

PGDM Rural Management (Emerging Economies) 2026-2028

2-year full-time AICTE-approved Program (60 seats)

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Creating Corporate Managers with Rural Insights



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About S. P. Mandali

Founded in 1888, Shikshana Prasarak Mandali is one of the pioneers of educational societies in the state of Maharashtra. The institution since its inception has been determined to building an environment that encourages the spirit of free thinking, thus imparting quality education to more than 45,000 students.

All the institutions of S. P. Mandali are known for their academic excellence and attract students from all parts of India. S. P. Mandali owns 43 educational institutions in the states of Maharashtra and Karnataka including pre-primary, primary, secondary and higher secondary schools, colleges for Arts, Science and Commerce, a school for hearing-impaired children, a therapeutic drug monitoring laboratory, an institute carrying out research in Ayurvedic and Herbal Medicine and Management Institutes.



Adv. Shri S K Jain

Chairman Managing Council,
S P Mandali and CDC, WeSchool



Shri. S R Chitale

Vice-Chairman, Managing Council,
S P Mandali

About WeSchool

WeSchool is one of India's leading management education institutes with fervor to contribute socially responsible business leaders through management education. National Institutional Ranking Framework (NIRF) list of 2024 ranks WeSchool, Mumbai in Top 84 B Schools.

The institute's vision to nurture thought leaders and practitioners through inventive education is aligned to the thought leadership from Shikshana Prasarak Mandali Pune, an educational trust legacy that manages 43 eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, bridging academia with industry for relevant management education.



Mumbai Campus



Bengaluru Campus



From the Group Director's Desk

India has been a major seat of learning for thousands of years. The country was home to both Takshashila, the first university in the world, and Aryabhata, the inventor of the digit 0.

Lately, India has undergone a paradigm shift owing to its competitive position in the world economy. The Indian economy is on a robust growth trajectory and boasts of a stable growth rate, rising foreign exchange reserves and booming capital markets among others.

Higher education in India has been a continuous facilitator of innovation, creativity and leadership to the global industry. Some of the world's leading companies are being headed by graduates of the Indian education system such as Satya Nadella, CEO, Microsoft, Sundar Pichai, CEO, Google Inc., Ajaypal Singh Banga, President World Bank Group, Rajeev Suri, Ex-CEO of Nokia, Indira Nooyi, Ex-CEO of Pepsi Co. to name a few.

We are fortunate to have key stakeholders, such as policymakers, diplomats, experts, industry professionals, members of the academia and our esteemed alumni in the industry, among others, championing the cause of education.

There has never been a better time for management students to start their careers in India. With the right skills and knowledge, you can take advantage of the many opportunities available and help drive the country's continued economic growth.

The vision of the NEP aims at building a global, high quality education system rooted in Indian ethos, thereby transforming India into a global knowledge superpower.

The Indian economy is growing at a robust pace and is poised to become one of the largest economies in the world. This growth has created a huge demand for skilled and knowledgeable management professionals who can help drive the country's continued economic development.

As a leading B-school, we have a crucial role to play in shaping the future of education and in preparing our students to become corporate leaders. We are committed to stay ahead of these changes and to providing our students with the skills and knowledge they need to succeed in a rapidly changing world.

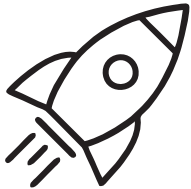
Over the course of the program, your fellow students become trusted colleagues and, very often, lifelong friends. I invite you to embark on your path to academic and professional excellence at our sprawling campuses in Mumbai and Bengaluru which will truly enhance your intellectual and personal growth. Keeping design and innovation its core, WeSchool endeavors to provide newer avenues to students for achieving excellence in all spheres of life and nurture them to become Global Citizen Leaders.

Prof. Dr. Uday Salunkhe
Group Director, WeSchool



Vision

To nurture thought leaders and practitioners through inventive education.



Mission

- Focus on inventive education by offering practical, innovative and technology driven programs.
- Provide managerial talent with risk managing ability, passion for learning and creative thinking and values in rapidly evolving economic and social environment.
- Contribute significantly to Indian corporate world by preparing Management graduates with global mindset.
- Build intellectual capital through faculty development, research, consultancy and publication.
- Develop alumni network of mutual benefit and keep alumni update through continuous learning and meeting.



Core Values

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented process driven work ethics
- We link and care

WeSchool Accolades and Accreditation



WeSchool is ranked 75th nationally among the top B-Schools as per the National Institutional Ranking Framework (NIRF) 2025 conducted by the Ministry of Human Resource Development, Government of India.



All PGDM programs at Mumbai and Bengaluru campuses are NBA accredited and have been granted MBA equivalence from AIU



All PGDM programs at WeSchool Mumbai and Bengaluru are accredited by SAQS (South Asian Quality Assurance System)



All of WeSchool's full-time and distance learning programs have been accredited for 10 years by the Accreditation Council for Business Schools and Programs (ACBSP), USA

Program Vision

“Creating corporate managers with rural insights”

This vision of the program emphasizes on the increasing role played by rural sector in the Indian economy, leading the way for innovation, entrepreneurship and growth. As businesses see the value of rural India in creating and sustaining growth, skilled managers are needed to drive the business in distant, untested markets. These managers require the skills, knowledge and attitude to work for such organization, creating value for businesses as well as rural communities. The Rural Management Program at WeSchool synergizes this unmet need.

