

ADMISSIONS
PROSPECTUS
PGDRM | 2019-21



Institute of Rural Management Anand
Committed for Social Change

www.irma.ac.in

ADMISSIONS CALENDAR OF PGDRM40 (2019-21)¹

Last date for receipt of completed applications for Indian Nationals	December 31, 2018
Last date for receipt of completed applications for FN / OCI / PIO / CIWG / NRI / NRI Sponsored	March 30, 2019
Intimation for IRMASAT 2019, Group Activity and Personal Interview to Indian Nationals	1 st week of February 2019
IRMASAT 2019, Group Activity and Personal Interview for Indian Nationals	February 11 to 23, 2019*
Announcement of final results for Indian Nationals	1 st week of March 2019
Last date for submitting acceptance form with initial fees of Rs. 1,00,000/-	Within 1 week after announcement of Final result
Last date for depositing the first year fees	Within 15 working days after announcement of Final result
Personal Interview (PI) for FN / OCI / PIO / CIWG / NRI / NRI Sponsored	2 nd week of April 2019
Announcement of final results for FN / OCI / PIO / CIWG / NRI / NRI Sponsored	3 rd Week of April 2019
Classes on Bridge Courses	June 24 to 29, 2019
Induction Programme	July 01 to 09, 2019
Beginning of First Term	July 10, 2019

Feel free to contact for any query:

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

Phone No.: (02692) 221657, 221659, 221940

(Between 9:00 a.m. to 5.00 p.m. on Monday to Friday on working days only)

Fax No. : (02692) 260 188 | Email: admis@irma.ac.in | Website: 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-cum-merit based call.
- Candidates should note that mere fulfillment of minimum eligibility criteria will not ensure consideration for shortlisting of the next stage of admissions process.
- IIMs and XLRI have no role either in the selection process or in the conduct of academic programmes at IRMA.

Jurisdiction:

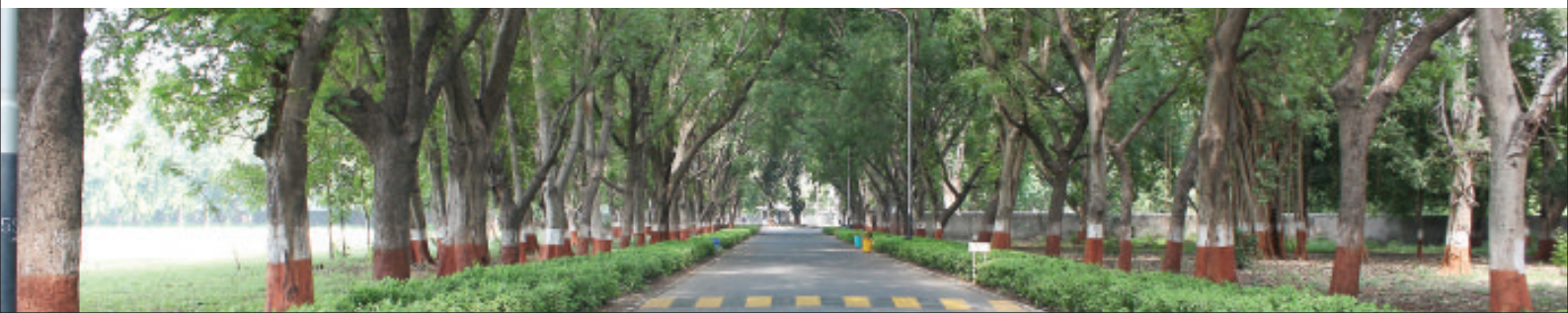
The entire admissions process at the Institute shall be subject to the Jurisdiction of the Courts of Anand.

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), NRI Sponsored = Sponsored by NRI.

¹ The dates are indicative; IRMA reserves full right to bring changes.

* Exact date will be finalized based on declaration of CAT2018/XAT2019 result.





PADMA VIBHUSHAN
DR. VERGHESE KURIEN
(1921-2012)

OUR FOUNDER

“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.”

AN INSTITUTE WITH DISTINCT IDENTITY

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.

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.

