



# ADMISSIONS PROSPECTUS PGDRM | 2020-22

*Committed to Social Change*



Institute of Rural Management Anand

 [www.irma.ac.in](http://www.irma.ac.in)

# Admissions Calendar of PGDRM41 (2020-22)<sup>1</sup>

Last date for receipt of completed applications for Indian Nationals	Friday, January 10, 2020
Last date for receipt of completed applications for FN / OCI / PIO / CIWG / NRI Candidates	Monday, March 30, 2020
Intimation for IRMASAT 2020, Group Activity and Personal Interview for Indian Nationals	4 <sup>th</sup> week of January 2020 OR 1 <sup>st</sup> week of February 2020
IRMASAT 2020, Group Activity and Personal Interview for Indian Nationals	February 10 to 29, 2020 (except February 16 & 23, 2020)
Announcement of final results for Indian Nationals	1 <sup>st</sup> or 2 <sup>nd</sup> week of March 2020
Last date for submitting acceptance form with initial fee of Rs. 25000/-	Within 1 week after announcement of Final result <b>OR</b> as mentioned in offer letter
Last date for depositing the first year fee	Within 15 working days after announcement of Final result <b>OR</b> as mentioned in offer letter
Online Personal Interview for FN / OCI / PIO / CIWG / NRI Candidates	2 <sup>nd</sup> or 3 <sup>rd</sup> week of April 2020
Announcement of final results for FN / OCI / PIO / CIWG / NRI Candidates	4 <sup>th</sup> Week of April 2020
Classes on Bridge Courses	June 24 to 30, 2020
Induction Programme	July 01 to 09, 2020
Beginning of First Term	July 10, 2020

## Feel free to contact for any query:

Mr. Janak R. Brahmbhatt, Manager (Academics) | Admissions Office, IRMA, Anand: 388 001, Gujarat, India

Phone No. : (02692) 221659 / 221940

(Between 9:30 a.m. to 5.00 p.m. on Monday to Friday, except public holidays)

Fax No. : (02692) 260 188 | Email: [admis@irma.ac.in](mailto:admis@irma.ac.in) | Website: [www.irma.ac.in](http://www.irma.ac.in)

### Note:

Most of your queries are already answered in FAQ Section on IRMA website (<https://www.irma.ac.in>). Please refer to FAQ before sending query.

## Disclaimers:

- IRMA reserves the right to consider applications under Profile-based Selection.
- Candidates should note that mere fulfillment of minimum eligibility criteria will not ensure consideration for shortlisting of the next stage of admissions process.
- An admission of FN / OCI / PIO / CIWG / NRI candidates is subject to AICTE approval.
- IIMs and XLRI have no role either in the selection process or in the conduct of academic programmes at IRMA.

## Jurisdiction:

The entire admissions process at the Institute shall be subject to the Jurisdiction of the Courts of Anand.

## Clarification:

**FN** = Foreign Nationals, **OCI** = Overseas Citizen of India, **PIO** = Persons of Indian Origin, **CIWGC** = Children of Indian Workers in Gulf Countries, **NRI** = Non Resident Indian(s).

**“Published by the Admissions Office, IRMA, Anand - 388 001”**

<sup>1</sup> The dates are indicative; IRMA reserves full rights to bring changes.

## Our Founder



**PADMA VIBHUSHAN**  
**DR. VERGHESE KURIEN**  
(1921-2012)

“ India needs to show an honest face, a kind face, a human face ... What you need is good management with farmer power. Good management gives this power the right direction and thrust. Nothing can stop the farmers then. ”

### Vision

To make continuous and significant contributions to the transformation of rural India through

- (a) leadership in cutting-edge knowledge creation,
- (b) innovations in education,
- (c) pursuance of the ethical imperative of sustainability and
- (d) policy-oriented research.

### Mission

To promote sustainable, ecologically-friendly & equitable socio-economic development of rural people through professional management.

## INSTITUTE WITH A DISTINCT IDENTITY

Since its establishment in December 1979, IRMA has come a long way. IRMA has emerged as a premier center for learning, training, and research in the field of rural management. While thousands of business schools in India strive to prepare managers for mainstream business enterprises only a few institutions, IRMA being a pioneer among them, have continued to serve “under-managed” rural organizations using both business and development approaches. IRMA has expanded its outreach to a diverse set of organizations keen to contribute to the script of rural India’s transformational story.

While operating within its core philosophy, IRMA has striven to promote partnership between rural farm and non-farm producers and committed professional managers as the basis for sustainable rural transformation. Achievements of IRMA are reflected in its distinct identity and work that IRMA’s founders, collaborators, faculty, alumni, and students are proud of.

IRMA’s PGDRM has been approved by the AICTE and recognized as equivalent to a Masters degree by AIU. NBA Accreditation for five years in 2017 has strengthened IRMA’s pursuit for excellence in management education.



## *Message From Chairman*

**Shri Dilip Rath**  
Chairman | IRMA

Institute of Rural Management Anand (IRMA) welcomes young aspirants to join its flagship programme: two-year Post Graduate Diploma in Rural Management (PGDRM) which has been producing many committed and dedicated rural management professionals making immense contribution in the nation building. IRMA's graduates are highly valued across sectors and many of them have assumed senior leadership positions as well as critical roles in their organizations.

IRMA was set up by the visionary leader Dr. Verghese Kurien in 1979 to make available committed and dedicated rural management professionals by imparting latest management tools and techniques through a well-designed course curriculum by well qualified and competent faculties.

Students for PGDRM are admitted based on a rigorous and nation-wide selection process wherein candidates are screened for their intellectual potential as well as for aptitude and motivation to work with rural communities and across the rural-urban continuum. In its efforts to shape young minds, IRMA emphasizes the importance of the acquisition of practical skills for the workplace, as well as sensitivity with respect to the social impact of their decisions as rural managers. The hallmark of this course has been an apt blend of classroom teaching and field work segments which nurtures the students with applied and practical managerial skills.

Over the years, the relevance of the Institute has grown manifold to bring about efficiencies and effectiveness in the rural and development sector using innovative management practices. For this, apart from its Post Graduate Diploma in Rural Management, IRMA is also having Fellowship Programme in Rural Management and Post Graduate Diploma in Rural Management for Executives. For the working professionals, short and long duration Management Development Programmes are also organized.

I take pride in inviting you to the PGDRM Programme and to be part of the journey towards rural transformation by playing a pivotal role in rural and development sector.

**Dilip Rath**

## Director Speaks

**Prof. Hitesh V. Bhatt**  
Director | IRMA



**“The best way to find yourself is to lose yourself in the service of others.”**

**Mahatma Gandhi**

It was this simple maxim by the Father of the Nation that drove Dr. Verghese Kurien to envision the idea of IRMA, a management institute with a heart. He saw IRMA as a place that would leverage the intellectual and emotional strengths of its students and groom them into rural managers, ready to serve the nation.