Program Mission

The Program is dedicated to enriching students' lives by providing modern education synergised with rural sector knowledge and practical experience, with added emphasis on developing a broader outlook and leadership qualities by focusing on:

- **Contemporary Education:** To develop a curriculum in tune with emerging trends in industry and in Rural sector.
- **Broader Outlook:** To facilitate the students' understanding of the Rural enterprises in the broader context of Economic Policy.
- **Practical Exposure:** To enable the students to engage with Rural Businesses by imparting specialized classroom-training backed by practical, field-level experience.
- **Leadership Qualities:** To create / Nurture future managers with leadership skills, innovation skills and ability of application of technology in businesses.

Program Educational Objectives

The PGDM-Rural Management program curriculum is designed to achieve the following Program Educational Objectives :

- The program will enable students to work effectively in management roles in rural businesses / industry verticals in existing and emerging markets in finance, sales, marketing and operations.
- The program will provide ability to develop empathy, tenacity, multitasking skills and ability to communicate with rural communities as well as business functionaries in rural-focused companies.
- The program will enable students to actively contribute to value creation that requires cutting-edge knowledge of the sector and effective use of empowering technologies for rural communities.

FINANCE
OPERATIONS
MULTITASKING
RURAL COMMUNITIES
DEVELOP EMPATHY SKILLS
BUSINESS FUNCTIONARIES
EMPOWERING TECHNOLOGIES
CUTTING EDGE KNOWLEDGE
MARKETING SALES
DEVELOP EMPATHY
RURAL FOCUSED COMPANIES
TENACITY

Program Specific Outcomes (PSOs)

Rural-Tech: Students will be able to demonstrate transformational changes in the rural sector to achieve business value and to solve business problems in an effective manner with the help of technology.

Why Rural Management?

As urban markets are becoming saturated, rural markets hold the potential for future growth. There is a shortage of trained business managers who understand the pulse of the rural sector and can provide businesses with insights into this emerging market. This has resulted in a sustained demand in the corporate sector for Rural Management specialists. The sunrise sector, touted as the growth engine of the future, is expected to boom and employ the majority of the world's workforce in the coming years.

What is Rural Management?

Rural management is the application of management principles to rural-facing businesses in order to create sustainable wealth in an inclusive and empowering way. It focuses on the holistic integration of people and businesses with value creation for bottom of the pyramid masses.

Program Overview

Professionally trained and skilled Managers, with Rural perspective, are essential to create and manage businesses, aiming for long term sustained growth, for rural-facing companies, cooperatives, development sector organizations and government agencies etc. and thus become potential growth catalysts for India, rural India in particular.

WeSchool's PGDM-Rural Management program aims to develop a young cadre of market ready Rural Managers for these challenging opportunities.

The Rural Management program graduates have wider career scope across industry verticals due to in-built features of the program which develop in them broader adaptability, holistic view, higher tenacity, empathy, grassroots level knowledge of rural India and expanding rural markets across the country.

Since the start of the Rural Management program in 2012 at WeSchool, it has been well received by both students and recruiters, as seen from students' preference and recruitment trends. Contrary to popular belief, the career prospects in the Rural market space span way beyond agri-business and spread across various industries and sectors such as BFSI & Fintech Companies, FMCG & consumer durables, IT & ITES, Telecom, Manufacturing, Energy, Infrastructure, E-Commerce and other Digital domain companies to name a few.

Program USP

Innovative and Transformative Pedagogy

The Rural Management program uses an innovative approach to learning and experiencing the grassroots through rural field studies, study tours, industry visits, international exposure through guest faculty, site visits and extensive interaction with the industry.

The transformative pedagogy includes lectures, on-field rural projects, industry visits & research experience through rural internships and provides premium knowledge of Rural Management along with the skills of general management which is delivered by highly acclaimed academicians and renowned Industry experts from top listed companies.

Simulation Games

To enhance the student learning, the program introduced rural management-based simulation games "Naranpur Express Simulation Game". This served as a means to understand the complexity and dynamics of rural markets before their field component exploring the grassroots.

Extensive Experiential Learning

The major distinguishing feature of this 2-year program is an embedded rural internship of 4 months, which provides a dedicated practical exposure to the needs and aspirations, lifestyles, culture & beliefs of the people residing in the smaller towns and villages of India. The uniqueness of the program is its focus on value creation through development of sustainable business models in the rural space.

5 days

Exploring the Grassroots – I



10 days

Exploring the Grassroots – II



60 days

Summer Internship in Rural Sector with Companies



45 days

Academic Research Project in Rural Sector

Industry Exposure

Students are placed across industries, verticals and roles. Strong network with corporates / industries / academic institutes is maintained. 100% of students go for summer internships. The Institute has an industry engagement model during summer internships where every student is provided an internal faculty mentor who engages with the industry mentor to guide the student towards delivering an excellent project outcome. As part of the student induction process, the Rural Management program has an industry immersion module also.



Exploring the Grassroots

The rural immersion learning based course designed to address the need to make future business managers and policy makers sensitized towards the people at the grassroots. It provides hands on experience of the 'Bottom of the Pyramid' people, understanding the consumer needs and the market potential. It gives them an opportunity to experience the ecosystem, the economy, the social structure and the life at grassroots level in an Indian village.



Rural Round Table Conference-'AuRuM'

'AuRuM' - A rural theme based roundtable conference in partnership with the industry is organized annually by the core team of Rural Management at WeSchool. It provides a platform for interaction between industry and WeSchool in the rural space for knowledge sharing and ongoing relationships for mutual benefit. On a neutral platform, the industry shares its wisdom and innovative ideas with other stakeholders.



International Exposure

Students get various international opportunities ranging from international internships to interactions with Consulate members to participating in international competitions.



