

Institute of Rural Management Anand

Post Graduate
Diploma in
Management
(*Rural Management*)

Prospectus 2024

Welcome To IRMA



My education at IRMA offered me a deep appreciation for the power of community and collective wisdom of farmers. This moulded me both professionally and personally. The education at IRMA helped me see the imperative of innovation for inclusion and how critical wider ownership is to make it happen. Crafting win-win partnerships with diverse stakeholders and creating consensus around innovative ideas has been central to my professional approach – A core learning from my education at IRMA

Prasanna Rao | PRM 1997-1999

Co-Founder & CEO | Arya.ag



Take a
virtual Tour
of IRMA





We have traversed a path few have dared to.

We are continuing on a path still fewer have the courage to follow.

Padma Vibhushan Dr. Verghese Kurien *Founder, IRMA*



Vision

To continually make substantial contributions to the rural transformation in India by:

- Pioneering the development of cutting-edge management knowledge.
- Advancing innovations in management education.
- Upholding the ethical commitment to sustainability.
- Conducting research focused on actionable policies and initiatives.



Mission

To advance the sustainable, environmentally conscious, and fair socio-economic progress of rural communities through the medium of management education and research.



Core Values

- Empathy
- Creative Excellence
- Honesty
- Integrity



List of IRMA Board Members



Dr. Meenesh Shah
Chairman
Institute of Rural Management Anand

Shri S Rajeev
Executive Director
National Dairy Development Board

Shri Shailesh Kumar Singh
Secretary
*Department of Rural Development,
Ministry of Rural Development, Government of India*

Ms. Manisha Chandra
*Commissioner & Secretary Rural Development,
Government of Gujarat*

Shri Sangram R Chaudhary
I/c. Managing Director
Banaskantha District Co-op Milk Producers' Union Ltd.

Shri Pankaj Kumar Bansal
Managing Director
National Cooperative Development Corporation

Shri Manish Bandlish
Managing Director
Mother Dairy Fruit & Vegetable Pvt. Ltd.

Dr. RS Sodhi
President
Indian Dairy Association

Dr. Pankaj Chandra
Vice Chancellor
Ahmedabad University

Prof. M H Suryanarayana
Retd. Professor
IGIDR

Dr. Devi Singh
Former Vice Chancellor
FLAME University

IRMA is managed by a General Body which consists of co-operative and developmental organizations as institutional members. The General Body meets once a year to review the performance of the institute and decide on the future plans. The General Body is represented by the Board of Governors. The Board meets every quarter to oversee the functions of the Institute more frequently. The members on the Board are drawn from the representatives of the general body, and eminent personalities from the field of education, public administration, development and co-operation.

Mr. Kenichiro Toyofuku
Director (Sustainability)
Maruti Suzuki India Limited

Shri Srinivasan B
President – Chairman's Office
Reliance Industries Limited

Ms. Promila Ayyangar
Associate Partner
Vyaktitva

Prof. Anand Venkatesh
Professor
Institute of Rural Management Anand

Prof. Sushanta Kumar Sarma
Associate Professor
Institute of Rural Management Anand

Dr. Umakant Dash
Director & Member Secretary
Institute of Rural Management Anand

In this Prospectus



01 Why IRMA 02

02 Messages 05

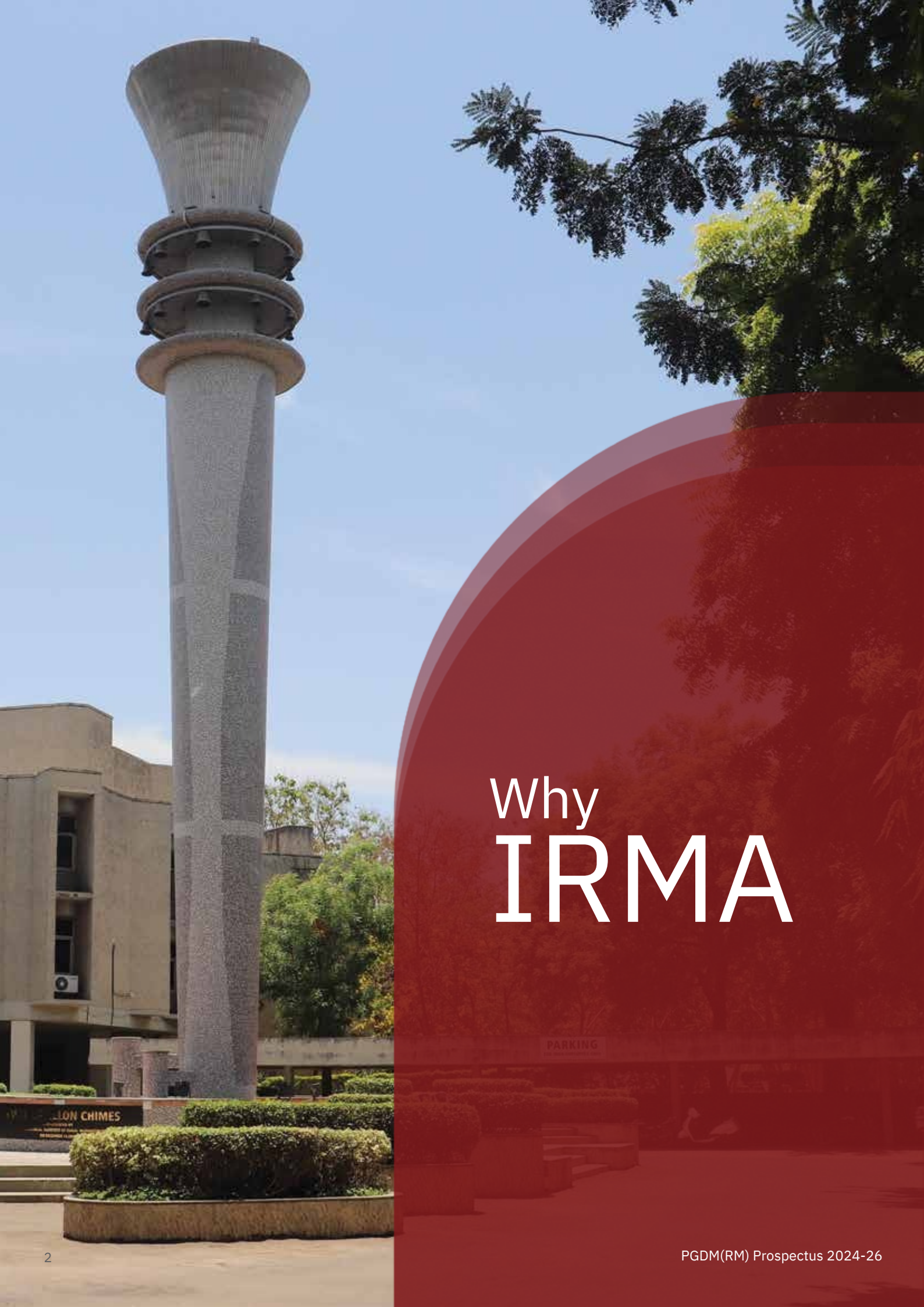
03 Applying to IRMA 11

04 Teaching & Learning in PGDM(RM) 19

05 Financial Assistance for PGDM(RM) 42

06 Alumni of IRMA 44

07 Facilities & Resources at IRMA 49

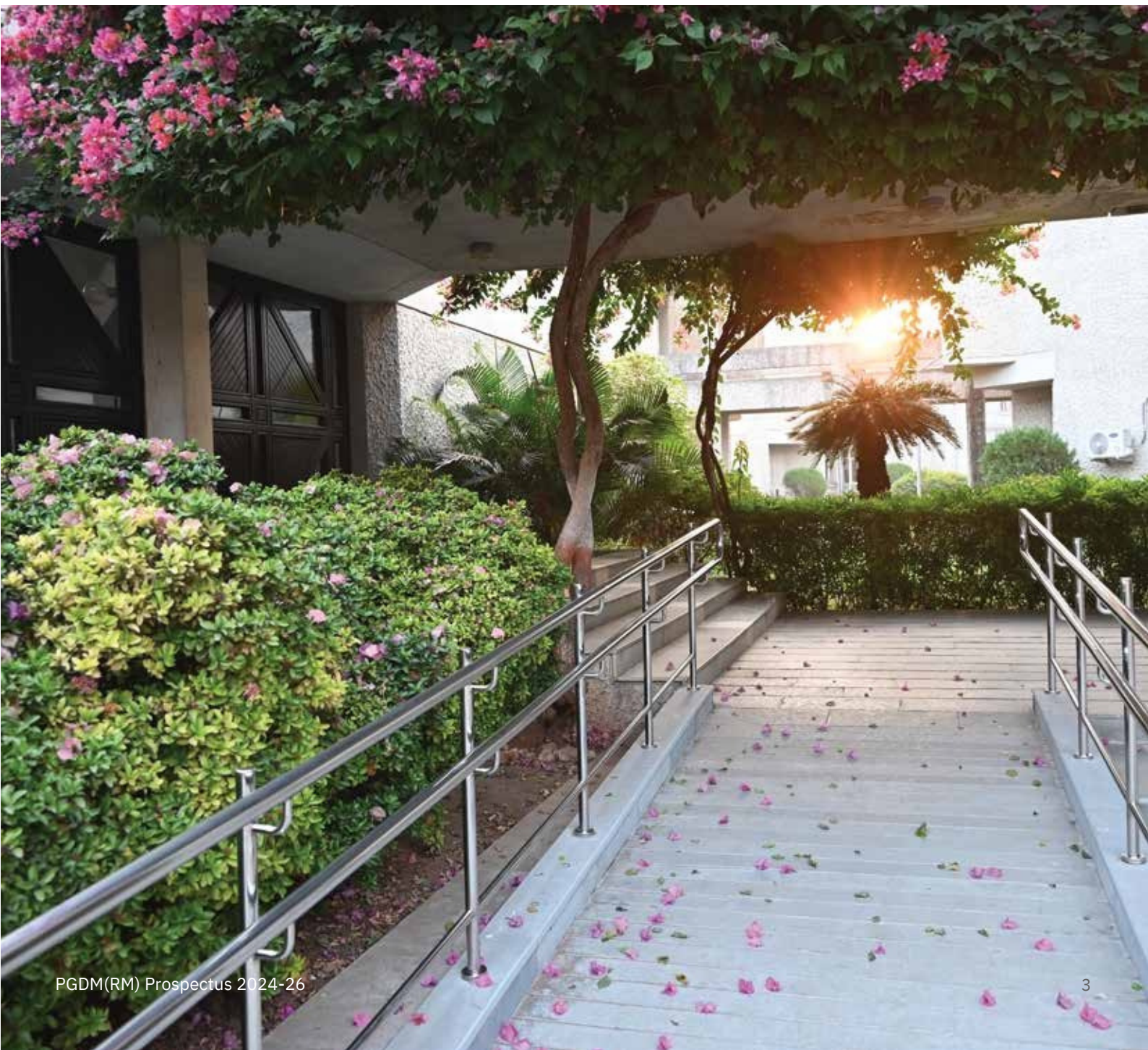


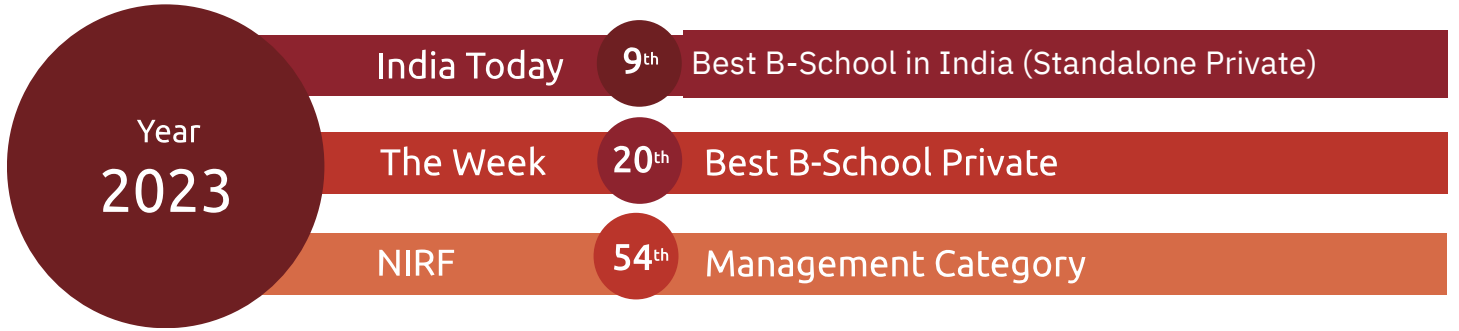
Why IRMA

Genesis of IRMA

What sets IRMA apart as an institution is its distinctive combination of multiple qualities, rather than being limited to a single defining feature. The narrative of IRMA is spellbinding, captivating your imagination and stirring compassion for the underprivileged strata of our society. Ultimately, it ignites your desire to apply the knowledge and skills acquired through a comprehensive management education to foster their advancement and well-being. IRMA was founded in December 1979 by Dr Verghese Kurien, renowned as the 'Milkman of India,' with initial support from the Government of India, the Government of Gujarat, Swiss Development Cooperation (SDC), the former Indian Dairy Corporation (IDC), and the National Dairy Development Board (NDDB) to address the professional requirements of the White Revolution. While firmly rooted in its original mandate, IRMA aims to expand its reach by committing to value-based educational programs and diverse research and consulting initiatives for entities representing Market, State, and Civil Society.

