

PGDM Rural Management

(Emerging Economies)

2 year full-time AICTE approved Program (60 seats)

APPROVED BY



ACCREDITED BY



EQUIVALENCE BY



Creating Corporate Managers with Rural Insights



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About S. P. Mandali's

Founded in 1888, Shikshana Prasaraka Mandali is one of the pioneers of educational societies in state of Maharashtra. The institution since its inception is determined to building an environment that encourages the spirit of free thinking, thus imparting quality education to more than 45,000 students.

All the institutions of S. P. Mandali are known for their academic excellence and attract students from all parts of India. S. P. Mandali owns 43 educational institutions in the states of Maharashtra and Karnataka including pre-primary, primary, secondary and higher secondary schools, colleges for Arts, Science and Commerce, a school for hearing impaired children, a therapeutic drug monitoring laboratory, an institute carrying out research in Ayurvedic and Herbal Medicine and Management Institutes. Having a diversified and dynamic module of operation, each institution at S. P. Mandali is known for its academic excellence and calls for students from across the nation.



Adv. Shri S K Jain
Chairman Managing Council,
S P Mandali and CDC, WeSchool



Shri. S R Chitale
Vice-Chairman, Managing Council,
S P Mandali

About WeSchool

WeSchool is one of India's leading management education institutes with fervor to contribute socially responsible business leaders through management education. National Institutional Ranking Framework (NIRF) list of 2022 ranks WeSchool, Mumbai in Top 68 B Schools.

The institute's vision to nurture thought leaders and practitioners through inventive education is aligned to the thought leadership from Shikshana Prasaraka Mandali Pune, an educational trust legacy that manages 43 equally eminent educational institutes in Maharashtra.

The institute's thought process stems from design-thinking approach, thus bridging academia with corporate leaders for an industry relevant management education.

Recognitions and Rankings

- 1 National Institutional Ranking Framework (NIRF) 2023** ranked WeSchool, Mumbai 73rd in Management Category
- 2 WeSchool is ranked 17th in Private B-Schools by Outlook Magazine.** Outlook magazine ranked WeSchool 4th in West Zone, 17th in private B-Schools nationally in their Business School Ranking 2024
- 3 WeSchool is ranked 19th in Private B-Schools by Careers 360.** Careers 360 ranked WeSchool 19th in private B-Schools nationally in their Business School Ranking 2024
- 4** Honoured with 5 stars for the IIC 2.0 by the Ministry of Education



From the Group Director's Desk

India has been a major seat of learning for thousands of years. The country was home to both Takshashila - the first university in the world, and to the inventor of the digit 0 - Aryabhaṭa.

Lately, India has undergone a paradigm shift owing to its competitive stand in the world. The Indian economy is on a robust growth trajectory and boasts of a stable 8 plus annual growth rate, rising foreign exchange reserves and booming capital markets among others.

Higher education too in India has been a continuous provider of innovation, creativity and leadership support to the global industry. Some of the world's leading companies are being headed by-products of Indian education system such as Satya Nadella, CEO, Microsoft, Sundar Pichai, CEO, Google Inc., Ajaypal Singh Banga, President and CEO, MasterCard, Rajeev Suri, CEO of Nokia, Indira Nooyi, CEO of Pepsi Co. to name a few

We are fortunate to have the representation of the voice of key stakeholders such as policymakers, diplomats, experts, industry professionals, members of the academia, and our esteemed alumni in the industry, among others for the cause of education.

There has never been a better time for management students to start their careers in India. With the right skills and knowledge, you can take advantage of the many opportunities available and help drive the country's continued economic growth.

The vision of the NEP aims at building a global best education system rooted in Indian ethos, and aligned with the principles, thereby transforming India into a global knowledge superpower.

The Indian economy is growing at a robust pace and is poised to become one of the largest economies in the world. This growth has created a huge demand for skilled and knowledgeable management professionals who can help drive the country's continued economic development.

As a leading B-school, we have a crucial role to play in shaping the future of education and in preparing our students to become leaders in their fields. We are committed to staying at the forefront of these changes and to providing our students with the skills and knowledge they need to succeed in a rapidly changing world.

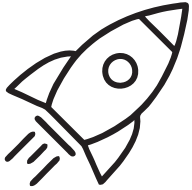
Over the course of the program, your fellow students become trusted colleagues and in many cases, lifelong friends. I invite you to embark on your path to academic and professional excellence with us at our sprawling campuses in Mumbai and Bengaluru which will truly enhance your intellectual and personal growth. Keeping design and innovation its core, WeSchool endeavors to provide newer avenues to students towards achieving excellence in all sphere of life and nurture them to become Global Citizen Leaders.

Prof. Dr. Uday Salunkhe
Group Director, WeSchool



Vision

To nurture thought leaders and practitioners through inventive education.



