

**Shikshana Prasarak Mandali's
Prin. L. N. Welingkar Institute of Management
Development & Research (PGDM), Mumbai**



PGDM- Rural Management 2025

Rural Economy- Financial outlook

- **The Rural Market is India's Core Growth Engine:** The rural market is no longer a peripheral or support segment—it has emerged as a **central driver of India's economic growth**. With **over 65% of the Indian population** situated at the bottom of the pyramid, rural India holds immense untapped potential.
- **Digital penetration is accelerating:** Over **95% of villages now have internet connectivity**, and the proliferation of **affordable smartphones** has enabled widespread access to digital platforms, transforming how rural consumers engage with products and services.

Rural Economy- Financial outlook

- **Consumption trends are shifting:** Rural areas are witnessing a **17.5% growth in FMCG consumption**, significantly outpacing the **6.1% growth in urban India** (Business Line, 2023).
- **Income impact is exponential:** A **1% increase in rural income** can inject **INR 10,000 crore** into purchasing power, unlocking enormous opportunities across sectors.

This dynamic shift calls for **skilled rural managers** who can navigate the evolving ecosystem, harness opportunities, and drive inclusive, sustainable growth in these markets.

Program Overview

Vision

PGDM Rural Management Program Vision statement

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

Mission

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 Overview

Program Educational Objectives (PEOs)

PEO1: Domain Knowledge

- 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.

PEO2: Skills and Professionalism

- 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.

PEO3: Attitude, Presentation and Growth

- 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.

Program Overview

Program Outcomes (POs)



LEADERSHIP



COMMUNICATION SKILLS



INNOVATION



GLOBAL PERSPECTIVE



CRITICAL AND ANALYTICAL THINKING



ROLE OF SELF IN ORGANIZATION AND SOCIETY

Program Specific Outcome- 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

USP/Unique Initiatives

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



USP/Unique Initiatives

Experiential learning

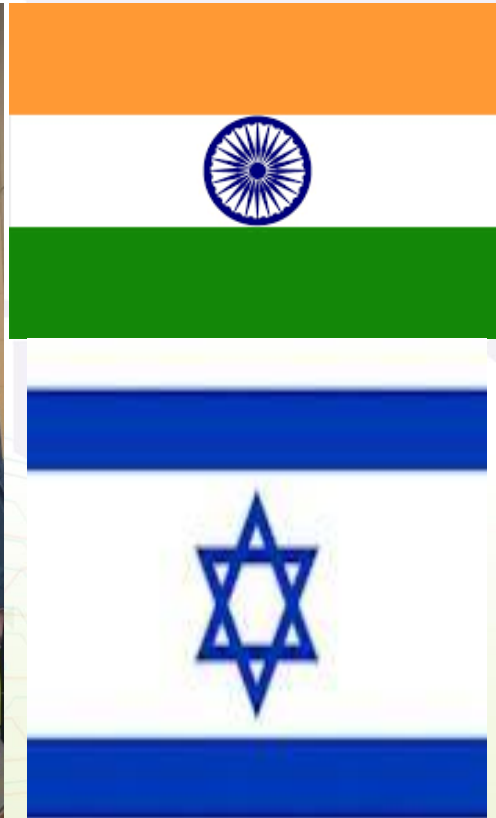
Agri Lab



USP/Unique Initiatives

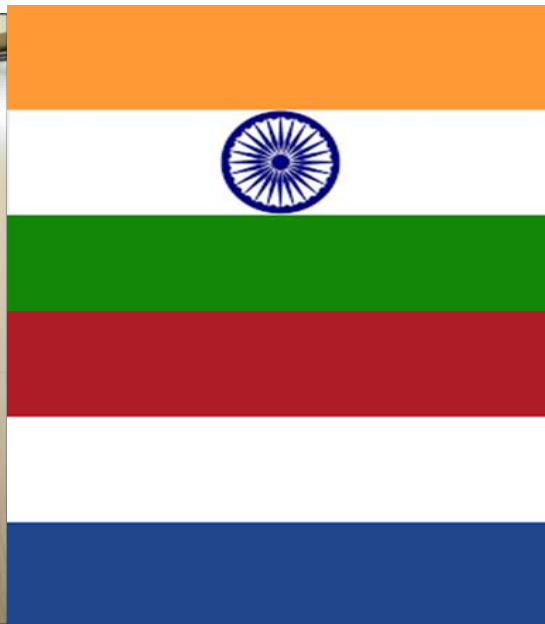
International Projects
Israel Consulate funded

Marketing Campaign for SUNDER Soap Brand in Collaboration with the Israel Consulate



International funded Project Netherland Government Funded

- Collaboration between WeSchool, Consulate of the Kingdom of the Netherlands
- For exploring diverse opportunities for entrepreneurship and career development for Students.



