

Ref No: BJ/ED/IRMA/2023/CH1257
October 30, 2023

To,
The Director
The Placement Office
Institute of Rural Management Anand
60, Anand 388 001,
Gujarat

Re: Audit of the Placement Report of the Post Graduate Diploma in Management - Rural Management (PGDM - RM) Program, 2021-23

Dear Sir,

CRISIL has audited the Placement Report prepared by Institute of Rural Management Anand (IRMA), Anand, for the final placements of students in the PGDM-RM batch of 2021-23. CRISIL has validated the information provided in the report with the relevant documentation, and offers the following comments:

1. CRISIL has obtained all information and explanations as were necessary for conducting the audit. We believe the Placement Report complies with the requirements of Indian Placement Reporting Standards (IPRS) Version 2.2.
2. The validation of information presented in the report is based on communication received by IRMA from the recruiting companies. CRISIL has not independently sourced any information or documentation.
3. CRISIL has verified the information with respect to remuneration, job function and location presented in the report with communication received from recruiters.
 - a. The information has been categorized as best as possible under various salary heads according to IPRS Version 2.2; where break-up was not available, the salary has been considered only as 'Maximum earning potential'.
 - b. Proof of acceptance of the offers is indicated by student signing the offer letter. The acceptance of offer for 165 students out of 244 could not be verified.
4. The number of students opting out of the placement process and students on sabbatical has been established through written communication from the students/recruiting companies.

Thank You,

Best Regards,



Ms. Binaifer F. Jehani
Business Head- SME Solutions



Mr. Yogendra Deep Singh
Business Head - GIX





Institute of Rural Management Anand

FINAL PLACEMENT

2021-23

Post Graduate Diploma in
Management - Rural Management
(PGDM- RM)

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Classification of the Entire Graduate Pool

The graduating class is categorized into three major groups:

- Graduates seeking placement through the institute.
- Graduates not seeking placement through the institute.
- Graduates who did not get placed.

Table 1: Classification of the Entire Graduate Pool

Categories	Number
1. Sought placement through the institute	244*
2. Did not seek placement through the institute	
2a. Sabbatical	-
2b. Continuing education	-
2c. Postponing job search	-
2d. Entrepreneurship (Starting a new business)	-
2e. Returning to/ joining family business	-
2f. Sought placement outside the campus placement process	-
2g. Did not seek placements for other reasons	4
Total who did not seek employment through the institute	4
3. Number unplaced, if any	1
Total Graduates	249

* 244 offer letters were available for verification (196 offer letters, 12 Letter of Intent, 14 email confirmation, 21 appointment letter and 1 consultancy agreement) of which 79 offers were signed and accepted. Out of the total final placement offers, 33 were pre-placement offers.