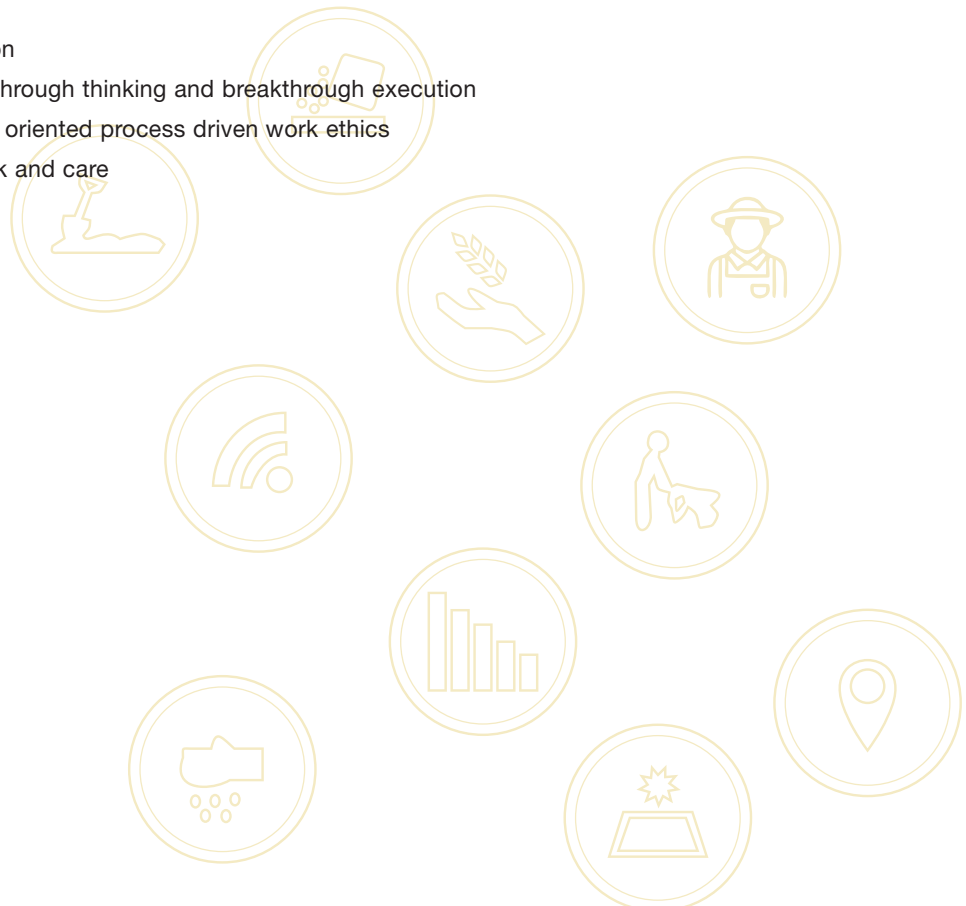
Mission

- Focus on inventive education by offering practical, innovative and technology driven programs.
- Provide managerial talent with risk managing ability, passion for learning and creative thinking and values in rapidly evolving economic and social environment.
- Contribute significantly to Indian corporate world by preparing Management graduates with global mindset.
- Build intellectual capital through faculty development, research, consultancy and publication.
- Develop alumni network of mutual benefit and keep alumni update through continuous learning and meeting.



Core Values

- Passion
- Breakthrough thinking and breakthrough execution
- Result oriented process driven work ethics
- We link and care



Program Vision

“Creating corporate managers with rural insights”

This vision of the program emphasizes on the increasing role played by rural sector in the Indian economy, leading the way for innovation, entrepreneurship and growth. As businesses see the value of rural India in creating and sustaining growth, skilled managers are needed to drive the business in distant, untested markets. These managers require the skills, knowledge and attitude to work for such organization, creating value for businesses as well as rural communities. The Rural Management Program at WeSchool synergies this unmet need of the market.

Program Mission

The Program is dedicated to enriching students' lives by providing modern education synergised with rural sector knowledge and practical experience, with added focus on developing a broader outlook and leadership qualities by focusing on:

- **Contemporary Education:** To develop a curriculum in tune with emerging trends in industry and in Rural sector.
- **Broader Outlook:** To facilitate the students' understanding of the Rural enterprises in the broader context of Economic Policy.
- **Practical Exposure:** To enable the students to engage with Rural Businesses by imparting specialized classroom-training backed by practical, field-level experience.
- **Leadership Qualities:** To create / Nurture future managers with leadership skills, innovation skills and ability of application of technology in businesses.

Program Educational Objectives

The PGDM-Rural Management program curriculum is designed to achieve the following Program Educational Objectives :

- The program will enable students to work effectively in management roles in rural businesses / industry verticals in existing and emerging markets in finance, sales, marketing, and operations.
- The program will provide ability to develop empathy, tenacity, multitasking skills, and ability to communicate with rural communities as well as business functionaries in rural focused companies
- The program will enable students to actively contribute to value creation that requires cutting edge knowledge of the sector and effective use of empowering technologies for rural communities.

