

S.P. Mandali's
Prin. L.N. Welingkar Institute of Management Development & Research
Mumbai

Post Graduate Diploma in Management (Rural Management)
(Approved by AICTE & NBA accreted)

2024



Rural Management Board



Mr. Ashok Sharma
MD & CEO
Mahindra Agri Solutions



Mr. Avijit Saha
Head – Rural Banking
ICICI Bank



Mr. M. D. Prasad
Business Head
Vodafone Idea



Mr. Sanjay Panigrahi
Independent Consultant



Mr. K. R. Venkatadri
Chief Commercial Officer (CCO)
Tata Chemicals



Prof. Dr. Vaibhav Bhamoriya
Chairperson – PG Programs, IIM Kashipur
Board Member, Agriculture Skill Council of India

Recent accolades



'Corporate Excellence award' 2023 at New Delhi.
By Rural Marketing Association of India
(RMAI)
Significant contributions in the rural domain.



WeSchool's Rural
Management program got
funded research project
from **NABARD**



'Best Innovative Academic Practice' award
NHRD
Unique teaching pedagogy based on **Rural**
immersion, "Exploring the grassroots

PGDM Rural Management Program Vision statement

**“Creating Corporate
Managers with Rural
Insights”**

M1: Contemporary education

To develop a curriculum in tune with emerging trends in industry and in Rural sector.

M2: Broader Outlook

To facilitate the students' understanding of the Rural enterprises in the broader context of Economic Policy.

M3: Practical Exposure

To enable the students to engage with Rural Businesses by imparting specialized classroom-training backed by practical, field-level experience.

M4: Leadership Qualities

To create / nurture future managers with leadership skills, innovation skills and ability of application of technology in businesses.

Program Outcomes

PO1: LEADERSHIP

Takes Initiative / is Proactive .
Generates agreement in a group in any situation.
Is Result Oriented.
Takes calculated risks.

PO2: INNOVATION

Visualizes innovative solutions Innovation Gathers needs holistically.

PO3: CRITICAL AND ANALYTICAL THINKING

Analyses situations using tangible and intangible information.
Analyses a problem to its root cause.

PO4: COMMUNICATION

Demonstrates good written skills.
Demonstrates good spoken skills.
Demonstrates good personal impact skills.

PO5: GLOBAL PERSPECTIVE

Aware of contemporary globally accepted practices, tools and techniques.
Views problems and solutions from a global perspective – organizational, locational & cultural.

PO6: ROLE OF SELF IN ORGANIZATION AND SOCIETY

Demonstrates clarity on his / her personal goals.
Demonstrates sensitivity to ethical issues.
Is aware of social context and believes in working out solutions based on sustainability principles.

Rural Management Team



Dr Rachana Patil



Prof. Chandrahas Deshpande



Dr Vandana Panwar



Dr Jayakrishnan S Nair



Dr Biswabandita Chowdhury



Ms. Anita Yadav

General Management

- Perspective Management, Effective Business Communication, Managerial Economics, Global Citizen Leader-I &II Macro Economics and Business Environment

Finance

- Financial Reporting and Accounting, Cost and Management Accounting, Basics and Practical Applications of Corporate Governance, Fundamentals of Financial Management, Priority Sector Lending and Microfinance.

Human Resource

- Organizational Behavior Part I - Individuals in Organizations, Organizational Behaviour II- Managing Group Dynamics, Human Resource Management

Marketing

- Principles of Marketing, Rural Marketing Strategy, Distribution and SupplyChain Management, Rural Consumer Behavior

Operation

- Essentials of World Class Operations, Project Management

Research and Analytics

- Business Statistics, Research Methodology, Business Analytics, Market Research for Rural.

Technology

- Introduction to Emerging Technologies

Design Thinking / Innovation

- Thinking Tools for Innovators, Sector Analysis, Designing a Business Plan.

Rural Context

- Rural Development in India, Exploring the Grassroots I&II, Rural Polity & Society, Collective Action and Cooperation, Agri-Input management, Agri-Lab