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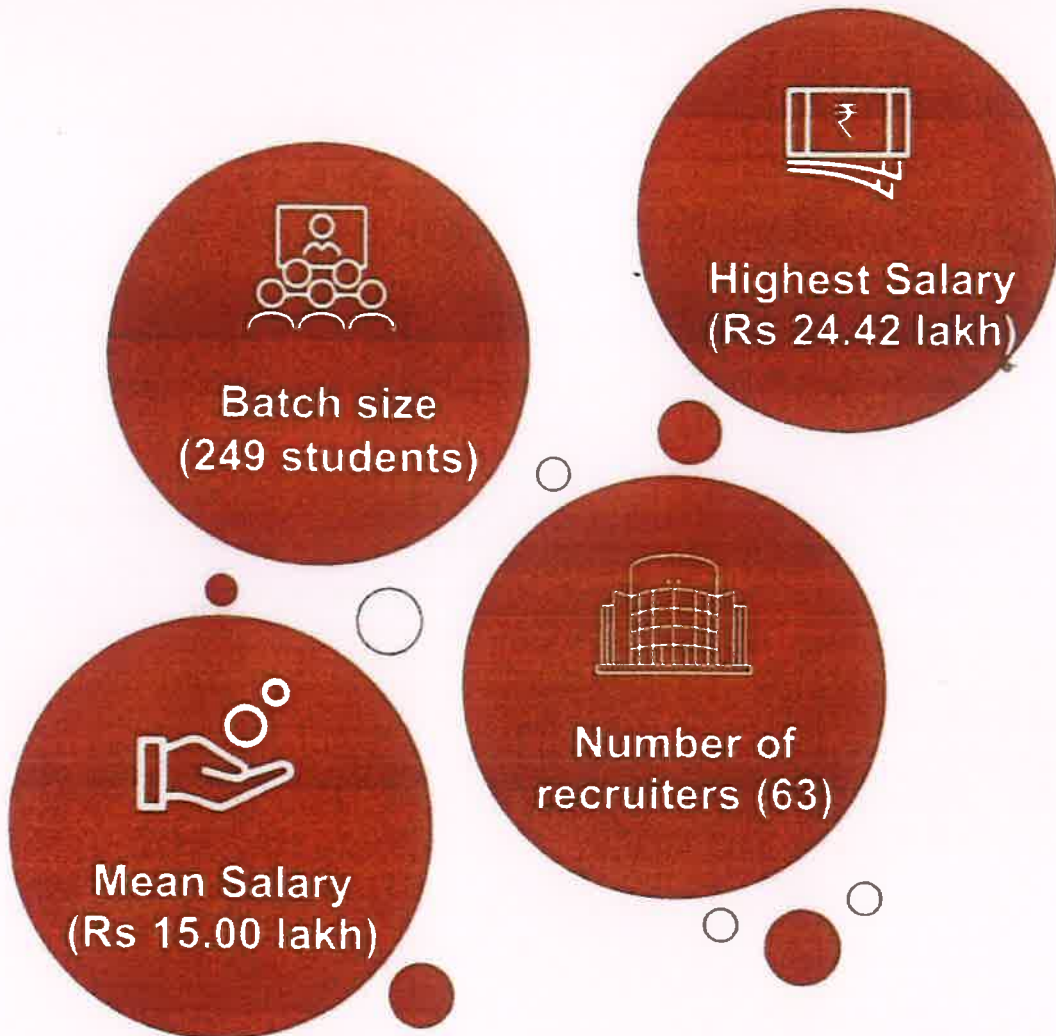
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Key Highlights

PGDM-RM Program (2021-23 batch)



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Sectoral Highlights



BFSI
(45%)



FMCG
(18%)



Non-profit / Social
(6%)



Manufacturing
(9%)



Others
(22%)

- Highest offers were made in BFSI sector (45%)
- Others include offers from Retail (10.50%), E-commerce (3.00%), Consulting (3.69%), Agriculture (2.35%), Telecom (1.23%), Information Technology (0.82%) and Pharmaceutical Healthcare (0.41%)

Sector-wise classification

The table below shows sector-wise break-up of the accepted offers.

Table 2: Classification of Placements Based on Sector

Sector	Number of Offers accepted
BFSI	110
E-commerce	07
Consulting	09
FMCG	43
Pharmaceutical / Healthcare	01
Information Technology (IT)	02
Manufacturing	23
Non-profit / Social	15
Others	31
Telecom	03
Grand Total	244

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Functional Highlights



Marketing / Sales
(41%)



General Management
(23%)



Finance
(23%)



Others
(13%)

- Highest offers received for Marketing/Sales (41%)
- Others include offers for Consulting (5.20%), Operations / Supply Chain (3%), remaining functions (Others) (3%) Economics Policy and Research (0.4%), Human Resource (0.4%) and Systems / IT (1%)

Function-wise classification

The table below shows function-wise break-up of the accepted offers.