Consul General of South Africa.
Opportunities in South Africa for Rural
and Agri Career business professionals



Bart De Jong-Consulate General of the
Kingdom of the Netherlands

Global Citizen Leader Program (GCL)

GCL program a unique field project based initiative for integrated learning in the curriculum and provides students with inputs on leadership & innovation through design thinking. It strikes a balance between the creative problem-solving skills of an innovator and the soft skills of a leader. Students are well equipped to lead others in developing solutions to problems & issues which have significance to business and the society at large. Most of the projects are based upon 'Challenge Statements' sourced from corporates. Some of such notable projects are:

- How can we develop innovative commercial agribusiness model for hydroponic crops, with focused market analysis for Domestic and Export markets.
- How can we prepare a sustainable business plan for a seed company to face the impact of climate change issues on their business?
- Impact on rural consumer behaviour due to changing technology and online marketing in agricultural irrigation combined with solar power
- Developing a prototype of Urban Mushroom farming for Mumbai



Agri-lab

WeSchool has a facility created for rural management programme – Agri-lab which exposes students to different agriculture inputs and models.

Rural Clubs

Rural Management students at WeSchool imbibe the rural insights through multiple initiatives like Gram Samachar-Students' Newsletter, Samachar-Movie Club, Talking Heads, Debate Club, Book Club which together forms a vibrant industry-academia interface for learning.

The **Gram Samachar-Students' Newsletter** was first launched in 2018 by the PGDM-Rural Management (Emerging Economies) students of Batch 2017–19. It is a monthly magazine; of the students, for the students and by the students. It embodies the philosophy of WeSchool's Rural Management program: empathetic, tenacious and persuasive transformational leadership.

The **Sanchaar-Media club** assists students in giving them practical and industry exposure in a variety of program verticals through documentaries, brief pertinent films, expert talks and entrepreneurial talks. After seeing the videos, there is conversation focused on what was learned, what was the takeaway and what was observed. Additionally, the members also post a variety of events and activities organized by the rural team and students on the programs LinkedIn profile.

Talking Heads club, A series of guest lectures has been launched by PGDM-Rural Management (Emerging Economies), with the goal of educating students to meet the issues they would confront in the workplaces. These special input sessions prepare our students so that they are not just theoretically educated but also practically equipped, given the rapid rate of our progress and the gradual replacement of our daily lives by technologies like drones and driverless cars. Thus, it helps our students become international leaders and professionals by adopting global practices.

Book clubs foster a love of reading in a supportive setting. It helps in developing reading habits with more deep understanding and with diverse perspectives. This builds and reinforces relationships. It also makes a student more comfortable and confident in professional discussions.

Sustainability club (Shashwat), The Rural Management Program has introduced the Sustainability Club Shashwat, envisioned as a platform that unites stakeholders to work toward a better tomorrow for all living entities on Mother Earth by nurturing leadership and critical thinking in sustainability; its objectives focus on creating socially responsible and globally minded leaders who integrate environmental care into their business decisions, while its activities—ranging from events and seminars to sensitization drives—aim to inspire awareness, dialogue, and collective action for sustainable development.

Program Structure

PGDM (Rural Management) program provides students core management curriculum across all domains in the 1st year along with immersive courses on rural ecosystems inside classrooms and on field.

The rural courses are foundational, followed by increasing levels of learning as the students progress through the year 1 with focus on all main verticals in rural business environment. Year 2 includes a spectrum of electives that allow students to choose from within a bucket of domain related courses of their choice along with Rural focused courses that give deeper knowledge of a rural facing business vertical.

On successful completion of the PGDM-Rural Management (Emerging Economies) program, students are expected to emerge as Corporate Managers with leadership qualities and innovative mindset, able to think out-of-the-box and find ingenious solutions to the problems faced by the rural sector, based on deep insights in rural emerging markets.

Curriculum

The course spans across 6 trimesters having 37 core courses and 6 – 8 electives, along with 6 immersive project-based courses, which totals 103.5 credits. Apart from these we have regular workshops, industry visits and other activities to complement the classroom pedagogy.

YEAR 1 SUBJECTS

Nature of Course	Areas	Trimester I	Trimester II	Trimester III
Fundamental Courses	General Management	<ul style="list-style-type: none"> Effective Business Communication Economics for Managers 	<ul style="list-style-type: none"> Perspective Management Global Citizen Leader I 	<ul style="list-style-type: none"> Global Citizen Leader II
	Quantitative Techniques & Analytics	<ul style="list-style-type: none"> Business Statistics 	<ul style="list-style-type: none"> Research Methodology 	<ul style="list-style-type: none"> Business Analytics
	Business Design	-	<ul style="list-style-type: none"> Business Innovation and Applications 	<ul style="list-style-type: none"> Designing a Business Plan
Functional	Finance	<ul style="list-style-type: none"> Financial Reporting and Analysis 	<ul style="list-style-type: none"> Cost and Management Accounting 	<ul style="list-style-type: none"> Fundamentals of Financial Management Business Taxation
	Marketing	<ul style="list-style-type: none"> Marketing Management Basics 	-	<ul style="list-style-type: none"> Selling and Negotiation Skills
	Human Resources	-	<ul style="list-style-type: none"> Organizational Behaviour 	<ul style="list-style-type: none"> Human Resource Management
	Operations	<ul style="list-style-type: none"> Essentials of World Class Operations 	<ul style="list-style-type: none"> Essentials of Supply Chain Management 	<ul style="list-style-type: none"> Project Management
Rural Context	Rural Management	<ul style="list-style-type: none"> Rural Society and Polity Exploring the Grassroots - I 	<ul style="list-style-type: none"> Rural Consumer Behaviour Agricultural Economics Rural Development in India Exploring the Grassroots - II Agri Input Management 	<ul style="list-style-type: none"> Priority Sector Lending and Microfinance Rural Marketing Strategy Market Research for Rural
Non-Credit Courses		<ul style="list-style-type: none"> Yoga 	<ul style="list-style-type: none"> Sector Analysis Agri Lab Yoga 	<ul style="list-style-type: none"> Collective Action Universal Human Values Yoga