FINANCE
OPERATIONS
MULTITASKING
RURAL COMMUNITIES
DEVELOP EMPATHY SKILLS
BUSINESS FUNCTIONARIES
EMPOWERING TECHNOLOGIES
CUTTING EDGE KNOWLEDGE
MARKETING SALES
DEVELOP EMPATHY
RURAL FOCUSED COMPANIES
TENACITY

Program Specific Outcomes (PSOs)

Rural-Tech: Students will be able to demonstrate transformational changes in the rural sector to achieve business value and to solve business problems in an effective manner with the help of technology.

Why Rural Management?

As urban markets are becoming saturated, rural markets hold the potential for future growth. There is a shortage of trained business managers who understand the pulse of the rural sector and can provide businesses with insights into this emerging market. This has resulted in a sustained demand in the corporate sector for Rural Management specialists. The sunrise sector, touted as the growth engine of the future, is expected to boom and employ the majority of the world's workforce in the coming years.

What is Rural Management?

Rural management is the application of management principles to rural-facing businesses in order to create sustainable wealth in an inclusive and empowering way. It focuses on the holistic integration of people and businesses with value creation for bottom of the pyramid masses.

Program Overview

Professionally trained and skilled Managers, with Rural perspective, are essential to create and manage businesses, aiming for long term sustained growth, for rural-facing companies, cooperatives, development sector organisations, and government agencies etc and thus become potential growth catalysts for India, Rural India in particular.

Weschool's PGDM-Rural Management program aims to develop a young cadre of market ready Rural Managers for these challenging opportunities.

The Rural Management program graduates have wider career scope across industry verticals due to in-built features of the program which develop in them broader adaptability, holistic view, higher tenacity, empathy, grassroots level knowledge of rural India and expanding rural markets across the country.

Since the start of the Rural Management program in 2012 at Weschool, it has been well received by students and recruiters, as seen from students' preference and recruitment trends. Contrary to popular belief, the career prospects in the Rural market space span way beyond agri-business and spread across various industries and sectors such as BFSI & Fintech Companies, FMCG & consumer durables, IT & ITES, Telecom, Manufacturing, Energy, Infrastructure, E-Commerce & other Digital domain companies to name a few.

Program USP

Innovative and Transformative Pedagogy

The Rural Management program uses an innovative approach to learning and experiencing the grassroots through rural field studies, study tours, industry visits, international exposure through guest faculty and site visits and extensive interaction with the industry.

The transformative pedagogy includes lectures, on-field rural projects, industry visits and research experience through rural internships and provides premium knowledge of Rural Management along with the skills of general management which is delivered by highly acclaimed academicians and renowned Industry experts from top listed companies.

Simulation Games

To enhance the student learning, the programme introduced rural management-based simulation games "Naranpur Express Game". This served as a means to understand the complexity and dynamics of rural markets before their field component exploring the grassroots.

Extensive Experiential Learning

The major distinguishing feature of this 2 years Program is an embedded rural internship of 4 months, which provides a dedicated practical exposure to the needs and aspirations, lifestyles, culture and beliefs of the people residing in the smaller towns and villages of India. The uniqueness of the program is its focus on value creation through development of sustainable business models in the rural space.

5 days

Exploring the Grassroots-I



10 days

Exploring the Grassroots-II



60 days

Summer Internship in Rural Sector with companies



45 days

Academic Research Project in Rural Sector

Industry Exposure

Students are placed across industries, verticals, and roles. Strong network with corporates/industries/academic institutes is maintained. 100% of students go for summer internships. The Institute has an industry engagement model during summer internships where every student is provided an internal faculty mentor who engages with the industry mentor to guide the student towards delivering an excellent project outcome. As part of the student induction process the Rural Management programme has an industry immersion module.



Exploring the Grassroots

The rural immersion learning based course designed to address the need to make future business managers and policy makers sensitized towards the people at the grassroots. It provides hands on experience of the 'Bottom of the Pyramid' people, understanding the consumer needs and the market potential. It gives them an opportunity to experience the ecosystem, the economy, the social structure and the life at grassroots level in an Indian village.



Rural Round Table Conference-'AuRuM'

'AuRuM' - A rural theme based roundtable conference in partnership with the industry is organized annually by the core team of Rural Management at WeSchool. It provides a platform for interaction between industry and Weschool in the rural space for knowledge sharing and ongoing relationships for mutual benefit. On a neutral platform, the industry shares its wisdom and innovative ideas with other stakeholders.



International Exposure

Students get various international opportunities ranging from international internships to interaction with consulate members to participating in international competitions. Mr. Kiran Ramesh Sodnar got an opportunity to do internship at Mattel Mexico in the operations stream.



