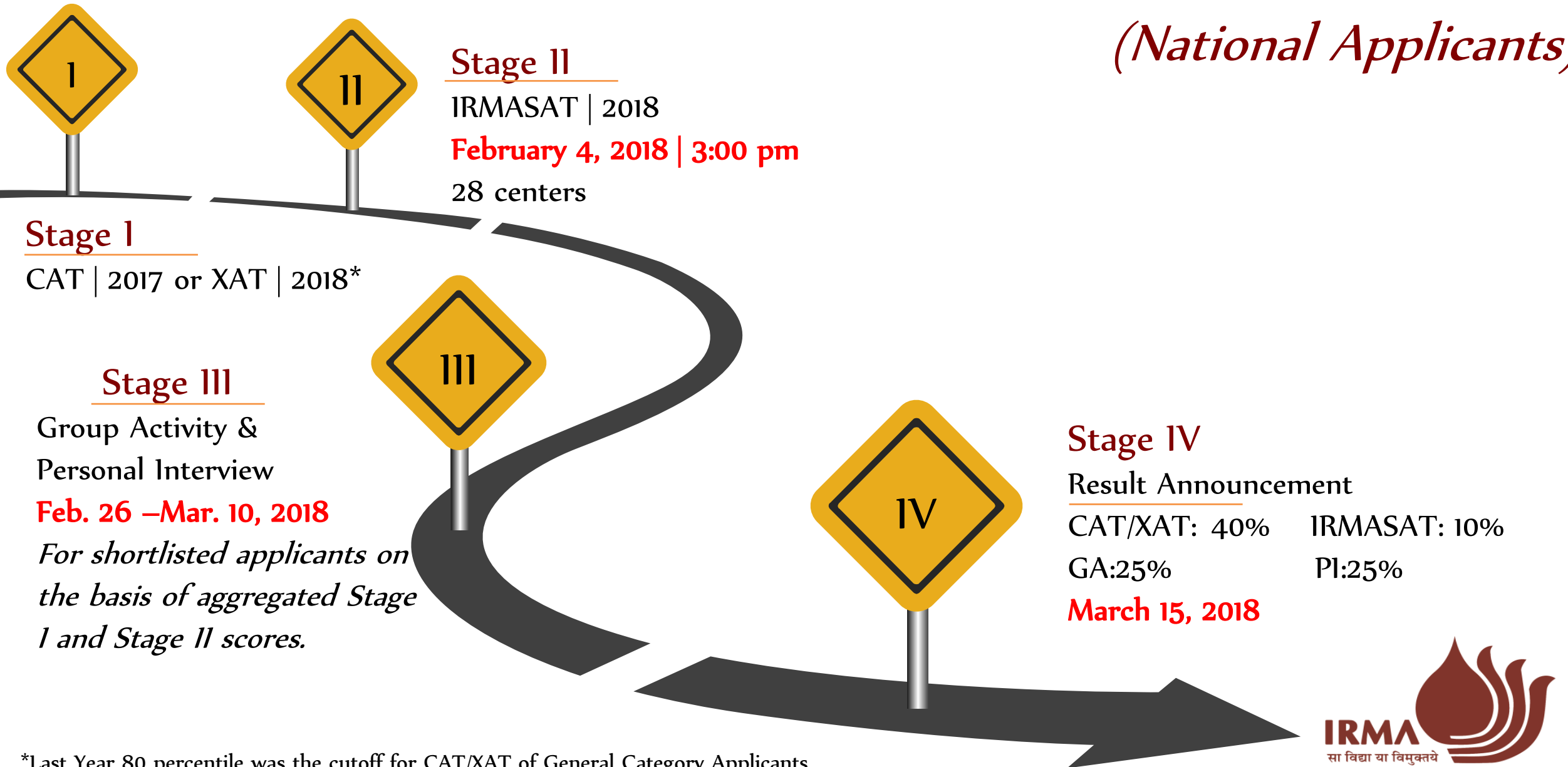
Admission Office, IRMA

Anand- 388001

 02692 – 221657/659/940, 9726364188, 8754338367

The Selection Process