MESSAGE FROM CHAIRMAN



Shri Dilip Rath
Chairman | IRMA

A majority of India's population continues to be dependent on livelihoods from agriculture and allied activities in rural areas even as it is rapidly developing in many other sectors. The remarkable growth in India's dairy sector has been primarily driven by the setting up of a nationwide network of producer-owned institutions, which helped milk producers gain market access in a fair and transparent manner. Clearly, this transformation would not have been possible without the professionals that helped these institutions grow.

Recognizing the need for an exclusive institution to develop a cadre of professional managers for managing both producer-owned institutions as well as other organizations for all round rural development, Dr. Verghese Kurien was instrumental in setting up the Institute of Rural Management, Anand (IRMA). Over the years, the success of its alumni has burnished its reputation as an exclusive institution to develop managers for the rural sector.

The two-year Post Graduate Diploma in Rural Management (PGDRM) is IRMA's flagship programme and is designed as an experience-based learning programme through a unique pedagogy with classroom, village fieldwork, and internship segments. The students gain a deep insight into the challenges of rural life and, thereby, develop a critical edge over others. 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. IRMA aims to not only broaden the horizon of its students but also equips them with the ability to initiate unique responses in dynamic scenarios.

Over the years, the placements of its graduates in a wide variety of organizations clearly demonstrate that 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. Their contributions have helped millions of our farmers and rural households in a myriad of ways.

IRMA has a culture of continuous growth which is evident from its active alumni network spread across the globe as well as its dedicated faculty with rich experience in their respective domains along with the various initiatives undertaken by students on campus.

IRMA is the place for all those who wish to bring about change in our country by choosing a career in the discipline of rural management. On behalf of IRMA, I take pride in inviting you to the beautiful campus and experience the journey called IRMA.

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

IRMA's Rank in "Best B School Survey" published by The Week (November 04, 2018)

- Top Private B School (West Zone): 05th Rank
- Top B School (West Zone): 10th Rank
- Top Private B School (All India): 10th Rank
- Top B School All India : 25th 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

Shri Dilip Rath – Chairman

Chairman, Institute of Rural Management Anand, Gujarat

Shri Sangram R Chaudhary | Executive Director, NDDB, Anand

Shri Amarjeet Sinha | Secretary, MoRD, GOI

Ms. Mona Khandhar | Comm. & Sec., Rural Development, Gujarat

Dr. Harsh Kumar Bhanwala | Chairman, NABARD

Shri RS Sodhi | MD, GCMMF, Anand

Shri Amit Vyas | MD, KDCMPU, Anand

Dr. Janat Shah | Director, IIM Udaipur

Dr. A. K. Shiva Kumar | Development Economist, Delhi

Dr. Tushaar Shah | Senior Fellow, IWMI, Anand

Shri Sanjay Panigrahi | President, Pidilite Industries Ltd., Mumbai

Shri S Sivakumar | Group Head - Agri & IT Businesses,
ITC Ltd., Secunderabad

Shri Angshu Mallick | COO, Adani Wilmar Ltd., Ahmedabad

Shri Srinivasan B | President, Reliance Industries Limited, Mumbai

Dr. Preeti Priya | Associate Professor, IRMA, Anand

Prof. Pratik Modi | Associate Professor, IRMA, Anand

Prof. Hitesh V. Bhatt - Member Secretary

Director, IRMA, 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 Kumar Rajverma

(Ph.D. thesis submitted, IIT, Kharagpur)

Anand Venkatesh

(Ph.D. | Mumbai University)

Asmita H. Vyas

(M.Com. | LLB | FCA)

H. S. Shylendra

(Ph.D. | ISEC, Bangalore)

Hippu Salk Kristle Nathan

(Ph.D. | IGIDR, Mumbai)

Harekrishna Misra

(Ph.D. | Utkal University)

Hari Krishnan Nagarajan (on lien)

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

Indranil De

(Ph.D. | JNU, New Delhi)

M. V. Durga Prasad

(Ph.D. | IIT, Delhi)

Madhavi Mehta

(Fellow | XLRI-AHRD)

Mukul Kumar

(Ph.D. | Delhi University)