Consul General of South Africa.
Opportunities in South Africa for Rural
and Agri Career business professionals



Bart De Jong-Consulate General of the
Kingdom of the Netherlands

Global Citizen Leader Program (GCL)

GCL program, a unique field project based initiative for integrated learning in the curriculum, provides students with inputs on leadership and innovation through design thinking. It strikes a balance between the creative problem-solving skills of an innovator and the soft skills of a leader. Students get well equipped to lead others in developing solutions to problems and issues which have significance to business and the society at large. Most of the projects are based upon 'Challenge statements' sourced from the corporate. Some of such notable projects are:

- How may we develop innovative commercial agribusiness model for hydroponic crops, with focussed market analysis for Domestic and Export markets.
- How may we prepare a sustainable business plan for a seed company to face the impact of climate change issues on their business?
- Impact on rural consumer behaviour due to changing technology and online marketing in agricultural irrigation combined with solar power
- Developing a prototype of Urban Mushroom farming for Mumbai



Agri-lab

Weschool has a facility created for rural management programme – Agri-lab which expose students to different agriculture inputs and models.

Rural Clubs

Rural Management students at Weschool imbibe the rural insights through multiple initiatives: Gram Samachar-Students' Newsletter, Samachar-Movie Club, Talking Heads, Debate Club, Book club which together forms a vibrant industry-academia interface for learning.

The **Gram Samachar-Students' Newsletter** was first launched in 2018 by the PGDM-Rural Management (Emerging Economies) students of Batch 2017–19. It is a monthly magazine; of the students, for the students, and by the students. It embodies the philosophy of WeSchool's Rural Management program: empathetic, tenacious, and persuasive transformational leadership.

The **Sanchar-Media club** assists students in giving them practical and industry exposure in a variety of program verticals through documentaries, brief pertinent films, expert talks, and entrepreneurial talks. After seeing the videos, there is conversation focused on what was learned, what was taken away, and what was observed. Additionally, the members also post a variety of events and activities organized by the rural team and students on the Rural LinkedIn profile.

Talking Heads club, a series of guest lectures has been launched by PGDM-Rural Management (Emerging Economies), with the goal of educating the students to meet the issues they would confront in the workplace. These special input sessions prepare our students so that they are not just theoretically educated but also practically equipped, given the rapid rate of our progress and the gradual replacement of our daily lives by technologies like drones and driverless cars. Thus, it helps our students become international leaders and professionals by adopting global practices.

Book clubs foster a love of reading in a supportive setting. It helps in developing reading habits with more deep understanding and with diverse perspectives. This dynamic builds and reinforces relationships. It also makes a student more comfortable and confident in professional discussions.

Debate club helps to enhance the sectoral knowledge of students on contemporary issues. To strengthen critical thinking ability in students. To develop effective communication skills in students. Students will be able to generate coherent logical statements on a topic or issue, using secondary research. Students will be able to compare ideas, concepts, investigate and find evidence to generate and support logical statements.

Program Structure

PGDM (Rural Management) program provides students core management curriculum across all domains in 1st year along with immersive courses on rural ecosystems inside the classroom and on field.

The rural courses are foundational, followed by increasing levels of learning as the students progress through the year 1 with focus on all main verticals in rural business environment. Year 2 includes a spectrum of electives that allow students to choose from within a bucket of domain related courses of their choice along with Rural focused courses that give deeper knowledge of a rural facing business vertical.

On successful completion of the PGDM-Rural Management (Emerging Economies) program, student will be a Corporate Manager with leadership qualities and innovative mindset, able to think out-of-the-box and find ingenious solutions to the problems faced by the rural sector, based on deep insights in rural emerging markets.

Curriculum

Trimester-I

Subject Title

- Perspective Management
- Effective Business Communication
- Organizational Behaviour Part I - Individuals in Organizations
- Business Statistics
- Introduction to Emerging Technologies
- Managerial Economics
- Financial Reporting and Analysis
- Principles of Marketing
- Essentials of World Class Operations
- Rural Development in India
- Exploring the Grassroots-I
- Yoga - 1

Trimester-II

Subject Title

- Global Citizen Leader
- Thinking Tools for Innovators
- Research Methodology
- Rural Marketing Strategy
- Distribution & Supply Chain Management
- Macro Economics and Business Environment
- Cost and Management Accounting
- Basics and Practical Applications of Corporate Governance
- Organizational Behaviour II- Managing Group Dynamics
- Rural Society and Polity
- Exploring the Grassroots II
- Sector Analysis
- Collective Action and Cooperation
- Yoga - 2

Trimester-III

Subject Title

- Global Citizen Leader
- Designing a Business Plan
- Business Analytics
- Agricultural Economics
- Agricultural Input Management
- Agri Lab
- Rural Consumer Behaviour
- Human Resource Management
- Priority Sector Lending and Microfinance
- Fundamentals of Financial Management
- Selling & Negotiation Skills
- Market Research for rural
- Project Management
- Universal Human values
- Yoga - 3

Trimester-IV

Subject Title

Core Subjects

- International Business
- Sustainable Practices and Climate Change Issues
- International Marketing (Emerging Economies)
- Hi-Tech Agriculture
- Fundamentals of Banking
- Summer Internship Project
- **Core Electives (Any 2-3 courses based on credits)**
- Advance Financial Management
- Business Taxation
- Performance Management Systems And Competency Assessment Management
- HR Lab
- Talent Management
- Talent Acquisition
- Learning Training & Development
- HR Analytics
- Integrated Marketing Communication (Rural)
- Product & Brand Management
- Advanced Business Analytics
- Advanced Quality Reliability Productivity Management
- Agri-Price Risk Management & Commodities Market
- HR Analytics