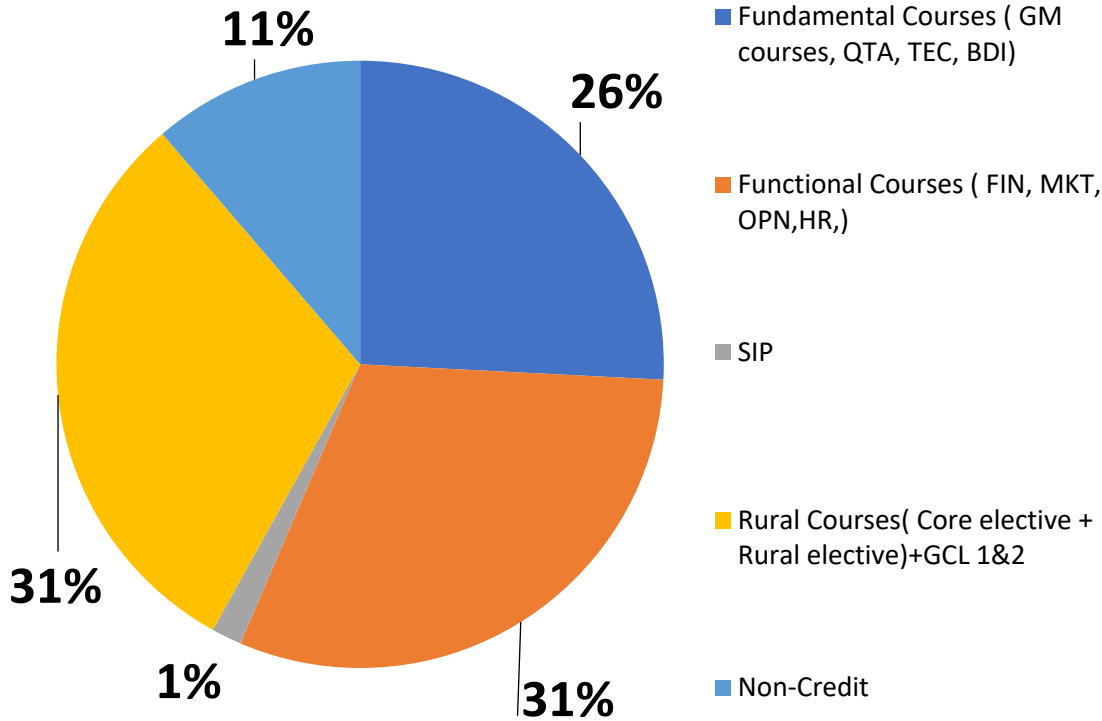
Value Added Course

- Universal Human Values
- Yoga

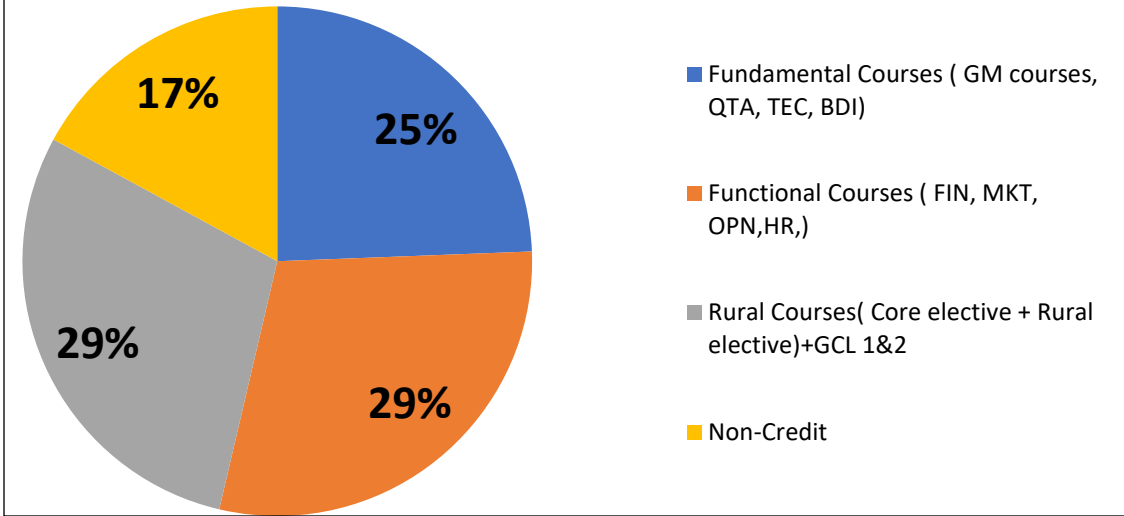
CATEGORIZATION OF COURSES (AREA)