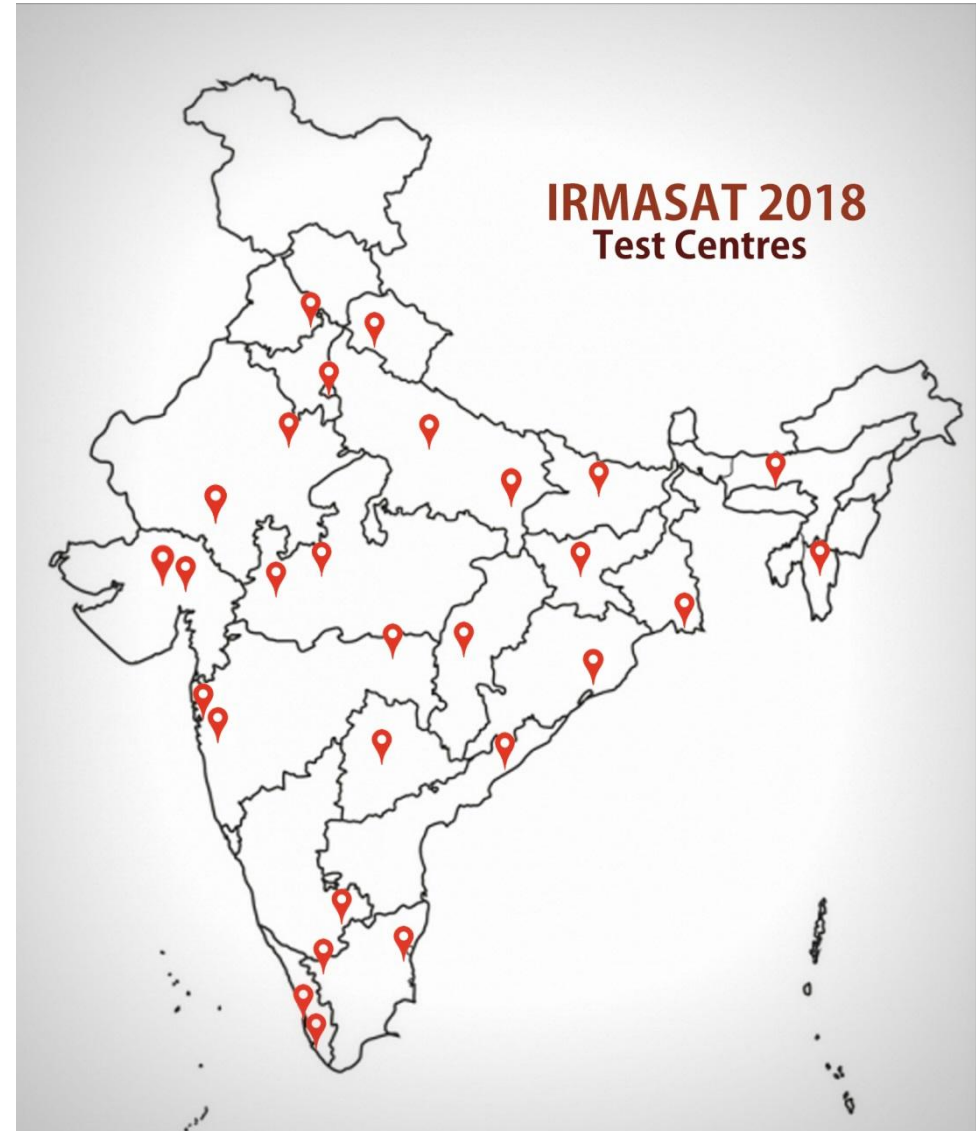
(National Applicants)



*Last Year 80 percentile was the cutoff for CAT/XAT of General Category Applicants