For the last 44 years, IRMA has been a pioneer in the field of management education, with a particular focus on what is often called subsistence marketplaces or the bottom of the pyramid. During this time, it has welcomed over 4,000 students from across India and neighboring South Asian nations. IRMA provides postgraduate and doctoral-level academic programs in management.





Excellent Learning

- Three distinct yet mutually supporting learning segments – Classrooms, Rural Immersion and Summer Internship
- 38 Core faculty members with vast experience in academia, industry and consulting
- 30 plus Visiting faculty members from reputed peer B Schools and Industry
- Industry-led courses in the curriculum. Sales and Distribution Management Course is facilitated by the team of AMUL - India's largest FMCG organization.
- Opportunities to work with start-ups incubated by ISEED- IRMA's start-up incubator.



Meaningful Research

- 11 Centers of Research Excellence
- Large-scale field experiments being carried out by Verghese Kurien Policy Lab for several national and international social transformation projects
- 80+ research papers by IRMA faculty in reputed international journals in 2022-23.
- 5 research-led books from IRMA faculty during past three years published by reputed publishers .e.g. Sage, Taylor & Francis, Routledge,etc.



Great Prospects

- IRMA is one of the top management institutions regularly targeted by reputed firms across FMCG, Retail, BFSI, Development Consulting, Agribusiness and Technology sectors for talent acquisition.
- Perfect placement records since inception.
 - 41 Pre-Placement Offers
 - 63 Organizations | 399 offers
 - Average Salary- ₹15.0 lakh in 2023
 - Highest Salary- ₹24.4 lakh in 2023



A Place To Call Home

- Picturesque and serene campus with modern and differently-abled friendly amenities for learning, recreation and sports
- IRMA provides all students with on-campus single and double hostel accommodation choices for the entire program.



I believe that attending IRMA is a life-changing journey, impacting both personally and professionally. Beyond the Institute's excellent reputation, you will carry a wealth of intangible qualities, including empathy for marginalized communities and a commitment to simplicity in your thoughts and actions, throughout your career. The quality of education is exceptional, and the experiences acquired during the village field segment and internships are unmatched!

Rohit Dhote | PRM [2022-2024]





Messages



ADMIN BLOCK

Message from Chairman, IRMA



Dear Aspirants,

Institute of Rural Management Anand (IRMA) founded in the year 1979 under the visionary leadership of Dr Verghese Kurien, has remained steadfast to its vision of professionalising the development sector to better serve the under-served segments of the economy. IRMA through its flagship program, the Post Graduate Diploma in Management (Rural Management) has been nurturing and developing a cadre of rural management professionals making immense contributions in enhancing the livelihoods of rural households.

Mahatma Gandhi ji used to say “The best way to find yourself is to lose yourself in the service of others” and here is the Institute which is helping the nation get competent and qualified professionals with management skills to bring about desired changes for rural transformation. IRMA has been fostering the core tenets of academic excellence by aptly blending classroom teaching with fieldwork segments through a well-designed course curriculum delivered by well-qualified and competent faculties and industry experts.

I invite you to join the Post Graduate Diploma in Management (Rural Management) and be part of this unique journey of excellence and service by equipping yourself with the necessary skill sets to play a pivotal role in the rural and development sector.

Best Wishes,

Dr Meenesh Shah

Message from Director, IRMA



Dear Aspirants,

The Institute of Rural Management Anand provides learning for life. Four decades on from its institution, IRMA stands tall because of its uniqueness in terms of its curriculum, field exposure, industry interface, and alumni base. Here is an institution that works on creating and disseminating knowledge, skills and attitudes of management for achieving inclusivity, empowerment, development and growth.

IRMA focuses on collective business models in addition to profit-driven ones, espouses inclusivity, and spreads the philosophy of responsible business and long-term sustainability. When students graduate from IRMA, they have not only gained knowledge, but through experimentation, experience, reflection, abstraction and relating their learning to day-to-day life, they transform into management professionals with empathy. This is the little but significant secret behind the success of IRMAn: they gain immense knowledge and possess high-quality skills, but more importantly, they demonstrate being responsible future citizens capable of effectively managing the business for rural development.

IRMA invites you to be a part of this exciting and fulfilling journey.

Good Luck!

Dr Umakant Dash

Message from Dean (Academic), IRMA



Dear Friends,

India's path to achieving ambitious economic and social development objectives traverses its rural landscapes. Rural India, with its immense potential, can play a pivotal role in fostering sustainable economic and social development. However, the realization of these aspirations hinges on our ability to meet the demand for compassionate, skilled individuals with robust managerial expertise who can empower rural institutions and businesses to attain these goals.

IRMA's Post Graduate Diploma in Management (Rural Management), or PGDM (RM), stands as a dedicated vehicle for advancing these aims, beckoning to professionals deeply committed to promoting transformative economic and social change within rural communities. The PGDM (RM) offers an immersive, dynamic learning experience, seamlessly blending classroom instruction with hands-on fieldwork. The Village Fieldwork Segment enables participants to delve into rural dynamics, identifying challenges and opportunities while also exploring the potential for nurturing socially responsible business ventures. The Summer Internship thrusts students into the realm of industry-level challenges, pushing them to craft managerial solutions. This comprehensive program not only equips students to leave a positive impact on rural lives but also shapes a promising career trajectory for them.

We look forward to welcoming you to IRMA.

Best Regards,

Dr Shyam Singh

Message from Associate Dean (Admissions), IRMA



Dear Prospective Participants,

I am delighted to extend my warmest greetings to you on behalf of the Institute of Rural Management Anand (IRMA). As the Associate Dean of Admissions, I welcome you to our esteemed institution through this Admission Prospectus.

At IRMA, we are committed to nurturing future leaders who can drive sustainable development and social progress in India. With a strong focus on management and rural development, we offer the PGDM(RM) program that will equip you with the skills, knowledge, and values required to make a meaningful impact.

This prospectus is a gateway to discovering the institute, faculty expertise, academic programs and IRMA's vibrant campus life. We invite you to explore our holistic approach to education, where theory and practice are seamlessly integrated. Our unique curriculum, rural internships, and numerous extracurricular activities provide a well-rounded learning experience that goes beyond the classroom.

As you flip through the pages of this prospectus, you will find comprehensive information about our admissions process, eligibility criteria, and the deadlines you need to meet. We encourage you to delve into the stories of our alumni, who have gone on to lead and transform rural communities across the world.

Should you have any queries or require further assistance, our dedicated admissions team is always ready to help. We are here to guide you through your journey to become a part of the IRMA community.

Thank you for considering IRMA for your academic and professional journey. We look forward to welcoming you into our vibrant and diverse IRMA family.

Wishing you the best of luck in your pursuit of knowledge and social change.

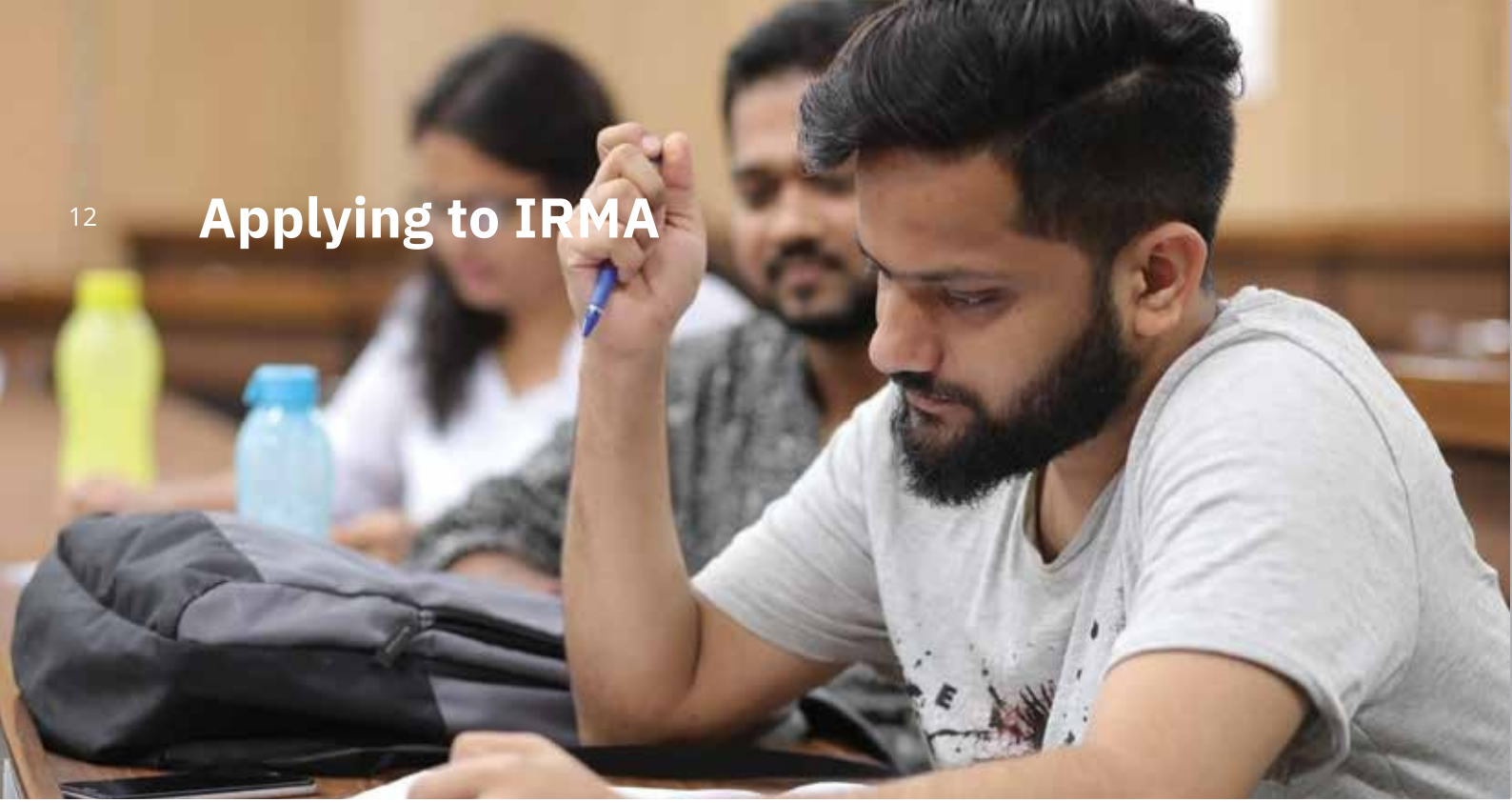
Warm regards,

Dr Preeti Priya



Applying to IRMA

Applying to IRMA



1 Check Your Eligibility!

- A Graduate from any discipline, with a minimum of 15 years of education and 50% or above [45% or above for SC/ST/OBC (NC)/General (EWS)/Person with Disability] aggregate marks or equivalent CGPA at the graduation level is eligible to apply for IRMA's PGDM (RM) program.
- The percentage of aggregate marks is to be calculated per the practice followed by the concerned university or institution. Suppose the university/institution has no scheme for converting CGPA into equivalent marks. In that case, IRMA will establish the equivalence by dividing the obtained CGPA by the maximum possible CGPA and multiplying the resultant by 100.
- Candidates in the final year of the bachelor's degree may also apply if they furnish evidence of meeting the minimum eligibility criteria by September 2024. Final-year candidates should have appeared in all their graduation examinations (Theory and Practicals) before the start of the programme (July 01, 2024).
- The candidates failing to meet the minimum eligibility criteria will be asked to withdraw from the program. The fees paid by such candidates will be forfeited unless IRMA fills their vacant seats through new admissions.
- Indian national candidates should have a valid CAT 2023/ XAT 2024/ CMAT 2023 score. For NRI candidates, in addition to the above stated examinations, GMAT scores (taken after January 01, 2019) are also acceptable.

- The total number of seats approved by the AICTE for PGDM (RM) 2023-2025 is 240.
- Up to 5% of the approved intake is allocated for the admissions to NRI students as per the AICTE rules.

IRMA encourages candidates,

- from diverse educational streams to apply.
- with Xth or XIIth from **Aspirational Districts** to apply
- with relevant full-time work experience after graduation degree.
- from the North-Eastern states of India

There is no management quota for admission to PGDM (RM) at IRMA.



2 Check Assessment Criteria

Indian Nationals

IRMA will shortlist candidates based on their CAT 2023 / XAT 2024 / CMAT 2023 scores for the second assessment stage, which includes IRMA Written Ability Test (IRMAWAT) and Personal Interview (PI). IRMA will inform the shortlist decision through email / SMS to their registered email address and mobile number. Indian Nationals will be evaluated using multiple criteria, including Aptitude Test Score, Personal Interview, IRMAWAT Score and several diversity parameters.

