Institute of Rural Management Anand

Committed to Change

Admission Brochure
PGDRM | 2018-20

www.irma.ac.in
“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.”
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
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.
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.
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

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.

* Only prominent research collaborators are shown here
Anand V  
(PhD | Mumbai University) on lien

Asmita H. Vyas  
(Mcom | LLB | FCA)

H. S. Shylendra  
(PhD | ISEC Bangalore)

Harekrishna Misra  
(PhD | University of Oklahoma, Norman, USA)

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)

Preei 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)

Shambhu Prasad Chebrolu  
(PhD | IIT Delhi)

Shivshanker Singh Patel  
(PhD | IISC Bangalore)

Shyam Singh  
(PhD | ISEC Bangalore)

Vivek Pandey  
(PhD | Michigan State University, USA)

Centers of Research Excellence

Sustainable Livelihoods
Rural Infrastructure & CSR
Social Entrepreneurship
Public Policy & Governance

Rural-Urban Dynamics
IRMA Alumni – The IRMAns have worked with dedication; have carved their reputation 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
- 24X7 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.

Areas of Focus
- Micro Finance
- Agribusiness and Allied Sectors
- Development Consultancy and Public Policy
- Rural Marketing
- Co-operatives
- Big Data, Operation & Project Mgmt.
Diversity in IRMA Classroom

Current Batch (2017-19)

176 Students  23 States  59  117

Educational Background

- Engineering: 60.34%
- Commerce & Business Admin: 13.22%
- Agriculture & Allied Sciences: 9.77%
- Science: 7.47%
- Others: 5.17%
- Humanities: 4.02%

Work Experience

- Freshers: 52.30%
- Upto 1 year: 17.24%
- 1-2 years: 17.24%
- 2-3 years: 8.05%
- >3 years: 5.17%
The milestones in PGDRM Journey

Village Fieldwork Segment
VFS | 8 weeks
Sep 17 - Nov 11, 2018
Immersion into Rural Realities

Term I
13 weeks
Jun 8 - Sep 9, 2018

Management Traineeship Segment
MTS | 9 weeks
Oct 14 - Dec 15, 2019
Managerial Interventions in organizations

Term II
13 weeks
Nov 2 - Feb 10, 2018

Development Internship Segment
DIS | 8 weeks
May 20 - Jul 14, 2018
Engagement with ‘Development in Action’ projects

Term III
13 weeks
Feb 11 - May 12, 2018

Term IV
13 weeks
Jul 5 - Oct 13, 2019

Term V & Placements
13 weeks
Dec 16, 2019 - Mar 22, 2020

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

Vacation
Sep 10 - Sep 16, 2018
May 13 - May 19, 2019
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.
### Optional Courses

#### 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

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Optional courses may vary depending on the need of participants and recommendation of Academic Council.
“….What we learnt here in three fortights 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)
Deepening experiential knowledge of rural realities

**VFS - 2017**

<table>
<thead>
<tr>
<th>Villages</th>
<th>Organizations</th>
<th>Districts</th>
<th>States</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>23</td>
<td>25</td>
<td>12</td>
</tr>
</tbody>
</table>

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)

- Cooperative & Associated Government Organisations: 22%
- Government Development Organisations: 8%
- Non Government Development Organisation: 15%
- Agrifinance & Microfinance: 1%
- Social Enterprises: 7%
- Technology & Consultancy: 21%
- Agribusiness & Rural Marketing: 25%
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.**

<table>
<thead>
<tr>
<th>Stipend Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max.</td>
<td>40,000</td>
</tr>
<tr>
<td>Avg.</td>
<td>17,500</td>
</tr>
<tr>
<td>Median</td>
<td>15,000</td>
</tr>
</tbody>
</table>
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**

- Agrifinance & Microfinance: 29%
- Agribusiness & Rural Marketing & CSR: 17%
- Co-Operatives & Associated Organizations: 12%
- Technology & Consultancy: 11%
- Government Development Agencies: 4%
- Non-Government Development Organization: 3%
- Social Enterprise: 11%

**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

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>General &amp; OBC</td>
<td>Rs1400</td>
</tr>
<tr>
<td>SC/ST/DAP</td>
<td>Rs700</td>
</tr>
<tr>
<td>Foreign Nationals</td>
<td>Rs2000</td>
</tr>
</tbody>
</table>

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 Brahmbhatt, Manager | Academics
Admission Office, IRMA
Anand- 388001
02692 – 221657/659/940, 9726364188, 8754338367
The Selection Process
(National Applicants)

Stage I
CAT | 2017 or XAT | 2018*

Stage II
IRMASAT | 2018
February 4, 2018 | 3:00 pm
28 centers

Stage III
Group Activity & Personal Interview
Feb. 26 – Mar. 10, 2018
For shortlisted applicants on the basis of aggregated Stage I and Stage II scores.

Stage IV
Result Announcement
CAT/XAT: 40% IRMASAT: 10%
GA: 25% PI: 25%
March 15, 2018

*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)

Stage I
CAT/XAT/GMAT/GRE*

Stage II
Personal Interview  
April 23- April 27, 2018

Stage III
Result Announcement  
CAT/XAT/GMAT/GRE: 60%  
PI: 40%  
May 1, 2018

*CAT 2017 or XAT 2018 Scores are valid  
GMAT / GRE Scores taken on or after January 2012 are valid
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

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

Mr. Janak R. Brahmbhatt, Manager | Academics
Admission Office, IRMA, Anand- 388001
www.irma.ac.in  email: admis@irma.ac.in

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

02692 – 221657/659/940, 9726364188
9726364188, 8754338367

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