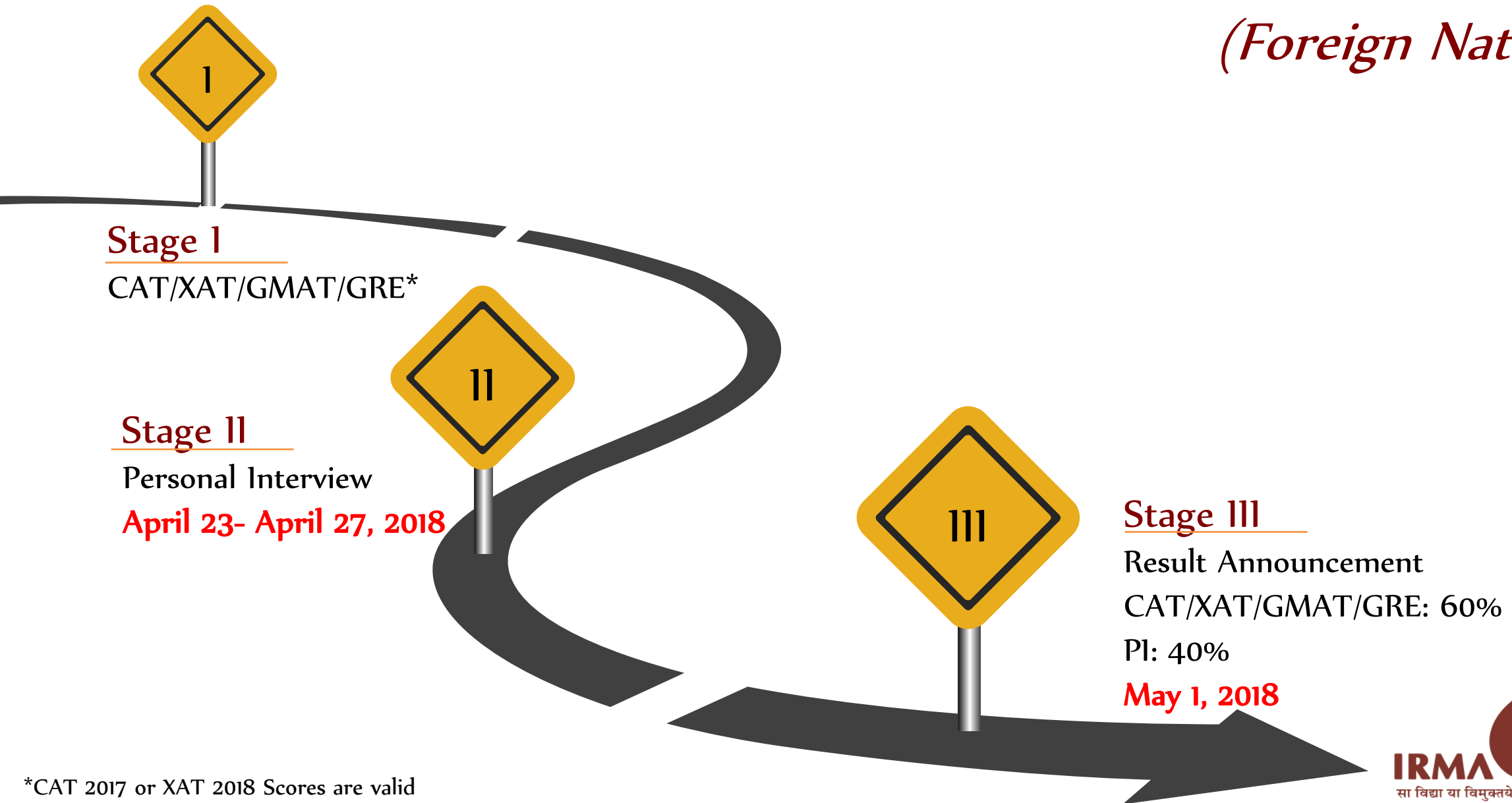
IRMA Social Awareness Test – IRMASAT 2018

- A compulsory online test to assess awareness about issues of social concern.
- Conducted across **28** centres in India.
- IRMA will upload the Admit Card of all eligible applicants on February 1, 2018
- Applicant can download it from the IRMA website (www.irma.ac.in) No hard copies of Admit Card will be issued by the IRMA.
- Sample Test Paper is available on IRMA website.
- For details of centers please visit www.irma.ac.in



The Selection Process

(Foreign Nationals)



PGDRM Program Fee

Indian Nationals

Year I : Rs 7.00 lakhs
Year II : Rs 4.50 lakhs

+

Deposits and Other Activity Charges
Rs 58,400

Foreign Nationals

Year I : US\$ 15835
Year II : US\$ 10180

+

Deposits and Other Activity Charges
Rs 58,400

For details please visit www.irma.ac.in

Financial Assistance for PGDRM Students

Bridge Fund

Educational
Loans

Tuition Fee
Waiver

Fee Exemption

SC/ST
Scholarships

DAP
Scholarships

For details please visit www.irma.ac.in

Admission Calendar

Last date for receipt of completed applications in hard copy for Indian Nationals	December 31, 2017
Last date for receipt of completed applications online for Indian Nationals	December 31, 2017
Last date for receipt of completed applications for Foreign Nationals and NRI	March 31, 2018
IRMA's online Admissions Test - "IRMASAT" for Indian Nationals	February 04, 2018
Intimation for Group Activity and Personal Interview to Indian Nationals	February 12, 2018
Group Activity and Personal Interview for Indian Nationals	February 26 to March 10, 2018
Announcement of final results (for Indian Nationals)	March 15, 2018
Last date for submitting acceptance form with initial fee (online) of Rs. 25,000/-	March 22, 2018
Last date to deposit the first year fee (online)	April 15, 2018
Telephonic Personal Interview (TPI) for Foreign Nationals and NRI	April 23 to 27, 2018
Announcement of final results (for Foreign Nationals)	May 1, 2018
Classes on Bridge Courses	May 28 to June 02, 2018
Induction Programme	June 04 to June 17, 2018
Beginning of First Term	June 18, 2018

In case of any query , please contact
Mr. Janak R. Brahmabhatt, Manager | Academics
Admission Office, IRMA, Anand- 388001

www.irma.ac.in email: **admis@irma.ac.in**

<https://www.facebook.com/groups/872601836084629/>



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9726364188, 8754338367

The entire admission process at the Institute shall be subject to the Jurisdiction of the Courts of Anand.