For 39 years, the Institute of Rural Management Anand (IRMA) has played a pioneering role in providing quality education in rural management. In a rapidly-growing global economy, IRMA's commitment to knowledge creation has led to it being re-invented as a knowledge institution as opposed to a mere hub for teaching, training and research.

Through its flagship program, the Post Graduate Diploma in Rural Management (PGDRM), IRMA has not only germinated the concept of quality education in rural management and development, but actively fostered it.

The PGDRM is a course with a unique curriculum. It not only offers high quality courses through its classroom terms, but also distinct segments that focus on experiential learning through the innovative Village Fieldwork Segment (VFS) and the Summer Internship Segment (SIS). Approved by reputed accreditation bodies, the PGDRM has the distinct reputation of equipping the students with a vast array of knowledge and skills so that they can address myriad dynamic and ever-changing socio-economic challenges. This is also evident through our strong alumni base that is comprised of leaders in industry, government, education and non-profit organizations in India and abroad.

In fostering the core tenets of academic excellence, integrity and creativity, IRMA constantly strives to better itself. The students are exposed to some of the best faculty members in the country, provided with the best infrastructure; like the Ravi J Matthai library and the exceptional classrooms for academic learning; as well as the modern student activity center for recreational purposes.

Placements at IRMA for the PGDRM reflect the Institute's mission and vision of serving rural India. This has resonated with organizations – both national and international – as is reflected in the institute's ever-growing placement portfolio for both the summer internships as well as the final placements.

IRMA is more than a place for gaining an education; it is also a foundation for building a future with an unparalleled vision.

I invite you to become a part of this unique journey that is prepared for forward-thinking rural management professionals today who can create a better world tomorrow.

**Hitesh V. Bhatt**

## ACCREDITATIONS AND RECOGNITIONS



IRMA's PGDRM is recognised as a Master's degree in Rural Management by the Association of Indian Universities (AIU) and is also approved by the All India Council for Technical Education (AICTE).



On May 2, 2015, the National Assessment & Accreditation Council (NAAC) declared IRMA accredited with CGPA of 3.30 on four point scale at 'A' Grade up to April 30, 2020.



On March 10, 2017, the National Board of Accreditation (NBA) accredited the Post Graduate Diploma in Rural Management (PGDRM) of IRMA up to June 30, 2021.

### IRMA's Rank in B School Ranking Surveys :

#### Outlook-ICARE India MBA Rankings 2020:

Top Private MBA Institutions	: 17 <sup>th</sup> Rank
Standalone Institutions	: 10 <sup>th</sup> Rank
Top MBA Institutes in West Zone	: 10 <sup>th</sup> Rank

#### India Today - India's Best B School 2019:

Top B School (All India )	: 28 <sup>th</sup> Rank
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#### The Week - Hansa Research Best B Schools Survey 2019:

Top B-Schools (All India)	: 22 <sup>nd</sup> Rank
Top B Schools (Private-All India)	: 08 <sup>th</sup> Rank
Top B Schools (Private - West Zone)	: 04 <sup>th</sup> Rank

## GOVERNANCE AT IRMA

IRMA is an autonomous body and is governed by a General Body, which is represented by the Board of Governors (BoG). The members on the Board are drawn from the representatives of the General Body and eminent personalities from academia, public administration, industry, development and co-operation. The BoG chaired by Shri Dilip Rath, is responsible for developing broad framework and policies for IRMA.

### IRMA Board of Governors

<b>Shri Dilip Rath</b>	Chairman, National Dairy Development Board, Anand Chairman, Institute of Rural Management Anand
<b>Shri Sangram R Chaudhary</b>	Executive Director, National Dairy Development Board, Anand
<b>Shri Amarjeet Sinha</b>	Secretary, Ministry of Rural Development, Government of India, New Delhi
<b>Ms. Mona Khandhar</b>	Commissioner and Secretary, Ministry of Rural Development, Government of Gujarat
<b>Shri R S Sodhi</b>	Managing Director, Gujarat Co-op. Milk Marketing Federation Ltd., Anand
<b>Shri K C Supekar</b>	Managing Director, National Co-operative Dairy Federation of India Ltd., Anand
<b>Dr. Harsh Kumar Bhanwala</b>	Chairman, National Bank for Agriculture and Rural Development, Mumbai
<b>Shri Amit Vyas</b>	Managing Director, Kaira District Co-operative Milk Producers' Union Ltd, Anand
<b>Dr. A.K. Shiva Kumar</b>	Development Economist, New Delhi
<b>Dr. Ravindra Dholakia</b>	Professor (Retired), IIM - Ahmedabad
<b>Dr. Tushaar Shah</b>	Professor Emeritus, Institute of Rural Management Anand
<b>Dr. Chenraj Roychand</b>	Chairman, Jain Group of Institutions, Bengaluru
<b>Ms. Meenu Vadera</b>	Executive Director, Azad Foundation, New Delhi
<b>Shri Srinivasan B</b>	President-Chairman's Office, Reliance Industries Limited, Mumbai
<b>Dr. Harekrishna Misra</b>	Professor, Institute of Rural Management Anand
<b>Dr. Vivek Pandey</b>	Associate Professor, Institute of Rural Management Anand
<b>Prof. Hitesh Bhatt</b>	Director and Member Secretary, Institute of Rural Management Anand



## IRMA FACULTY

Faculty at IRMA is renowned in the field of rural management with extraordinary teachers and dedicated mentors. They recognize teaching as an emancipating and unifying activity. They are transformative in approach with a focus on sustainability and equity. Each faculty member, irrespective of his or her domain of expertise, continuously strives to nurture empathy, creativity, excellence, and integrity in the students of IRMA.

Individually as well as collectively, IRMA's faculty is known for its strong research collaboration with national and international institutions of repute in the areas of food security, technology in agriculture, poverty, financial inclusion, natural resources, climate change, local governance, corporate social responsibility, leadership etc.

### Director

**Hitesh V. Bhatt**

(MS | Georgia Tech, Atlanta, USA)

### Faculty Members

**Aashish Argade**

(Fellow | IIM, Ahmedabad)

**Abhinav Rajverma**

(Ph. D. | IIT Kharagpur)

**Anand Venkatesh**

(Ph. D. | Mumbai University)

**Asmita H. Vyas**

(M.Com. | LLB | FCA)

**Hari Krishnan Nagarajan** (on lien)

(Ph. D. | University of Oklahoma, Norman, USA)

**Hippu Salk Kristle Nathan**

(Ph.D. | IGIDR, Mumbai)

**Harekrishna Misra**

(Ph. D. | Utkal University)

**H. S. Shylendra**

(Ph. D. | ISEC Bangalore)

**Indranil De**

(Ph. D. | JNU, New Delhi)

**Madhavi Mehta**

(Fellow | XLRI-AHRD)

**Paresh J. Bhatt**

(M.Com. | LLB (Hons) | FCMA)

**Pramod K. Singh**

(Ph. D. | JNU, New Delhi)

**PKV Kishan**

(Fellow | IIM, Ahmedabad)

**Pratik Modi**

(Fellow | IRMA)

**Preeti Priya**

(Ph. D. | SPU, Gujarat)