Rural Electives (Any One)

- Corporate Social Responsibility
- Managing Cooperatives and Producers' Collectives

Trimester-V

Subject Title

- Strategic Management
- Sales Management & Promotions
- Technology for Rural Transformation
- Food Processing Industries
- Legal Aspects (Business + Rural)
- **Core Electives (Any 2-3 courses based on credits)**
- Principles of Advanced Banking
- Fundamentals of Wealth Management, Mutual Fund & Insurance (Rural)
- Financial Modeling & Econometrics for Finance
- Applications of Principles of Operations
- Rural Marketing Finance
- Digital Marketing
- Organization Development and Change Management

Rural Electives (Any One)

- Managing Non-Profits
- Managing Dairy Business

Trimester-VI

Subject Title

- Sectoral Research Project (Rural or Social)
- Cross Functional Management - Capstone course
- Practical Application of Corporate Governance

Recent Accolades

- WeSchool has been awarded Corporate Excellence Award for the Institute that has contributed to create Corporate Managers for Rural Markets by RMAI - Rural Marketing Association of India Flame Awards Asia 2023.
- WeSchool has been honoured as “Gold Winner” in the category Institution that has contributed in creating 'Future Leaders for Rural' at RMAI - Rural Marketing Association of India Flame Awards Asia 2020.
- WeSchool received 'Best Innovative Academic Practice' Award in the NHRDN HR showcase 2019. This is recognition of WeSchool Rural management program, for unique teaching pedagogy based on Rural immersion, "Exploring the Grassroots".
- WeSchool has been felicitated as 'Champion of Rural Markets 2018' for advocating rural growth through Management Education, at the 6th Annual Economic Times, Rural Strategy Summit, Delhi.



Student Achievements



Name of the students:

Sujit Singh Dubai

Name of the event:

Harvard College project for Asian and International Relations 2022



Name of the students:

Mr. Arnab Saha

Name of the study course :

International Summer Course on Sustainable Agricultural Solutions Ben Gurion University (BGU), Israel, 2022



BUSINESS PLAN FOR VOIS (2022)

INR 2 LACS

Financial Scholarship

INR 5 LACS

METCONNECT*

Mr. Prince Choudhary

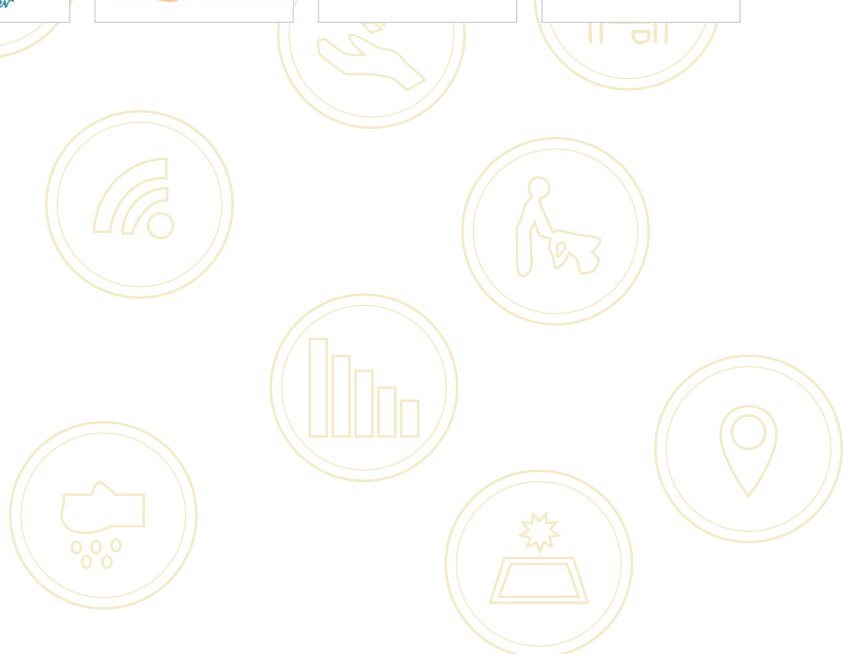


Smart India Hackathon 2022 National Finalist

Mr. Deepak Deshmukh,
Mr. Aditya Gudadhe,
Ms. Pooja K Prasad,
Ms. Vaidehi Choudhari

Our Recruiting Partners

Students of the PGDM-Rural Management program have received an overwhelming response from companies across diverse Industry verticals. Some of the organizations that have hired students from the Rural Management program are:



Industry-Profiles offered

Some of the roles offered for campus placements range from Product Manager, Sales Trainee, Management Trainee, Business Development, Business Analyst, Senior Executive Trainee-Digital, Rural Lending, Product Manager, Relationship Manager, Product & Portfolio, Analyst –Finance apart from others.



