Executive Post Graduate Diploma in Management (Rural) [PGDMX(R)]
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 and equitable socio-economic development of rural people through professional management.

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.”
Organizing milk producers under institutions owned and controlled by them and linking them to the market, led to remarkable growth in milk production, which helped us in not only becoming self-sufficient in milk but also the world’s largest milk producer.

Recognizing the need for an exclusive institution, Dr Verghese Kurien was instrumental in setting up Institute of Rural Management, Anand (IRMA), to fulfill the mission of developing a cadre of professional managers who would serve not only producer institutions but also other development organizations that would help in all round development of our rural areas. IRMA’s graduates from its flagship two year programme in rural management have become leaders and CEOs, while others are performing critical roles in their organizations. Their contributions have helped millions of our farmers and rural households in a myriad of ways.

Almost all organizations induct officers without formal education in management primarily for their domain knowledge at the entry level. However as they grow in their careers, their roles demand managerial skills since they are often entrusted with the responsibility for a large number of people and financial resources.

Recognizing the need for formal training in management for such officers, IRMA had offered a one year programme (OYP) when Operation Flood was being implemented. Many of the officers who had undergone the OYP have assumed greater roles and in some cases are performing key leadership roles.

Although the OYP programme was discontinued with the closure of Operation Flood programme, IRMA continued to accept serving officers as sponsored candidates to its flagship two year programme, with an option to the participants to receive a certificate if they leave at the end of the first year.

In recent years, almost all of the premier management schools in India have launched Executive Post Graduate Diploma programmes for experienced candidates with a minimum level of experience, as many organizations are increasingly feeling the need for formal management education in even those who are primarily recruited for their technical knowledge.

With the launch of the 15 month Executive Post Graduate Diploma in Management (Rural) [PGDMX(R)], many of the serving officers in producer owned institutions and other designated organizations would now have an opportunity to acquire formal knowledge in management. As the PGDMX(R) is also open to experienced candidates from other organizations, it would hopefully provide the much needed classroom diversity to enhance the quality of learning.

With its vast experience and credibility of its alumni and faculty, IRMA is uniquely placed to deliver on its mandate as envisaged by its founders. On behalf of IRMA, I invite all those experienced candidates who wish to bring about rural transformation and contribute to nation building to join the PGDMX(R) programme.

Dilip Rath
MESSAGE FROM DIRECTOR, IRMA

Dear Participants

Executive PGDM (Rural) Programme

Since its humble beginnings in 1979, the Institute of Rural Management Anand (IRMA) has played a pioneering role in providing quality education in rural management. Through its flagship program, the Post-Graduate Diploma in Rural Management (PGDRM), IRMA has leveraged the intellectual and emotional strengths of the participants through the years and our strong alumni base is comprised of leaders in industry, government, education and non-profit organizations in India and abroad.

The core tenets of academic excellence, integrity and creativity that IRMA has fostered have led it to become not just a knowledge institute but also a management school with a heart – a legacy that the Institute is proud of and one which it cherishes. Its focus on developing its graduates into rural managers with a deep understanding of society and empathy for mankind has resonated with organizations – both national and international, as is evident in the Institute’s ever-growing placements portfolio.

The Executive Post Graduate Diploma in Management (Rural) or the PGDMX (R) is yet another innovative program that is aimed at providing enterprising professionals with a thirst for affordable and yet top quality ‘management education’ with a variety of both - the four classroom segments as well as two innovative internship. This intensive program has been designed keeping in mind working professionals with exceptional backgrounds and will strive towards providing them with a solid foundation of rural management concepts along with preparing them for a competitive yet meaningful working environment that seeks skilled and highly trained professionals who wish to make a difference. It aims to nurture experienced professionals by equipping them with a vast array of knowledge and skills so that they can address myriad dynamic and ever-changing socio-economic challenges.

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.

In conclusion, I can only say that IRMA is more than a place for gaining an education; it is also a foundation for building a future with a vision unparalleled elsewhere.

Hitesh V. Bhatt
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 the pioneer among those, have continued to serve “under-managed” rural organizations using both business and development approaches. IRMA has expanded its outreach to a diverse set of organisations keen to contribute to the script of transformational story of Rural India.

While operating within her 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 her distinct identity and work that IRMA’s founders, collaborators, faculty, alumni, and students are proud of.