**Rajeev A**

(Ph.D. | IIM Kozhikode)

**Rakesh Arrawatia**

(Ph. D. | IIT Kharagpur)

**Saswata Narayan Biswas**

(Ph. D. | Allahabad University)

**Satyendra Pandey**

(Fellow | XIMB)

**Shambu Prasad Chebrolu**

(Ph. D. | IIT Delhi)

**Shyam Singh**

(Ph. D. | ISEC Bangalore)

**Sridhar Vishwanath**

(PGDM-Agri-Business | MANAGE, Hyderabad)

**Sushanta Kumar Sarma**

(Fellow | IRMA)

**Sudhir Kumar Sinha**

(PGDRM, XISS, Ranchi and LEAD Fellowship, LEAD International)

**Sumit Kumar Yadav**

(Doctoral Candidate | IIM, Ahmedabad)

**Uday Shankar Saha**

(Ph.D. | IARI, New Delhi)

**Vivek Pandey**

(Ph. D. | Michigan State University, USA)

### Adjunct Faculty

**Shri Anand Mohan Tiwari**

IAS (Retired)

M.Sc., (Zoology) | MBA - University of Ljubljana (Slovenia)

**Prof. N. Ravichandran**

Ph.D. | IIT, Chennai

**Shri N. V. Patel**

Ph.D.-Agriculture Engineering | IIT, Karagpur

**Shri. R. Ramaseshan**

Former MD & CEO, NCDEX

**Prof. Vivek Bhandari**

Ph.D. | University of Pennsylvania

**Prof. L. K. Vaswani**

Ph.D. | HAU, Hissar

#### Industry Endowments

- RBI Chair Professor
- NABARD Chair Professor
- GCMMF Dr. Verghese Kurien Research Chair Professor

#### Areas

- Economics
- Finance
- General Management
- IT & Systems
- Marketing
- OB & HR
- Production & Operations
- Social Sciences

#### Centers of Excellence

- Center for Sustainable Livelihoods
- Center for Rural Infrastructure & CSR
- Center for Social Entrepreneurship & Social Enterprises
- Center for Public Policy & Governance
- Center for Rural-Urban Dynamics
- Verghese Kurien Center of Excellence setup by GCMMF
- Gramin Gyan Kosh

## ISEED

IRMA has an incubator called ISEED. The Incubator for Social Enterprises and Entrepreneurs for Development (ISEED) at IRMA works with early stage enterprises with a clear focus on rural and social enterprises. ISEED brings to its incubation ecosystem extensive experience and expertise in providing support to social enterprises through networks, collaborative research, entrepreneurship training, and capacity building.



## INFRASTRUCTURE

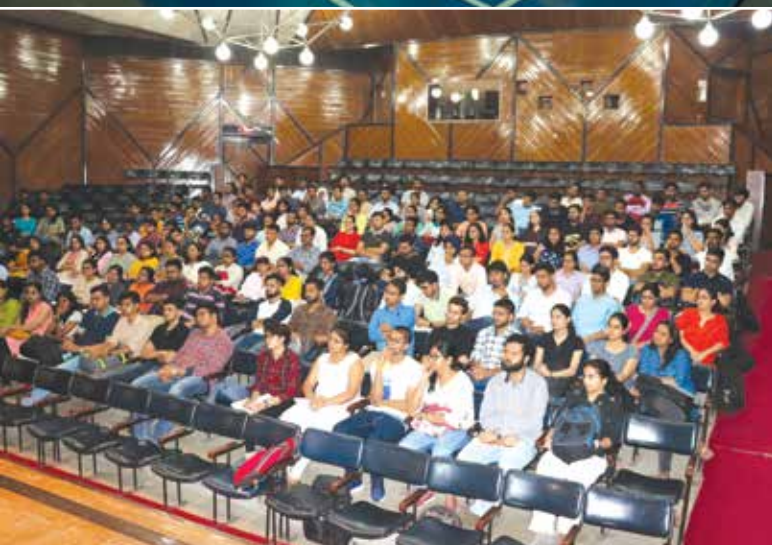
Sprawled across a 60-acre verdant stretch, IRMA's fully residential campus boasts state-of-the-art infrastructure, fully computerized facilities, an excellent library, 24-hour internet connectivity, and modern teaching aids among other things. The IRMA staff cooperative store and an AMUL Parlour purveying snacks and other products till late at night cater to the daily requirements of residents. IRMA's dispensary has a doctor visiting on all working days besides a full-time resident nurse who is contactable during emergencies.

IRMA's students are required to stay in hostels, which are spread across 15 blocks comprising single furnished rooms. Each floor has a furnished common reading room, which is also used for receiving guests.

The institute's first-rate library, housed within a spacious three-storeyed structure, offers fully automated services powered by Koha software. Aided by comprehensive full-text databases students are able to access over 13000+ eJournals and 10000+ eBooks in subject areas as diverse as management and finance to gender and IT. The library has over 46,000 books and over 125 journals and periodicals, not to mention a mammoth collection of CDs, video films, microfiche and microforms.

IRMA's vibrant computer centre caters to the community via intranet while providing uninterrupted internet services throughout the campus. Wi-Fi facilities are available in most places including the library, hostel blocks, classrooms, and mess.

The Indoor Sports Complex and gymnasium cater to fitness and sports' enthusiasts. There are also facilities for sports like football, cricket, badminton, and table tennis. The air-conditioned 400-seat auditorium has an excellent audiovisual projection system ideal for lectures, presentations, and variety programmes.

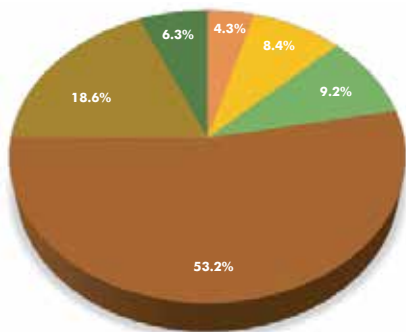


# POST GRADUATE DIPLOMA IN RURAL MANAGEMENT

PGDRM is a two-year fully residential programme leading to a Postgraduate Diploma in Rural Management (PGDRM).

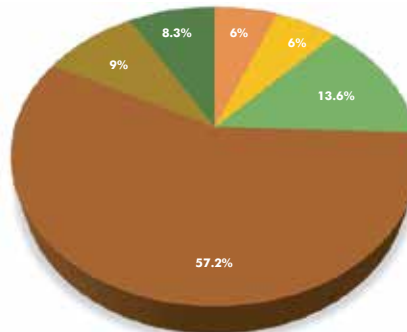
The curriculum of our two-year fully-residential program in rural management includes courses on marketing, finance, development, operations, organization design and systems in the rural context. It is designed with an emphasis on experiential learning through a Village Fieldwork Segment and an internship segments, which provides four months of on-field learning. Areas of focus include cooperatives, dairying, agribusiness, rural finance, microfinance, rural marketing, development consulting and public policy, development project execution, social change interventions, big data, operations and analytics.

