



(www.srmatlam.in)

(AICTE-MHRD-GOI Approved)



कृषक भारतीय कोऑपरेटिव लि. वारा प्रोत्साहित



VAS Dreams Pvt. Ltd.

SCHOOL OF RURAL MANAGEMENT

Ratlam, Madhya Pradesh, INDIA

The **School of Rural Management (SRM)** was established in 2014 and since then, it has been offering a **two year post graduate diploma program in rural management**. It is an institute recognized both by the All-India Council for Technical Education (AICTE) and the Ministry of Human Resource Development (MoHRD), Govt. of India. In these years, it has charted its own course in the world of professional rural development education.

Our course, combines class room work with two rigorous field work phases, when the students are placed with sector organizations to work with hands on and live projects. It is located in a sprawling campus of 25 acres on the outskirts of Bhadwasa village off the southern bank of river Maleni and 23 km. north of the famous Railway Town - Ratlam. It is very much on the MHOW-NIMACH State Highway-31 and having entry & exit points of Delhi-Mumbai 8-lane expressway, just nearer to SRM Campus. Kindly visit our website www.srmatlam.in for relevant details.

VAS Dreams Pvt. Ltd. is a premier national center of excellence in education sector. It builds capacities of the rural development functionaries, academicians and young students through inter-related activities of development, formation of institutions, teaching, training, research, action research and consultancy. The SRM faculty comprises experienced academicians and development practitioners from VAS.

Gramin Vikas Trust (GVT) is a national level trust. It is one of the premier national level organization of the country in terms of an excellent work volume with multifarious activities and self-governed work culture. GVT is implementing various projects of different nature, being sponsored by various authorities both government and private. GVT, in turn, established School of Rural Management (SRM) in 2014 with an objective to impart quality education and in-depth sector based knowledge to youth like you, in the field of Rural Development, General Management, Agribusiness, Contract Farming, Organic Farming & International Trade, Public Policy, CSR, FPO, Natural Resource Development, Indian Rural Economy, Entrepreneurship & Start-up, Human Resource Development, Rural Finance & Rural (Micro) Insurance, Rural Marketing, Indian Constitution with special reference to Rural India, and Government Schemes for Rural India, in order to enhance relevant skill sets and inculcate requisite attributes as demanded by the prevailing sector/industry standards. For more details about GVT please visit our website www.gvtindia.org.



Post Graduate Diploma in Rural Management (PGDM-RM)

With Specialization in Rural Enterprise Management & Entrepreneurship
(Run by **VAS Dreams Pvt. Ltd.** in Collaboration with GVT & KRIBHCO)

Admission Brochure
Academic Session: 2023-25

The Program:

The School of Rural Management (SRM) was established in 2014. SRM offers a two year Post Graduate Diploma in Rural Management (PGDRM) which is approved by the All India Council of Technical Education (AICTE) vide its letter F. No. Central 1-/2087920291/2014/ LOA, dated 30 April 2014.

Program Objective:

While designing the program, we have identified the following objectives to attain:

- To develop a cadre of rural management professionals, having relevant competencies to understand, appreciate and identify region specific innovative interventions which can amicably address the complexities development challenges of rural India;
- To prepare the students to be skilled managers to serve in various capacities and venture to take up challenging and progressive career in rural development sector with the strong commitment to make rural India prosperous.
- To build their capacities in order to enable them to initiate or launch a rural social enterprise / venture of their own.
- To equip the students with relevant skill sets, knowledge base and instilled them with vital values to evolve them as an inspiring rural development professionals and dynamic change makers.

Program Curriculum:

Semester I

- SRM 101: Managerial Economics (Micro)
- SRM 102: Managerial Accounting
- SRM 103: Rural Sociology
- SRM 104: Social Research Methods
- SRM 105: Managerial Communication and Analysis
- SRM 106: Marketing Management
- SRM 107: Rural Production Systems & Livelihoods
- SRM 108: Principles of Management

Semester II

- SRM 201: Managerial Economics (Macro)
- SRM 202: Financial Management
- SRM 203: Organizational Behavior & Development
- SRM 204: Agri-Business Management

Semester III

- SRM 301: Natural Resource Management
- SRM 302: Principles of Rural Development Project Management
- SRM 303: Market Research
- SRM 304: Rural Finance & Commercial Banking