USP/Unique Initiatives

Simulation Workshop



USP/Unique Initiatives

Industry Immersion/Industry Connect



Visit to MultiCommodity Exchange



Visit to Prabhat Dairy



Visit to Kissan Connect



Visit to Olive Oil at Deoleo



Visit to Lijjat Papad



Visit to CIRCOT



Visit to KVIC- Khadi and Village Industries Commission

Program/ Specialization Opportunities/Placements

Industry sectors

Agribusiness

Banking

Financial Services

Telecom

Automotive

IT & ITES

Retail

FMCG

Consumer Durables

Energy

Infrastructure

accenture	adani Power	ADVANTA	ADITYA BIRLA POWER	ARCO	ARUN
Amul	AXIS BANK	BAYER	Castrol	Cognizant Technology Solutions	Coca-Cola
CORTEVA	Dabur	Deloitte	Deoleo The Olive Oil Company	emami	EY
Gowardhan	Green AgriProvet	HDFC BANK	Hero	ITC Limited	ICICI Bank
KANSAI PAINT NEROLAC	KANTAR	kotak Kotak Mahindra Bank	lbLED "Zero Cost"	LANDMARK LIFE	Mahindra
Mahindra finance	MARUTI SUZUKI	Mercedes-Benz	NABARD	NAYARA ENERGY	P&G
PHILIPS	Pidilite	RAJES INDIAN LIMITED	RBL BANK	Reliance	SAHAJ
SCHEI	Schneider Electric	SEEDWORKS	SPANDANA	syngenta	TATA CAPITAL Count on us
TATA GLOBAL BEVERAGES	TransUnion	Unilever	UPL	Whirlpool	YES BANK

In INR Lakhs

Highest	Average	Median
19.00	11.66	11.40

Awards & Accolades



'Academic Excellence Award 2024'

WeSchool Rural Management Program has been honored with the **'Academic Excellence Award 2024'** in the Agri and Food sector at the **FMCG Business Conclave** hosted by CASMB in Mumbai.



RMAI Corporate Excellence Award 2023' in the **'Rural Marketing Association of India (RMAI) Conclave, 2023'** at Delhi. The award is in recognition of educational institutes, corporates and agencies who have done path breaking work in rural domain. Rural Management Program has received this award.

Awards & Accolades



WeSchool's Rural Management Program Receives NABARD Funding for Evaluation Study
In the academic year 2022–23



WeSchool's Rural Management program was felicitated as one of the Champions of Rural Markets 2018 at the ECONOMIC TIMES RURAL STRATEGY SUMMIT (6TH EDITION) held in New Delhi in Sept 2018.



2019 'Best Innovative Academic Practice' award NHRD HR Showcase
Unique teaching pedagogy based on Rural immersion, "Exploring the grassroots".

Achievements / recognitions : Students

SIH Grand Finale Winner -2024



Ministry of Agriculture and Farmers Welfare

Nodal Center- Indian Institute of Technology, Hyderabad

Achievements / recognitions : Students



PGDM–Rural Program has emerged as the **Winner of the WeEnhance 2024 Rolling Trophy!**

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

Prince Choudhary
Awarded financial scholarship and seed capital of INR 7 LACS for his business idea organised by VOIS

International Achievements of rural Students



Name of the students:
Mr. Kiran Sodnar

Name of the course :
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

Student Testimonials



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It has been one of the most enthralling and rewarding experiences with the learning of 360-degree view of the Indian Economy and its ecosystem through the Rural Management program. I learnt about the business movement in the grassroots and the insights have helped me to draw the correlation between the urban and the rural sectors.

- Mr. Soumyajit Paul, Associate Principal, Native

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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 Ltd.

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Student Testimonials



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The PGDM in Rural Management at Welingkar Institute of Management was truly a transformative experience. The Rural program offers a comprehensive curriculum, hands-on fieldwork, 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.

Today, as I lead a tech and blockchain company, I owe a significant part of my success to the rural team and the entire Welingkar Institute.

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

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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.

- Ms. Pragti Bhargava, Business Operations Analysis Specialist,
Southern California Edison, California, USA.

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Team



Dr Rachana Patil



Prof. Dr Chandrahas Deshpande



Dr Vandana Panwar



Dr Biswabandita Chowdhury



Dr. Pravin Ghunnar



Ms. Anita Yadav

**The Rural Program creates Managers
who represent the Grassroots and the Boardroom.**

Thank you