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
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
<table>
<thead>
<tr>
<th>Category</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Management</td>
<td>Perspective Management, Effective Business Communication, Managerial Economics, Global Citizen Leader-I &amp;II Macro Economics and Business Environment</td>
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<tr>
<td>Marketing</td>
<td>Principles of Marketing, Rural Marketing Strategy, Distribution and SupplyChain Management, Rural Consumer Behavior</td>
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<tr>
<td>Operation</td>
<td>Essentials of World Class Operations, Project Management</td>
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<tr>
<td>Technology</td>
<td>Introduction to Emerging Technologies</td>
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<tr>
<td>Design Thinking / Innovation</td>
<td>Thinking Tools for Innovators, Sector Analysis, Designing a Business Plan.</td>
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<tr>
<td>Rural Context</td>
<td>Rural Development in India, Exploring the Grassroots I&amp;II, Rural Polity &amp; Society, Collective Action and Cooperation, Agri-Input management, Agri-Lab</td>
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<tr>
<td>Value Added Course</td>
<td>Universal Human Values, Yoga</td>
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</tbody>
</table>
Course Distribution

Courses in Two year - Rural Management

- Fundamental Courses (GM courses, QTA, TEC, BDI) - 25%
- Functional Courses (FIN, MKT, OPN, HR) - 29%
- Rural Courses (Core elective + Rural elective) + GCL 1&2 - 31%
- SIP - 1%
- Non-Credit - 1%

Courses in year 1 - Rural Management

- Fundamental Courses (GM courses, QTA, TEC, BDI) - 25%
- Functional Courses (FIN, MKT, OPN, HR) - 29%
- Rural Courses (Core elective + Rural elective) + GCL 1&2 - 31%
- SIP - 1%
- Non-Credit - 1%

Courses in year 2 - Rural Management

- Fundamental Courses (GM courses, QTA, TEC, BDI) - 25%
- Functional Courses (FIN, MKT, OPN, HR) - 29%
- Rural Courses (Core elective + Rural elective) + GCL 1&2 - 35%
- SIP - 5%
- Non-Credit - 35%
<table>
<thead>
<tr>
<th>Classroom</th>
<th>Beyond Classroom</th>
<th>Labs</th>
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<tbody>
<tr>
<td>Student induction program</td>
<td>Exploring the grassroots</td>
<td>AGRI LAB</td>
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<tr>
<td>(Foundation programme)</td>
<td></td>
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<tr>
<td>Collaborative Teaching</td>
<td>Industry immersion / Field research /</td>
<td>REDX Lab</td>
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<td></td>
<td>Outbound Training</td>
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<tr>
<td>Global Citizen Leader (GCL)</td>
<td>Round table conference</td>
<td>Bloomberg Lab</td>
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<tr>
<td>Lecture with discussion</td>
<td>Summer internship project / Summer</td>
<td>INNOWE</td>
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<td>/ Group Projects</td>
<td>internship research project</td>
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<tr>
<td>AC DC Process</td>
<td>Hackathons / Rural Immersion / IIC</td>
<td>LOGICA</td>
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<tr>
<td></td>
<td>Lecture series</td>
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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 Samachaar
- Talking heads
- Sustainability Club
Industry – Academia Connect

Rural Roundtable conference

Consul General of South Africa
Career Opportunities in South Africa for Rural and Agribusiness professionals
**Industry Exposure**

Visit to Gubba Cold Storage (Virtual tour)

**MSAMB Visit: AV 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 Panchaloom Stores: Year 2021-22

Visit to Vakrasnag Kendra, 2019

Market tour – Vegetable Market 2019

Sahyadri Farms
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

Sector-wise Alumni Data Analysis & Insights

- **AGRI Business + Agri conglomerate**: 4%
- **Banking**: 35%
- **Consulting**: 5%
- **E-commerce**: 3%
- **Financial Services**: 8%
- **FMCG/FMCD**: 3%
- **Insurance**: 4%
- **IT & ITES**: 25%
- **Media & Entertainment**: 5%
- **Pharmaceuticals / Healthcare**: 4%
- **Retail**: 4%

**Total**

- AGRI Business + Agri conglomerate
- Banking
- Consulting
- E-commerce
- Financial Services
- FMCG/FMCD
- Insurance
- IT & ITES
- Media & Entertainment
- Pharmaceuticals / Healthcare
- Retail
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)
Infrastructure

6th Floor Classroom 621
60-seater Classroom
6th Floor Library
REDX Lab
Infrastructure Facilities
Agri Lab
## Infrastructure – Sports, Health & Wellness

### 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
Pram View Gils hostel room

Boys Hostel No. 193
Boys Hostel No. 195
Hardik Heritage Girls hostel room
## Placement

<table>
<thead>
<tr>
<th>Salary in Lacs (INR)</th>
<th>Batch 21-23</th>
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<tbody>
<tr>
<td>Highest Salary</td>
<td>24</td>
</tr>
<tr>
<td>Median</td>
<td>11.9</td>
</tr>
<tr>
<td>Average</td>
<td>12.1</td>
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Thankyou