

Post Graduate in **RURAL MANAGEMENT**



PRESIDENCY COLLEGE[®]
BERHAMPUR ODISHA INDIA





Presidency Group of Institutions

The Presidency Group of Institutions, established in 1998, is a distinguished conglomeration of professional educational institutions. It offers a wide range of professional courses, such as MCA, MBA, MSc (CS), PGDM, MSW, PG in Rural Management, PG in Agri Business Management, PG in Aviation & Airport Management, BCA & BBA all of which have received approval from statutory bodies and universities.

Within this esteemed group, Presidency College launched a sought-after professional course for graduates : PG in Rural Management. This two-year course has been recognised by Government of Odisha under Berhampur University. This course provides excellent career prospects in various sectors.

PG IN RURAL MANAGEMENT :

The Master programme unleashes the power of management principles to unlock boundless opportunities in rural enterprises, igniting a prosperous path towards inclusive wealth creation. With its magnetic allure, it seamlessly intertwines people and businesses harmonizing their efforts in a tapestry of holistic empowerment.

**TWO YEARS FULL TIME REGULAR COURSE
RECOGNISED BY THE GOVT OF ODISHA
AFFILIATION WITH THE BERHAMPUR UNIVERSITY**

MISSION & VISION :

The Rural Management program at Presidency College was launched with the visionary mission of "Creating corporate managers with rural insights." This vision has gained significant relevance within the Indian economy, as the rural sector emerges as a frontrunner in terms of innovation, entrepreneurship, and growth. As businesses increasingly recognize the immense value of rural India in driving sustainable growth, there is a pressing demand for skilled managers who can navigate uncharted territories and drive business in these distant markets. These managers need to possess the right blend of skills, knowledge, and attitude to work in such organizations, creating value for both businesses and rural communities. In response to this unmet market need, the Rural Management Program at Presidency College is dedicated to shape future leaders who can bridge this gap and make a meaningful impact in the ever-evolving landscape of rural management.

WHY ONLY RURAL MANAGEMENT???

As the urban markets are already saturated, the rural markets hold the promise for future growth. There is shortage of trained business managers who understand the pulse of rural sector and can provide insights about this emerging market to businesses. This has led to a sustained demand in the corporate sector for managers who specialize in Rural management. As this sunrise sector is expected to boom and hold the bulk of world's manpower in the years to come, those who enter it now will have a bright future to look forward .

**UNLEASH THE UNTAPPED POTENTIAL:
EMBRACE RURAL MANAGEMENT!**





ELIGIBILITY :

Graduate in any discipline

TOTAL FEES (ALL INCLUSIVE) :

Rs 30,000/ only Per Semester

OVERVIEW :

Unlock the Potential of Rural Management: Enrol in the PGDM-Rural Management program at Presidency College and embark on a transformative journey towards becoming a professionally trained and skilled Rural Manager. This program equips students to create and manage businesses for rural-facing companies, co-operatives, development sector organizations, and government agencies, positioning them as catalysts for positive change in Rural India. With its unique features fostering adaptability, a holistic view, tenacity, empathy, grassroots-level knowledge of rural India, and insights into expanding rural markets, graduates of the Rural Management program enjoy diverse career prospects across various industries. Contrary to popular belief, the impact of Rural Management spans beyond traditional sectors, attracting recruiters from domains such as Banking & Finance, Insurance, FMCG & consumer durables, IT & ITES, Telecom, Manufacturing, Healthcare, Energy, Infrastructure, and more. Unleash your potential and seize the opportunity to shape the future of Rural India with the PGDM-Rural Management program at Presidency College.

OUTCOME :

The completion of the program in Rural Management at Presidency College empowers you to become a corporate manager with exceptional leadership qualities and an innovative mindset. Equipped with deep insights into emerging rural markets, you will possess the ability to think outside the box and find ingenious solutions to the complex challenges faced by the rural sector. Prepare to unleash your full potential and embark on a remarkable journey as a trailblazer in the realm of rural management.

JOB OPPORTUNITIES :

Unleash your potential in the world of Rural Management, where an abundance of job opportunities awaits individuals seeking to make a profound impact in rural communities. There is a growing demand for skilled professionals who can navigate the unique challenges and capitalize on the opportunities within these regions. Whether it's in sectors such as Banking & Finance, Insurance, FMCG & consumer durables, IT & ITES, Telecom, Manufacturing, Healthcare, Energy, Infrastructure, or others. You have the chance to work with rural-facing companies, cooperatives, development sector organizations and government agencies and contributing to the sustainable development of rural communities.

POSITIONS :

In the field of Rural Management, a variety of designations offer professionals opportunities to contribute to the development and growth of businesses, projects, and initiatives in rural areas. These designations encompass roles such as Rural Development Manager, responsible for spearheading initiatives that uplift rural communities and drive sustainable development; Rural Marketing Executive, who devises and implements marketing strategies tailored to the unique needs and preferences of rural consumers; Rural Sales Manager, overseeing sales operations and building strong distribution networks in rural markets. Other designations include Rural Project Coordinator, Rural Business Development Officer, Rural Entrepreneur, Rural Supply Chain Manager, and Rural Livelihood Specialist, among others. As the field of Rural Management continues to evolve, new and innovative designations are likely to emerge, reflecting the ever-changing landscape of rural development and management.

ADMISSION CONTACT :

Dept. of Rural Management

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REACH :

The well known silk city Berhampur, has earned a fame as the commercial hub of South Odisha. It is located at the Kolkata-Chennai National Highway, which has situated along with the coastal belt of Odisha. This strategic location, defines Berhampur as a significant center for trade and commerce in the region.

The city is well-connected to extensive transportation (Biju Patnaik International Airport) by providing domestic and international flight connection. In addition, Berhampur is served by the Rangeilunda airstrip, further enhancing its accessibility.

Bramhapur railway station plays a vital role in connecting Berhampur to various parts of the country through the extensive rail-way network. These transportation link contributes to the city's prominence as a thriving commercial hub in South Odisha.