Final Selection Criteria

35%	CAT 2023 / XAT 2024 / CMAT 2023
35%	Personal Interview
5%	IRMA Written Ability Test (IRMAWAT)
5%	Academic Performance
5%	Work Experience
3.5%	Gender Diversity
3%	North Eastern Domicile
3%	Academic Pedigree
2%	Academic Discipline
2%	Xth / XIIth from Aspirational Districts
1.5%	Sports / Extra-Curricular Participation and Achievements

NRI Candidates

The candidate will qualify for an Online Personal Interview (OPI) based on their CAT 2023 / XAT 2024 / CMAT 2023 / GMAT scores (taken after January 01, 2019). The aptitude test scores and OPI will be weighted at 60% and 40% in the final assessment.

The OPI is slated for the third week of March 2024.



IRMA has the bespoke advantage of providing insight into the large rural ecosystem, which gives its management program participants a considerable edge in today's competitive market. As an NRI, this had an almost exponential impact as it helped me regain insight into one of the largest growing markets in the world and reconnect with the ground-level metrics. It helped me grow by leaps and bounds and forge connections, enriching my life in ways far beyond expectations.

Apurv Kashyap | PRM 2017-2019
Senior Manager, ICICI





3 IRMA Written Ability Test (IRMAWAT) for Indian Nationals

The second assessment stage will begin with a 30-minute test, an essential component of the admission process, helping IRMA assess candidates communication skills, creative & analytical thinking, personal expression and overall suitability for management programs. It allows the admissions committee to differentiate and select candidates who are best equipped to succeed in a rigorous academic and professional environment.

What is IRMA looking for in a candidate?

- We look for students with the academic ability and potential to thrive on campus.
- We seek candidates who demonstrate self-control, inner drive, unwavering dedication, and a strong ambition to exceed their current knowledge and capabilities.
- We look for candidates who are open to embracing new and innovative ideas.

4 Personal Interviews for Indian Nationals

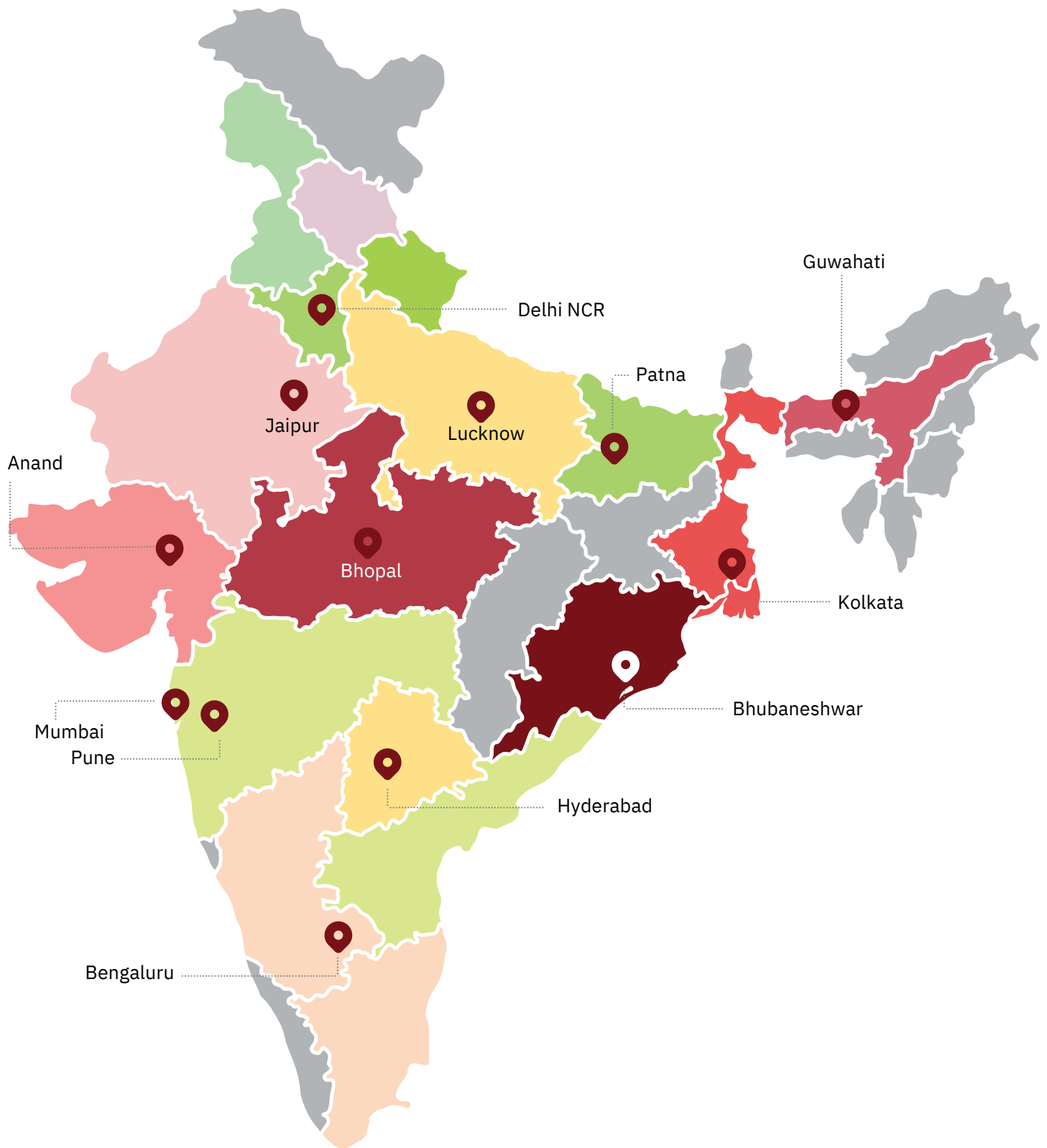
The Personal Interview will be conducted in person at 13 locations, covering 12 states across north, east, west, central and south India. Candidates will provide their preferences for the interview locations while applying to IRMA.

No Online Interviews will be conducted for Indian Nationals.

Take a look at IRMA with The IIM Guy



Interview Locations



Important Dates

Admissions Calendar 2024 | PGDM (RM) 2024 – 26 (for Indian Nationals)

Application

01 December 26, 2023
Last date for online application submission

Result

03 Fourth week of March 2024
Result Announcement & Admission Offer Release

Fees

05 within seven (7) working days after the last date of acceptance fee payment
The last date for depositing the remaining first-year fees

02 February 19 to 24, 2024
IRMAWAT and Personal Interviews across all centres

Interviews

04 Within four (4) working days after the release of the Admission Offer.
The last date for depositing the acceptance form with an initial fee of Rs.1,00,000/-

Form and Fees

Admissions Calendar 2024 | PGDM (RM) 2024 – 26 (for NRIs)



December 26, 2023
Last date for receipt of completed applications



Third week of March, 2024
Online Personal Interviews



Fourth week of March, 2024
Announcement of final results

Application Fees

₹ 2,000
General/OBC/EWS

₹ 1000
SC/ST/Person with Disabilities (PwD)
(upon receipt of valid supporting documents)

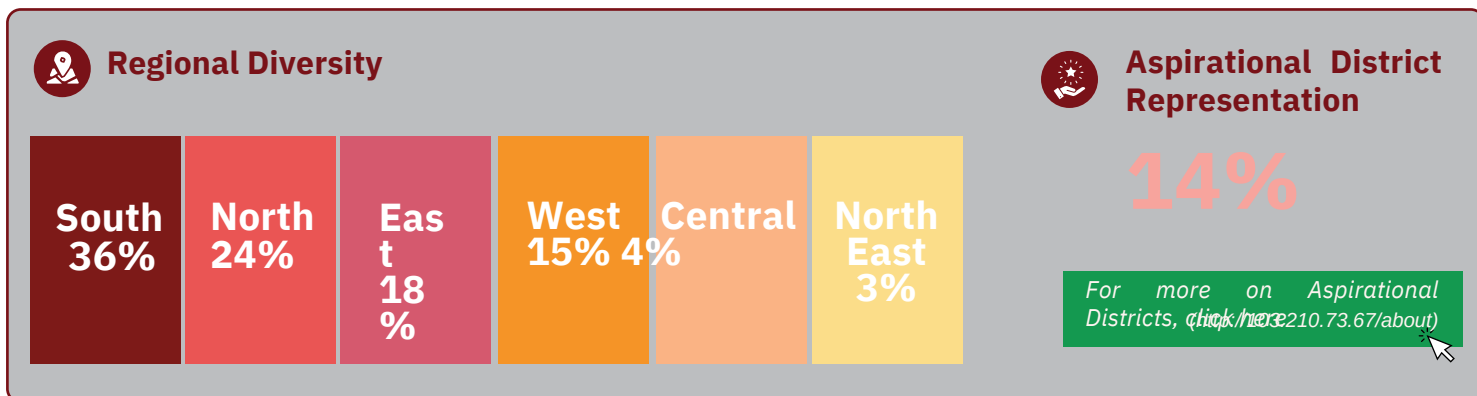
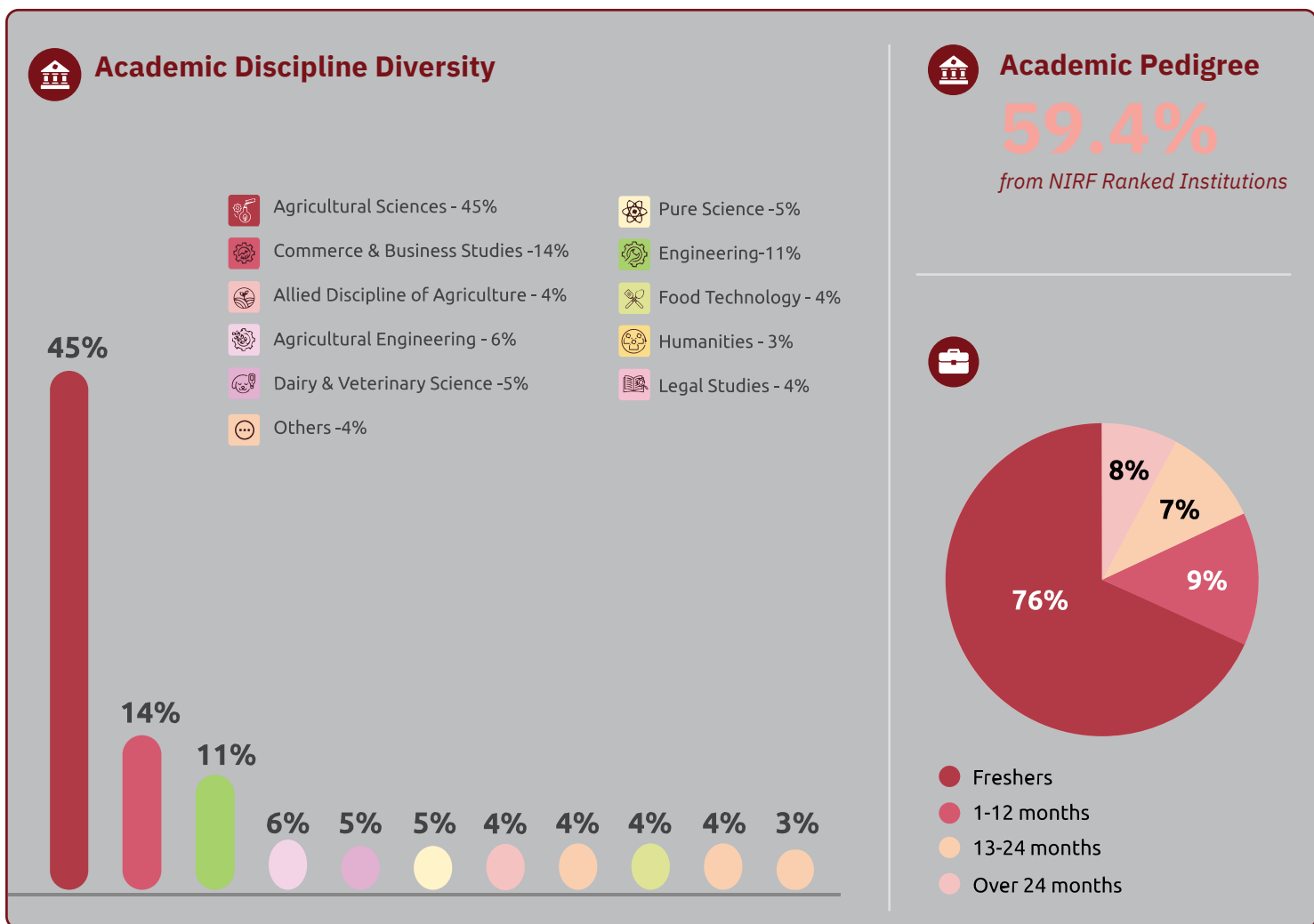
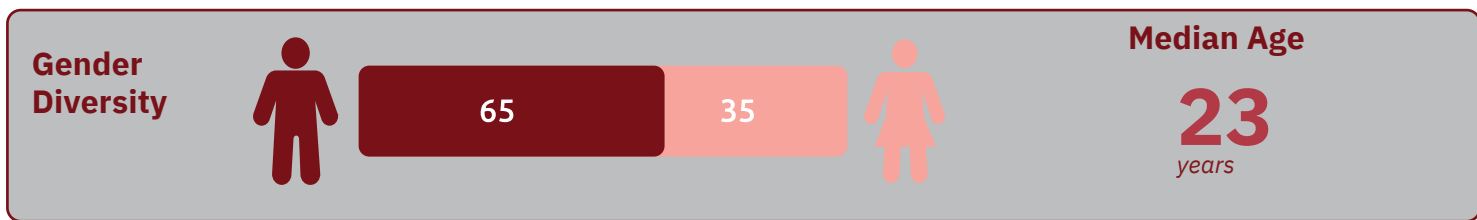
₹ 0
BPL
(upon receipt of valid supporting documents)

₹ 3,000
NRI

Disclaimers:

- Candidates should note that mere fulfillment of minimum eligibility criteria does not ensure consideration for shortlisting of the next stage of the admissions process.
- IIMs, XLRI and NTA have no role either in the selection process or in the conduct of academic programmes at IRMA.
- Admission to PGDM(RM) 2024 - 26 is subject to approval from the AICTE.
- **Jurisdiction:** The entire admissions process at the Institute shall be subject to the jurisdiction of the Courts of Anand.
- IRMA follows the statutory reservation policy of the Government of India.

