PGDM-Rural Management (Emerging Economies)

Vision: “Creating corporate managers with rural insights”

The transformational cross-disciplinary learning in this program aims to nurture you into a competent future manager with leadership abilities, innovative mindset and a deep empathy to work effectively in the emerging rural economies. The course curriculum is a balanced blend of courses on core management subjects and Rural domain subjects.
Opportunity space in Rural

The outreach of education, rising income and aspiration levels enabled by advancement in Information and Communication Technology has developed Indian Rural sector as a vibrant economic growth engine.
What it takes to be in Rural...

Empathy - Ability to understand people and situations they are in

Willingness to travel extensively in rural areas

Appreciation of growth trends in rural sector

Tenacity – Determination to pursue career in rural sector

Multilingual capability is desirable

Ideal candidate for PGDM-Rural Management
A focused and insightful curriculum and unique pedagogy

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 delivered by highly acclaimed academicians and renowned Industry experts from top listed companies.

**Experiential learning**

4 Phases = 4 Months

- Exploring the Grassroots Phase I
  - Trim 1
- Exploring the Grassroots Phase II
  - Trim 2
- Summer Internship in Rural sector with companies
- Academic Project in Rural Sector
  - Trim 6

Agri lab in campus

Experiential learning in Rural
Career prospects and Placement

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. Some notable recruiters are highlighted here.