Table 3: Classification of Placements Based on Function

Function	Number of Offers accepted
Consulting	14
Finance	56
General Management	56
Marketing/Sales	99
Operations/Supply Chain	07
Systems / IT	03
Human Resource	01
Economics Policy and Research	01
Others	07
Grand Total	244

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Location Highlights



Mumbai
(34%)



Bangalore
(8%)



Rest of India
(51%)



Chennai
(4%)



New Delhi
(3%)

- Highest offers received for Mumbai (34%) location.
- Rest of India (51%) include offers for Rest of Gujarat (2.87%), Rest of Maharashtra (2.87%), Gurugram (2.46%), Ghaziabad (1.64%), Ahmedabad (1.64%), Guntur (1.64%), Karnataka (1.23%), Pune (1.23%), Rajasthan (1.23%) and Kolkata (1.23%).
- Rest of India (7.96%) includes Allahabad, Bareilly, Bhopal, Bhubaneswar, Dehradun, Durgapur, Ernakulam, Gandhinagar, Gorakhpur, Jammu, Jamshedpur, Jorhat, Muzaffarpur, Palanpur, Noida, Rajkot, Sri Nagar and Vijayawada.
- 25% of letters with location details were not available and have been considered in Rest of India.

Location-wise classification

The table below shows location-wise break-up of the accepted offers.

Table 4: Classification of Placements Based on Location

Location	Number of Offers accepted
Bangalore	19
Chennai	09
Kolkata	03
Mumbai	82
New Delhi	06
ROI	125
Grand Total	244

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Salary details

Salary Heads – Domestic (INR)

Table 5: Classification of Salary Components in INR

Salary Head (INR)	Min	Max	Median	Mean	Data
Total Fixed Salary	551097	1811503	1106972	1124524	244
One time Cash Payments	79167	390000	200000	178300	52
Total Guaranteed Cash Payments	551097	2201503	1166994	1162522	244
Performance linked compensation (max)	52726	748000	200000	259892	188
Other payments	21600	498216	105996	141972	235
Maximum Earning Potential (including non-cash, long term, and performance linked components)	850000	2442064	1500000	1499502	244

Sector-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 6: Sector-wise Classification of Fixed Yearly Cash Component in INR

Sectors	Fixed Yearly Cash Component (INR)				
	Min	Max	Median	Mean	Data
BFSI	770580	1592424	1137772	1138926	110
Consulting	551097	1636905	960000	1028300	09
E-commerce	878400	1811503	1028400	1198960	07
FMCG	730284	1595264	1275804	1219442	43
Information Technology	953400	1003398	978399	978399	02
Manufacturing	869136	1394880	1011323	1076380	23
Non-profit / Social	864000	1118982	1118982	1063889	15
Others	601800	1404424	984768	1054089	31
Pharmaceutical / Healthcare	950000	950000	-	950000	01
Telecom	906616	906616	906616	906616	03

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Table 7: Sector-wise Classification of Onetime Cash Payments in INR

One Time Cash Payments (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	100000	200000	100000	125000	04
Consulting	79167	108333	89583.5	91667	04
E-commerce	150000	390000	270000	270000	04
FMCG	100000	100000	100000	100000	07
Information Technology	-	-	-	-	-
Manufacturing	100000	250000	200000	185000	20
Non-profit / Social	100000	200000	200000	166667	03
Others	100000	300000	300000	242495	10
Pharmaceutical / Healthcare	-	-	-	-	-
Telecom	-	-	-	-	-

Table 8: Sector-wise Classification of Total Guaranteed Cash Payments in INR

Total Guaranteed Cash Payments (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	770560	1592424	1150280	1143472	110
Consulting	551097	1736905	1003367	1069041	09
E-commerce	956113	2201503	1028400	1353246	07
FMCG	730284	1695264	1275804	1235721	43
Information Technology	953400	1003398	978399	978399	02
Manufacturing	886482	1494880	1211323	1237250	23
Non-profit / Social	900742	1156880	1118982	1097222	15
Others	661404	1704424	984768	1132313	31
Pharmaceutical / Healthcare	950000	950000	-	950000	01
Telecom	906616	906616	906616	906616	03

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Table 9: Sector-wise Classification of Performance Linked Compensation in INR

Performance Linked Compensation (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	60000	748000	212750	340645	70
Consulting	100000	260000	185500	181500	08
E-commerce	100000	200000	150000	151429	07
FMCG	52726	294000	294000	238883	36
Information Technology	200000	300000	250000	250000	02
Manufacturing	72432	350000	350000	291128	15
Non-profit / Social	172070	300000	172070	193392	12
Others	76932	255000	150,000	160084	30
Pharmaceutical / Healthcare	250000	250000	-	250000	01
Telecom	100000	100000	100,000	100000	03