Agri Business

Management Trainee Sales, Supply Chain Manager, Management Trainee – Operations and Marketing, Territory Manager, Business Development Manager



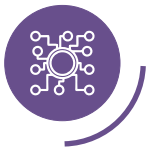
IT/ITeS companies

Consultant, Product Manager, New Product Development Manager, Business Development Specialist etc.



BFSI & Fintech companies

Risk Analyst, Product Manager, MT-Products (Business & Branch Banking), Operations Consultant, Digital Product Manager, Wealth Manager, Business Development Specialist, Credit Risk Analyst, Relationship manager etc.



FMCG companies

Digital Product Manager, Customer Success Manager, Consumer Insights Executive, Channel Manager, Regional Sales Manager, Dy Manager-Sales, Retail Operations Manager, Omnichannel Partner Manager etc.



E-commerce & other Digital domain companies

Marketplace Manager, User Experience Specialist, Product Manager, Risk Analyst, Logistics Operational Excellence etc.



Manufacturing companies

Consultant- Operations, Consultant-Automation, MT-Lean Operations etc.

Placement Facts (2021-2023)

Maximum Salary

₹24.00

LACS PA

Average Salary

₹12.01

LACS PA

Median Salary

₹11.78

LACS PA

Placement Facts (2020-2022)

Maximum Salary

₹16.69

LACS PA

Average Salary

₹10.28

LACS PA

Median Salary

₹10.57

LACS PA

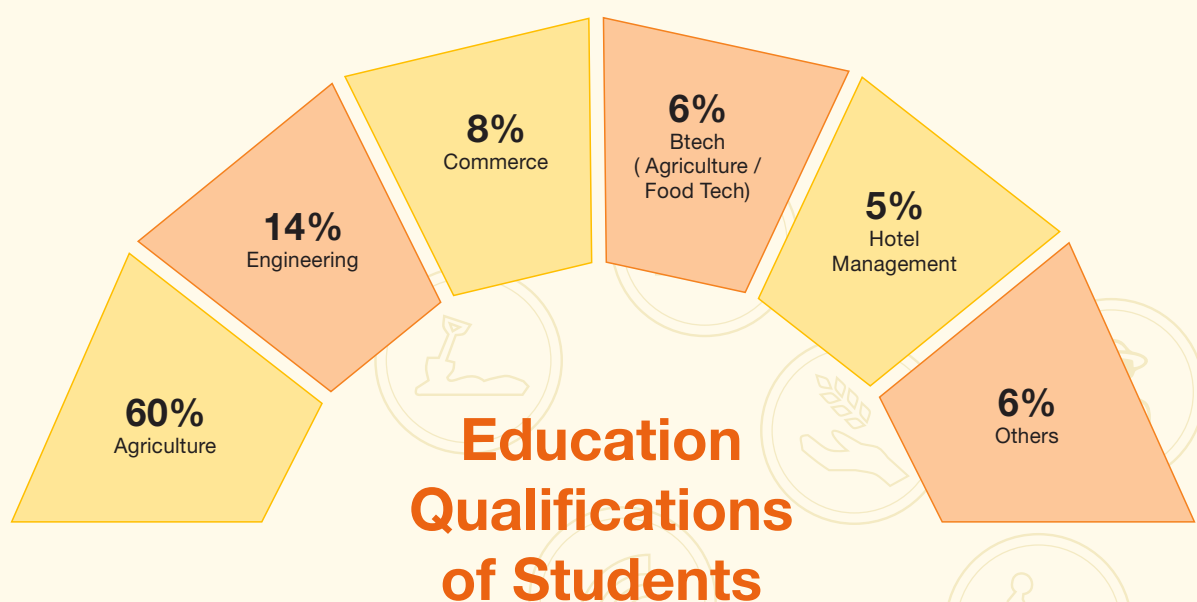
International Partnerships

- Audencia Nantes
- Ben-Gurian University of the Negev
- Copenhagen Business School
- Curtin University
- IDC Herzliya
- IESEG School of Management
- MacEwan College
- Malardalen University
- Otto FredrichUniversitat
- Sogang University
- Stuttgart Media University (Hochschule der Medien)
- Tel Aviv University
- University of Haifa
- University of Lincoln
- Steinbe is School of Management & Innovation GmgH, Institute of Executive Capabilities (IEC) and Berlin School of Creative Leadership GmbH (BSCL)

Class of 2023-25

73% Fresher

27% with Work Experience



Alumni Testimonials



I completed summer internship at Amul and prepared “Pan-India Marketing Plan for Amul's Cattle Feed”. As the sales team lead, I carried out awareness and activation programs in the villages of Bhavnagar District of Gujarat which resulted in an increase in sales by 170%. This gave me the confidence and enhanced my skill set resulting in my placement in ICICI bank. After a successful stint there, I am currently working as Relationship Manager at Yes Bank, wherein I interact with decision makers from various industries. This is just the beginning.