Pareesh 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)

Rakesh Arrawatia

(Ph.D. | IIT, Kharagpur)

Saswata Narayan Biswas

(Ph.D. | Allahabad University)

Satyendra Pandey

(Fellow | XIMB)

Shambu Prasad Chebrolu

(Ph.D. | IIT, Delhi)

Shivshanker Singh Patel

(Ph.D. | IISC, Bangalore)

Shyam Singh

(Ph.D. | ISEC, Bangalore)

Sridhar Vishwanath

(PGDABM | MANAGE, Hyderabad)

Vivek Pandey

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

Adjunct Faculty

Prof. N. Ravichandran

(Ph.D. | IIT, Chennai)

Shri. R. Ramaseshan

(Former MD & CEO, NCDEX)

Prof. S. R. Asokan

(Ph.D. | Gujarat University)

Prof. Vivek Bhandari

(Ph.D. | University of Pennsylvania)

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
- Dr. Verghese Kurien Center of Excellence on Collectives

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 14 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 15000 journals in subject areas as diverse as management and finance to gender and IT. The library has over 46,000 books and over 164 journals and periodicals, not to mention a mammoth collection of video films 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, billiards and table tennis. The air-conditioned 400-seat auditorium has an excellent audiovisual projection system ideal for lectures, presentations, and variety programmes.



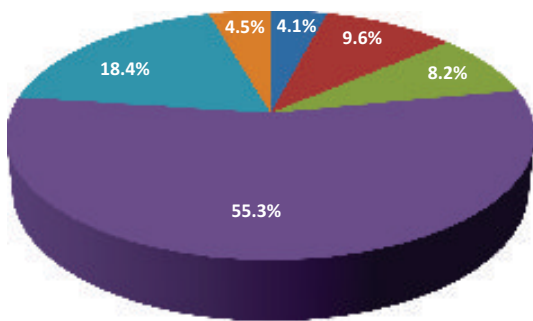


POST GRADUATE DIPLOMA IN RURAL MANAGEMENT

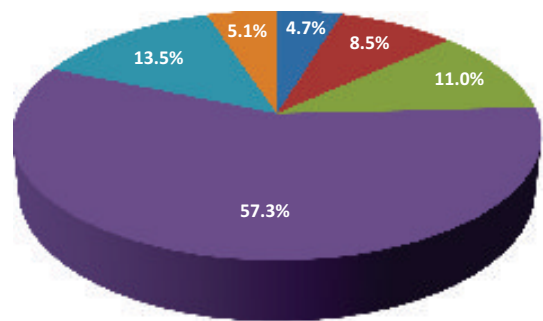
PRM is a two-year fully residential programme leading to a Postgraduate Diploma in Rural Management (PGDRM).

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 two 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 candidates for the course: 2018



Composition of Candidates finally selected: 2018

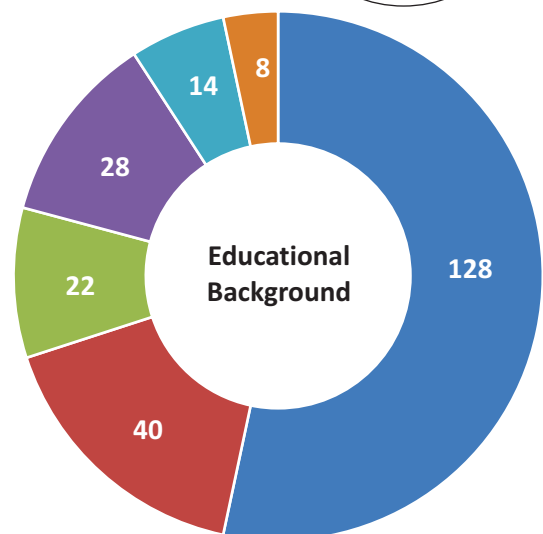
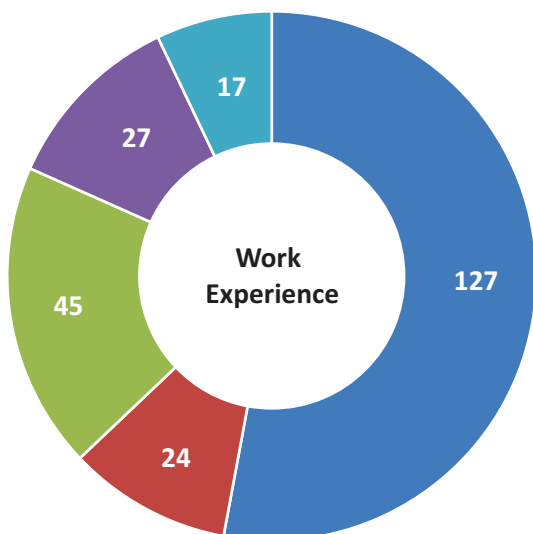
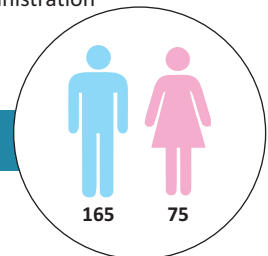