Semester IV

- SRM 401: Strategic Management & Business Environment
- SRM 402: Values & Ethics in Management
- SRM 403: Rural Marketing
- SRM 404: Human Resource Management
- SRM 405: Information management Systems

Program Design:

The program is delivered over a period of 2 years and is spread over four semesters as given below:

No. of Semesters	4
Total Credits	140 Credits
Credits Per Semester	25 (each in semester I & IV), 45 (each in semester II & III)
Classroom (Proportion of Core: Electives)	75 (63:12) credits
Field Segments (Semester II and III)	60 credits

Our program contains certain unique features:

Electives (1.5 credits each)

1. Community-driven Development
2. Governmental Initiatives in Rural Development
3. Rural Development and Public Policy
4. Social Entrepreneurship

Electives (3.0 credits each)

1. Sustainable Livelihoods
2. Rural Enterprise Management
3. Corporate Social Responsibility (CSR)
4. Agri-value Chain Management
5. Management of Producer's Organization
6. Indian Constitution / Indian Political System



Management Training Segments (MTSs) I & II (30 credits each)

The program offers two internship opportunities as an integral part of curriculum. These are called the Management Training Segment (MTS). Both, MTS-I and MTS-II, are of six weeks duration each and are commenced at the end of second and third semesters respectively. Students are placed with reputed organizations where they are either engaged by the host organizations in their ongoing projects or are offered fresh assignments. Most of the host organizations offer honorarium.

The interns are required to prepare a report under the guidance of SRM's faculty and present to the host organization.

During these two carefully designed Management Training Segments students find a unique learning opportunity to get themselves acquainted about functioning of rural enterprises in real time, real place, real context and the finer points of the development challenges.

These two hands-on exposures provide students with useful insights to expand knowledge perspectives and to augment their abilities for formulating gainful career plan with entrepreneurial abilities.

Facilities available:

- Qualified and experienced in house faculty with renowned visiting faculties
- Well equipped Computer lab, Media Lab
- Library with latest Books, magazines and internet facilities, along with ample reading space.
- Separate Hostel accommodation facilities are available for male and female students with subsidized food and stay.
- Secured campus premises with fenced boundary walls and round the clock vigilance by security guards.
- **Transportation Facilities:** One bus and two Bolero jeeps available on campus for routine travel requirements.
- Round the clock medical assistance available on campus to address any emergency. Also, doctors on call are available from Namli (5 Kms) and Jaora (10 Kms).
- Facilities for Indoor sports such as Badminton, Table Tennis, Chess, Carrom, etc.
- Outdoor sports facilities such as Volley Ball, Cricket, etc.
- A Gymnasium with basic amenities.
- Fully functional mess serving healthy beverages and hygienic meals including breakfast, lunch and dinner.
- Easily approachable by Rail (Ratlam-Chhitorgarh) and well connected to both Delhi-Mumbai railway lines from Ratlam and Jaora Station.
- 24 hours Electricity and Water supply.
- Eco-friendly campus located in the midst of a thick forest cover and tranquil environment.
- Parents and relatives of students are provided with reasonable priced accommodation and food facilities at NLRI guesthouse.



How to Apply:

Admissions to Post Graduate Diploma in Rural Management (PGDRM) are open for all. Any applicants, holding a Bachelor's Degree with minimum 50% marks (45 % for reserved categories) in any discipline from recognized university can apply. Reservation of seats for SC/ST applicants will be considered as per the prevailing guidelines of the Government of India.

SRM is an associate member of CMAT (Common Management Admission Test) and ATMA for the national level entrance tests conducted by AICTE and AIMS (Association of Indian Management Schools) respectively.

Students with CAT (Common Admission Test), XAT (Xavier Aptitude Test), AIMS (Association of Indian Management School) and GMAT (Graduate Management Admission Test) score of the relevant year are also eligible for admission

Short listed candidates are invited to the SRM-NLRI campus for two rounds of interaction with the admission committee for group discussion and personal interviews before they are finally selected. All these tests also carry merit points which will be taken into account while deciding the eligibility of a candidate. Sponsored candidates, if selected, will have to submit a letter from their employers to the effect that they have been relieved from their duties to enroll them in the PGDRM. Admission forms can be downloaded from: www.srmratlam.in

The downloaded application form, duly filled in, should be submitted to the admission office of the institute along with registration fee of Rs.1000/- and other documents indicated in the application form.