**- Akshay Sadalge (PGDM-Rural Management 2014 - 16, WeSchool Mumbai)
Relationship Leader, Yes Bank**



My summer internship at Pidilite taught me a different perspective about the rural sector while observing the rural consumer buying behaviour in UP and Bihar. My learning at Agri-Lab in campus was a hands-on experience of agriculture. It is now helping me immensely in my work at UPL-Advanta Seeds.

**- Nitish Wange (PGDM-Rural Management 2016 - 18, WeSchool Mumbai)
Territory Sales Manager, Advanta Seeds, UPL Ltd.**



During "Exploring the Grassroots" I learnt how to empathize with the people and understand their problems, easily adapt to the environment, and develop agility, which are very important for today's manager along with other basic skills. These skills are helping me immensely in my current job while I interact with different stakeholders – dealers, retailers, and farmers.

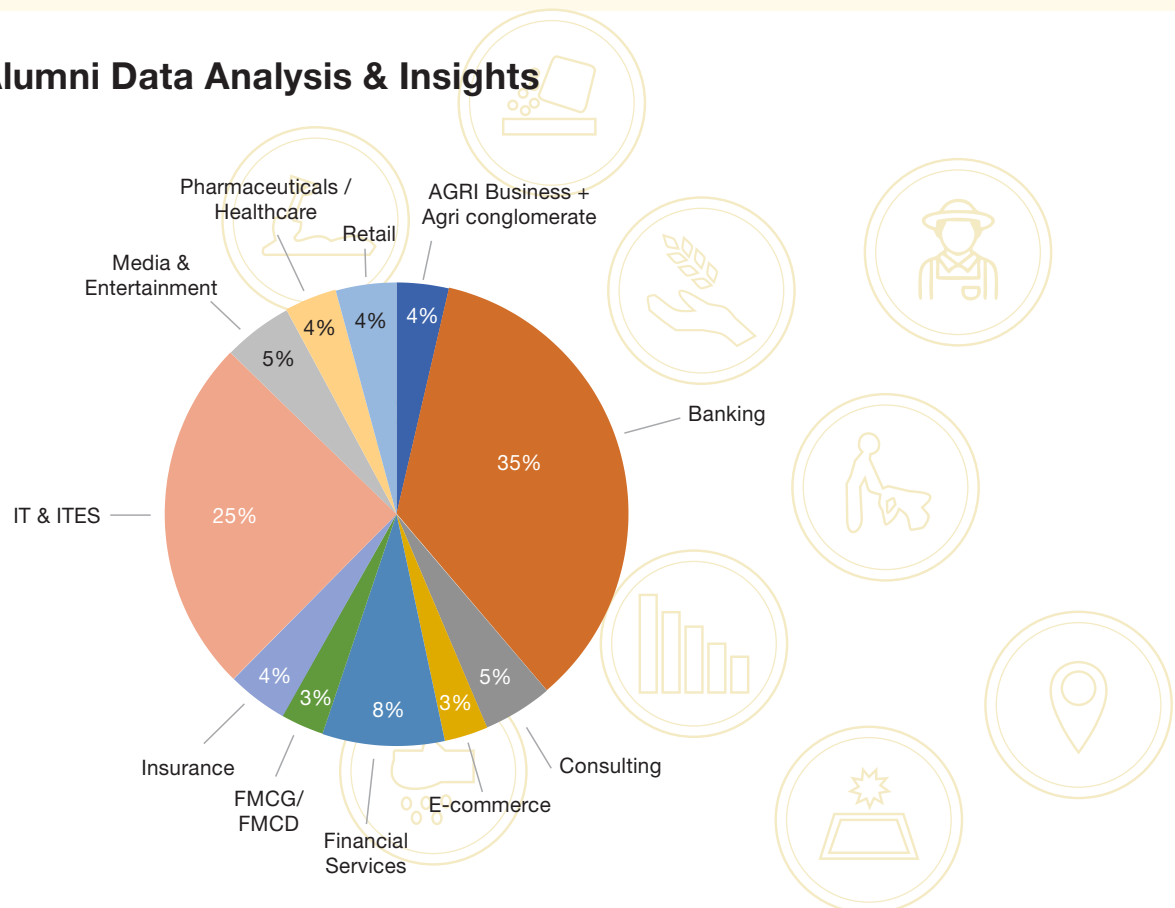
**- Pranjalee Choudhari (PGDM-Rural Management 2017 - 19, WeSchool Mumbai)
Business Analyst – CRM, UPL Ltd.**