Course Distribution

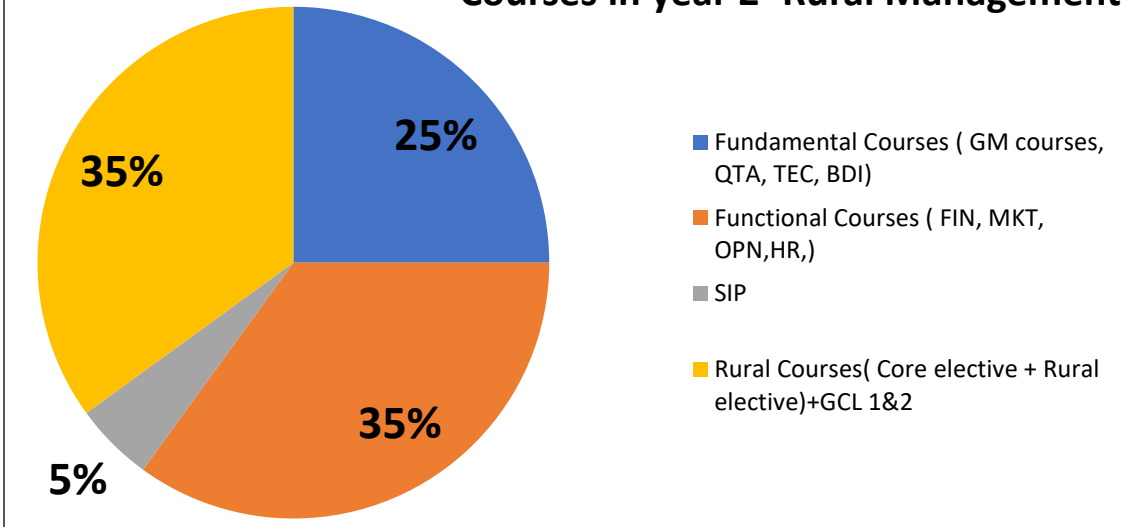
Courses in Two year- Rural Management




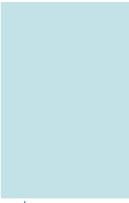
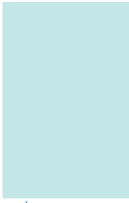









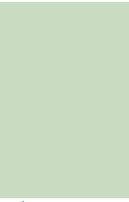


Courses in year 1- Rural Management



Courses in year 2- Rural Management



Classroom	Beyond Classroom	Labs
 <p>Student induction program(Founda- tion programme)</p>	 <p>Exploring the grassroots</p>	 <p>AGRI LAB</p>
 <p>Collaborative Teaching</p>	 <p>Industry immersion / Field research / Outbound Training</p>	 <p>REDX Lab</p>
 <p>Global Citizen Leader (GCL)</p>	 <p>Round table conference</p>	 <p>Bloomberg Lab</p>
 <p>Lecture with discussion / Group Projects</p>	 <p>Summer internship project / Summer internship research project</p>	 <p>INNOWE</p>
 <p>AC DC Process</p>	 <p>Hackathons / Rural Immersion / IIC Lecture series</p>	 <p>LOGICA</p>

Experiential learning (2 Phases-15 days) Exploring the Grassroots

Exploring the Grassroots Phase I Trim 1

Exploring the Grassroots Phase II Trim 2

Pre Workshop - Rural Demographics, PRA, expert talk from development sector, Video making tools
Observing and understanding Rural Resident, Communities and their interaction, Village Level Organisations (VLO)
Memoir (Daily Diary) + Movies on pre-decided theme



Experiential learning - Agri Lab



Curriculum & Teaching - Learning Process – Implementation details



Visit to Amul Dairy



Visit to Lijjat Papad



Visit to MSAMB



Visit to APMC

Rural (R) - Clubs

- Book Club
- Debate club
- Media Club
- Gram Samachar
- Talking heads
- Sustainability Club

Industry –Academia Connect



Rural Roundtable conference



Consul General of South Africa
Career Opportunities in South Africa for Rural and
Agribusines professionals

Industry Exposure

Visit to Gubba Cold Storage (Virtual tour)

SEED MOISTURE CONTENT



SEED SAMPLING



Seed sample collection during arrival

Samples packed in muslin bags

Safety

Operations Team PPE



PPE for MHE operators



Training MSDS
(Material Safety Data Sheet)



MSAMB Visit: AY 2019-20

Maharashtra State Agricultural Marketing Board, Rural Students and Prof. Bhatia



Visit to Mahindra Rural Housing Finance 2019

Rural Students along with Ms. Swati Sethi



Visit to Vakrangee kendra, 2019



Market tour - Vegetable Market 2019



Sahyadri Farms



Visit to Pantaloon Store: Year 2021-22



Global exposure



Consul General of **South Africa**

Internship **Mattel Mexico**

Ben Gurion University Israel



Collaboration between WeSchool, Consulate of the Kingdom of the Netherlands

International Achievements / recognitions: Students



Name of the students: Sujit Singh Dubai

Name of the event: Harvard College project for Asian and International Relations 2022



Name of the students: Mr. Arnab Saha

Name of the study course : International Summer Course on Sustainable Agricultural Solutions