YEAR 2 SUBJECTS

Nature of Course	Areas	Trimester IV	Trimester V	Trimester VI
Core		<ul style="list-style-type: none"> Fundamentals of Banking Technology for Rural Transformation Agri-Price Risk Management and Commodity Markets 	<ul style="list-style-type: none"> Strategic Management Legal aspects of Business Sustainability in Business International Marketing (Emerging Economies) 	<ul style="list-style-type: none"> Cross Functional Management – Capstone Course Ethics and Corporate Governance Rural Research Project Rural Entrepreneurship
SIP+SIRP		<ul style="list-style-type: none"> Summer Internship Project & Summer Internship Research Project 		
Core Electives (Any 2 or 3 depending in total credits)	Marketing	<ul style="list-style-type: none"> Integrated Marketing Communication - Rural Markets International Business Product and Brand Management 	<ul style="list-style-type: none"> Sales Management - Emerging Rural Markets Retail Management - Emerging Rural Markets Services Marketing - Emerging Markets Digital Marketing 	
	Human Resources	<ul style="list-style-type: none"> Talent Acquisition Learning Training & Development HR Analytics 	<ul style="list-style-type: none"> Organization Development and Change Management Global & National Workforce Planning & HR Audit Diversity, Equity & Inclusion 	
		<ul style="list-style-type: none"> Performance Management Systems & Competency Assessment Management 	<ul style="list-style-type: none"> Advanced HR Analytics 	
	Operations	<ul style="list-style-type: none"> Advanced Quality Reliability Productivity Management Business Consulting Logistics & SCM: Value creation, Adaptability, and sustainability (LSCMI) 	<ul style="list-style-type: none"> Design & New Product Development Complex Problem Solving & Six Sigma Applications of principles in operations Supply Chain Risk and Performance Management 	
	Finance	<ul style="list-style-type: none"> Analysis of Financial Statements Technology for Finance, Banking and Financial Services 	<ul style="list-style-type: none"> Fundamentals of Wealth Management, Mutual fund and Insurance (Rural) Rural Marketing Finance Principles of Advanced Banking 	
	Analytics	<ul style="list-style-type: none"> Advanced Business Analytics - I 	<ul style="list-style-type: none"> Advanced Business Analytics - II 	
	MOOC	<ul style="list-style-type: none"> Soft Skills Development 		
	MOOC		<ul style="list-style-type: none"> Decision Making with Spread-sheet 	
Rural Electives (Any 1)	Rural context	<ul style="list-style-type: none"> Managing Cooperatives and Producers Collectives Corporate Social Responsibility, ESG and sustainability 	<ul style="list-style-type: none"> Managing Non-profits Food processing Industries Managing Dairy Business 	

Recent Accolades



WeSchool has been awarded in Corporate Excellence Award for the Institute in that has contributed to create Corporate Managers for Rural Markets by RMAI - Rural Marketing Association of India Flame Awards Asia 2023.



MSME Academic Excellence award 2024 from Chamber for Advancement of Small and Medium Businesses (CASMB) at the FMCG Business Conclave.

- Champions of Rural Markets – Economic Times
- ConnectFor Recognition for Sustainability & Impact (2025)
- WeSchool has been honoured as “Gold Winner” in the Institute category that has contributed in creating '**Future Leaders for Rural**' at RMAI - Rural Marketing Association of India Flame Awards Asia 2020.
- WeSchool has received 'Best Innovative Academic Practice' Award at the NHRDN HR showcase 2019. This is a recognition of WeSchools Rural management program and for its unique teaching pedagogy based on Rural immersion, "Exploring the Grassroots".
- WeSchool has been felicitated as 'Champion of Rural Markets 2018' for advocating rural growth through Management Education at the 6th Annual Economic Times, Rural Strategy Summit, Delhi.

Student Achievements



Name of the students:

Kundana and Jayant

Name of the event:

ACBSP Region 10 Student Showcase Award Winner-2025.
Research Paper Titled-"Bridging Psychological Factors and Digital Tools in Personal Investment Management"



Smart India Hackathon Grand Finale Winner - 2024

Ministry of Agriculture and Farmers Welfare Nodal Center- Indian Institute of Technology, Hyderabad.



Name of the students:

Bibhishan Aage (2025-27 Batch),
Suvarna Sambre (2025-27 Batch),
Saurabh Jape (2022-24 Batch)

Name of the event:

Sharad Pawar Agriculture Inspire Fellowship Award



Name of the students:

Mr. Kiran Sodnar

Name of the event:

Three months internship Montoi (Mattel)
Mexico 2023



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



**BUSINESS PLAN
FOR VOIS (2022)**

INR 2 LACS
Financial Scholarship
INR 5 LACS
METCONNECT*
Mr. Prince Choudhary



**Smart India Hackathon
2022 National Finalist**

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

Research, Policy Engagement & Social Impact

NABARD Funded Research Project (2023)



WeSchool's Rural Management program got funded research project from NABARD 2023
“An Evaluation Study of the cluster in Punjab Haryana and Telangana”

ICSSR Funded Research Project (2024)