Table 10: Sector-wise Classification of Other Payments in INR

Other payments (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	28800	218028	95058	114771	110
Consulting	64088	377316	87838	194129	05
E-commerce	21600	265487	21600	67573	07
FMCG	76800	342924	259332	216008	43
Information Technology	21600	21600	21600	21600	02
Manufacturing	21600	210209	188677	155147	19
Non-profit / Social	36000	346500	346500	246626	15
Others	53952	498216	67200	101405	31
Pharmaceutical / Healthcare	-	-	-	-	-
Telecom	57557	57557	57557	57557	03

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Table 11: Sector-wise Classification of Maximum Earning Potential Cash Component in INR

Maximum Earning Potential (INR)					
Sectors	Min	Max	Median	Mean	Data
BFSI	850000	1944532	1500000	1487403	110
Consulting	960000	1936905	1238455	1338224	09
E-commerce	1150000	2442064	1200000	1572247	07
FMCG	983012	2000000	1868712	1651723	43
Information Technology	1175000	1324998	1249999	1249999	02
Manufacturing	900000	1976789	1750000	1555281	23
Non-profit / Social	983740	1637552	1637552	1498561	15
Others	1080000	2000000	1195210	1388638	31
Pharmaceutical / Healthcare	1200000	1200000	-	1200000	01
Telecom	1064173	1064173	1064173	1064173	03

Function-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 12: Function-wise Classification of Fixed Yearly Cash Component in INR

Fixed Yearly Cash Component (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	551097	1636905	955413	989065	14
Economics and Policy Research	900742	900742	-	900742	01
Finance	856800	1582424	1144992	1175336	56
General Management	864000	1811503	1118982	1149360	56
Human Resource	1291428	1291428	-	1291428	01
Marketing/Sales	601800	1595264	1103568	1111511	99
Operations/Supply Chain	730284	1330828	1330828	1121507	07
Others	797568	1062787	1011660	957795	07
Systems / IT	1137772	1291428	1137772	1188991	03

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Table 13: Function-wise Classification of Onetime Cash Payments in INR

One Time Cash Payments (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	79167	108333	89583.5	91667	04
Economics and Policy Research	-	-	-	-	-
Finance	100000	150000	100000	100000	02
General Management	100000	390000	200000	231200	25
Human Resource	-	-	-	-	-
Marketing/Sales	100000	250000	100000	141248	20
Operations/Supply Chain	-	-	-	-	-
Others	100000	100000	100000	100000	01
Systems / IT	-	-	-	-	-

Table 14: Function-wise Classification of Total Guaranteed Cash Payments in INR

Total Guaranteed Cash Payments (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	551097	1736905	957706.5	1015256	14
Economics and Policy Research	900742	900742	-	900742	01
Finance	856800	1592424	1171200	1178907	56
General Management	906616	2201503	1200000	1252575	56
Human Resource	1291428	1291428	-	1291428	01
Marketing/Sales	661404	1695264	1137772	1140046	99
Operations/Supply Chain	730284	1330828	1330828	1121507	07
Others	797568	1162787	1011660	972080	07
Systems / IT	1137772	1291428	1137772	1188991	03

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Table 15: Function-wise Classification of Performance Linked Compensation in INR

Performance Linked Compensation (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	100000	260000	200000	187667	12
Economics and Policy Research	-	-	-	-	-
Finance	72500	553486	180000	257789	32
General Management	76932	600000	221000	299590	45
Human Resource	-	-	-	-	-
Marketing/Sales	72432	748000	212750	268343	85
Operations/Supply Chain	52726	265600	265600	183960	07
Others	60000	120000	120000	108000	05
Systems / IT	120000	120000	120000	120000	02

Table 16: Function-wise Classification of Other Payments in INR

Other Payments (INR)					
Functions	Min	Max	Median	Mean	Data
Consulting	58835	377316	64088	128543	10
Economics and Policy Research	62998	62998	-	62998	01
Finance	28800	218028	94808	107704	56
General Management	36000	346500	115932	145885	55
Human Resource	208572	208572	-	208572	01
Marketing/Sales	21600	498216	105996	159560	95
Operations/Supply Chain	63464	200002	107320	127535	07
Others	77213	259332	203295	191009	07
Systems / IT	77316	208572	77316	121068	03