- Arts/Social Work/Humanities/Social Sciences/Coop
- Science
- Agri/Vet. Sc./Dairy Tech./Fisheries/Forestry/Agri
- Engineering
- Commerce/Business Administration
- Others

- Arts/Social Work/Humanities/Social Sciences/Coop
- Science
- Agri/Vet. Sc./Dairy Tech./Fisheries/Forestry/Agri
- Engineering
- Commerce/Business Administration
- Others

Diversity in Class rooms

PGDRM Batch of 2018 - 2020



- Freshers
- Up to 1 Year
- 1 to 2 Years
- 2 to 3 Years
- More than 3 Years

- Engineering
- Commerce & Business Administration
- Agriculture & Allied Sciences
- Science
- Humanities
- Others



ACADEMIC CALENDAR FOR PGDRM40 (2019 –2021)

First Academic Year (2019 – 2020)			
ACTIVITY	STARTING DATE	ENDING DATE	WEEKS
1 Bridge courses	Monday, June 24, 2019	Saturday, June 29, 2019	1 Week
2 Induction and orientation	Monday, July 01, 2019	Tuesday, July 09, 2019	9 days
3 Classroom segment, Term I	Wednesday, July 10, 2019	Tuesday, September 24, 2019	11 Weeks
4 VFS Preparation and PRA field training	Wednesday, September 25, 2019	Tuesday, October 01, 2019	1 Week
5 Vacation	Wednesday, October 02, 2019	Tuesday, October 08, 2019	1 Week
6 Village Fieldwork Segment (VFS)	Wednesday, October 09, 2019	Tuesday, November 26, 2019	7 Weeks
7 VFS Exhibition/ Presentation	Wednesday, November 27, 2019	Tuesday, December 03, 2019	1 Week
8 Classroom segment, Term II	Wednesday, December 04, 2019	Tuesday, February 25, 2020	12 Weeks
9 Classroom segment, Term III (One week for SIS Interviews)	Wednesday, February 26, 2020	Tuesday, May 19, 2020	12 Weeks (11 + 1)

Second Academic Year (2020 – 21)			
10 Vacation	Wednesday, May 20, 2020	Tuesday, May 26, 2020	1 Week
11 Summer Internship Segment (SIS)	Wednesday, May 27, 2020	Tuesday, August 04, 2020	10 Weeks (9 + 1)
12 Classroom segment, Term IV	Wednesday, August 05, 2020	Tuesday, October 27, 2020	12 Weeks
13 Classroom segment, Term V (including two weeks of Placement)	Wednesday, October 28, 2020	Tuesday, January 19, 2021	12 Weeks (10 + 2)
14 Classroom segment, Term VI	Wednesday, January 20, 2021	Tuesday, March 30, 2021	10 Weeks
15 Convocation	In 3rd week of April 2021		

Notes:

1. Induction will include four days of village stay.
2. 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; to be firmed up closer to the date off session starting.



CURRICULAR 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 the courses in the first year and fourth term in the second year comprise core courses, which are compulsory for all PRM 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.