Profile of PGDM(RM) Batch 2023 - 25



“



Enrolling at IIRMA marked a pivotal moment in my life. Hailing from a small town in Assam, I had been searching for a way to break free from my comfort zone, and IRMA presented the perfect opportunity. Surrounded by a diverse and highly talented group of peers, the prospect of learning from individuals with various experiences and backgrounds continually excites me.

What sets this environment apart is the absence of intense competition; instead, we collaborate, contribute, and deepen our understanding together. In contrast to monotonous lectures, the dynamic class discussions here have been refreshing and encouraged me to express myself more. Life at IRMA is a continually expanding journey filled with boundless possibilities. I am eager to make the most of the institute's ever-expanding opportunities.

Meenarva Dutta | PRM 2023-2025

Assam Agricultural University



My experience at IRMA has been one of immense personal growth. The faculty and the student body here have been the most supportive and accepting I have seen in all my time outside my home state of Meghalaya (I have lived in Kolkata and Hyderabad for extended periods). Because of them, IRMA felt like a part of the Divine's design for my life. The trust and belief my batchmates have placed on me, a minority from a remote state, by electing me as the Batch Representative for two years, has been one of the most touching and enriching experiences I have undergone. Forever will I be in their debt.

I was fortunate enough to learn about this prestigious institution from my father. IRMA had a burgeoning reputation when pursuing his PGDM from an older IIM. The stature of our founder, Dr. Kurien, made it a destination of choice for many management students with a passion for serving the underserved. Having also worked with IRMANs from the early batches, he was impressed by their intelligence, work ethic and commitment to nation-building. It was he who persuaded me to choose IRMA over the newer IIMs. "Better to be a part of a great legacy and build upon it, rather than doing the heavy lifting for an upstart. His reasoning resonated with me, so I am proud to say I am an IRMAN today."

Reuben Papang | PRM 2022-2024

North Eastern Hill University

”



“



Coming from an engineering background at NITK Surathkal, my journey at IRMA has been nothing short of transformative. IRMA has broadened my horizons and deepened my understanding of societal issues and sustainable development. The transition from a technical curriculum to a management program was seamless, thanks to the exceptional faculty and a well-structured curriculum. As someone with a strong inclination towards technology, I was pleasantly surprised by how well my technical skills could be integrated into the broader context of social impact and development. I found myself not only acquiring critical business acumen but also developing a profound sense of empathy and responsibility towards the underprivileged. Through my journey at IRMA, I've witnessed the power of interdisciplinary education, where diverse backgrounds come together to address complex issues. The magic of this place lies in its ability to ignite a passion for contributing to society, no matter where you come from.

Rohan Barman | PRM 2022-2024

NIT Surathkal





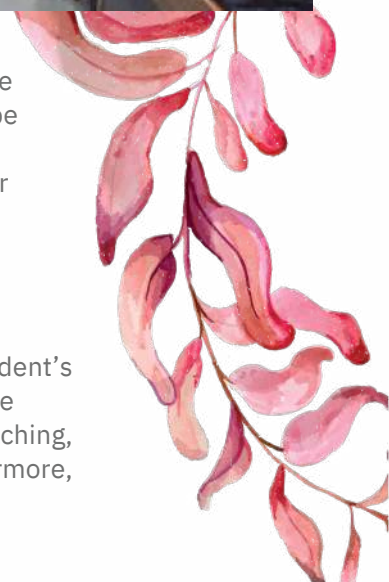
Teaching & Learning in PGDM(RM)

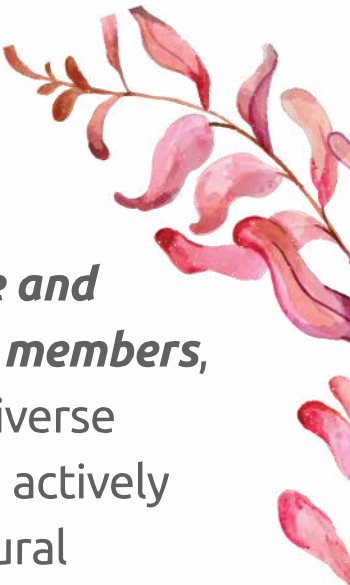
Faculty



IRMA has earned a notable reputation within corporate and non-corporate sectors in India due to our excellent teaching and research standards and the high calibre of our alumni. You will be educated by accomplished academics who are experts in their respective fields, and you will benefit from individualized assistance through our mentorship program, addressing both your academic and non-academic needs.

IRMA has 37 core and 30 guest faculty members, all hailing from diverse backgrounds and recognized as experts in the broader field of rural transformation. Their influence on students is profound because they push boundaries, ignite inspiration, and genuinely care about their student's progress. Faculty at IRMA ensure that their courses remain current and forward-looking. These faculty members are deeply engaged in every facet of the Institute's operations, including teaching, research, administration, and consultancy for national and international organizations. Furthermore, they actively contribute to various policymaking bodies within the Government of India.





IRMA has **37 core and 30 guest faculty members**, all hailing from diverse backgrounds and actively contributing to rural transformation.

BUSINESS STRATEGY & POLICY

C Shambu Prasad
Associate Dean - (PhD / IIT Delhi)

Manzoor UL Akram (PhD | IIM Rohtak)

Sumod S D Nair (PhD | IIM Kozhikode)
Area Chair

FINANCE

Asmita Vyas (CA | ICA India)

Abhinav Rajverma (PhD | IIT Kharagpur)
Area Chair

Lakshmi Padmakumari (PhD | IFMR)

Rakesh Arrawatia (PhD | IIT Kharagpur)
MD, IRMA ISEED Foundation

Sunil Sangwan (PhD | IIT Kharagpur)



MARKETING

Aashish Argade (Fellow | IIMA)
Associate Dean (Placements)

Abhinav Srivastava (PhD | IIT Kharagpur)

Ankur Srivastava (PhD | IHFE Hyderabad)

Pratik Modi (Fellow | IRMA) On leave

Preeti Priya (PhD | Sardar Patel University)
Associate Dean (Admissions)

Purvendu Sharma (FPM / IIM Indore)

Suva Mohanty (PhD | University of Reading) Associate Dean (Admin) & Area Chair

DEVELOPMENT STUDIES & SOCIAL SCIENCES

Hippu S K Nathan (*PhD | IGIDR Mumbai*)
Associate Dean (Field Work)

H S Shylendra (*PhD | ISEC Bangalore*)

Pramod K Singh (*PhD | JNU*)

Shyam Singh (*PhD | ISEC Bangalore*)
Dean (Academic)

PRODUCTION & OPERATIONS

Dhanshyam Mahavadi (*PhD | IIML*)

Janak Suthar (*PhD | IIM Mumbai*)

Ruchi Mishra (*PhD | NITIE Mumbai*)
Area Chair

Shivam Kushwaha (*PhD | IIT Kanpur*)

IT & SYSTEMS

Kushal Anjaria (*PhD | DIAT Pune*)
Associate Dean (IT) & Area Chair

Lalit Pankaj (*PhD | IIM Calcutta*)

OB-HR

Madhavi Mehta (*Fellow | XLRI-AHRD*)
Dean (Admin)

Rahul Kamble (*PhD | TISS Mumbai*)

Saswata Biswas (*PhD | Allahabad Univ.*)

Satyendra Pandey (*Fellow | XIM Bhubaneswar*)
Associate Dean (MDP)

Sushanta K Sarma (*Fellow | IRMA*)
Associate Dean (Ranking & Alumni)
& Area Chair

ECONOMICS

Umakant Dash (*PhD | IIT Kanpur*)
Director

Anand Venkatesh (*PhD | Mumbai Univ.*)
Dean (Student Affairs)

Ipsita Saishree (*MPhil | IIT Bombay*)

Indranil De (*PhD | JNU*)
Area Chair

P K V Kishan (*Fellow | IIMA*)

Santosh Dash (*PhD | IFMR*)

Vivek Pandey (*PhD | Michigan State Univ.*)
Dean (RCT)



PGDM(RM) Curriculum

The PGDM (RM) program offers a carefully designed curriculum that combines theoretical and hands-on learning, encompassing classroom teachings and practical field experiences.

The Bridge Course at IRMA, a preparatory program aimed at incoming students seeking to enhance their mathematics skills, is conducted before the start of the main program. Each year, approximately 50 students take advantage of this course.

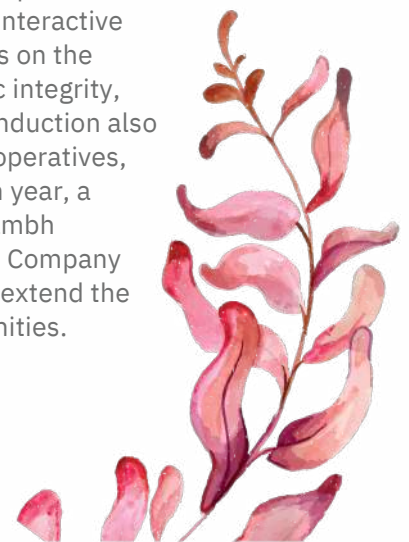
36th Convocation Address by
Prof. Tushaar Shah, Professor Emeritus, IRMA.



Scan to
view video



An induction program precedes the start of Term I, featuring various components apart from speeches by the Chairman, Director, Deans, and Associate Deans, there are interactive sessions with board members, faculty, and alumni. The program includes briefings on the Institute's administration and support services and sessions addressing academic integrity, gender awareness, wellness advisory services, and universal human values. The induction also includes a glimpse of rural life in Gujarat villages and the vast network of dairy cooperatives, the world's largest successful experiment on rural economic transformation. Each year, a distinguished guest delivers the commencement speech, known as "Shiksha Aarambh Vyakhyaan." In this year's speech, Shri Srinivasan, Chairman Emeritus, TVS Motor Company urged the young minds at IRMA to uphold Dr. Kurien's vision and his aspiration to extend the boundaries of management education for the betterment of marginalized communities.





... But the most important aspect of this institution is nation-building, society-building. All I would like to say is that whatever you do in life, have passion and be joyful in what you are doing. You will never succeed if you take a job because it pays better or some career path is superior because it gets you to a higher pay or position. Those who succeed in life have always enjoyed what they did. So that is the first rule: when you choose your future, please choose your future based on what gives you joy and buzz. That is a very, very important aspect. The second aspect is in the sectors wherever you are applying, never take only the highest paying offer. Take the offer which leads to maximum self-actualization.

Shri Venu Srinivasan

Chairman Emeritus | TVS Motor Company

Shiksha Aarambh Vyakhyan by
Shri Venu Srinivasan



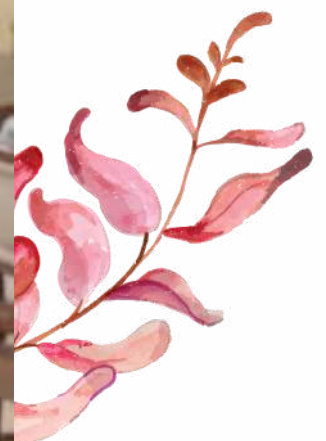
Scan to
view video



Classroom Segment

The classroom portion of the PGDM (RM) program is worth 96 credit points. The foundational courses at IRMA are grounded in collective action, cooperation, and mindful capitalism principles. In Term I, the program includes fundamental management courses and courses that help broaden participants' perspectives, drawing from the field of social sciences. Additionally, participants must complete mandatory non-credit qualifying courses in both Term I and Term II. In the first term, before embarking on their rural immersion experience, they are also expected to participate in an extensive workshop on Gender Issues in Management and Development.

Lectures are a starting point for any course, typically lasting around 90 minutes. Courses then integrate other educational tools, including case discussions, simulations, etc. Learning during the on-campus classroom segment is also enriched through Thursday Afternoon Seminar Series, Industry Connect Talks, Alumni Sessions on Crafting a Purpose-Driven Career as an IRMA, Personality Development workshops and various activities organized by several Student Interest Groups (SIGs) and Student Clubs .