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Table 17: Function-wise Classification of Maximum Earning Potential Cash Component in INR

Functions	Maximum Earning Potential (INR)				
	Min	Max	Median	Mean	Data
Consulting	850000	1936905	1214248	1267929	14
Economics and Policy Research	963740	963740	-	963740	01
Finance	1050000	1878486	1450000	1433919	56
General Management	1000000	2442064	1637552	1636597	56
Human Resource	1500000	1500000	-	1500000	01
Marketing/Sales	900000	2000000	1500000	1523555	99
Operations/Supply Chain	983012	1703748	1703748	1433002	07
Others	1056900	1334955	1300000	1240233	07
Systems / IT	1335088	1500000	1335088	1390059	03

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Location-wise classification of salary

Note: The mean and the median figures for one-time cash payments in the following sections are calculated only from those offers which contain such payments.

Table 18: Location-wise Classification of Fixed Yearly Cash Component in INR

Fixed Yearly Cash Component (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	661404	1811503	1000000	1096262	19
Chennai	860400	1200000	1106972	1036531	09
Kolkata	955413	955413	955413	955413	03
Mumbai	856800	1595264	1106972	1152481	82
New Delhi	900742	1275804	1171200	1147460	06
ROI	551097	1636905	1118962	1119773	125

Table 19: Location-wise Classification of Onetime Cash Payments in INR

Onetime Cash Payments (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	250000	390000	250000	296667	06
Chennai	100000	150000	125000	137500	04
Kolkata	-	-	-	-	-
Mumbai	100000	300000	300000	233333	12
New Delhi	-	-	-	-	-
ROI	79167	200000	104167	138054	30

Table 20: Location-wise Classification of Total Guaranteed Cash Payments in INR

Total Guaranteed Cash Payments (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	661404	2201503	1106971	1189947	19
Chennai	860400	1244992	1106972	1097642	09
Kolkata	955413	955413	955413	955413	03
Mumbai	856800	1704424	1137772	1186627	82
New Delhi	900742	1275804	1171200	1147460	06
ROI	551097	1736905	1203568	1152905	125

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Table 21: Location-wise Classification of Performance Linked Compensation in INR

Performance Linked Compensation (INR)					
Location	Min.	Max.	Median	Mean	Data
Bangalore	72432	300000	180000	195029	15
Chennai	100000	600000	551743	430581	06
Kolkata	200000	200000	200000	200000	03
Mumbai	60000	748000	216875	315718	72
New Delhi	180000	294000	237000	237000	04
ROI	52726	600000	200000	216716	88

Table 22: Location-wise Classification of Other Payments in INR

Other Payments (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	21600	298908	60442	95174	16
Chennai	21600	218028	72000	88254	09
Kolkata	58835	58835	58835	58835	03
Mumbai	28800	218028	74576	79299	80
New Delhi	28800	298908	55996	127901	06
ROI	21600	498216	203295	196351	121

Table 23: Location-wise Classification of Maximum Earning Potential in INR

Maximum Earning Potential (INR)					
Location	Min	Max	Median	Mean	Data
Bangalore	850000	2442064	1250000	1424063	19
Chennai	1119035	1878486	1300000	1472950	09
Kolkata	1214248	1214248	1214248	1214248	03
Mumbai	1064173	2000000	1600996	1541208	82
New Delhi	963740	1868712	1380000	1433381	06
ROI	900000	2000000	1500000	1495541	125

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Other details

Table 24: Details regarding Pre- Season Placement Offers

Sr. No.	Parameters	Number
1	Total Pre-Season Placement offers	42
2	Total Pre-Season Placement offers accepted	33*

Note: Out of the total 36 pre-placement offers accepted, 33 offers were shared with CRISIL.

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Compliance Statement

This placement report has been prepared as per the Indian Placement Reporting Standards, Version 2.2.

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