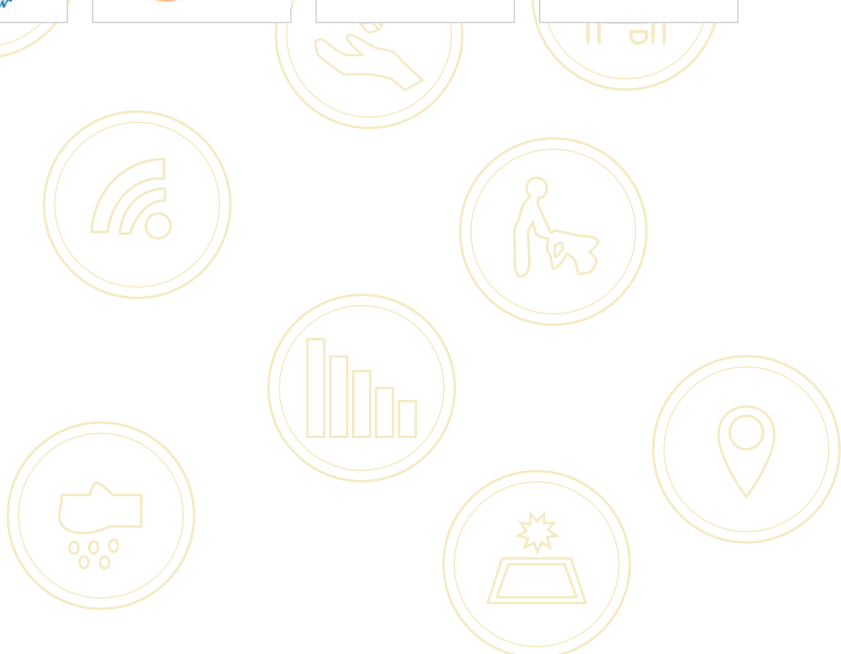
WeSchool's Rural Management program got funded research project from ICSSR 2024
Empowering Women farmers through sustainable agricultural practices: A study on Farmer Producing organizations in Maharashtra

National Stakeholder Consultation on Circular Economy



Our Recruiting Partners

Students of the PGDM-Rural Management program have received an overwhelming response from companies across diverse Industry verticals. Some of the organizations that have hired students from the Rural Management program are:



Industry-Profiles offered

Some of the roles offered for campus placements range from Product Manager, Sales Trainee, Management Trainee, Business Development, Business Analyst, Senior Executive Trainee-Digital, Rural Lending, Product Manager, Relationship Manager, Product & Portfolio, Analyst –Finance apart from others.



Agri Business

Management Trainee Sales, Supply Chain Manager, Management Trainee – Operations and Marketing, Territory Manager, Business Development Manager



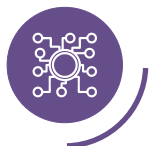
IT/ITeS companies

Consultant, Product Manager, New Product Development Manager, Business Development Specialist etc.



BFSI & Fintech companies

Risk Analyst, Product Manager, MT-Products (Business & Branch Banking), Operations Consultant, Digital Product Manager, Wealth Manager, Business Development Specialist, Credit Risk Analyst, Relationship manager etc.



FMCG companies

Digital Product Manager, Customer Success Manager, Consumer Insights Executive, Channel Manager, Regional Sales Manager, Dy Manager-Sales, Retail Operations Manager, Omnichannel Partner Manager etc.



E-commerce & other Digital domain companies

Marketplace Manager, User Experience Specialist, Product Manager, Risk Analyst, Logistics Operational Excellence etc.



Manufacturing companies

Consultant- Operations, Consultant-Automation, MT-Lean Operations etc.

Placement Facts (2023-2025)

Maximum Salary

₹19.00

LACS PA

Average Salary

₹11.47

LACS PA

Median Salary

₹11.05

LACS PA

Placement Facts (2022-2024)

Maximum Salary

₹24.35

LACS PA

Average Salary

₹11.00

LACS PA

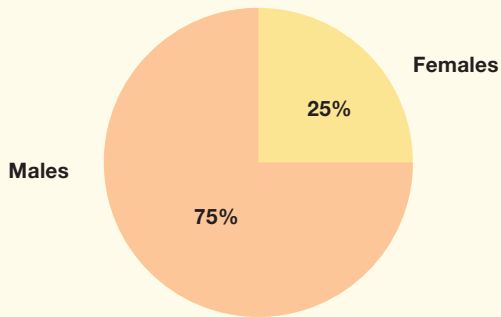
Median Salary

₹10.00

LACS PA

Batch Profile

(Batch 24-26)