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 comprising of 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			
Term I (12 credits) <ul style="list-style-type: none"> • Microeconomics (2.0 Credit) • Financial Accounting (2.0 Credit) • Individual and Group Behaviour (2.0 Credit) • Business Statistics & Analytics (2.0 Credit) • Rural Society and Polity (2.0 Credit) • Managerial Analysis & Communication (1.0 Credit) • Environmental & Livelihood Systems (1.0 Credit) • Qualifying non-credit Research Methods (1.0 Credit) 	Village Fieldwork Segment (VFS 6.0 Credits)	Term II (12.0 credits) <ul style="list-style-type: none"> • Macroeconomics (2.0 Credit) • Financial Management I (2.0 Credit) • Marketing Management (2.0 Credit) • Organizational Structure & Design (2.0 Credit) • Production & Operations Management (2.0 Credit) • Operations Research (1.0 Credit) • Development Theories (1.0 Credit) • Qualifying non-credit Written & Oral Communication (1.0 Credit) 	Term III (12.0 Credits) <ul style="list-style-type: none"> • Cost & Management Accounting (2.0 Credit) • Human Resources Management (2.0 Credit) • Marketing Research & Analytics (2.0 Credit) • Management Information Systems (2.0 Credit) • Financial Management II (1.0 Credit) • Green Business & Sustainable Development (1.0 Credit) • Strategic Procurement in Agribusiness (1.0 Credit) • Rural Development (1.0 Credit)
SECOND YEAR			
Summer Internship Segment (SIS 8.0 Credits)	Term IV (11.0 credits) <ul style="list-style-type: none"> • Strategic Management (2.0 Credit) • Legal Environment of Business (2.0 Credit) • Collective Action and Cooperation (2.0 Credit) • Services Marketing (1.0 Credit) • Values and Ethics in Management (1.0 Credit) • Agriculture Input Marketing (1.0 Credit) • Project Management (1.0 Credit) • Managing Collective Enterprises (1.0 Credit) 	Term V (10.0 credits) <ul style="list-style-type: none"> • Elective Courses 	Term VI (10.0 credits) <ul style="list-style-type: none"> • Elective Courses

* Subject to Change

ELECTIVE COURSES

Elective courses are offered in Term V and Term VI at IRMA. The Elective courses are categorized under “Rural Development Management” and “Rural Enterprise Management”

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

- Agribusiness
- Applied Econometrics for Rural Management
- Brand Management
- Commercial Banking & Risk Management
- Consumer Behaviour
- Corporate Social Responsibility
- Cost Benefit Analysis
- Critical Perspective on Organizations
- Dairy Development
- Data Mining and Business Analytics (with R)
- Decentralization and Public Policy
- Development and Rural Communication
- Development and Rural Communication
- E-Business for Digital Marketing
- E-Business for Rural Enterprises
- Econometric Methods for Impact Evaluation & Development Consulting
- Economic Environment and Policy
- Entrepreneurship
- Financial Statement Analysis and Advance Accounting
- Geo-Informatics for Rural Management
- Governance and Development
- ICT for Development
- International Trade
- Introduction to Social Networks: Theory and Application

- Investment Analysis and Portfolio Management
- Management of Change
- Management Planning and Control
- Micro-Finance
- Monitoring and Evaluation for Development Interventions
- Promoting Rural Enterprises and Entrepreneurship
- Promotional Strategy
- Public Policy & Marketing
- Public Policy Analysis
- Quality Management
- Rural Innovations
- Sales and Distribution Management
- Security Analysis & Portfolio Management
- Service Operations Management
- Six Sigma
- Social Cost Benefit Analysis
- Social Marketing
- Strategic Commodity Sourcing
- Strategic Management of Innovation and Technology
- Strategic Marketing and Planning
- Supply Chain Management
- 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 selecting at least 3.0 credits from Development and Policy Group each in Term V and Term VI.
- A two credit course is equivalent to 20 classroom contact sessions of 90 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 90 minutes duration and about 45 hours of preparatory work.