Ben Gurion University (BGU), Israel, 2022

Achievements / recognitions: Students



BUSINESS PLAN FOR VOIS (2022)

INR 2 LACS Financial Scholarship

INR 5 LACS METKONNECT*

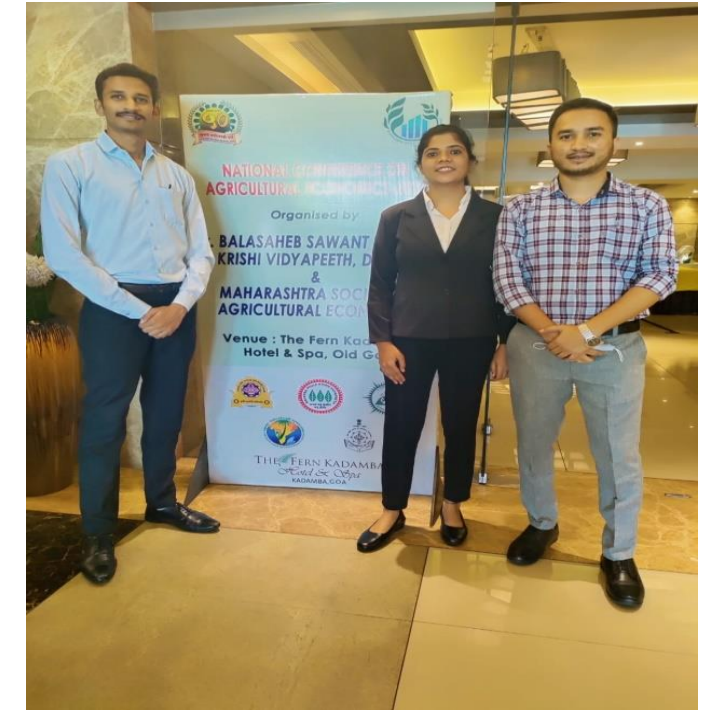
Mr. Prince Choudhary



Smart India Hackathon 2022

National Finalist

Mr. Deepak Deshmukh, Mr. Aditya Gudadhe, Ms. Pooja K Prasad, Ms. Vaidehi Choudhari