IRMA’s flagship programme PGDRM is approved by AICTE and recognised as equivalent to Masters Degree by AIU. NBA accreditation has also been bestowed upon this programme for five years in 2017 which has strengthened IRMA’S pursuit for excellence in management education.

Looking to the acute need for further equipping the executives working with various types of organisations under different format with varied objectives, IRMA obtained the approval of AICTE for providing this programme namely Executive Post Graduate Diploma in Rural Management to the executives who aspire to enhance their knowledge, skill and achieve larger targets coupled with their practical work experience. Keeping these facts in view, the duration of the programme has been chalked out for 15 months. The Institute cherishes with confidence a trust to provide an excellent education, environment and platform for the aspiring candidates to achieve their higher goals with determination and success in service to the nation through their career.
ACCREDITATIONS

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

N B A
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.

GOVERNANCE AT IRMA
IRMA is an autonomous body and is governed by a Society which is represented by the Board of Governors (BoG). The members on the Board are inducted from the representatives of the General Body (Society) 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.

Board Members
Shri Dilip Rath – Chairman, National Dairy Development Board, Anand
Chairman, Institute of Rural Management Anand, Anand, Gujarat

Shri Sangram R Chaudhary| Executive Director, National Dairy Development Board, Anand

Shri Amarjeet Sinha| Secretary, Ministry of Rural Development, Government of India, New Delhi

Ms. Mona Khandhar| Commissioner and Secretary, Ministry of Rural Development, Government of Gujarat

Shri R S Sodhi| Managing Director, Gujarat Co-operative Milk Marketing Federation (GCMMF), Anand

Dr. Harsh Kumar Bhanwala| Chairman, National Bank for Agriculture and Rural Development (NABARD), Mumbai

Mr Jayen Mehta| Managing Director (In-Charge), Kaira District Co-operative Milk Producers’ Union Ltd, (Amul Union), Anand

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

Dr. Janat Shah| Director, Indian Institute of Management, Udaipur

Dr. Tushaar Shah| Senior Fellow, International Water Management Institute (IWMI), Anand

Shri Sanjay Panigrahi| President, Pidilite Industries Limited, Mumbai

Shri S Sivakumar| Group Head – Agriand IT Businesses, ITC Ltd., AP

Prof. Preeti Priya| Associate Professor, Institute of Rural Management Anand

Prof. Pratik Modi| Associate Professor, Institute of Rural Management Anand

Shri Angshu Mallick| Chief Operating Officer, Adani Wilmar Limited, Ahmedabad

Prof. Hitesh Bhatt, Member Secretary
Director, IRMA
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 member irrespective of her domain of expertise continuously strives to nurture empathy, creativity, excellence and integrity in students of IRMA.

Individually as well as collectively IRMA faculty enjoys 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.
**Adjunct Faculty**

**S. R. Asokan**  
Professor, IRMA

**Shri. R. Ramaseshan**  
Advisor to the Board of Directors, NCDEX e Market Limited  
Vice Chairman, Rashtriya e Market Services Private Limited  
Director, Agriculture Skill Council of India  
Independent Director, Jana Small Finance Bank Limited

**Vivek Bhandari**  
Chairman – JIO Payments Bank Ltd  
(A Joint Venture of State Bank of India and Reliance JIO)  
Research Fellow at Indian School of Business, Hyderabad  
Former Director – Institute of Rural Management Anand  
Senior Professor (Adjunct), Institute of Rural Management Anand


**Visiting Faculty**

- Dr. Tamal Sarkar [Director, MSME Foundation, New Delhi]
- Dr. Tara S. Nair
- GCMMF Team (lead by Shri Manoranjan Pani)
- Prof. C Balaji
- Prof. Debasish Maitra
- Prof. Ila Patel [Professor (Retd.), IRMA]
- Prof. Kochalumpalackal Simon George
- Prof. Moksha Udani [Founder and Managing Director, Lewens Labs Pvt. Ltd.]
- Prof. N.V. Belavadi [Executive Director (Retd.), NDDB]
- Prof. Rajeshwaran
- Prof. Sankar Datta [Senior Advisor (Institutional Development) – BASIX]
- Prof. Sara Ahmed [Independent Consultant]
- Prof. Tushaar Shah
- Prof. Vibhuti Patel
- Shri A. M. Tiwari
- Shri Joel Evans
- Shri M. C. Gupta
- Shri R. S. Sodhi [Managing Director, GCMMF]
- Shri Rajesh Gupta and Team(NDDB)
- Shri Sudhir Sinha (CSR Consultant)
- Shri Viswanathan Iyer