VILLAGE FIELDWORK SEGMENT (VFS):

The duration of the 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 2018

60

Villages

22

Organisation

33

Districts

12

States



SUMMER INTERNSHIP SEGMENT (SIS)

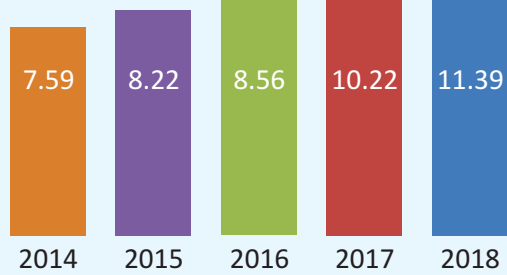
Summer Internship Segment (SIS) exposes students to the functioning of organizations and gives them an opportunity to apply, test, and polish skills acquired in the classroom. Students develop practical skills and gain a realistic idea of the managerial functions of rural organizations. SIS helps students 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*

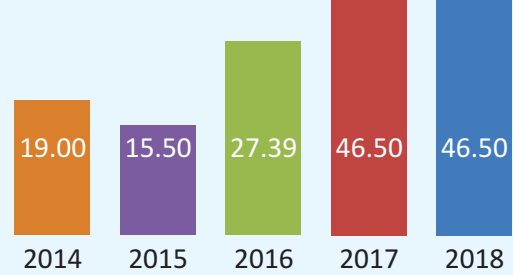
Unbroken record of 100% placement has been maintained at IRMA since its inception in 1979. In 2018, 171 students was placed in three days' time.

COMPENSATION SUMMARY OF LAST 5 YEARS

Average Salary
(Rs. Lakh / Annum)



Maximum Salary
(Rs. Lakh / Annum)



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

ILLUSTRIOUS IRMANS

R S Sodhi

Managing Director, GCMF (Amul)

Sanjay Panigrahi

President (RURBAN & Special Projects), Pidlite Industries

S Sivakumar

Group Head – Agri & IT - ITC

Syed Safawi

Co-Founder, Optiwise Consulting

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

Founding Editor- Mint,
Chief Executive Officer – Gizmodo Media Group

GVL Narsimha Rao

National Spokesperson – BJP

Sandeep Dikshit

Member of Parliament – Delhi

Priyanka Singh

Chief Executive Officer – Seva Mandir

Sachin Sachdeva

Director – Paul Hamlyn Foundation

Shrinivas Kowligi

Partner – Smart cities, EY

Ashutosh Chadha

Group Director Government Affairs and Public Policy, Microsoft India

Namita Lal

Managing Director- Global Head, Mobile Money & E-Commerce

Simmarpal Singh

Chief Executive Officer – India, Louis Dreyfus Company

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

CEO, Delhi Mumbai Industrial Corridor Development Corporation

Shailesh Singh

Director – 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 & Country Head – Yes Bank

Sanjay Tripathi

CoFounder & CEO – Agilio

N Rahunathan

Founding Director & Chief Mentor – Catalyst Management Services

Vipul Mittal

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

EXTRACURRICULAR ACTIVITIES

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

SPIC-MACAY

Under SPIC-MACAY many students, staff, and faculty are members of this cultural organization and concerts and recitals by eminent artistes are organized every year.

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.

Godrej Loud

Godrej Loud is a platform for first year Post Graduate Programme students of premier B schools in India, to help them live out their biggest dream. If you have a dream which you cannot find yourself at the moment, Godrej sponsors it for you, the only condition being that it should come under 1.5 Lakhs of total expenses. Meanwhile they try to recognize and absorb talent by giving Pre Placement.



Milaap | Anand Run – Annual Marathon

Milaap is an alumni fest which gives an opportunity 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.

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 PRM students are associate members of the IRMA Staff Club. The PRM students represent a substantial pool of talent in music, drama, and dance. The students organize cultural programmes with Jatra, a three-day student festival, being the highlight.



CLUBS & ACTIVITIES AT IRMA

Arthasya – The Finance Club

Arthasya, an initiative of the PRM 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 PRM 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 PRM 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 YcÅK}çæ™ (INAM) is one of the initiatives taken up by students of PRM 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 PRM 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 PRM 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. Sangharsh, Jatra, Runbhoomi, Joy Day, Berozgaar Band, Cultural Festivals etc.