Courses in PGDM(RM)

ECONOMICS AREA

Term I Microeconomics

Term II Macroeconomics

- Applied Econometrics for Rural Management
- Covid-19 Pandemic: Governance and Management - Digital Platform Economy
- Economics of Productivity and Efficiency
- Economics of Rural Infrastructure
- Impact Evaluation
- Social Cost Benefit Analysis

DEVELOPMENT STUDIES & SOCIAL SCIENCES AREA

Term I Rural Livelihood Systems

Term I Rural Society & Polity

Term I Community-oriented Research Methods

Term I Gender and Development Lab

Term I Participatory Rural Appraisal

Term II Development Theories

Term IV Collective Action and Cooperation

Term V Rural Development

- Dairy Development
- Energy for Sustainable Development
- Field Experiments for Social Policy
- Health Systems and Policies in India
- Measuring Development
- Monitoring & Evaluation for Development Interventions
- Natural Resource Management
- Public Policy Analysis
- Public Private Partnerships
- Rural Finance
- Sustainable Development and Green Business
- Sustainability Analysis
- Tribal Development
- Natural Resource Management

IT & SYSTEMS

Term III Management Information Systems

- Data Mining Techniques for Managers
- Enterprise Resource Planning
- IT-driven Innovation and Technology Forecasting

ORGANISATION BEHAVIOUR AND HUMAN RESOURCES AREA

Term I Individual & Group Behavior

Term II Organizational Structure and Design

Term III Human Resource Management

Term IV Values and Ethics in Management

- Diversity Management
- Essentials of Business Negotiation
- Essentials of Life Management
- Hybrid and Dual Purpose Organizations
- Management of Change
- Managing in a VUCA world
- Manager's Guide to Career Management
- Personal Effectiveness for Leadership
- Practical Leadership Through Emotional Intelligence

MARKETING AREA

Term II Marketing Management

Term III Marketing Research & Analytics

Term V Services Marketing

- Advertising and Sales Promotion
- Agriculture Input Marketing
- B2B Marketing
- Brand Management
- Consumer Behaviour
- Panorama of Digital Marketing
- Retail Management
- Sales and Distribution Management
- Sustainable Marketing

FINANCE AREA**Term I Financial Accounting****Term II Financial Management****Term IV Cost & Management Accounting**

- Commercial Banking and Risk Management
- Entrepreneurial Financing
- Financial and Commodity Derivatives
- Financial Inclusion and Microfinance
- Financial Markets and Securities
- Financial Statements Analysis & Advanced Accounting - Financial Statements Fraud
- Fixed Income Securities
- Goods and Services Tax
- Impact Investment
- Income Tax Act
- Investment and Risk Management
- Working Capital Management

BUSINESS STRATEGY & POLICY**Term I Managerial Analysis & Communications****Term IV Strategic Management****Term V Management of Collective Enterprises****Term VI Legal Environment of Business**

- Agri Warehousing Collateral Management & Strategic-Energy
- Business & Human Rights
- Corporate Social Responsibility
- Family Business Management in India
- Hybrid and Dual Purpose Organizations
- Manager's Guide to Career Management
- Mergers & Acquisitions
- Stakeholder Management
- Strategy Implementation through Balanced Scorecard

PRODUCTION & OPERATIONS AREA**Term I Business Statistics and Analytics****Term II Operations Management****Term II Spreadsheet Modeling**

- Business Analytics
- Data Science for Managers Using Rapidminer
- Lean for Competitive Advantage
- MultiCriteria Decision Making Models
- Project Management
- Process Analysis and Design
- Quality Management





Nishadya - The Marketing Club at IRMA organized an engaging workshop in collaboration with NielsenIQ (NIQ). Ms. Sonu Shah & Mr. Abhishek Dadu, representing NIQ, led the workshop, delving into the focal subject of Retail Measurement Services.





Abyudaya - The Development Club organized a panel discussion on the topic “Road Ahead for Cooperatives and Career Opportunities for Rural Managers”. The panelists were Dr. Meenesh Shah, Chairman, IRMA; Dr. Atanu Jana, Principal, SMC Dairy College, Anand Agriculture University; Shri Y.A. Baloch, Director, Gujarat APMC; and Prof. Saswata Biswas, Professor, IRMA.




Village Field Segment (VFS)

The PRM curriculum includes a segment called the Village Fieldwork Segment (VFS) offering participants a unique opportunity to immerse themselves in rural life, develop communication skills with rural communities, and gain hands-on experience of understanding rural realities. They receive guidance on navigating rural society, markets, politics, institutional connections, and livelihoods from a team of mentors, including IRMA professors and representatives from Civil Society Organizations.


The fieldwork segment spans approximately nine weeks and is equivalent to eight weeks of academic credit. It takes place after the initial classroom segment and comprises three key components: (i) Exploratory Study of the Village (ESV), (ii) Theme Paper, and (iii) Rural Action Component (RAC). The ESV is structured to expose participants to rural demographics, society, economics, politics, and culture. It allows participants to explore local resources, institutions, governance, and other facets of human development and sustainability. The Theme Paper involves theme-based research within the village, focusing on a critical local challenge. The RAC is a practical, action-oriented project supervised by the local host organization.

Before embarking on the VFS, participants undergo a one-week preparation phase, including intensive training in Participatory Rural Appraisal (PRA) techniques and a comprehensive orientation program led by experienced faculty and alums. This training equips them with a deeper understanding of villages, their institutions, development initiatives, governance, and practical fieldwork skills. The actual village stay typically lasts for around seven weeks.



In the context of our Village Field Segment (VFS), we host VFS Charcha, which acts as a platform for prominent thinkers, influential figures, and champions of rural development and management to engage in meaningful discussions and idea-sharing with our participants. Each VFS Charcha event centres around a specific theme and encourages interactive discussions, allowing participants to share their on-field experiences related to the theme with experts. In essence, it catalyzes discussions that have the potential to impact the future of rural India positively.

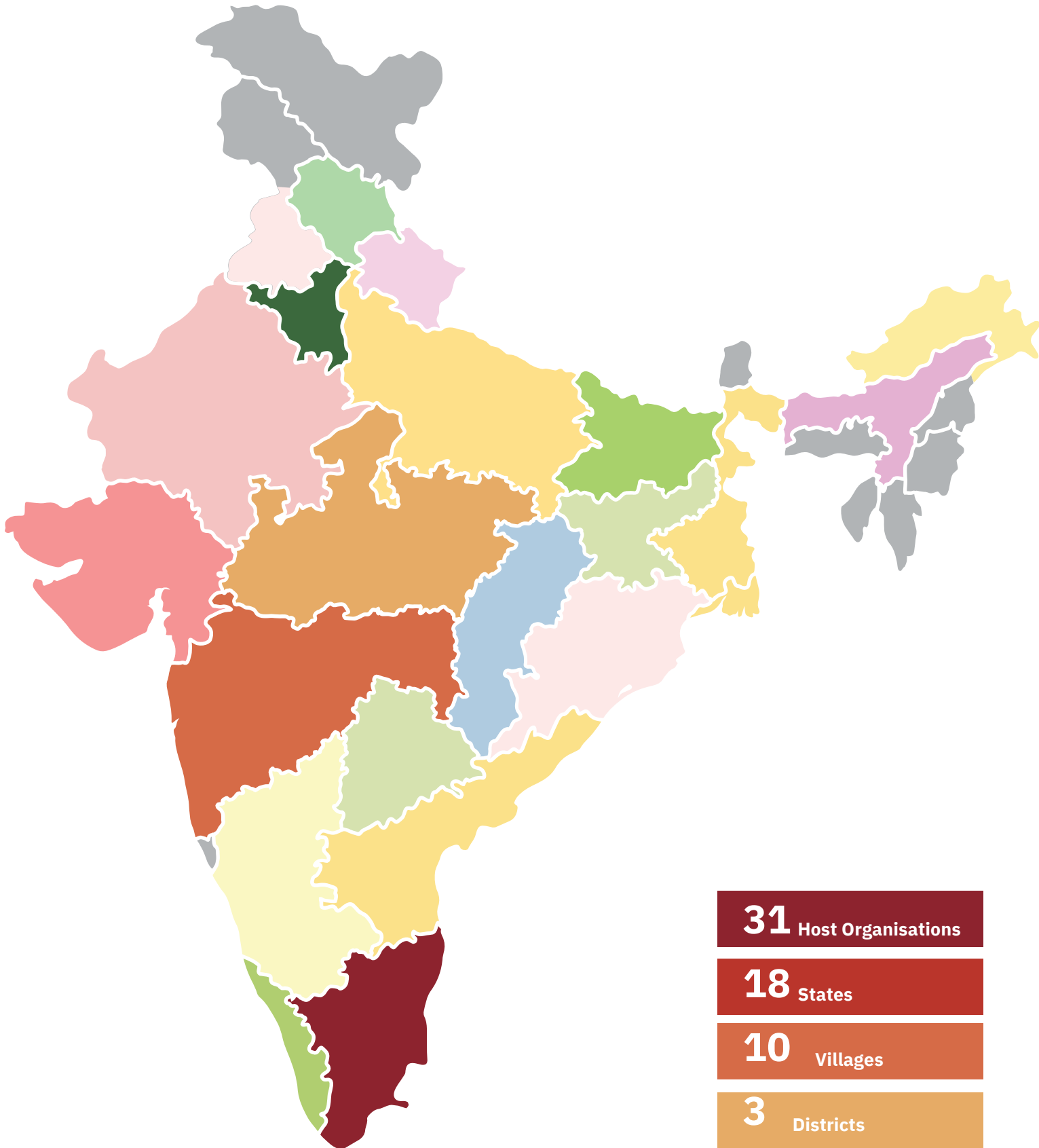
We have conducted 14 VFS Charchas during past three years.



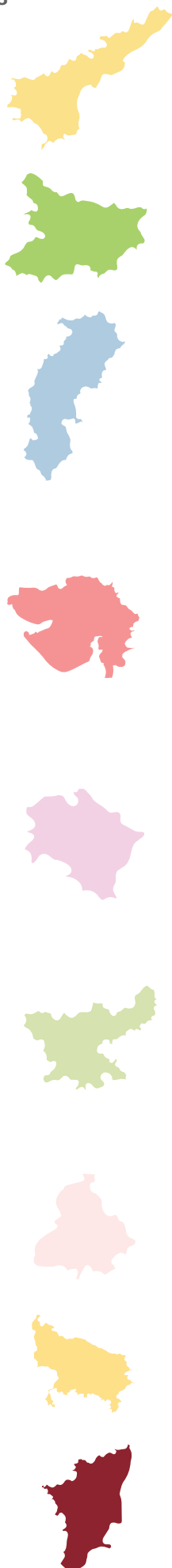
***Dr. Swati Nayak**, an esteemed alumna from the 29th PGDM(RM) batch, conducted a session during VFS Charcha for the 44th batch of the PGDM(RM). Dr. Nayak is a scientist with the CGIAR International Rice Research Institute. She is also the 2023 Borlaug Field Award Winner from World Food Prize Foundation. Dr. Nayak is currently working as the South Asia Lead for Seed Systems, with IRRI.*



VFS 2023



HOST ORGANISATIONS IN 2023



Andhra Pradesh

Bhagavatula Charitable Trust
 Sarada Valley Development Samithi
 (SVDS) Visakha Jilla Nava Nirmana Samiti

Bihar

(VTNNS)
 Mahila Abhivruddhi Society, Andhra
 Pradesh Nav Bharat Jagriti Kendra

Chattisgarh

Care India Solutions for Sustainable
 Development Evangelical Social Action Forum

Gujarat

Care India Solutions for Sustainable
 Development Coastal Salinity Prevention Cell
 (CSPC)
 Dr Manibhai Desai Research and Technology
 Transfer Company
 National Dairy Development Board
 Self-Employed Women's Association
 Shikshan ane Samaj Kalyan Kendra

Himachal Pradesh

People's Science Institute

Jharkhand

Arya Collateral Warehousing Services Private
 Limited BAIF Development Research Foundation
 Evangelical Social Action Forum
 Grant Thorton
 Nav Bharat Jagriti Kendra
 Prachodhan Development Services

Punjab

Care India Solutions for Sustainable Development

Uttar Pradesh

Shramik Bharati

Tamil Nadu

Crafts Council of India
 Evangelical Social Action Forum
 MYR ADA
 Srinivasan Services Trust



Assam

Prachodhan Development Services



Karnataka

Arya Collateral Warehousing Services Private

Limited BAIF Development Research Foundation

MYR ADA

Selco Foundation



Kerala

Attappady Social Service Organization

Malabar Regional Cooperative Milk Producers' Union Ltd.

Prachodhan Development Services



Madhya Pradesh

Aga Khan Rural Support Programme India

Arya Collateral Warehousing Services Private

Limited BAIF Development Research Foundation

Care India Solutions for Sustainable Development

Gramin Vikas Trust-Ratlam



Maharashtra

BAIF Development Research

Foundation Self Employed Women's

Association
Odisha



BAIF Development Research

Foundation Gram Vikas



Rajasthan

BAIF Development Research

Foundation IBTADA

Self Employed Women's Association

Seva Mandir

Urmul Seemant Samiti



Telangana

Centre for World Solidarity

Mahila Abhivruddhi Society, Andhra Pradesh



Uttarakhand

BAIF Development Research Foundation

Summer Internship Segment (SIS)

The Summer Internship Segment (SIS) serves as a platform for participants to apply, test, and refine the skills they have acquired in the classroom. During the ten-week SIS, students gain valuable practical experience in managerial functions within rural settings. This internship enhances their understanding of managerial roles and nurtures essential skills crucial for future managerial positions. Additionally, it provides a realistic glimpse into the world of work, preparing students for effective performance in their future careers.