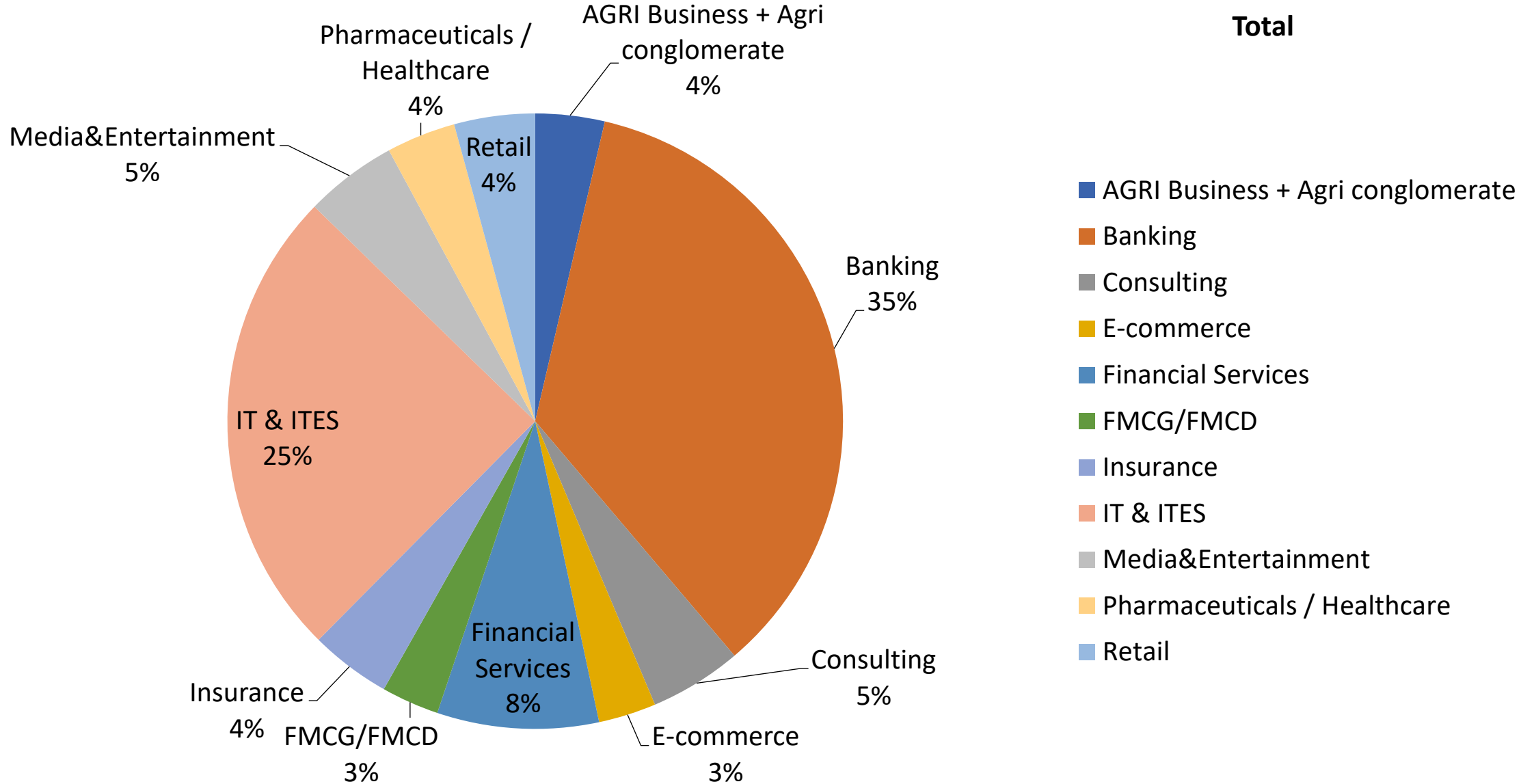
MSAE 2023

Best Research Paper Award

Ms. Sampada Rakesh

*Metkonnnect-Emerging Global Maharashtra: A startup-investor meet organized by The Lets Rise Up Foundation and MetKonnnect (<https://www.freepressjournal.in/>, Tuesday, June 21, 2022); <https://bit.ly/3ngRlxx>

Sector-wise Alumni Data Analysis & Insights



Outcome of the Program – Student Success

Mr. Nitish Wange

**Territory Sales Manager, Advanta Seeds,
UPL Group**

(PGDM - Rural Management, Batch 2016-2018)

“My summer internship at Pidilite taught me different perspective about rural sector while observing the rural consumer buying behaviour in UP and Bihar. My learning at AgriLab was a hands-on experience of agriculture. It is now helping me immensely in my work at UPL-Advanta Seeds.”

Ms. Pranjalee Choudhari

**Business Analyst – CRM
UPL (United Phosphorus Limited)**

(PGDM - Rural Management, Batch: 2017-19)

“During "Exploring the grassroots" I learnt, how to empathize with the people and understand their problems, easily adapt to the environment, developed agility which are very important for today's manager along with other basic skills. These skills are helping me immensely in my current job while I interact with different stakeholders – dealers, retailers and farmers.”

Facilities and Technical Support

Facilities

Agrilab

Bloomberg Lab

IT Centre/ Computer Centre

Yoga / Sports / GYM facility

Growell

IT Support

1. Microsoft Excel with Solver

2. SPSS

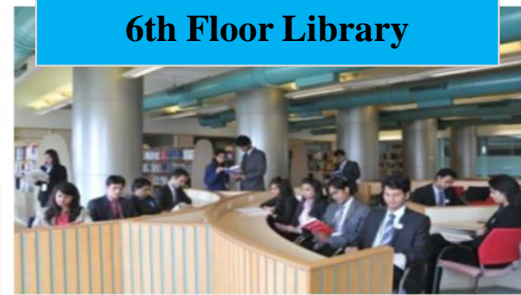
3. Office 365

4. JUNO, eLearn

(Programme Management)



6th Floor Library



REDX Lab



60-seater Classroom



6th Floor Classroom 621



Infrastructure Facilities

Agri Lab



Indoor Gymkhana & Sports Facilities



Well-equipped Gymnasium

Table Tennis & Carrom



Nirvana

Pool Table

- Yoga is part of the curriculum for the MMS program
- In-house Yoga and meditation center called NIRVANA
- Rock climbing wall
- Medical Room, Doctor on call, vehicle for emergency on call

Outdoor Sports Facilities



- Weschool has been **hosting** and participating in an **Annual Inter B-School Cricket tournament** called – **IMPACT** for **20+ years**
- Access to **Matunga Gymkhana ground** adjoining Weschool for outdoor sports

Infrastructure - Hostel



Shanti Heights Girls hostel room



Shanti Heights Girls Study Room



Plam View Gils hostel room



Boys Hostel No. 193



Boys Hostel No. 195



Hardik Heritage Girls hostel room

Placement

Salary in Lacs (INR)	Batch 21-23
Highest Salary	24
Median	11.9
Average	12.1

Thankyou