

Rural Wealth Creation for Rural-facing Businesses

An immersion-based
learning by doing Program



PGDM Rural Management

(Emerging Economies)

Creating Corporate Managers with Rural Insights

2022-2024

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



Gold Winner:

Institution that has contributed in
creating 'Future Leaders for Rural'
(RMAI - Rural Marketing
Association of India Flame
Awards Asia 2020)

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What is Rural Management?

Rural management is application of management principles to rural facing businesses for rural wealth creation in an inclusive and empowering manner. It focuses on integrating people and businesses in a holistic manner.

Why Rural Management?

As the urban markets are saturated, the rural markets hold the promise for future growth. There is shortage of trained business managers who understand the pulse of rural sector and can provide insights about this emerging market to businesses. This has led to a sustained demand in the corporate sector for managers who specialize in Rural management. As this sunrise sector is expected to boom and hold the bulk of world's manpower in the years to come, those who enter it now will have a bright future to look forward to.

Program Overview

Professionally trained and skilled Rural Managers are needed in to create and manage businesses for rural facing companies, cooperatives, development sector organizations and government agencies and thereby become potential agents of change for Rural India.

PGDM-Rural Management program at Weschool aims at creating a young cadre of 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 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 agribusiness and spread across various industries and sectors such as Banking & Finance, Insurance, FMCG & consumer durables, IT & ITES, Telecom, Manufacturing, Healthcare, Energy, Infrastructure and many others.

Program Vision and Mission

Weschool designed a two-year PGDM – Rural Management (Emerging Economies) program with the vision “Creating corporate managers with rural insights”. This vision of the program has increasingly become relevant for the Indian economy with rural sector 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 responds to this unmet need in the market.

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 Outcomes

On successful completion of the PGDM- Rural Management (Emerging Economies) program, you will be a corporate manager 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.

Recent Accolades

- WeSchool has been honoured as “Gold Winner” in the category “Institution that has contributed in creating 'Future Leaders for Rural” at RMAI - Rural Marketing Association of India Flame Awards Asia 2020.
- WeSchool received 'Best innovative academic practice' award in the NHRDN HR showcase 2019. This is a recognition of WeSchool Rural management program, for 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



Program 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 and site visits and extensive interaction with the industry. The rural immersion program “Exploring the grassroots” aims to make future managers and policy makers sensitized towards the rural milieu by understanding the consumer needs and market potential. The transformative pedagogy includes lectures, on-field rural projects, industry visits and 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. The “Agri-lab” at WeSchool is meant to ensure effective learning of the agriculture-based subjects through Immersion based learning by doing.

Programme USP

The major distinguishing feature of this 2-year program is an embedded rural experiential learning opportunity, which provides practical exposure to the rural sector including knowledge of the needs and aspirations, lifestyle, culture and 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.

Deliverables



Program Structure

Trimester I

- Perspective management
- Effective business communication
- Managerial economics
- Financial reporting and accounting
- Principles of marketing
- Essentials of operations
- Business statistics
- Individual in organization (OBI)
- Rural development in India
- Exploring the grassroots (Phase I)

Trimester II

- Global citizen leadership program phase 1
- Sector analysis
- Thinking tools for innovators
- Macro economics and business environment
- Cost and management accounting
- Basics of corporate governance
- Rural marketing strategy
- Distribution & supply chain management
- Research methodology
- Managing groups for organizational performance (OB II)
- Rural society & polity
- Collective action (Seminar)
- Exploring the grassroots (Phase II)

Trimester III

- Global citizen leadership program phase 2
- Designing a business plan
- Agricultural economics
- Priority sector lending & micro-finance
- Fundamentals of financial management & financial markets
- Rural consumer behaviour
- Negotiations and selling skills
- Project management
- Business analytics
- Market research for rural
- Human resource management
- Agri input management
- Agri lab

Trimester IV

- International business
- Fundamentals of banking
- Sustainable practices & climate change issues
- International marketing (emerging economies)
- Hi-tech agriculture

Elective courses

- Advance Financial Management
- Agri-Price Risk Management & Commodities Market
- Taxation
- Integrated Marketing Communication (Rural)
- Product & Brand Management
- Advance Business Analytics
- Advanced Quality Reliability Productivity Management
- HR Elective
- Rural Elective courses
- Corporate Social Responsibility
- Managing Cooperatives

Trimester V

- Strategic management
- Sales management & promotions
- Innovation for rural transformation
- Food processing industries
- Legal aspects (Business + Rural)

Elective courses

- Advance Banking
- Fundamentals of wealth management, Mutual fund & Insurance (Rural)
- Financial modelling & Econometrics for Finance
- Rural Marketing Finance
- Digital Marketing
- Applications of principles of operations
- HR optional

Rural Elective courses

- Managing Non-Profits
- Managing Dairy business

Trimester VI

- Business simulation (Capstone course)
- Practical applications of corporate governance
- Sectoral research project (Social or Rural)

Program Summary

The growth of rural India signifies Brand India. From agricultural companies to auto production plants, the rural managers are innovators who strategically lead and sustain business in small towns. 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.