Students
having work
experience

25%

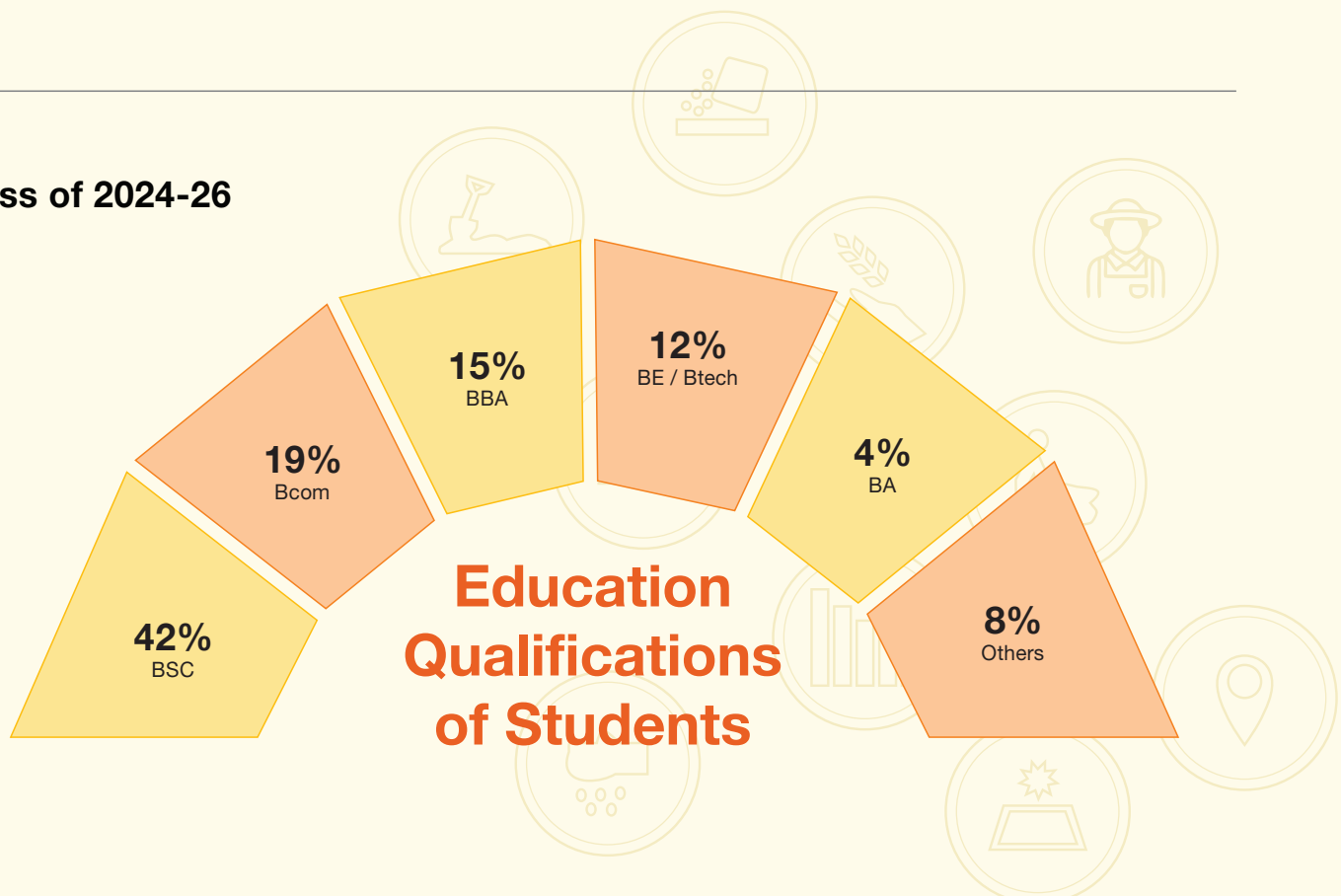
Freshers

75%

International Partnerships

- Audencia Nantes
- Ben-Gurion University of the Negev
- Copenhagen Business School
- Curtin University
- IDC Herzliya
- IESEG School of Management
- MacEwan College
- Malardalen University
- Otto Friedrich Universität
- Sogang University
- Stuttgart Media University (Hochschule der Medien)
- Tel Aviv University
- University of Haifa
- University of Lincoln
- Steinbeis School of Management & Innovation GmgH, Institute of Executive Capabilities (IEC) and Berlin School of Creative Leadership GmbH (BSCL)

Class of 2024-26



Alumni Testimonials



“

I completed summer internship at Amul and worked on a project titled “Pan-India Marketing Plan for Amul's Cattle Feed”. As the sales team lead, I carried out awareness and activation programs in the villages of Bhavnagar District of Gujarat which resulted in increase in sales by 170%. This gave me the confidence and enhanced my skill set resulting into my placement in ICICI Bank. After a successful stint there I am currently working as Relationship Manager at Yes Bank, wherein everyday I interact with decision makers from various industries. This is just the beginning.

Akshay Sadalge
Relationship Leader, Yes Bank

”



“

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 Agri-Lab in campus was a hands-on experience of agriculture. It is now helping me immensely in my work at UPL-Advanta Seeds.

Nitish Wange
Territory Sales Manager, Advanta Seeds, UPL Ltd.

”



“

During "Exploring the Grassroots" I learnt, how to empathize with the people and understand their problems, easily adapt to the environment and 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.

Pranjalee Choudhari
Business Analyst – CRM, UPL Ltd.

”



“

Pursuing a career in Rural Management program has laid excellent opportunities for my career growth and advancement. Additionally, the skills and experience gained here are transferable to other industries and career paths. With the help of experienced professors, emphasis was laid on all round development to foster and nurture critical thinking, problem-solving skills, and adaptability - traits that are highly valued in any industry. They combine core management principles with subjects specific to the rural context, like rural marketing, agriculture, and sustainable development.

Pragti Bhargava
Southern California Edison, California, USA

”