The SIS program is valued at eight credits and typically occurs after completing the third term of the classroom segment. It consists of three key components: (i) Evaluation by the faculty guide, (ii) Presentation of the SIS report, and (iii) Evaluation by the host organization. SIS empowers participants to cultivate essential job-related skills such as effective teamwork, positive thinking and action, people management, and improving both written and oral communication abilities. Moreover, the internship often leads to pre-placement offers for participants.



SIS 2023

Number of Offers Received

471

Number of Offers Accepted

269

Highest Stipend

₹2,40,000

Median Stipend

₹ 50,000



Placements



Some of the prominent recruiters in 2023 were

Amul



vedanta
transforming for good

Reliance
RETAIL

HDFC BANK

Flipkart



ICICI Bank

Grant Thornton

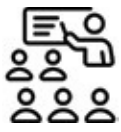
The Campus Placements Program at IRMA aims to offer substantial and challenging career opportunities to every graduating class. Our placement partners encompass many entities, including private and public sector firms, state and federal government agencies, non-governmental organizations, and multilateral international development organizations. What unites these diverse groups is their shared commitment to fostering long-term rural growth, development, and prosperity.

The oversight of the Campus Placements Program primarily falls under the purview of the Students Placements Cell, a committee elected by the respective class. The efforts of the Students Placement Cell receive support from an Associate Dean from the faculty. Graduates of IRMA have secured prominent positions in various sectors, including 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 enhancement, education, and healthcare.



Scan here to access the Placements Report for batch of 2023 audited by CRISIL

Placements Record of PGDM(RM) 2021-2023



249 Students
Batch Size



63
Recruiters

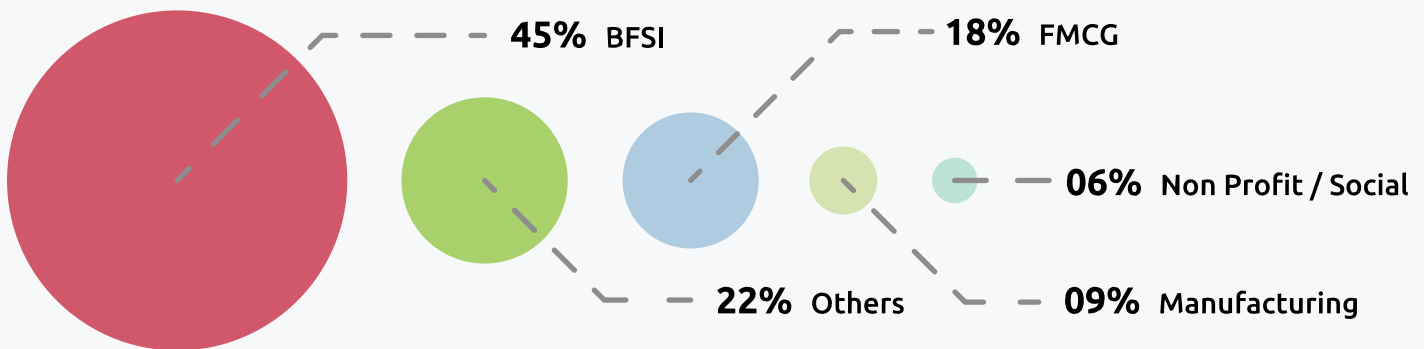


₹24.42 Lakhs
Highest Salary

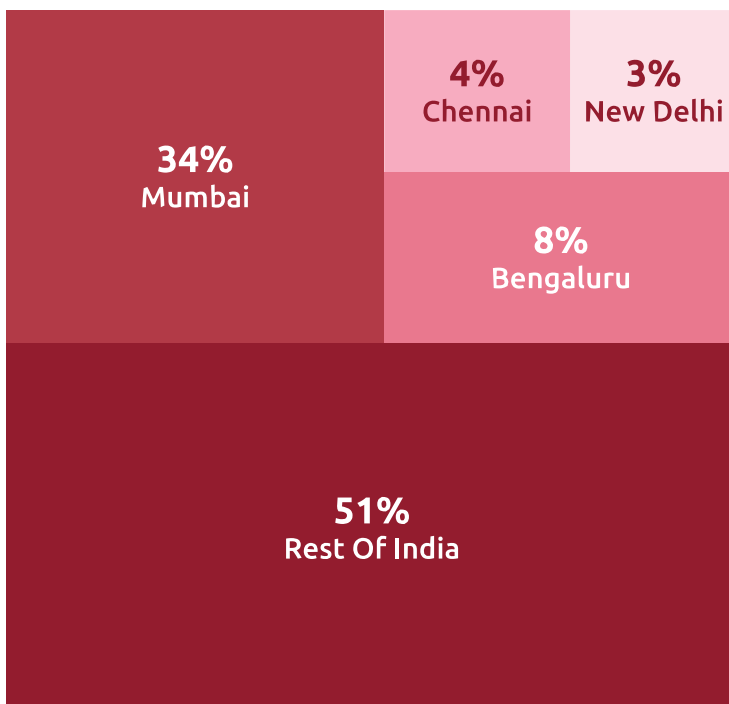


₹15.0 Lakhs
Mean Salary

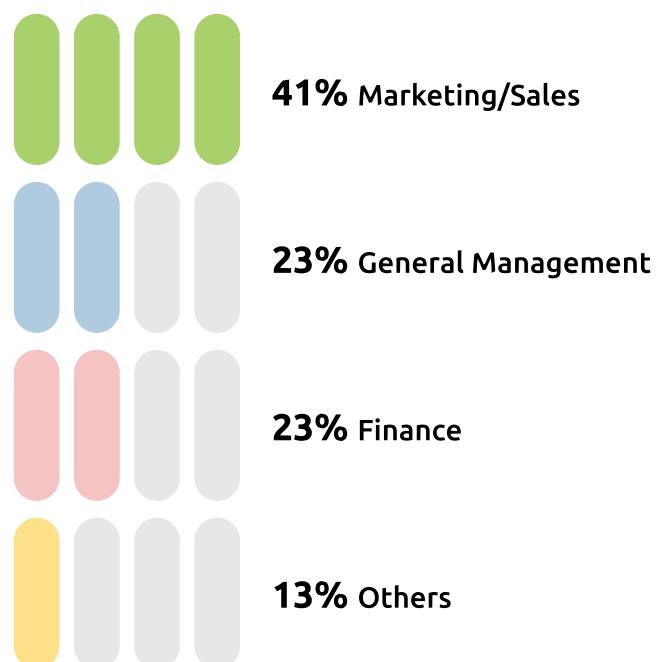
Sectors



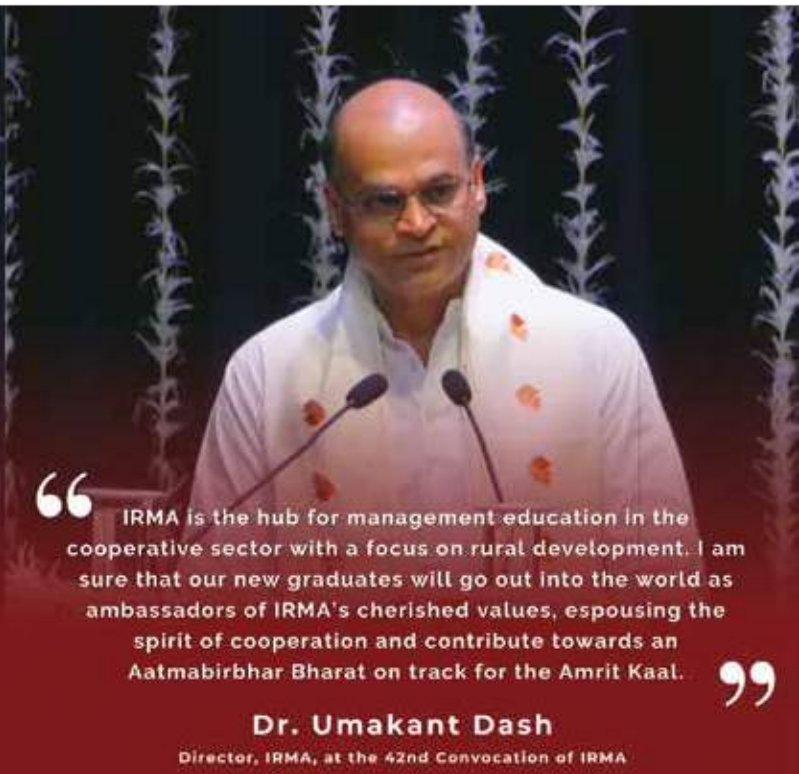
Locations



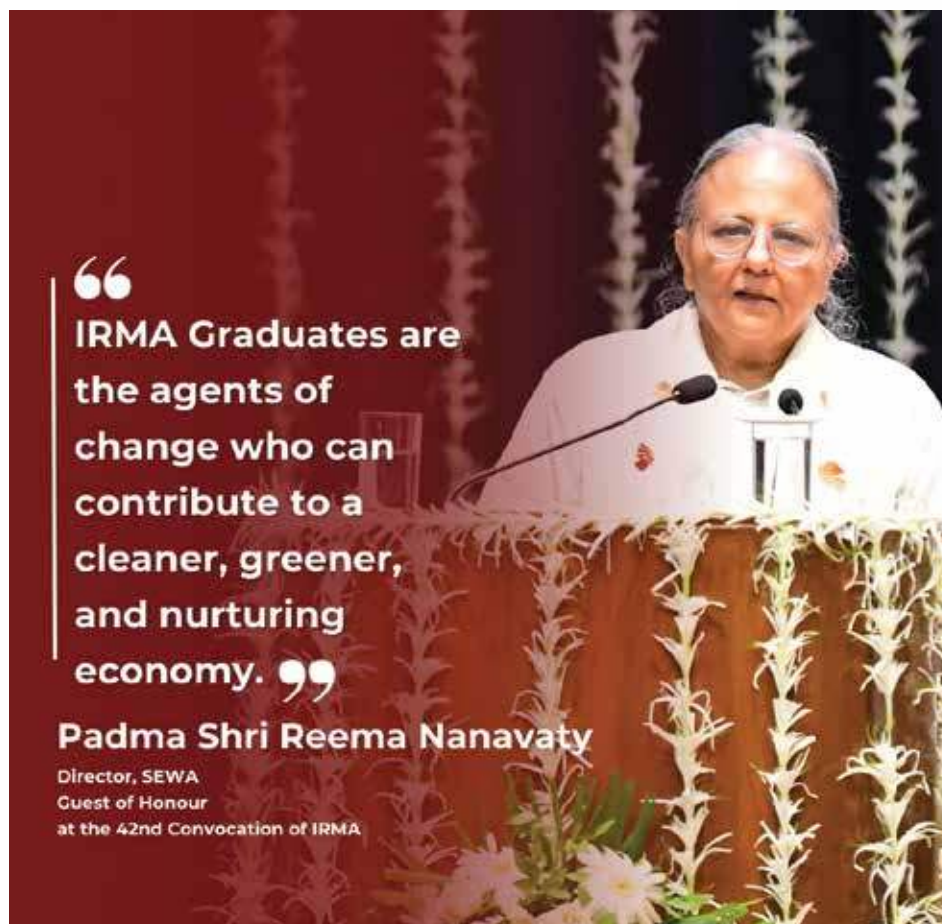
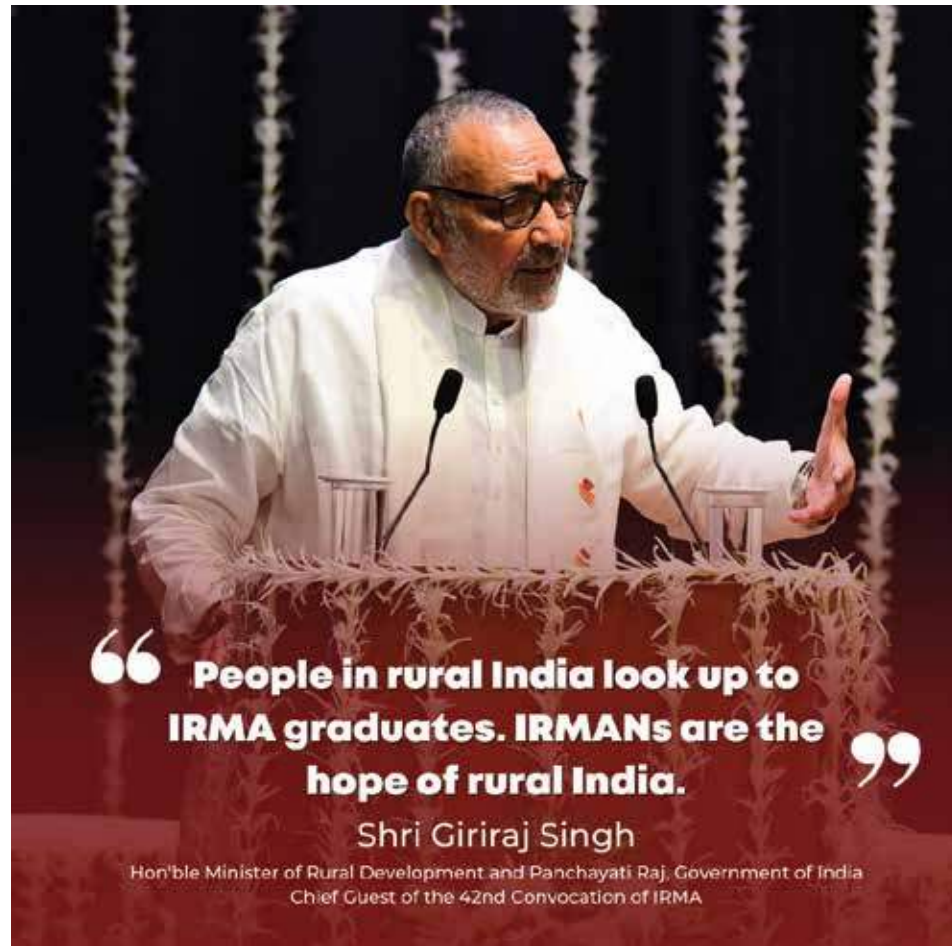
Functional Areas