Alumni Testimonials



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

**- Akshay Sadalge (PGDM-Rural Management 2014 - 16, WeSchool Mumbai)
Relationship Leader, Yes Bank**

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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 (PGDM-Rural Management 2016 - 18, WeSchool Mumbai)
Territory Sales Manager, Advanta Seeds, UPL Group**

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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.

**- Pranjalee Choudhari (PGDM-Rural Management 2017 - 19, WeSchool Mumbai)
Business Analyst – CRM, UPL**

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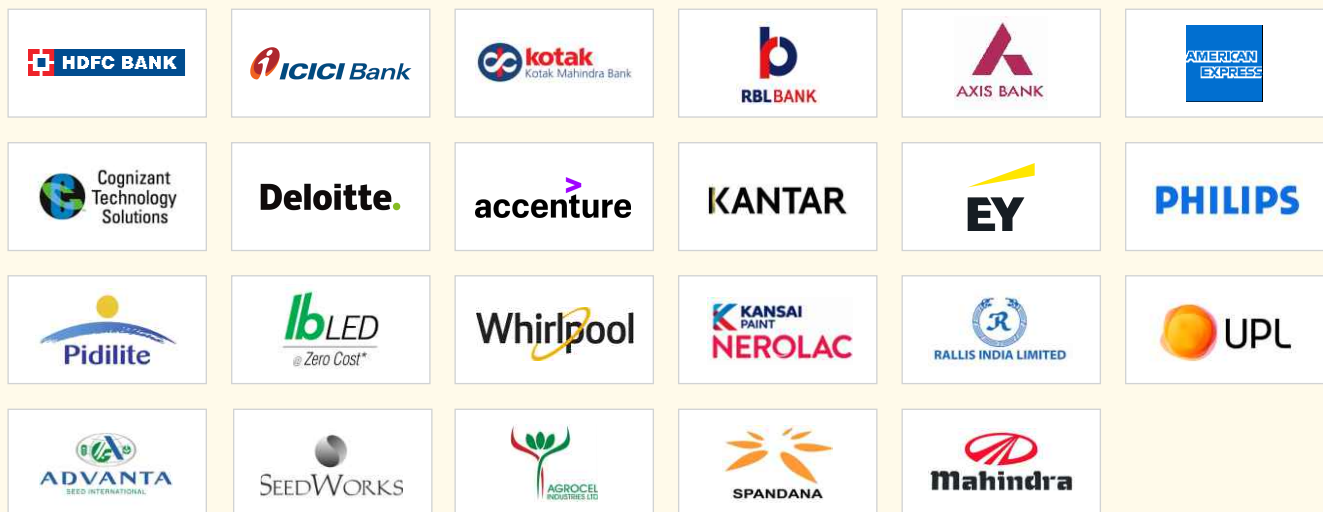
Student Achievements

A team of Rural Management students was selected in Top 20 in India, in the MHRD Innovation Challenge – Samadhan in April 2020. Students of Rural Management have been regularly participating and winning top positions in various academic competitions organised by management institutions across India.

Some of our Recruiters

Students of the PGDM-Rural Management program have received an overwhelming response from companies across diverse Industry verticals. 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.

Some of the organizations that have hired students from the Rural Management programme are:



Placements Stats

₹ Average Salary
8.68 lakhs p.a.

₹ Highest Salary
15 lakhs p.a.

Eligibility

A minimum 50% in graduation, which must be completed by June 2022.

Should have taken CAT (2021) conducted by the IIMs for the year specified in the advertisement (IIMS have no role in the Welingkar admission process) and /or/ XAT (2022) / and / or ATMA (Feb 2022) and / or CMAT (2022) and / or GMAT (2019 onwards).

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.

The Selection process for WeSchool this year includes the following parameters:

Parameter	Weightage
1) Qualifying Entrance Test Percentile Best of percentile in CAT (2021), XAT (2022), ATMA (Feb 2022), GMAT (2019 onwards), CMAT (2022) will be considered	40%
2) Academics (X,XII, Graduation) ** Basic eligibility of 50% in graduation is mandatory	15%
3) Pre Interview Questionnaire and Personal Interview (PIQ) has been designed to assess your individual aptitude and personality attributes.)	40%
4) Extra-Curricular activities, Sports, awards and achievements at District, National, International level, Academic diversity etc.	5%
5) Total Composite Score Merit position of the of above parameters will be used for offering admission to a program.	100%

Note:- Qualifying test year and month wherever applicable is mentioned in the Entrance test cutoff.

Tuition Fee

Tuition Fee Rs. 6,50,000/- p.a. (Subject to change)



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

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