**Composition of Applications 2019**



- 4.3% Arts/Social Work/Humanities/Social Sciences/Cooperatives
- 8.4% Science
- 9.2% Agri/Vet. Sc./Dairy Tech./Fisheries/Forestry/Agri. Eng.
- 53.2% Engineering
- 18.6% Commerce/Business Administration

**Composition of Finally Selected 2019**

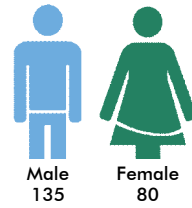


- 6.0% Arts/Social Work/Humanities/Social Sciences/Cooperatives
- 6.0% Science
- 13.6% Agri/Vet. Sc./Dairy Tech./Fisheries/Forestry/Agri. Eng.
- 57.2% Engineering
- 9.0% Commerce/Business Administration

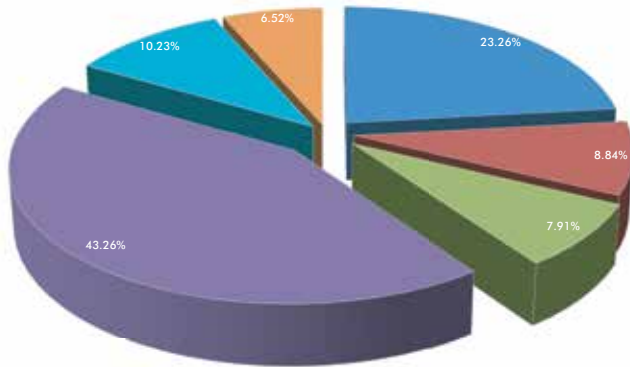


# Diversity in Class rooms

PGDRM Batch of 2019-2021

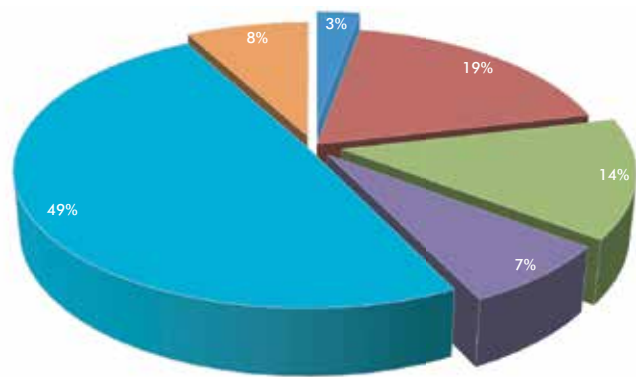


Education Background



- Agriculture & Allied Sciences
- Engineering
- Arts, Cooperation & Social Works
- Others
- Commerce & Business Administration
- Computer Science, Medicine & Science

Work Experience



- > 4 years
- 3 - 4 years
- 2 - 3 years
- 1 - 2 years
- < 1 Year
- Fresher



# Academic Calendar for PGDRM41 (2020-2022)

## First Academic Year (2020-2021)

	ACTIVITY	STARTING DATE	ENDING DATE	WEEKS
1	Bridge courses	Wednesday, June 24, 2020	Tuesday, June 30, 2020	1 Week
2	Induction and Orientation	Wednesday, July 01, 2020	Thursday, July 09, 2020	9 days
3	Classroom Segment, Term I	Friday, July 10, 2020	Thursday, October 01, 2020	12 Weeks
4	VFS Sessions, Gender Workshop, and PRA Visit training	Friday, October 02, 2020	Thursday, October 08, 2020	1 Week
5	Pre-VFS Preparations	Friday, October 09, 2020	Sunday, October 11, 2020	3 days
6	Village Fieldwork Segment (VFS)	Monday, October 12, 2020	Saturday, November 28, 2020	7 Weeks
7	VFS Presentation (Campus Reporting by Nov. 22, 2019)	Monday, November 30, 2020	Thursday, December 03, 2020	4 days
8	Classroom segment, Term II (One week for SIS Interviews, date)	Friday, December 04, 2020	Thursday, March 04, 2021	13 Weeks (12 + 1)
9	Classroom segment, Term III	Friday, March 5, 2021	Thursday, May 27, 2021	12 Weeks
	<b>Total</b>			<b>49</b>

## Second Academic Year (2021 – 22)

10	Vacation	Friday, May 28, 2021	Thursday, June 03, 2021	1 Week
11	Summer Internship Segment (SIS)	Friday, June 04, 2021	Thursday, August 12, 2021	10 Weeks (9 + 1)
12	Classroom Segment, Term IV	Friday, August 13, 2021	Thursday, October 28, 2021	11 Weeks
13	Placement Preparations	Friday, October 29, 2021	Sunday, October 31, 2021	3 days
14	Classroom Segment, Term V (Including 1 week of Placement, date)	Monday, November 1, 2021	Saturday, January 15, 2022	11 Weeks (10 + 1)
15	Classroom Segment, Term VI	Monday, January 17, 2022	Saturday, March 26, 2022	10 Weeks
16	Declaration of Final Results	2 <sup>nd</sup> Week of April 2022		
17	Convocation	3 <sup>rd</sup> Week of April 2022		
	<b>Total</b>			<b>43</b>

### Notes:

1. The induction will include four days of village stay.
2. The time period for VFS includes one week of Participatory Rural Appraisal (Theory and Field Training) before the actual field visit and one-week post-Village Stay Presentation / Exhibition.
3. Summer Internship Segment (SIS) includes one-week for presentation post SIS.
4. The dates are indicative and may change.



# CURRICULUM DESIGN\*

## Classroom Segments:

The classroom segment in the first year has three terms, each with 12.0 credits. The courses in the first year cover the basics of rural management and development. All courses in the first year and fourth term in the second year comprise core courses, which are compulsory for all PGDRM students. The courses in Term I cover the foundation and contextual courses in rural management. Term II, Term III and Term IV include various functional area and development focused courses. Besides core courses students take up compulsory Qualifying non-credit courses during Term I and Term II and an extensive workshop on Gender & Development during Term II.

The classroom segment in the second year has three terms - Term IV (11 credits), Term V (10 credits), and Term VI (10 credits). Terms V and VI are comprise electives entirely. Students are required to choose 10 credits of electives in Term V and 10 credits of electives in Term VI. There are 6 groups under which electives are offered at IRMA. These groups are: (i) Finance and Accounting, (ii) Marketing, (iii) OB & HR, (iv) QT, POM & Information Systems, (v) Business Policy & Strategy, and (vi) Development Policy. For balanced learning, students are required to take a minimum of 3 credits from the Development and Policy group in Term V and a minimum of 3 credits from Development and Policy group in Term VI.