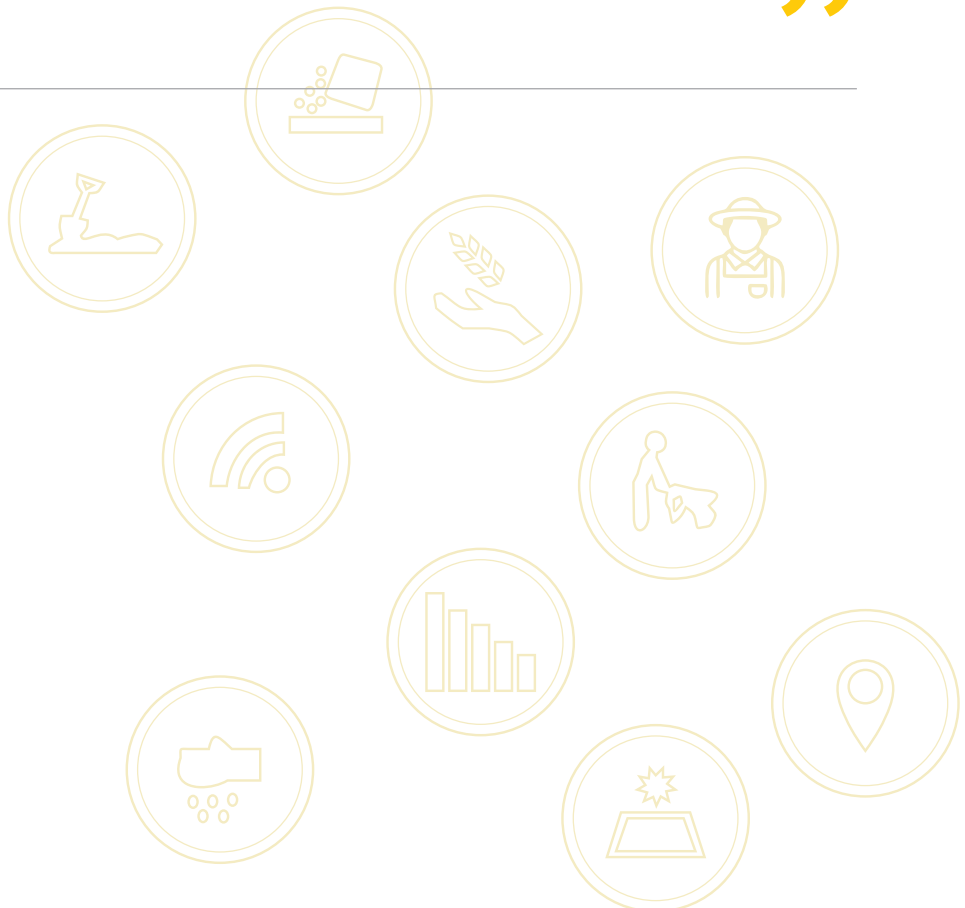


“

The PGDM in Rural Management at Welingkar Institute of Management was truly a transformative experience. The Rural program offers a comprehensive curriculum, hands-on field work, and strong support from professors providing a robust foundation for my professional journey. The unique aspects of the Welingkar Institute such as the quality of teaching, grassroots learning, industry visits, and interactions with industry leaders gave me valuable insights. These experiences have been instrumental in my journey, helping me nurture and grow as an entrepreneur.

Dr. Raej Padhiyar
Founder & CEO, Digital Gurukul & Coin Exchange World

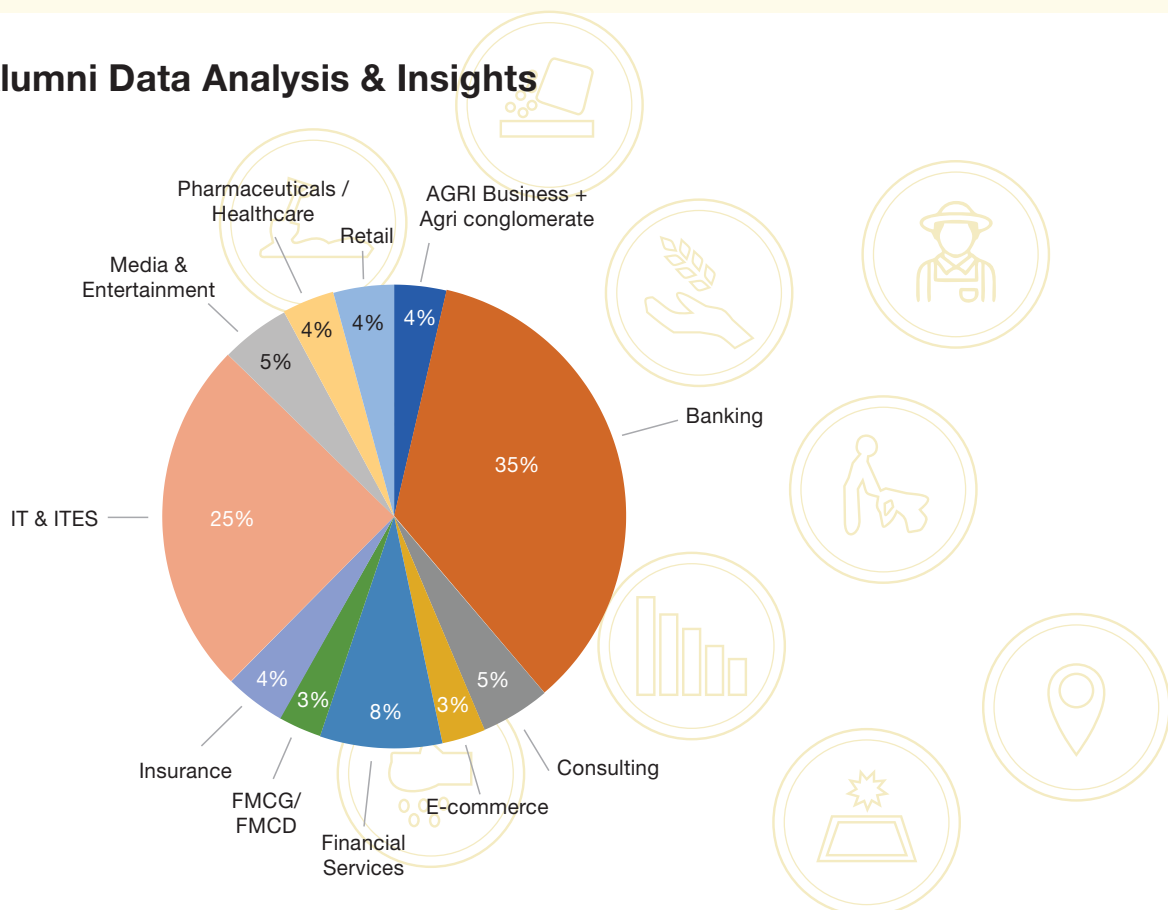
”