**I. Industry Endowments**

RBI Chair Professor

**II. Areas**

1. Economics  
2. Finance  
3. General Management  
4. IT and Systems  
5. Marketing  
6. OB and HR  
7. Production and Operations  
8. Social Sciences

**III. Centers of Excellence**

1. Center for Sustainable Livelihoods  
2. Center for Rural Infrastructure and Corporate Social Responsibility  
3. Center for Social Entrepreneurship and Social Enterprises  
4. Center for Public Policy and Governance  
5. Center for Rural-Urban Dynamics  
6. Dr. Verghese Kurien Center of Excellence setup by GCMMF
Executive Post Graduate Diploma in Management (Rural) [PGDMX(R)]

The new Programme is a 15 months full time residential programme leading to Executive Post Graduate Diploma in Management (Rural), PGDMX(R). This programme is recognized as equivalent to Executive MBA programme and approved by the All India Council for Technical Education (AICTE).

Executive Post Graduate Diploma in Management (Rural) (the programme) will be essentially for those aspirants in supervisory/managerial category who have a good amount of practical work experience. The professionals can have continuing education in rural management. They would need working skills in most of the functional areas e.g. finance, accounting, marketing, human resource management, operations, projects and the contextual understanding of rural in performing their jobs. Therefore, the major focus of this programme is to match both conceptual issues with real life organisational problems and the focus in the programme is more on simulating the actual work life.

The curriculum of the program 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 one internship segment which provides three months of on-field learning. Areas of focus include business economics, cooperatives, dairying, agribusiness, rural finance, microfinance, rural marketing, development consulting, public policy, development project execution, social change interventions, big data operations and analytics.

Programme Objectives

- To strengthen further managerial excellence in professionals through knowledge and skills in rural management
- To contribute to the growth of rural sector and connected management professionals
- To help organizations in rural sector to remain competitive and sustainable by effective utilisation of resources through skill enhancement of professional who handle various functions.
The conduct of the programme in all its aspects, including admissions, placement, academic and disciplinary matters shall be the responsibility of a Committee designated as the “PGDMX(R) Committee” (Programme Committee). The PGDMX(R) Chairperson is the convener of the committee.

The programme committee reviews all matters in relation to admission, course contents, programme delivery, conduct of examinations, evaluation, grades and feedback. The committee lays down and approves eligibility, norms and procedure for admission. It prescribes procedure, norms and standards for examinations, evaluation and grading.

The programme office provides support to the Committee for all activities relating to programme. The programme office looks after matters related to admission, scheduling of classes and exams, fieldwork segments, evaluation, grading, declaration of results, placement, other related activities and convocation.

The programme has very clear disciplinary norms for academics mentioned in handbook. Rules pertaining to hostel and mess disciplinary matters are provided in hostel handbook. Food Safety and Hygiene Committee has been set up to ensure highest food safety and hygiene standards in the Students’ Mess. Flying Squad is authorized to visit any room in the hostel, mess or other areas to control unhealthy events/activities in the campus. Internal Complaints Committee (ICC) is constituted to handle matters relating to sexual harassment of students, employees or any other persons on the campus. As per the requirement of AICTE, there is a Grievance Redressal Committee in IRMA. It is headed by an Ombudsman. If for some reason participants’ grievances are not reasonably addressed or they do not feel satisfied with the resolution of their grievances, they can approach the GRC for redressal of their grievances. Group Health Insurance (Mediclaim for Participants) for participants. This covers different illness with hospitalisation up to a claim of Rs. 1 lakh per participant in one year.
PGDMX (R) | ACADEMIC JOURNEY

Term – I
11 weeks
7 Jan to 24 Mar, 2019

Term – II
11 weeks
22 Apr to 7 Jul, 2019

Placement
1 week
29 Sep to 5 Oct, 2019

Project work Module
10 weeks
29 Dec, 2019 to
7 Mar, 2020

Term – III
11 weeks
15 Jul to 28 Sep, 2019

Term – IV
11 weeks
14 Oct to 28 Dec, 2019

Term – I Term-II
Term-III Term-IV
FWS
Term-III
Placement
PWM
Term-IV
Convocation
Convocation in
1st or 2nd week
Apr 2020

Fieldwork Segment
4 weeks
25 Mar to 17 Apr, 2019
Programme Structure

It has been experienced that many industrial, service and development sector organizations induct officers without formal education in management primarily for their domain knowledge at the entry level. However as they grow in their careers, their roles demand managerial skills since they are often entrusted with the responsibility for a large number of people and other resources.