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;

YSE Programme

Five teams from IRMA were shortlisted among 64 teams from around the world for the first round of Young Social Entrepreneurs 2017, a social entrepreneurship workshop and competition conducted every year by the Singapore International Foundation in March. IRMA's team, Auctorem Solutions, won the final round along with five other teams from around the world for a funding of SGD 20,000 each for their respective social ventures.

Ran-neeti, Modus Operandi 2017

Organised by IIM Bangalore in January 2017, Ran-neeti was an online case competition on operations and logistics management requiring students to come up with indigenous and innovative solutions. Students from top B-schools participated at the event. The team from IRMA bagged the first prize in the event.

RMAI

Ms. Ruchi Patel of PGDRM 38 holds 1st rank in 12th edition of RMAI Student Flame Awards of Best Summer Project in Rural Marketing, 2018.

YES Aspire

YES ASPIRE to INNOVATE is a scholarship programme that recognises 30 exceptional scholars from top management institutions for their entrepreneurial vision, leadership qualities and academic performance. The 30 YES ASPIRE scholars receive a scholarship of INR 2 lakhs each, year-long mentoring by YES BANK's senior leaders and a pre-placement interview opportunity with YES BANK. Out of the 1800+ entries from 107 B-schools, two of IRMA's students were recognised as the YES ASPIRE Scholars of 2017.

Red Brick Summit, IIMA

The first-ever edition of The Red Brick Summit, the flagship Annual Symposium of IIM Ahmedabad and the largest Management Summit in Asia, was held in September 2017. Three IRMA students were declared first-runners up in one of the events held at the Summit.

Godrej LOUD

Every year Godrej conducts LOUD (Live Out Your Dream) campaign in all the major MBA colleges of India. Students are required to videograph their ideas prior to submission. One of our student who wants to adopt and develop 10 villages and from 'Green Group's of empowered women became the Godrej Loud Dreamer of 2017. The student was also selected as a winter intern at Godrej.





The Chief Guest for 2018 Convocation Ceremony

Padma Shri Dr. Abhay Bang

Director, SEARCH, Gadchiroli (Maharashtra)

CONVOCATION 2018

"You are the masters of your life. When you go out, you have bigger challenges to tackle, but you have more resources to solve those problems. Don't sell your life for the sake of money. There is no dearth of money. Instead, IRMA Graduates must go where the problems are, not where the facilities are."





ADMISSIONS PROCESS 2019-21

The total number of seats available for PGDRM 2019 - 21 is 240. Up to 5% of the intake is allocated for the admissions to NRI/NRI sponsored students. Over and above the Intake of 240, 15% (Supernumerary) seats are also allocated for admissions to Foreign Nationals (FN) / Overseas Citizen of India (OCI) / Persons of Indian Origin (PIO) / Children of Indian Workers in Gulf Countries (CIWGC) as per AICTE norms.

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 percentage, 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 2019. They should have appeared in all the examinations of their graduation before the time of commencement of the programme (July 01, 2018). The candidates failing to meet the minimum eligibility criteria will be asked to withdraw from the programme. The tuition fees 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.

Application Fees for Indian Nationals:

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

Application Fees for FN / OCI / PIO / CIWG / NRI / NRI Sponsored: Rs. 2250/-.

Indian Nationals Candidates belonging to the BPL category will be exempted from paying application fees. 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>

Sponsored Candidates (only for Indian Nationals)

IRMA's designated organizations can sponsor their employees (executives and officers) for CRM or PGDRM. Admission and Selection process is the same for sponsored candidates. Kindly visit the following link for more information: https://www.irma.ac.in/pdf/admission_other_download/173.pdf



FEES STRUCTURE OF PGDRM 2019 - 21

For Indian Nationals:

- Tuition Fees : Rs. 9,84,000/- for two years
- Other Services Fees & Charges and Deposits : Rs. 2,24,400/- for two years.