FIRST YEAR			
<b>Term I (12.0 credits)</b> <ul style="list-style-type: none"> <li>• Microeconomics (2.0 Credit)</li> <li>• Financial Accounting (2.0 Credit)</li> <li>• Individual and Group Behaviour (2.0 Credit)</li> <li>• Business Statistics &amp; Analytics (2.0 Credit)</li> <li>• Rural Society and Polity (2.0 Credit)</li> <li>• Managerial Analysis &amp; Communication (1.0 Credit)</li> <li>• Environmental &amp; Livelihood Systems (1.0 Credit)</li> <li>• <b>Qualifying non-credit</b></li> <li>• Research Methods (1.0 Credit)</li> </ul>	<b>Village Fieldwork Segment (VFS 6.0 Credits)</b>	<b>Term II (12.0 credits)</b> <ul style="list-style-type: none"> <li>• Macroeconomics (2.0 Credit)</li> <li>• Financial Management I (2.0 Credit)</li> <li>• Marketing Management (2.0 Credit)</li> <li>• Organizational Structure &amp; Design (2.0 Credit)</li> <li>• Production &amp; Operations Management (2.0 Credit)</li> <li>• Operations Research (1.0 Credit)</li> <li>• Development Theories (1.0 Credit)</li> <li>• <b>Qualifying non-credit</b></li> <li>• Written &amp; Oral Communication (1.0 Credit)</li> </ul>	<b>Term III (12.0 Credits)</b> <ul style="list-style-type: none"> <li>• Cost &amp; Management Accounting (2.0 Credit)</li> <li>• Human Resources Management (2.0 Credit)</li> <li>• Marketing Research &amp; Analytics (2.0 Credit)</li> <li>• Management Information Systems (2.0 Credit)</li> <li>• Financial Management II (1.0 Credit)</li> <li>• Green Business &amp; Sustainable Development (1.0 Credit)</li> <li>• Strategic Procurement in Agribusiness (1.0 Credit)</li> <li>• Rural Development (1.0 Credit)</li> </ul>
SECOND YEAR			
<b>Summer Internship Segment (SIS 8.0 Credits)</b>	<b>Term IV (11.0 credits)</b> <ul style="list-style-type: none"> <li>• Strategic Management (2.0 Credit)</li> <li>• Legal Environment of Business (2.0 Credit)</li> <li>• Collective Action and Cooperation (2.0 Credit)</li> <li>• Services Marketing (1.0 Credit)</li> <li>• Values and Ethics in Management (1.0 Credit)</li> <li>• Agriculture Input Marketing (1.0 Credit)</li> <li>• Project Management (1.0 Credit)</li> <li>• Managing Collective Enterprises (1.0 Credit)</li> </ul>	<b>Term V (10.0 credits)</b>  Elective Courses	<b>Term VI (10.0 credits)</b>  Elective Courses

\* subject to change

## ELECTIVE COURSES

Elective courses are offered in Term V and Term VI at IRMA. Students have to register for 10 credit worth of electives in Term V and 10 credit worth of electives in Term VI.

List of elective courses that were offered over the past years:

- Agribusiness
- Applied Econometrics for Rural Managers
- Brand Management
- Commercial Banking and Risk Management
- Consumer Behaviour
- Corporate Social Responsibility
- Critical Perspective on Organizations
- Dairy Development
- Data Mining and Business Analytics (with R)
- Decentralization and Public Policy
- Development Administration And Current Social Sector Tools
- Development and Rural Communication
- Digital Strategy and Digital Transformation
- Dual Purpose Organizations and Social Enterprises
- E- Business for Rural Enterprises
- Econometrics Methods for Impact Evaluation and Development Consulting
- Energy for Sustainable Development
- Entrepreneurship and Farmer Producer Organisations
- Entrepreneurship
- Essentials of Life Management
- Financial Statements Analysis and Advanced Accounting
- Governance and Development
- ICT for Development
- International Trade
- Introduction to Social Networks: Theory and Application
- Investment Analysis and Portfolio Management
- Management Control Systems
- Management of Change
- Management Planning and Control
- Micro-Finance
- Monitoring and Evaluation for Development Interventions
- Panorama of Digital Marketing
- Promoting Rural Enterprises and entrepreneurship: MSME Clustering Approach with Value Chain
- Promotional Strategy
- Public Policy & Marketing
- Public Policy Analysis
- Quality Management
- Rural Finance
- Rural Innovations
- Sales and Distribution Management
- Security Analysis and Portfolio Management
- Service Operations Management
- Six Sigma
- Social Cost Benefit Analysis
- Social Marketing
- Strategic Commodity Sourcing
- Strategic Management of Innovation and Technology
- Supply Chain Management
- Sustainable Finance and Agribusiness
- Sustainable Marketing
- Taxation
- Total Quality Management
- Understanding Negotiation

### Notes\*:

- Elective courses may vary depending on the need of students and recommendation of the Academic Council.
- Each student is required to take 10.0 credits each in Term V and Term VI from the elective courses.
- A two credit course is equivalent to 20 classroom contact sessions of 75 minutes each; it requires the students to put in 80-90 hours of work outside the classroom. A one credit course will involve 10 contact sessions of 75 minutes' duration and about 45 hours of preparatory work.

\* Details provided are indicative and may change.

## Village Fieldwork Segment (VFS):

Duration of the Village Fieldwork Segment is nine weeks and is worth six credits. It is held after the first term of the classroom segment. The VFS term comprises three components: (i) Preparatory, (ii) Fieldwork, and (iii) Reporting. The duration of preparatory component is one week during which students participate in a gender sensitization workshop and also undergo intensive training in Participatory Rural Appraisal (PRA) and in conducting village & household surveys. The duration of fieldwork segment is 7 weeks during which students are exposed to realities of rural life. Under this segment, students are divided into small groups and sent to rural areas in different parts of the country. Each group is attached to a local host organization. Members of the group stay in pre-identified villages and interact directly with the villagers. Besides conducting a village exploratory study and an extensive structured survey of the villages, students execute a small action-oriented task assigned to them by the host organization. IRMA faculty members interact closely with students at all stages of the fieldwork segment. The duration of reporting component is one week in which students work on their field reports and deliver presentations of their fieldwork to the faculty.

### VFS 2019 (Design)



## Summer Internship Segment (SIS)

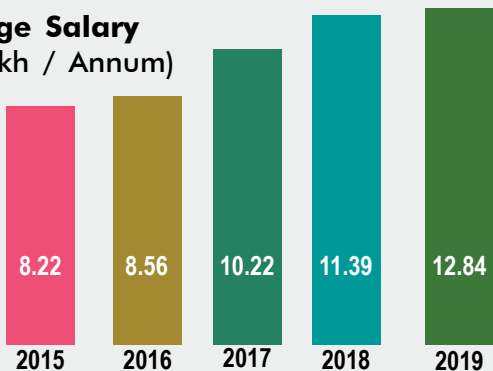
Summer Internship Segment (SIS) exposes students to the functioning of organizations and gives them an opportunity to apply, test, and polish skills acquired in the classroom. Students develop practical skills and gain a realistic idea of the managerial functions of rural organizations. SIS helps students develop key abilities required on the job: working effectively with others, thinking and acting positively, learning to manage people, and improving written and oral communication skills. SIS would also likely to help the students grab pre-placement offers.