With the launch of this 15 month Executive Post Graduate Diploma in Management (Rural) [PGDMX(R)], many of the serving officers in producer owned institutions, cooperative sector organisations, agri-industrial and other organisations, service sector organisations and other designated organizations would now have an opportunity to acquire formal knowledge and develop managerial skill in their career benefitting the society at large.

The Programme has been structured in two segments namely (i) Class-room Segment and (ii) Fieldwork Segment.

Classroom Segment

Classrooms at IRMA are perfect breeding grounds for ideas and initiatives that add to the participants’ overall development as management professionals. The classroom segments focus on concepts, knowledge and skills pertaining to rural development and management using modern pedagogical techniques.

This has four terms consisting of 48 credits which cover basic, common and advanced courses distributed among core and optional ones.

The faculty is substantially involved in the design and supervision of fieldwork segment besides handling courses in class-room.

Fieldwork Segment (Part-I and II)

This has been distributed in two phases where first phase has 2 credits (four weeks) which is a short-term village/related fieldwork and the second phase is project work module which is long-term and has six credits (ten weeks). Programme is led towards facilitation for placement of participants who are non-sponsored candidates.
About Courses

Credit for Courses

There shall be four classroom terms and two Project Internship Terms. First three classroom terms will have only core courses. 4th classroom term will have a combination of Core and Optional courses. Core Courses are foundational, functional and integrative in nature. Two credit courses will have 20 sessions of 90 minutes each. One credit course will have 10 sessions of 90 minutes each. All classroom terms will have an 11(eleven) week duration including examinations. Term I, II and III will have core courses with two credits each and Term IV will have core courses with one credit each and optional courses also with one credit each.

Pedagogy

The pedagogy in the programme demands substantial participation as it is highly interactive. Teaching methods include lectures, case studies, group discussions, business games, role plays, structured and unstructured group work and field visits. The emphasis is on motivating the participants to integrate the concepts learnt across the curriculum and apply them to real life situations while combining with their own work experience.

Evaluation

Evaluation of a participant’s performance in the programme has been designed to be a continuous process, offering an opportunity for regular feedback and corrections. All the segments of the programme will be evaluated and the results will be reported on the participant’s grade card. Participants are expected to meet the standards of performance prescribed for each segment.

There will be continuous evaluation and each course will have at least 4 different components for evaluation (e.g., 2 quizzes, 1 assignment and 1 terminal examination). All courses would have one terminal examination. The weight of the terminal examination would be less than 50% of the total.

Participants are required to achieve a minimum cumulative grade point average in each term as well as a minimum letter grade in each course. The overall performance would include the evaluation of the work done on projects and reports.
## Courses

<table>
<thead>
<tr>
<th>Term</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Term – I (Classroom) (12 Credits)</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Managerial Economics</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Statistics for Business Decisions</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Rural Society, Culture, and Polity</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Managerial Analysis and Communication</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Financial Accounting</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Organization Behaviour</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Rural Immersion and Simulation Workshop – Naranpur Express</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Fieldwork Segment (2 Credits)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>It exposes participants to the realities of rural life. Under this induction participants are divided into small groups and sent to rural areas in different parts of the country. The staying arrangement will be facilitated by IRMA. Each group is attached to a local host organisation. The members of the group stay in the identified village and interact directly with the villagers. Besides conducting an exploratory study of the village, they execute a small action-oriented task assigned to them by the host organisation. IRMA faculty members interact closely with participants at all stages of the fieldwork segment. Some of them even float themes for Faculty-Participant Collaborative Research (FPCR). The performance of participants in this fieldwork segment is evaluated on the basis of reports and presentations.</td>
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</tr>
<tr>
<td>3</td>
<td>Term II (Classroom) (12 Credits)</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Financial Management</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Operations Management</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Principles of Marketing</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Organizational Structure and Design</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Collective Action and Cooperation</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Macroeconomics</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Term III (Classroom) (12 Credits)</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Cost Management and Control</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Legal Environment of Business</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Marketing Analytics</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Human Resource Management</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Management Information System</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Strategic Management</td>
<td>2</td>
</tr>
</tbody>
</table>
The Campus Placements Programme for each graduating batch aims to provide meaningful and challenging career opportunities. The campus placements programme is primarily driven by the students’ placements cell, which is an elected body of the respective batch. A faculty placements coordinator appointed by the Director facilitates the efforts of the students’ placements cell.