Alumni Details

- | | | |
|--|---|---|
| <p>■ Nisha Rathod
Chief Marketing Manager
TVS Credit Services Ltd
Batch 2012-14</p> | <p>■ Akhil Anil Kumar
VP & Head-ESG
IDFC First Bank
Batch 2013-15</p> | <p>■ Soumyajit Paul
Consultant
Native
Batch 2015-17</p> |
| <p>■ Priyanka Prabhu
Learning and Development
Pidilite Industries Limited
Batch 2016-18</p> | <p>■ Rachana Kumari
Sr. Consultant - Retail &
Consumer Goods
Cognizant Business Consulting
Batch 2017-19</p> | <p>■ Pranjalee Choudhari
Global Business Excellence
UPL Ltd
Batch 2017-19</p> |
| <p>■ Khusbhoo Sharma
Product Manager - Mobile Banking
RBL Bank
Batch 2018-20</p> | <p>■ Siddharth Vishwakarma
Senior Analyst
Deloitte USI
Batch 2018-20</p> | <p>■ Ashika Verenkar
Manager - Enterprise Sales
Schneider Electric
Batch 2018-20</p> |
| <p>■ Deepa Bisht
Ecommerce Key Account Manager
International Markets - UAE, USA,
SG, UK, JAPAN, KSA
Soulflower Co. Ltd.
Batch 2018-20</p> | <p>■ Bhuwaneshwari Bedekar
Cyber Security, Consultant
EY
Batch 2018-20</p> | <p>■ Shivdas Itankar
Deputy Product Manager
Axis Bank
Batch 2019-21</p> |

Sector-wise Alumni Data Analysis & Insights



Eligibility

Candidates with a minimum 50% in Bachelors degree exam from a recognized university. The degree has to be completed by June 2026.

Candidate should have taken the CAT (2025), XAT (2026), GMAT (2023 onwards), ATMA (2026), CMAT (2026). (IIMs and other entrance exams conducting bodies have no role to play in We School's admission process)

Selection Process

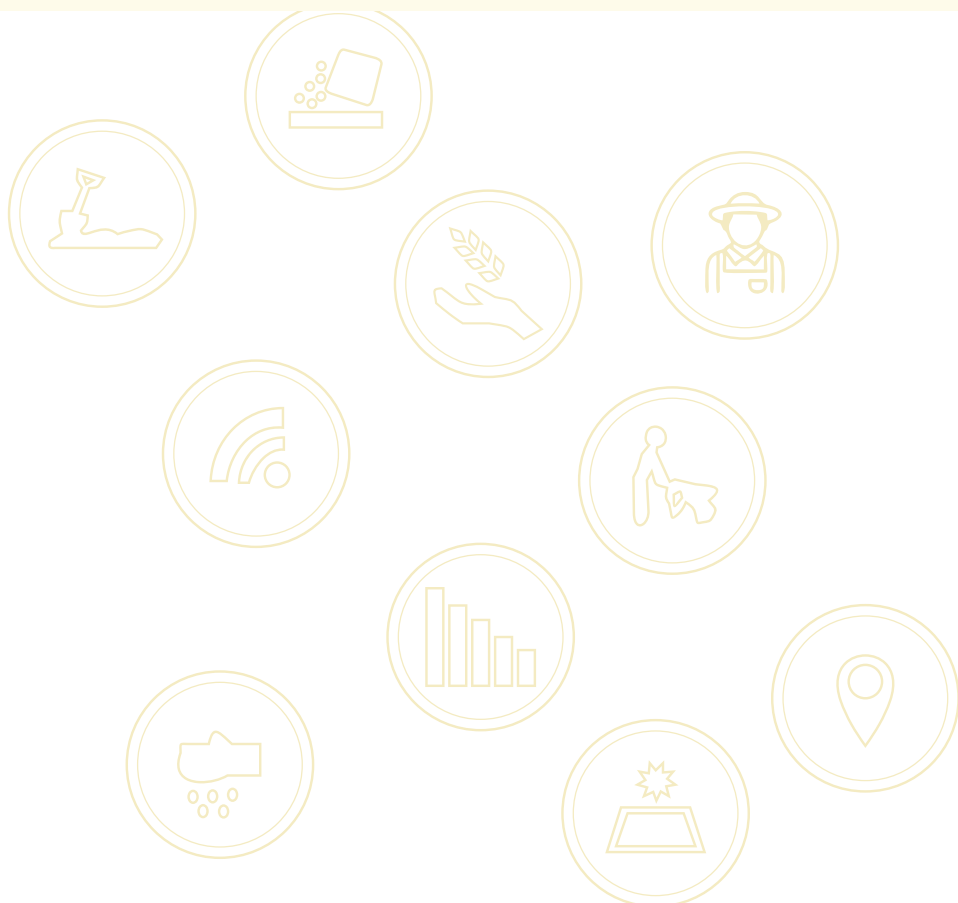
WeSchool's unique profile based selection process assigns significant value to academic performances, work experience, Group Activity, Personal Interview along with the written test scores.

Tuition Fee

Tuition Fee Rs. 7,00,000/- p.a. (*subject to change*)

Program Summary

The growth of rural India signifies Brand India. The future of business is the vast hinterland of countryside. The rural managers are innovators who strategically lead and sustain business in this hinterland, be it from agricultural companies to auto production plants to FMCG etc. The curriculum takes into account the practical rural market situation and management perspective. The program seeks to groom students into a person who is empathetic, has leadership qualities & managerial capabilities and has an innovative mindset.



Grassroots - Experiential Learning



we school S.P. MANDAL'S
Welingkar Education

Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) | Mumbai

L. Napoo Road, Matunga (Central Railway), Matunga, Mumbai 400 019.

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