## PLACEMENTS\*

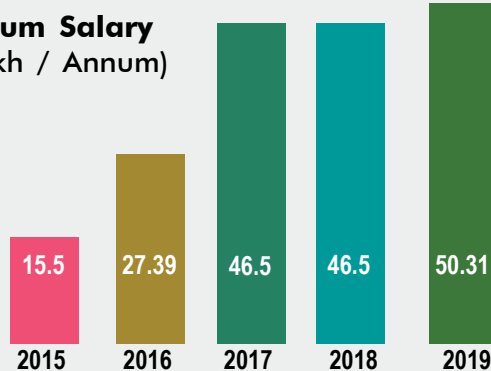
Outstanding placement at IRMA since its inception in 1979. In 2019, the batch of 167 students was placed in three days' time.

### COMPENSATION SUMMARY OF LAST 5 YEARS

**Average Salary**  
(Rs. Lakh / Annum)



**Maximum Salary**  
(Rs. Lakh / Annum)



### PROMINENT RECRUITERS



\* "It may be noted that IRMA's placement facility is not open to sponsored and FN / OC I / PIO / CIWG / NRI candidates.



## ILLUSTRIOUS IRMANs

### **R S Sodhi**

Managing Director, GCMMF (Amul)

### **Sanjay Panigrahi**

Chief Customer Officer, Pidilite Industries

### **S Sivakumar**

Group Head – Agri & IT Businesses, ITC

### **Syed Safawi**

Corporate Leader, Tech Investor, Educationist

### **Sundar Bharadwaj**

The Coco Cola Company Chair Professor of Marketing,  
University of Georgia

### **M. S. Sriram**

Visiting Faculty, IIM Bangalore

### **Angshu Mallick**

Chief Operating Officer, Adani Wilmar Ltd.

### **Sudhakar Desai**

Chief Executive Officer, Emami Agrotech Ltd

### **Biraj Patnaik**

Regional Director, South-Asia, Amnesty International

### **Girish Menon**

Chief Executive Officer, ActionAid - UK

### **Neelima Khetan**

Group CSR Head – Vedanta Resources Plc

### **K.V Raju**

Founder & Director – Development Management Institute

### **Apoorva Oza**

Chief Executive Officer, Aga Khan Rural Support Programme

### **Ravi Nigam**

Managing Director, Tasty Bites Eatables Ltd.

### **Raju Narisetti**

Professor of Professional Practice & Director, Knight-Bagehot Fellowships, Columbia University – School of Journalism

### **GVL Narsimha Rao**

National Spokesperson – BJP

### **Sandeep Dikshit**

Member of Parliament – Delhi

### **Priyanka Singh**

Head at InterGlobe Foundation

### **Sachin Sachdeva**

Director – Paul Hamlyn Foundation

### **Shrinivas Kowligi**

Partner – Smart cities, EY

### **Ashutosh Chadha**

Vice President & head Public Policy and Government Affairs – South Asia, Mastercard

### **Namita Lal**

Chief Executive Officer at Nutzaboutme Pte Ltd.

### **Simmarpal Singh**

CEO & Director, COFCO India

### **Prasanna Rao**

Managing Director – Arya Collateral Warehousing Services Ltd.

### **Bindu Ananth**

Chair – IFMR trust and IFMR Holdings

### **Sanjay Sethi**

Director – Pheonix Group

### **Prasanth Prabhakaran**

Chief Executive – Yes Securities

### **Abhisheka Kumar**

Chief financial Officer – Utkarsh Small Finance bank

### **Rahul Kumar**

Managing Director – Lactalis India

### **G. V. Krishnagopal**

Executive Director – ALC India

### **Alkesh Sharma**

Principal Secretary – Industries, Government of Kerala, MD – Kochi Metro Rail Ltd. and CEO Smart City Kochi

### **Shailesh Singh**

Origination & Risk Management, Cargill India Pvt. Ltd.

### **Vibhu Nath**

Senior Vice President – Olam International Ltd.

### **Narendranath Damodaran**

Executive Director – PRADAN

### **Unupom Kausik**

Deputy CEO – National Collateral Management Services Ltd.

### **Shyamal Gupta**

Director- Agriculture and Food, South Asia at SGS

### **Milan Wahi**

Managing Director – Lotte India Corporation

### **Nitin Puri**

Senior President & Global Head – Food & Agri Strategic Advisory and Research, YES Bank

### **Sanjay Tripathi**

CoFounder & CEO – Agilio

### **N Raghunathan**

Founding Director & Chief Mentor – Catalyst Management Services

### **Vipul Mittal**

Head F & V, Supermarket Grocery Supply Pvt. Ltd. - BigBasket

## EXTRA-CURRICULAR ACTIVITIES

A wide range of facilities for pursuing extra-curricular activities are provided through the Student Activity Center (SAC). In addition, IRMA has facilities for sports like football, cricket, badminton, and table tennis. The air-conditioned 400-seat auditorium has an excellent audio-visual projection system, which is used regularly by the student community and by IRMA for holding a variety of programmes.

### TEDxIRMA

TEDxIRMA shares the same passion and vision as TED: communicating ideas in an inspirational way. It aims to develop a consortium of high powered ideas across disciplines and technologies to inspire people to think and take action to help create a better future.

### Milaap | Anand Run – Annual Marathon

Milaap is the annual alumni fest and the biggest event organized by the students of IRMA. It's a showcase for the alumni to cherish their memories of the campus while interacting with the present batch students. During Milaap, Anand Run, a marathon, is organized to spread a social message. The 2019 edition of Anand Run saw more than 1100 students from all across the world.

### Terra Firma

Terra Firma, the biannual student magazine describing life at IRMA, is popular among not only students but also alumni and the larger community.





## Network

Network, the IRMA magazine, is another popular platform of communication for the campus community.

While IRMA extends support for extra-curricular activities, the initiative for organizing these events mainly comes from the students. The IRMA Staff Club organizes various cultural programmes, entertainment and sports activities, and film shows. All PGDRM students are associate members of the IRMA Staff Club. The PGDRM students represent a substantial pool of talent in music, drama, and dance.



## CLUBS & ACTIVITIES AT IRMA

### Arthasya - The Finance Club

Arthasya, an initiative of the PGDRM 36 students, was set up in 2016 to understand the practical aspects of classroom learning pertaining to finance.

### Nishadya – The Marketing Club

Nishadya started its activities in April 2015 as one of the professionally organised clubs of IRMA. It has been envisioned as a facilitator for building a strategic link between industry and students. As a club, it attracts some of the brightest minds interested in exploring the ever changing dynamics of marketing.

### Abhyudaya – The Development Club

Abhyudaya, as the name suggests, refers to prosperity and the club, as initiated by the students of PGDRM 37 (2016-18), aims to encourage our understanding of the various development interventions and the impacts of these interventions on the livelihoods of people.

### IRMA Social Entrepreneurship Cell – iSEC

The social entrepreneurship cell founded by PGDRM 33 students, it was launched with the intention of inculcating sense of entrepreneurship aligned with the mission of the institute.