The institute has enlisted over 800 partner organizations, which are invited for placements purposes. This list is ever-increasing and attempts are made every year to enlist more organizations. These organizations represent a wide range of sectors, organizational forms and orientations. The commonality among these partner organizations is their long-term commitment towards catering to the needs of rural growth, development and prosperity.

The nature of jobs offered to IRMA graduates varies widely. They occur in areas as diverse as agribusiness, rural marketing, consulting and technology, supply chain management, banking and finance, microfinance, rural development, project management, information systems, human resource development, natural resources management, livelihood promotions and education and health, etc.

6 | Term IV (Classroom) (12 Credits)

All electives will be equivalent to one credit. The candidate is required to opt for ten credits of courses in TERM IV. Besides list of core courses, an indicative list of optional courses has been given hereunder.

<table>
<thead>
<tr>
<th>Core Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Agribusiness</td>
</tr>
<tr>
<td>2 Services Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Optional Courses (Indicative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Applied Econometrics for Rural Management</td>
</tr>
<tr>
<td>2 Big Data Analysis</td>
</tr>
<tr>
<td>3 Benchmarking Techniques</td>
</tr>
<tr>
<td>4 Brand Management</td>
</tr>
<tr>
<td>5 Business to Business Marketing</td>
</tr>
<tr>
<td>6 Commercial Banking &amp; Risk Management</td>
</tr>
<tr>
<td>7 Consumer Behaviour</td>
</tr>
<tr>
<td>8 Corporate Social Responsibility</td>
</tr>
<tr>
<td>9 Cost Benefit Analytics</td>
</tr>
<tr>
<td>10 Data Mining and Business Analytics</td>
</tr>
<tr>
<td>11 Decentralization and Public Policy</td>
</tr>
<tr>
<td>12 Digital Marketing</td>
</tr>
<tr>
<td>13 E - Business for Rural Enterprise</td>
</tr>
<tr>
<td>14 Econometric Methods for Impact Evaluation &amp; Development Consulting</td>
</tr>
<tr>
<td>15 Financial Fraud and Control Mechanism</td>
</tr>
<tr>
<td>16 Game Theoretic Approach to Rural Business</td>
</tr>
<tr>
<td>17 Governance and Development</td>
</tr>
<tr>
<td>18 Governance of Collective Organization</td>
</tr>
<tr>
<td>19 ICT for Development</td>
</tr>
</tbody>
</table>
This long duration fieldwork has been designed with an objective of providing exposure to participants to experiential learning and practical application of the knowledge and skills acquired in the classroom segments.

The Programme will have a capstone project. This project will be like a consulting project, which will be based on an issue identified by a client or the organization from where the participant has been sponsored. A faculty guide will be assigned to the project that will provide all intellectual support required for designing and delivering it. However, it will be essentially the participant’s work. The project work may involve investigation of a specific issue for the organization, innovating, or providing a solution for an existing organisational problem. This may include, developing a new strategic plan for the organization, introduction of new product in the market, solving operational problems like routing of trucks for milk procurement, developing a new business plan for a producers’ organization, etc. The projects can be both domestic and international. Faculty consultation will be both online and offline. The projects will be facilitated by IRMA.

IRMA banks upon its past experience in facilitating placement drives of PRM participants and cherishes a high hope to get similar outcome for the graduating non-sponsored participants of this programme as well.
Admissions Process

The total number of seats available for this full time residential programme “PGDMX(R)”, January-2019 is 60.

Eligibility Criteria

Those who meet with following norms are eligible to apply for admission to the programme.

(i) Minimum Educational Qualification: Graduate in any discipline with 50 per cent or above (45 per cent or above in case of candidates belonging to reserved category) aggregate marks or equivalent CGPA at the graduation level.