Notes:

1. The fees structure for Certificate in Rural Management (CRM) is equivalent to the fees structure of the First Academic Year.
2. There may be upward revision of the tuition fees, services fees and other charges.
3. Mess is managed by the students' body. Boarding and personal expenses will be over and above the mentioned fees. Currently average monthly expenses of the mess is around Rs. 4,500/-.
4. Please note that medical expenses mentioned above are to meet only the cost of services provided by the campus doctor and the Group Health Insurance of Rs.1,00,000/- taken by IRMA from any Insurance Company. Any other expenses have to be borne by the student.
5. You are also require to pay Rs. 3000/- towards Students Activity Fund in the IRMA Student Mess at the time of joining.

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) / NRI Sponsored:

- Tuition Fees, Other Services Fees & Charges : US\$ 26015 for two years
- Deposits and Other Activities Charges : Rs. 58, 400/- for two years.

Notes:

1. There may be upward revision of the tuition fees, services fees and other charges.
2. Mess is managed by the students' body. Boarding and personal expenses will be over and above the mentioned fees. Currently average monthly expenses of the mess is around Rs. 4,500/-.
3. Please note that medical expenses mentioned above are to meet only the cost of services provided by the campus doctor and the Group Health Insurance of Rs.1,00,000/- taken by IRMA from any Insurance Company. Any other expenses have to be borne by the student.
4. You are also require to pay Rs. 3000/- towards Students Activity Fund in the IRMA Student Mess at the time of joining.

Refund Rules of PGDRM 2019 - 21

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 fees paid by the candidate.

IRMA Refund Rules of PGDRM40 (2019 – 21) will be applicable if the student withdraws after joining the Induction Programme.



FINANCIAL ASSISTANCE*

IRMA provides financial assistance to deserving candidates through various schemes and scholarships.

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 12 scholarships to IRMA for SC students. The scholarship covers tuition fees, non-refundable charges, lodging and boarding expenses, cost of books, stationery, and a personal computer. (www.socialjustice.nic.in).

The Ministry of Tribal Affairs, Government of India has allocated 5 scholarships to IRMA for ST candidates. The amount of the scholarship covers tuition fees, boarding and lodging expenses, book grant, and a one-time grant for the purchase of a personal computer (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).

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 education loan from Bank.

Educational Loans

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

** 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 2019 and Group Activity & Personal Interview:

IRMA will use CAT 2018 & XAT 2019 scores for short listing candidates.

Shortlisted candidates will be called for IRMASAT 2019 - the IRMA Social Awareness Test and Group Activity & Personal Interview at IRMA.

For Admissions 2019, 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 Merit-cum-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 of General Category, who score above 80 percentile in CAT 2018/XAT 2019 are eligible to be shortlisted for IRMASAT 2019 and GA and PI process under Merit -cum-profile based call.

Candidates of General Category, who score above 85 percentile in CAT 2018/XAT 2019 and fall in the Non-Profile based call criteria are eligible to be shortlisted for IRMASAT 2019 and GA and PI process.

Cut off for the candidates of reserved categories will be decided separately at appropriate time.

Both IRMASAT 2019 and GA and PI process will be conducted at IRMA for shortlisted candidates.

Final Selection:

The Final Selection of students for IRMA's PGDRM40 (2019 – 21) will be done as per the criteria given below:

Particular	Weightages
CAT2018 / XAT2019	35%
IRMASAT 2019	10%
Group Activity	10%
Personal Interview	20%
Academic Performance	5%
Diversity	5%
Profile	15%
Total Weightages	100%

SELECTION PROCESS (FOR FN/OCI/PIO/CIWG/NRI/NRI Sponsored):

Candidates will be shortlisted for Online Personal Interview (OPI) on the basis of their GMAT / GRE Scores (taken on or after January 2014) / CAT2018/XAT2019 scores for PGDRM 2019 – 21.

Online Personal Interview (OPI) will be conducted during last week of April 2019.

Final selection will be done on the basis of GMAT / GRE scores (taken on or after January 2014) / CAT2018/XAT2019 scores and OPI score. The marks obtained in the GMAT / GRE Scores (taken on or after January 2014) / CAT2018/XAT2019 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) 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 Convocation





Institute of Rural Management Anand
Committed for Change

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