Living Environment:

The SRM, located within the NLRI Campus, showcases contemporary infrastructure facilities and all modern amenities. SRM is in the process of building up a high-quality learning incubation center. The school has sufficiently invested on sports and recreational facilities to make learning a more joyous experience for the students. Students also have an opportunity to learn from various training programs and projects handled by NLRI & GVT.

Placements:

The School has established a placement cell to coordinate placements for its graduating students. SRM is proud to announce that its graduates of last six batches (2014-2019) have been suitably placed in different organizations while some students have opted for self startups/selfenterprises.

Both GVT and NLRI are empaneled by 29 major CPSUs of the Government of India to provide them technical support and human resources for execution of various rural development initiatives under their Corporate Social Responsibility program. School's vast network of various development institutions like GOs, NGOs, International development Agencies, Consulting Firms, Academic Institutions, Private sector corporate houses, Banks unlock numerous opportunities for our students and our graduated students finds gainful employment opportunities in these organizations.

Fees & Payment Schedules:

The total academic fees for the course is Rs. 2,87,100/- including a caution fee (refundable) of Rs. 5000/- only. The fees can be paid in Four (04) installments.

Sr.No.	Fee Details	Amount (Rs.)	To be paid
01	Registration Fee	2,100/-	At the time Admission
02	Seat Confirmation Fee (Sem-I)+ Caution Fee (Refundable)	70,000 +5000= 75,000/-	At the time of admission
03	Course Fee (Semester-II)	70,000/-	After completion of I sem
04	Course Fee (Semester-III)	70,000/-	After completion of II sem
05	Course Fee (Semester-IV)	70,000/-	After completion of III sem
Total		2,87,100/-	*Scholarship available for local domicile

Financial Support:

Educational loans can be facilitated for needy students through nationalized banks. Various scholarships are available under different categories and can be facilitated for deserving students from the concerned departments of both, the govt. of MP and the govt. of India.

*Hostel & Mess Facility:

Amount - Rs. 7500/-
Caution Fee - Rs. 2000/- (Refundable)

*Per student per month

The Faculty:

The school boasts of a team of qualified and experienced core faculty, besides having a large pool of well-known sector practitioners and academicians at its back and call as visiting faculty and external experts.



Note: Visiting faculty from reputed state Universities, Management Institutes and other premier business institutions are also invited as per requirement.



Our Recruiters

ASA	- Action for Social Advancement
ASRA	- Asra Samajik Lok Kalyan Samiti
Atul Foundation	- Atul Foundation
AKRSP(I)	- Aga Khan Rural Support Program (India)
AROH	- AROH Foundation
Ambuja Cement	- Ambuja Cement Foundation
BIAF	- BIAF Development Research Foundation
BF	- Britannia Foundation
CCCT	- Choudhary Chhogmal Charitable Trust
CGDRA	- Centre for Grass Root Development Research & Action
Chetna	- Chetna Foundation
DCB	- Development Credit Bank
DSC	- Development Support Centre
DSS	- Darbara Sahitya Sauda
DQF	- Development Quest Foundation
EG	- Educate Girls
GVT	- Gramin Vikas Trust
GTCP	- Gaze Trading Company Pvt. Ltd
ISAP	- Indian Society of Agri Business Professionals
KRIBHCO	- Krishak Bharati Co-operative Limited
MHRD	- Ministry of Human Resource Development (Unnat Bharat Abhiyan, Swachha Bharat Abhiyan)
Nabcons	- NABARD Consultancy Services
NIWCYD	- National Institute of Women, Child and Youth Development
Puspanjali	- Pushpanjali Hospital & Research Centre
Pragya	- Pragya
Reliance Foundation	- Reliance Foundation
Saahas	- Saahas Organization
Seva Mandir	- Seva Mandir
Spandan Micro Finance	- Spandana Sphoorty Financial Limited
SRDS	- Sankalp Rural Development Society
SPS	- Samaj Pragati Sahayog
Samarthan	- Samarthan- Centre for Development Support
Udyogini	
Utthan	- Utthan
VAS Dreams	- VAS Dreams Pvt. Ltd.
Vrutti	- Vrutti - Livelihood Resource Centre

and other organization while some students have opted for self startups/ self enterprises.



School of Rural Management

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