Convocation at IRMA

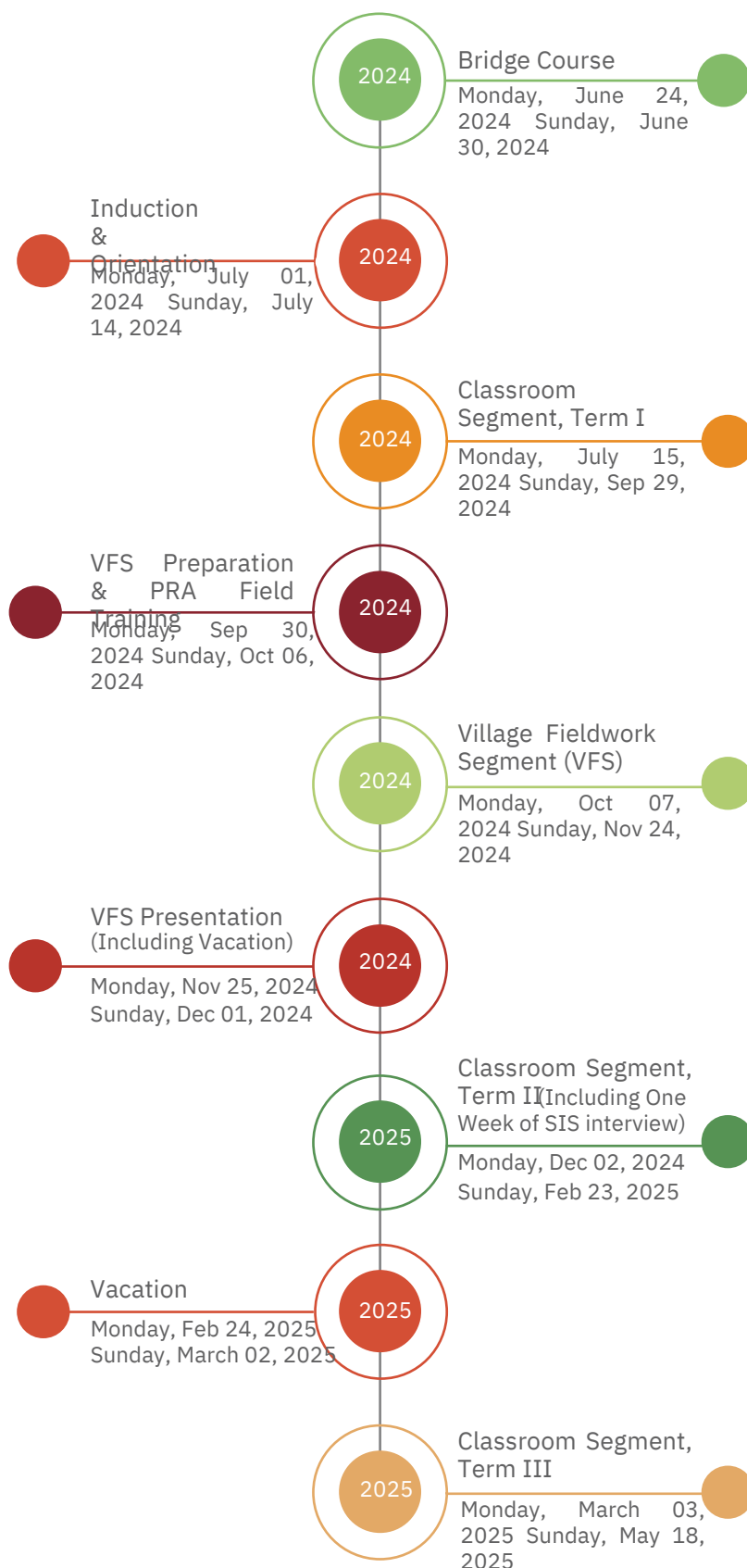


Convocation is the formal event held at a university or college where students who have completed their courses receive their diplomas and other honours. The solemnity of IRMA's convocation is evident in various aspects, including the attire, which consists of a white khadi kurta and churidar for graduating students, faculty members, board members, and the chief guest. During the procession, a song from the movie "Manthan" is played, and the ceremony features an invocation hymn from the Rig Veda. Graduates are presented with the angavastram bearing IRMA's motto, "**Sa Vidya ya Vimuktaye,**" along with their degrees. Notably, prominent figures from the Union Government, the bureaucracy, academia, and those dedicated to social transformation, including Presidents, Vice Presidents, Prime Ministers, Union Ministers, Speakers, and Padma Awardees, have graced IRMA's last 42 graduation ceremonies.

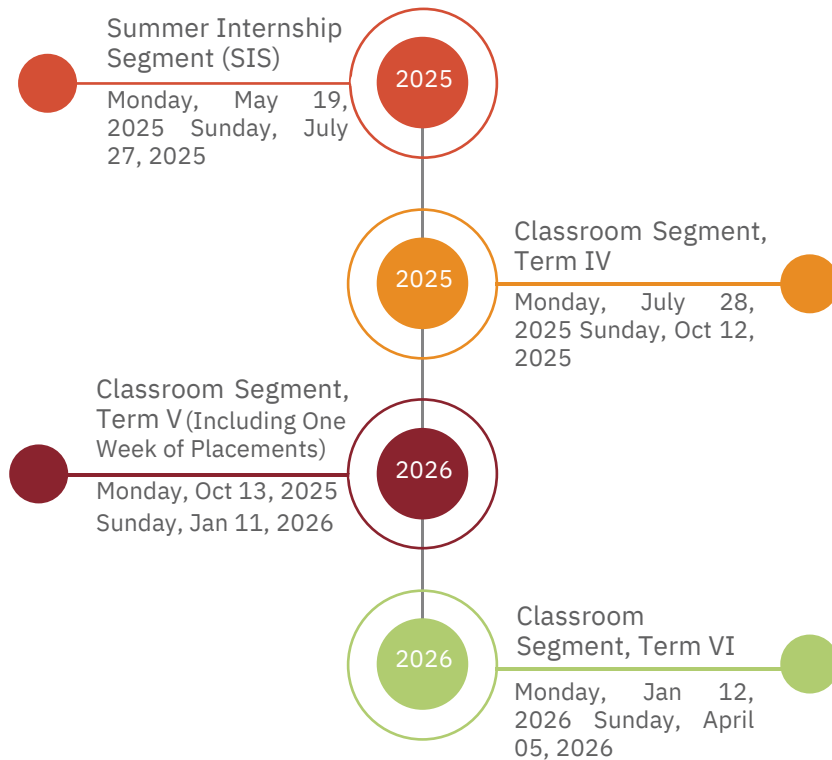


Academic Calendar for PGDM(RM) 2024-2026

First Academic Year (2024 - 2025)



Second Academic Year (2025 – 26)



Notes:

1. Induction will include four days of village stay.
2. Summer Internship Segment (SIS) includes one week for presentation post SIS.
3. The dates are indicative; to be firmed up closer to the date of the session starting.

Fee Structure At IRMA

At IRMA, fees are divided into two payments: the first is due upon enrollment, and the second is payable after the program's first year is completed. These fees encompass various charges, such as tuition, computer and internet fees, hostel expenses, and industry interface fees. Additionally, IRMA collects caution deposits, books and reading materials expenses, and mess charges, among others.

		1st Year	2nd Year	Total
Indian Nationals (₹)	Fees	8,71,500	8,03,500	
	Deposits & Other	1,44,800	50,000	18,69,800
	Expenses Total	10,16,300	8,53,500	

		1st Year	2nd Year	Total
NRIs (\$)	Fees	18358	17525	
	Deposits & Other Expenses	1779	617	38,279
	Total	20137	18142	

Financial Assistance for PGDM(RM)

Scholarships are pivotal in ensuring equitable access to higher education at IRMA. They break down financial barriers, enabling a diverse range of students to pursue quality education at IRMA. These scholarships empower aspiring individuals to access IRMA's valuable educational opportunities regardless of their economic background.

IRMA is profoundly gratified to witness the transformative impact of its Merit-Based and Means-Based Scholarships, which have empowered students to access high-quality education and embark on successful careers with renowned organizations such as NDDDB, AMUL, ITC, Flipkart, More, Reliance, RBI Hub, Yubi, Sarvagram, Sindhuja, and others.

These scholarships have been awarded to 72 students from the 2022-24 batch and 54 students from the 2023-25 batch.

IRMA Sponsored Scholarships

Merit Scholarships

IRMA has introduced 20 merit-based scholarships, collectively valued at Rs 1.32 crore, for students enrolled in its flagship PGDM(RM) program. Notably, half of these scholarships, ten out of the 20, will be exclusively reserved for female candidates. *These scholarships will cover up to 50% of the tuition fees.* In the first year, eligibility for the scholarship will be determined by the overall merit of candidates during the IRMA admissions process. In the subsequent year, scholarships will be awarded based on academic performance, specifically the Cumulative Grade Point Average (CGPA) achieved in the first year of studies at IRMA.

Means-Based Tuition Fee Waiver

IRMA offers a full tuition fee waiver, in accordance with AICTE guidelines, for the entire duration of their program.

Center Sponsored Scholarships

PM -YASASVI

The Department of Social Justice & Empowerment under the Ministry of Social Justice and Empowerment oversees the implementation of a comprehensive initiative called the PM Young Achievers' Scholarship Award Scheme for a dynamic India (PM-YASASVI), designed to support OBC, EBC, and DNT students. *One element of this program is the provision of full tuition fees and non-refundable charges, capped at Rs. 2.00 lakh per annum per student,* along with support for living expenses, educational materials, and state-of-the-art computer equipment, for OBC and other eligible students pursuing a top-class college education.

Scholarships for Students from Person with Disability categories

The Central Sector Scheme of Scholarship for Exceptional Education, aimed at students with disabilities, is accessible at IRMA through the Ministry of Social Justice & Empowerment, Department of Empowerment of Persons with Disabilities.

Scholarships for SC/ST Students

The Indian Ministry of Social Justice and Empowerment has granted IRMA four scholarships for students belonging to the SC category. These scholarships *encompass tuition fees, non-refundable charges, accommodation, meals, and expenses for books, stationery, and a personal computer.* Additionally, the Ministry of Tribal Affairs, Government of India, allocates scholarships for ST students, with the annual count determined by the Ministry.