(ii) Admission will be on the basis of the candidate having a valid score of either CAT/XAT/GMAT or Mini GMAT as under:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of Entrance Test</th>
<th>Validity of the scores of tests conducted in following years</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>CAT</td>
<td>2015, 2016 and 2017</td>
</tr>
<tr>
<td>2.</td>
<td>XAT</td>
<td>2016, 2017 and 2018</td>
</tr>
</tbody>
</table>

Assessment of the curriculum vitae, group exercises and/or personal interview at IRMA will be conducted. The weightage given to different components appears in Table-2 as under:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Component</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Score of the Entrance Test as per Table-1 above</td>
<td>35%</td>
</tr>
<tr>
<td>2.</td>
<td>Academic Performance (AP)</td>
<td>10%</td>
</tr>
<tr>
<td>3.</td>
<td>Exotic Careers</td>
<td>5%</td>
</tr>
<tr>
<td>4.</td>
<td>Group Discussions and/or Personal Interview</td>
<td>40%</td>
</tr>
<tr>
<td>5.</td>
<td>Extra-curricular Activities and Sports</td>
<td>5%</td>
</tr>
<tr>
<td>6.</td>
<td>Gender diversity</td>
<td>5%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

(iii) Minimum Work Experience: At least five years post-qualification full time work experience in Managerial/Supervisory position. The person should have completed five years of full-time work in the prescribed capacity on or before 31st December 2018 of the year of admission. IRMA encourages participants from diverse educational streams to apply. There is no management quota for admission to the programme.

<table>
<thead>
<tr>
<th>Stages</th>
<th>Descriptions</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage-1:</td>
<td>A. Candidates to appear in entrance test and submit score to the institute alongwith application form</td>
<td>Any of the following entrance tests CAT/XAT/GMAT</td>
</tr>
<tr>
<td></td>
<td>B. Candidates who have already cleared any of above tests will download their scores and provide to the institute along with application form</td>
<td>Any of the following entrance tests CAT/XAT/GMAT</td>
</tr>
<tr>
<td>Stage-2:</td>
<td>Group activity and/or Personal Interview</td>
<td>Validity of the scores will be considered as provided in Table 1 above</td>
</tr>
<tr>
<td>Stage-3:</td>
<td>Result Announcement</td>
<td>Components with weightage as provided in Table 2 above.</td>
</tr>
</tbody>
</table>
Application Form Fee: Rs. 2,500/-

Application Procedure
IRMA Admission Online Portal provides complete instructions to facilitate your online application
Please visit the link https://www.irma.ac.in/admissions/admissions_onlineapp
“IRMA’s designated organizations can sponsor their employees for the programme. Admission and Selection process is same for sponsored and non-sponsored applicants

Programme Fee

Table 4: Programme Fee Structure

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Component</th>
<th>Total Fee of the programme (Rs.)</th>
<th>1st Installment payable at the time of Admission</th>
<th>2nd and Final installment payable before start of Term III</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fee Receivable</td>
<td>960,000</td>
<td>480,000</td>
<td>480,000</td>
</tr>
<tr>
<td>2</td>
<td>Cautionary Deposit</td>
<td>50,000</td>
<td>50,000</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Total Amount Receivable</td>
<td>1,010,000</td>
<td>530,000</td>
<td>480,000</td>
</tr>
</tbody>
</table>

Educational Loan
Educational loan is available from various banks to applicants enrolling at IRMA. Nationalized Banks in and around the town provide student friendly education loan services for IRMA PGDRM students. PGDMX(R) students can also avail these facilities.

Admission Calendar

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last date for receipt of completed applications online</td>
<td>November 8, 2018</td>
</tr>
<tr>
<td>Intimation for Group Activity and/or Personal Interview</td>
<td>November 13, 2018</td>
</tr>
<tr>
<td>Group Activity and Personal Interview</td>
<td>November 23, 2018</td>
</tr>
<tr>
<td>Announcement of final results</td>
<td>November 30, 2018</td>
</tr>
<tr>
<td>Last date for submitting acceptance form with initial fee of Rs. 25,000/-</td>
<td>December 15, 2018</td>
</tr>
<tr>
<td>Last date to deposit the first year fee</td>
<td>December 20, 2018</td>
</tr>
<tr>
<td>Induction Programme</td>
<td>January 2, 2019 to January 5, 2019</td>
</tr>
<tr>
<td>Beginning of First Term</td>
<td>January 7, 2019</td>
</tr>
</tbody>
</table>

Institute of Rural Management Anand
In case of any query, please contact:
Programme Officer - PGDMX(R)
www.irma.ac.in email: pgdmxr@irma.ac.in
Mobile: 70690 66510
Land Line - Desk : 02692 – 221691
               EPBX : 02692 – 260391, 260181
Fax : 02692 – 260188, 261230
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 and equitable socio-economic development of rural people
through professional management.

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."
In case of any query, please contact:

**Programme Officer - PGDMX(R)**

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