Alumni Details

- **Nisha Rathod**
Chief Marketing Manager
TVS Credit Services Ltd
Batch 2012-14
- **Akhil Anil Kumar**
VP & Head-ESG
IDFC First Bank
Batch 2013-15
- **Soumyajit Paul**
Consultant
Native
Batch 2015-17
- **Priyanka Prabhu**
Learning and Development
Pidilite Industries Limited
Batch 2016-18
- **Rachana Kumari**
Sr. Consultant - Retail &
Consumer Goods
Cognizant Business Consulting
Batch 2017-19
- **Pranjalee Choudhari**
Global Business Excellence
UPL Ltd
Batch 2017-19
- **Khusbhoo Sharma**
Product Manager - Mobile Banking
RBL Bank
Batch 2018-20
- **Siddharth Vishwakarma**
Senior Analyst
Deloitte USI
Batch 2018-20
- **Ashika Verenkar**
Manager - Enterprise Sales
Schneider Electric
Batch 2018-20
- **Deepa Bisht**
Ecommerce Key Account Manager
International Markets - UAE, USA,
SG, UK, JAPAN, KSA
Soufflower Co. Ltd.
Batch 2018-20
- **Bhuvaneshwari Bedekar**
Cyber Security, Consultant
EY
Batch 2018-20
- **Shivdas Itankar**
Deputy Product Manager
Axis Bank
Batch 2019-21

Sector-wise Alumni Data Analysis & Insights



Eligibility

A minimum 50% in graduation, which must be completed by 2024.

Should have taken CAT (2023) conducted by the IIMs for the year specified in the advertisement (IIMS have no role in the Welingkar admission process) and /or/ XAT (2024) / and / or ATMA (Feb 2024) and / or CMAT (2024) and / or GMAT (2021 onwards).

Selection Process

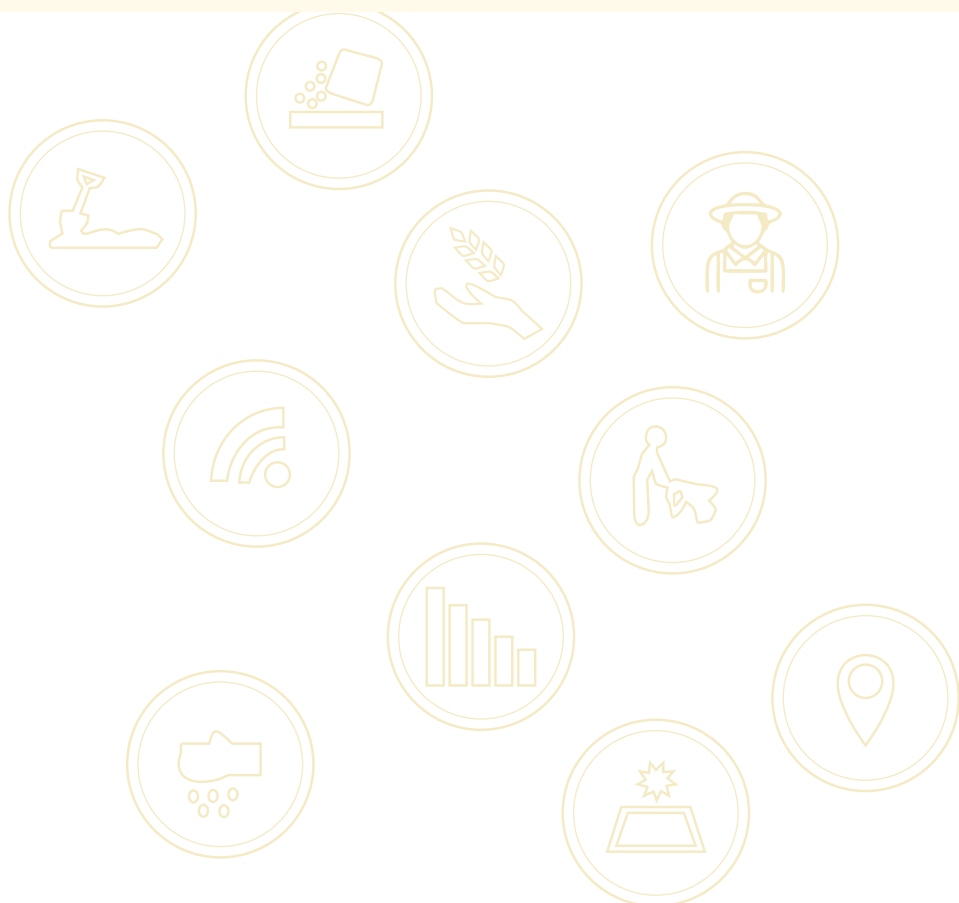
WeSchool's unique profile based selection process assigns significant value to academic performances, work experience, Group Activity, Personal Interview along with the written test scores.

Tuition Fee

Tuition Fee Rs. 7,00,000/- p.a. (*subject to change*)

Program Summary

The growth of rural India signifies Brand India. The future of business is the vast hinterland of countryside. The rural managers are innovators who strategically lead and sustain business in this hinterland, be it from agricultural companies to auto production plants to FMCG etc. The curriculum takes into account the practical rural market situation and management perspective. The program seeks to groom students into a person who is empathetic, has leadership qualities & managerial capabilities and has an innovative mindset.



Grassroots - Experiential Learning



S.P MANDALI'S
we school
Welingkar Education

S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) (WeSchool)

L. Napoo Road, Matunga (Central Railway), Matunga, Mumbai 400 019.

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