Corporate Sponsored Scholarships

Mirae Asset Foundation Means-cum-Merit Scholarship

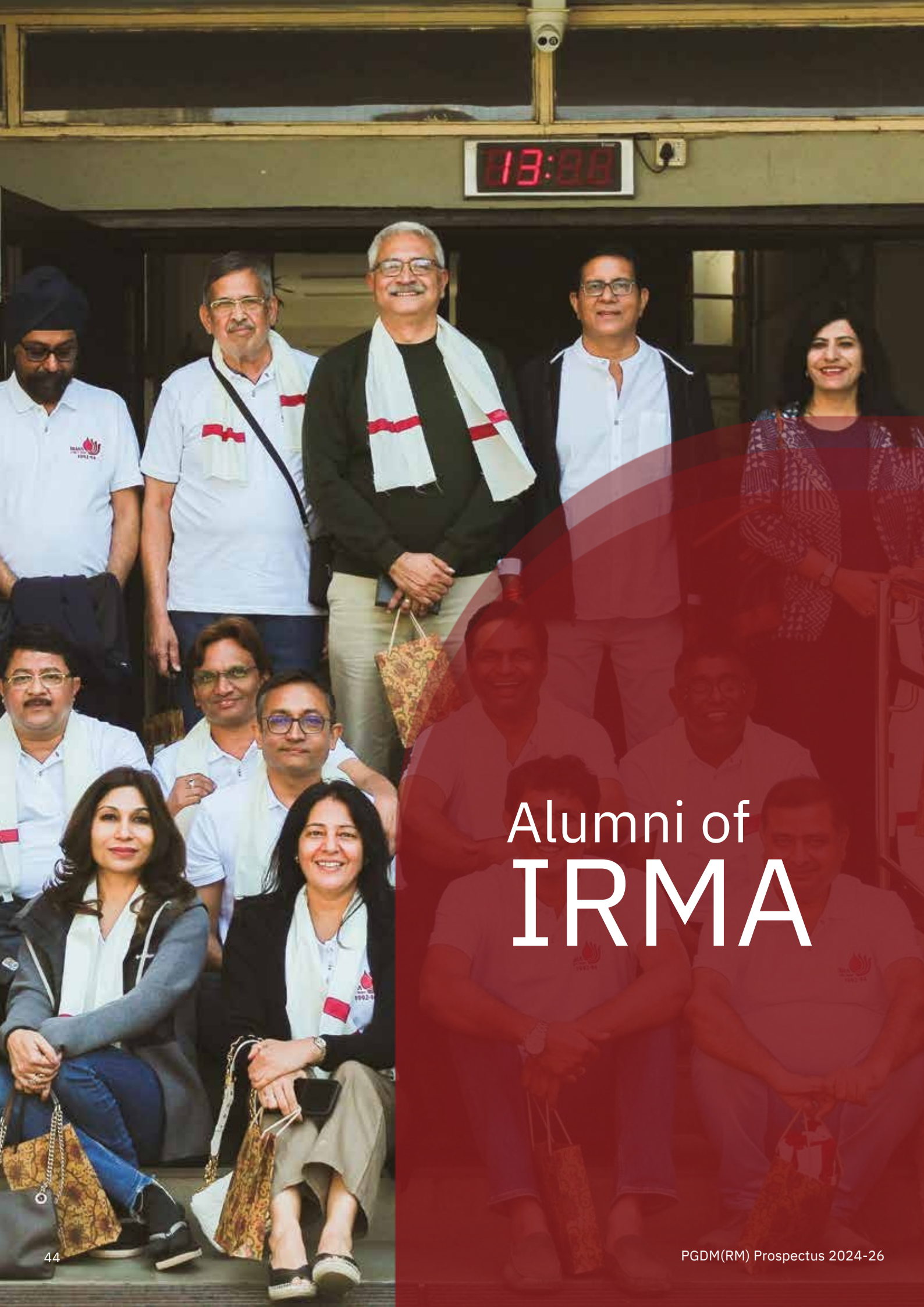
The Mirae Asset Foundation annually grants six scholarships to students pursuing IRMA's flagship Post Graduate Diploma in Management (Rural Management) program. These scholarships are divided equally, with three designated for second-year PGDM (RM) students and three for first-year PGDM (RM) students. *Each scholarship is valued at Rs. 5 lakhs per recipient.*

IDFC FIRST Bank MBA Scholarship

IDFC First Bank extends financial support to highly capable students hailing from economically disadvantaged backgrounds, aspiring to pursue an MBA or equivalent program at a prestigious Indian institution. The bank awards selected students an annual scholarship of Rs. 1,00,000 to facilitate their MBA or equivalent studies. The Institute of Rural Management Anand is among the recognized institutions for the IDFC First Bank MBA Scholarship. Each year, the bank determines the number of students eligible for these scholarships

"The number of scholarships and Tuition Fee Waiver (TFW) scheme are based on year-to-year sanctions/ approval from the concerned authorities."





13:38

Alumni of IRMA

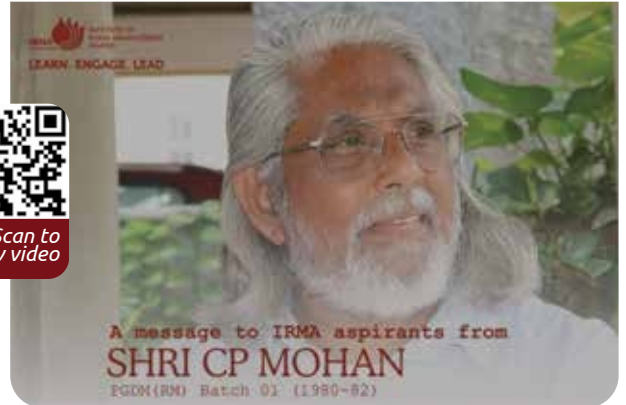
Alumni of IRMA

With a diverse and accomplished alumni network of 4,582 individuals, IRMA alumni are graduates from various programs, including the two-year PGDM(RM), one-year executive programs, and doctoral level program - FPM(RM). A remarkable quarter of these alumni now hold coveted CXO positions across an array of sectors, such as FMCG, grassroots development, CSR, Policy Making, BFSI, and Media and Entertainment. Many IRMA alumni have ventured into entrepreneurship, establishing social enterprises spanning technology, fintech, agri-processing, FMCG, retail, crafts, and artisanal domains. Their collective impact is a testament to IRMA's commitment to producing leaders and change-makers in diverse fields.

A message for IRMA aspirants from Shri CP Mohan, PRM batch 01 (1980-82).



Scan to view video



Alumni Speak



IRMA has not just been a place of education for me; it was a transformational journey that has left an indelible mark on my life, both personally and professionally. Not only did I learn about the sector, but it also taught important life lessons like humility and empathy. Over a decade since I graduated, the lessons I learned at IRMA continue to guide me. The close-knit IRMA network has been an invaluable resource, always ready to support when needed. I'm grateful for the experiences and connections that IRMA has provided, and I can confidently say that it has played a significant role in shaping my life and career.

Jainee Nathwani | PRM 2011-2013

Head- CSR & Sustainability | United Breweries Limited

The chapter at IRMA is one of the most beautiful and life-changing chapters of my life, this is where I realized that I wanted to be a social entrepreneur, building hardware products that could benefit the masses. I got the opportunity to make the best of friends, learn from the best in the sector and got the opportunity to think about the solutions that could be developed for grave problems that had existed for decades in underserved areas

Mayank Midha | PRM 2007-2009

Founder & CEO | GARV Toilets



Alumni Speak



The first term at IRMA was a nightmare, late nights, TAU materials- did not know where I had landed.....Staring with the first case study where we were told to advise a farmer on what are the crops, he should cultivate for it to be most rewarding for him. We applied ourselves wholeheartedly to the problem and came back with several solutions- only to be told "did you ask the farmer what he wants to do"? This was the beginning of my understanding about empathy – putting clients at the centre and importance of believing one has the choice no matter where one comes from. More than the theory- it was an approach to do things and understanding of the ground realities made all the difference.

Ragini Bajaj Chaudhury | PRM 1991-1993

Senior Advisor | Caspian

Looking back on the past three years of my life, the personal and professional growth I've experienced has exceeded my wildest expectations. Amul has provided me with abundant learning opportunities, and I will forever be indebted to my alma mater, IRMA, for granting me the opportunity to learn and become part of a community of non-traditional management professionals dedicated to advancing sustainable, environmentally conscious, and equitable development within the organizations we join.

IRMA is not your typical, aggressive business school; it has always distinguished itself as an institution with a heart. IRMA graduates represent a perfect fusion of intellect and compassion, influencing public policy discussions on national and global levels.

Srishti Singh | PRM 2020-2022

Senior Executive, GCMMF (AMUL)



IRMA Trailblazers

Flipkart includes 3 PGDM(RM) participants of IRMA in the coveted list of “Top 50 Breakthrough Thinkers.”



IRMA holds a special place in my heart. The day I received the call initially, I was apprehensive about “how different this institute is”. However, after speaking with alumni, I was reassured by the outstanding curriculum, dedicated faculty, and incredible opportunities at IRMA. The feeling of being an “IRMAAn” is truly exhilarating and humbling. It is an indescribable sense of pride that comes with the name IRMA. IRMA to me is not just an MBA but a journey beyond books and the four walls of the classroom. It’s the cornerstone that has opened numerous doors of learning and opportunities for me. I feel privileged to be part of this close-knit community, where I’ve learned and grown personally and professionally.

Arpit Kalra | PRM 2022-2024

My time at IRMA has been a transformative journey, personally and professionally. The faculty members are not just educators but mentors who offer unparalleled guidance and knowledge. What sets IRMA apart is its holistic curriculum, which instills an emotional aspect of management, emphasizing empathy and social responsibility. The village fieldwork component allows us to apply our learning in rural contexts, making a real impact. IRMA is a transformative experience that develops a deep sense of empathy and responsibility while providing us with the professional skills needed to succeed in the industry. I will always be thankful to this institute for everything it has provided me.

Nainpreet Singh | PRM 2022-2024



Opting to pursue my MBA at IRMA stands out as one of the most personally rewarding decisions I’ve ever made. The program has enriched me with valuable industry skills, enabled me to forge meaningful connections, and equipped me to tackle real-world challenges. It also gave me a strong foundation for transitioning from an undergrad background in the Agricultural stream to the dynamic business world. I am grateful for what IRMA has given me.

Shijin Thomas/ PRM 2022-2024



Facilities &
Resources at
IRMA

ADMIN B

Infrastructure

Central Gujarat is often called Charuttar, which roughly translates to “the land flourishing in all four directions.” IRMA’s sprawling 60-acre campus is situated in the Charuttar region and was designed by a team of architects led by the renowned Padma Shree Achyut Kanvinde, known for his functionalist approach with elements of Brutalist Architecture. The campus is lush with greenery and has state-of-the-art facilities, including lecture theatres, multipurpose halls, simulation labs, seminar rooms, a library, an auditorium, an executive training and development center, student hostels, a student mess and cafeteria, a student activity center, a gymnasium, faculty and staff housing, and a dispensary.

IRMA has fast and secure LAN and Wi-Fi networks that connect rooms, labs, and departments seamlessly. Students at IRMA must stay in hostels spread across 16 blocks, offering single and double-furnished rooms. Each floor has a furnished shared reading room. There are amenities such as a gymnasium and an indoor sports complex for fitness and sports enthusiasts. Outdoor sports facilities include basketball courts and a large cricket and football field.

The campus features a 400-seat air-conditioned auditorium equipped with a high-quality audiovisual projection system, making it suitable for lectures, seminars, conferences, and cultural events.

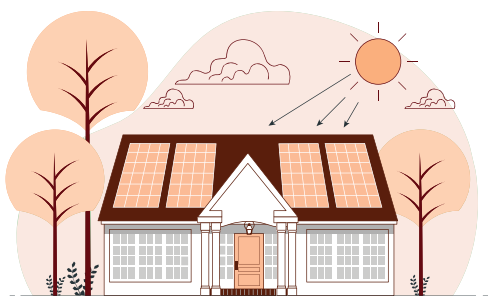
Sustainable practices followed at IRMA



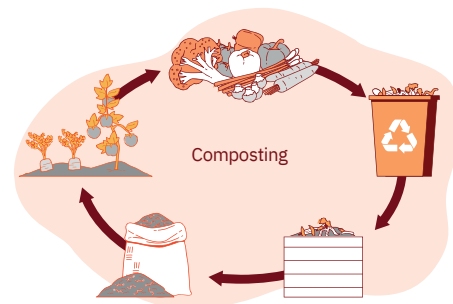
225 Tree plantations in IRMA during last six months



03 Recharge Wells in IRMA Campus



16 Hostel Blocks with Solar Panels



06 Organic Waste Composting Pits



01 Bio Gas Fuel Plant

About National Academic Depository (NAD)

- It is mandatory for all candidates to register on the National Academic Depository (www.nad.gov.in) before joining IRMA, if selected.

About Academic Bank of Credits (ABC)

- It is mandatory for all candidates to create an ABC ID before joining IRMA, if selected.

RAGGING – ZERO TOLERANCE

- Ragging is totally banned at IRMA and anyone found guilty of ragging and / or abetting ragging is liable to be punished.

IRMA's Anti-Ragging Helpline No. of IRMA: 97263 64188

AICTE's Anti-ragging helpline number : 1800-180 -5522 (24x7 toll-free)

AICTE's Anti-ragging e-mail Id : helpline@antiragging.in

AICTE's Anti-ragging website : www.antiragging.in

- IRMA has Zero tolerance for sexual harassment and is committed to keeping the campus safe.
- The Grievance Redressal Committee is established in IRMA and the Ombudsman is also appointed by the AICTE for the purpose of redressal of grievances of the students, parents and others.



LEARN. ENGAGE. LEAD

Admissions Team at IRMA

Mr. Janak R. Brahmbhatt
Manager (Academics)

☎ 02692 – 221 657
☎ 97263 64188
✉ admis@irma.ac.in

Mr. Chandrakant Parmar
Senior Executive (Academics)

☎ 02692 – 221659 / 221 940
☎ 99048 91084
✉ admis@irma.ac.in

Admissions Office:

Institute of Rural Management Anand (IRMA) Near NDDB, Anand, Gujarat, 388001

Admission HelpDesk Number:

90237 30310



Institute of Rural Management Anand (IRMA)
Near NDDB, Anand, Gujarat, 388001
w w w.irma.ac .in

Brought to life by **What The F Studios**
w w w.thewfstudios.com