### Jigyasa – The Quiz Club

Jigyasa conducts quizzes with wide range of topics. The event has a strong alumni connect with a social media group involved in trivia sharing.

### Natya Manch (INAM) – Drama Club

IRMA नाट्यमंच (INAM) is one of the initiatives taken up by students of PGDRM 37. It has been setup with the aim of creating art in the form of theatre that astonishes the mind, challenges the heart, and delights the senses and simultaneously helps IRMANs to develop thoughtfulness towards society.

### Reflexions – The Photography Club

In a bid to capture the beautiful moments spent at IRMA to be relived later, the photography club was founded by PGDRM 34 on Dr. Kurien's birth anniversary. The purpose of the club is also to enhance the photography skills of its members through mutual learning and experience sharing.

### Jaivik – Organic Farming Club

Started as a modest project by PGDRM 33 jaivik is now a full-fledged entrepreneurial activity. Every year students grow organic vegetables in campus and sell them to residents in and around IRMA's campus. Every input required in organic farming is prepared by the student community.

Other than above mentioned club there are few more activities i.e. Sangarsh, Jatra, Runbhoomi, Joy Day, Berozgaar Band, Cultural Festivals etc.

**TEDxIRMA**  
x = independently organized TED event



## STUDENT ACHIEVEMENTS

IRMA encourages its PGDRM students to participate in competitive events of national and international repute. Faculty members mentor the students in developing their ideas for these competitions. Some recent accolades are;

### IRMA Students Win Big at IIM Trichy and TAPMI

Archana Kamath and Supratim Nandi, students from the 39<sup>th</sup> batch of PGDRM, the most recent batch of IRMA's flagship programme, have secured Second position in National Finals of Explorica 3.0, a competition conducted by IIM Trichy. The event was held during the Annual Fest of IIM Trichy, Dhruva.

### IRMA Students Win Third Prize at Coopathon 2.0

Tanya Sinha and Prerakkumar Shah (Team Saksham), students from the 39<sup>th</sup> batch of PGDRM, IRMA's flagship programme, have secured Third position in Coopathon 2.0, organized by International Co-operative Alliance - Asia and Pacific (ICA-AP) and co-hosted by IRMA's Verghese Kurien Centre of Excellence (VKCoE).

### RMAI Flame Award

Anjuna V K, a student from the 39<sup>th</sup> batch of IRMA's flagship Post Graduate Diploma in Rural Management (PGDRM), won the first prize at the 13<sup>th</sup> Annual RMAI Flame Award for Best Summer Projects in Rural Marketing at an event held on 27<sup>th</sup> September, 2019 in Hyderabad.

### The Red Bricks Summit at IIM Ahmedabad

Three students from the 39<sup>th</sup> batch of IRMA's flagship Post Graduate Diploma in Rural Management (PGDRM); Himanshu Baranwal, Kush Chaurasia and Deepak Dayal Sharma; won the third prize in Merkle, a blockchain-based case event at the third edition of The Red Bricks Summit at IIM-Ahmedabad.

### Chausar '19 at Indian Institute of Foreign Trade (IIFT)

Three students from the 39<sup>th</sup> batch of IRMA's flagship Post Graduate Diploma in Rural Management (PGDRM); Vipul Singh, Sharadchandra Vilasrao Solunke and Ujwal Narasapur; won the first prize at Chausar 2019: The Annual National Consulting Conclave conducted by Indian Institute of Foreign Trade (IIFT), Delhi.

### Prabodhan '19 at IIM Indore

Two students from the 39<sup>th</sup> batch of IRMA's flagship Post Graduate Diploma in Rural Management (PGDRM); Vipul Singh and Ujwal Narasapur; won the first prize at Inventum - The Case Study Competition at Prabodhan '19 - The annual HR and Leadership conclave at IIM Indore.



## CONVOCATION 2019



The Chief Guest for 2019 Convocation Ceremony  
**Shri S M Vijayanand, IAS (Retd.),**  
(Former) Chief Secretary, Government of Kerala

“IRMA is an institution that is capable of molding the minds of youngsters in the 21st century. Where people talk about five and six figure salaries, IRMA still continues to instill certain values. Therefore when people see an IRMAN at work, they should say “what a great institution would have produced such persons.”



## ADMISSIONS PROCESS 2020-22

The total number of seats available for PGDRM 2020-22 is 240. Up to 5% of the intake is allocated for the admissions to NRI students. Over and above the Intake of 240, 15% (Supernumerary) seats are also available for admissions to Foreign Nationals (FN) / Overseas Citizen of India (OCI) / Persons of Indian Origin (PIO) / Children of Indian Workers in Gulf Countries (CIWGC).



**IRMA follows the statutory reservation policy of Government of India.**

### Eligibility

- \* A Graduate from any discipline, with a minimum of 15 years of education. 50% or above (45% or above for SC/ST/DAP\*) aggregate marks or equivalent CGPA at the graduation level. The percentage of aggregate marks is to be calculated as per the practice followed by the concerned university or institution. In case the university/institution does not have a scheme for converting CGPA into equivalent marks, the equivalence will be established by IRMA by dividing obtained CGPA with the maximum possible CGPA and multiplying the resultant with 100. Candidates appearing in the final year of the Bachelor's Degree may also apply provided they furnish the proof of having met the minimum eligibility criteria by September 2020. They should have appeared in all the examinations of their graduation before the time of commencement of the programme (July 01, 2020). The candidates failing to meet the minimum eligibility criteria will be asked to withdraw from the programme. The tuition fee paid by such candidates will be forfeited unless their vacant seats are filled by other candidates.

**IRMA encourages students from diverse educational streams to apply.**

**There is no management quota for admission to PGDRM at IRMA.**

\*Differently Abled Person

## Application Fee for Indian Nationals:

1. General & OBC : Rs. 1500/-
2. SC/ST/DAP\* : Rs. 750/-

**Application Fee for FN / OCI / PIO / CIWG / NRI Candidates : Rs. 2250/-**

**Candidates belonging to the BPL category will be exempted from paying application fee. However, they are required to upload scanned copy of their latest proof of BPL status issued by the appropriate authority.**

## Application Procedure

IRMA's Admission Online Portal provides complete instructions to facilitate your online application. Please visit the link <https://www.irma.ac.in/iadmission/applyonlineprm.php>

## FEE STRUCTURE OF PGDRM 2020-22

### For Indian Nationals:

<b>Tuition Fee</b>	: Rs. 10,50,000/- for two years.
<b>Other Service Charges</b>	: Rs. 2,00,000/- for two years.
<b>Deposit and Other Activities Charges</b>	: Rs. 73,000/- for two years.

#### Notes:

1. There may be upward revision of the tuition fee, service fee and other charges.
2. Mess is managed by the students' body. Boarding and personal expenses will be over and above the mentioned fee. Currently average monthly expenses of the mess is around Rs. 4,500/-.

### For Foreign Nationals (FN) / Overseas Citizen of India (OCI) / Persons of Indian Origin (PIO) / Children of Indian Workers in Gulf Countries (CIWGC) / Non Resident Indian(s) (NRI) Candidates:

<b>Tuition Fee</b>	: US \$ 23500 for two years.
<b>Other Service Charges</b>	: US \$ 5000 for two years.
<b>Deposit and Other Activities Charges</b>	: Rs. 73,000/- for two years.

#### Notes:

1. There may be upward revision of the tuition fee, service fee and other charges.
2. Mess is managed by the students' body. Boarding and personal expenses will be over and above the mentioned fee. Currently average monthly expenses of the mess is around Rs. 4,500/-.

**IRMA will take Group Health Insurance of Rs. 1,00,000 from any Insurance Company for each students.**

### Refund Rules of PGDRM 2020-22

If IRMA receives information from the candidate about his / her withdrawal from the programme before the Induction Programme starts, then ONLY Rs. 1000/- will be deducted (as per AICTE rule) from the fee paid by the candidate. IRMA Refund Rules of PGDRM41 (2020-22) will be applicable if the student withdraws after joining the Induction Programme.

\* Differently Abled Person



## FINANCIAL ASSISTANCE\*

**Financial assistance will be provided to deserving candidates through various schemes and scholarships at IRMA**

### **Scholarships for SC / ST Students**

SC / ST scholarships covering the entire cost of education of SC / ST candidates are available at IRMA. The Ministry of Social Justice and Empowerment, Government of India has allocated 4 scholarships to IRMA for SC students. The scholarship covers tuition fee, non-refundable charges, lodging and boarding expenses, cost of books, stationery, and a personal computer. ([www.socialjustice.nic.in](http://www.socialjustice.nic.in)).

The Ministry of Tribal Affairs, Government of India has allocated five scholarships to IRMA for ST Candidates. The amount of the scholarship covers tuition fee, boarding and lodging expenses, book grant, and a one-time grant for the purchase of a personal computer ([www.tribal.nic.in](http://www.tribal.nic.in)).

### **Scholarships for Students with Disabilities**

Central Sector Scheme of Scholarship for Top class Education for Students with Disabilities of The Ministry of Social Justice & Empowerment, Department of Empowerment of Persons with Disabilities is available at IRMA ([www.disabilityaffairs.gov.in](http://www.disabilityaffairs.gov.in)).

### **IDFC First Bank MBA Scholarship**

Providing financial assistance to meritorious students from economically weaker sections of society who are keen on pursuing an MBA degree or its equivalent from one of India's reputed institutions. Selected students are getting scholarship of Rs. 1,00,000/- (per annum) to pursue their MBA or equivalent studies at selected Indian Business School. Institute of Rural Management Anand is one of the selected Institutes for IDFC First Bank MBA Scholarship.

### **Bridge Fund**

A fund of Rs. 50 lakhs has been set aside by the Institute for students facing economic deprivation to bridge the gap between the dates of payment of IRMA and disbursement of payment from different financing options (e. g. scholarships and bank loan).

### **Educational Loans**

Educational loans are available from various banks to Candidates enrolling at IRMA. Canara Bank, Anand, and Bank of Baroda, Anand provide student friendly education loan services for IRMA PGDRM students.

- Ragging is totally banned at IRMA and anyone found guilty of ragging and / or abetting ragging is liable to be punished. (Anti-Ragging helpline No. of IRMA: 9726364188)
- IRMA has Zero tolerance for sexual harrasment and is committed to keep the campus safe.
- Grievance Redressal Committee is established in IRMA and Ombudsman is also appointed for the purpose of redressal of grievance of the students, parents and others.

\* Number of scholarships and its availability are based on year to year sanctions from concerned Organisations / Ministry.

## SELECTION PROCESS (For Indian Nationals)

### Shortlisting for IRMASAT 2020 and Group Activity (GA) & Personal Interview (PI):

IRMA will use CAT 2019 & XAT 2020 scores for short listing candidates.

Shortlisted candidates will be called for IRMASAT 2020 - the IRMA Social Awareness Test and Group Activity & Personal Interview at IRMA.

### For Admissions 2020, IRMA will be giving two types of calls to the prospective candidates:

1. Merit-cum-profile based call
2. Merit based call (Non Profile Based Call)

### Candidates who fulfill the following criteria may be shortlisted for profile based calls:

1. Graduation in: Development, Agriculture, Dairy, Public policy, Sustainability, Veterinary Sciences, Food Technology.
2. Work experience in: Development Sector, Dairy, Public Policy.
3. Excellence: Graduation from Top universities and Colleges.

Candidates who score above 80 percentile in CAT 2019/XAT 2020 and fall in the Profile

based call criteria are eligible to be shortlisted for IRMASAT 2020 and GA and PI process.

Candidates who score above 85 percentile in CAT 2019/XAT 2020 and fall in the Non-Profile based call criteria are eligible to be shortlisted for IRMASAT 2020 and GA and PI process.

Both IRMASAT 2020 and GA and PI process will be conducted at IRMA for shortlisted candidates.

### Final Selection:

The Final Selection of students for IRMA's PGDRM41 (2020-22) will be done as per the criteria given below:

Particular	Weightages
CAT 2019 / XAT 2020	35%
IRMASAT 2020	10%
Group Activity (GA)	10%
Personal Interview (PI)	20%
Academic Performance	5%
Diversity	5%
Profile	15%
<b>Total Weightages</b>	<b>100%</b>

## SELECTION PROCESS (For FN/OCI/PIO/CIWG/NRI Candidates) :

Candidates will be shortlisted for Online Personal Interview (OPI) on the basis of their **GMAT (taken on or after January 2015) / CAT2019 OR XAT2020 scores for PGDRM 2020-22.**

**Online Personal Interview (OPI) will be conducted during last week of April 2020.**

Final selection will be done on the basis of GMAT scores (taken on or after January 2015) / CAT2019 OR XAT2020 scores and OPI score. The marks obtained in the GMAT (taken on or after January 2015) / CAT2019 OR XAT2020 test and the marks obtained in OPI will be reduced to the equivalent marks of 60 and 40 respectively. An overall merit list will be prepared based on the total marks obtained out of these 100 marks.

### National Academic Depository (NAD)

It is mandatory for all students to register on National Academic Depository ([www.nad.gov.in](http://www.nad.gov.in)) before joining IRMA, if selected.

### About National Academic Depository (NAD)

The vision of National Academic Depository (NAD) is born out of an initiative to provide an online store house of all academic awards. National Academic Depository (NAD) is a 24X7 online store house of all academic awards viz. certificates, diplomas, degrees, mark-sheets etc. duly digitised and lodged by academic institutions / boards / eligibility assessment bodies. NAD not only ensures easy access to and retrieval of an academic award but also validates and guarantees its authenticity and safe storage.

# Glimpses of IRMA Convocations





## Institute of Rural Management Anand

*Committed to Social Change*

In case of any query, please contact :

**Mr. Janak R. Brahmbhatt, Manager (Academics)**

Admissions Office

Institute of Rural Management Anand (IRMA), Anand : 388 001, Gujarat

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