

Are you thinking of making a career in Bachelor of Rural Management?

If you love the countryside and want to make a difference to the Indian villages, this course is for you. The course will give you an opportunity to engage in various rural and community development activities. The coverage will be on topics like environment management, community development, animal husbandry, forestry, farm management, child development, and agriculture. After completing the course, you can apply for jobs at various government, public and private organizations that work for rural issues.

What does a Rural Manager Do?

Rural managers are budding professionals who plan, strategize, manage, and implement the ideas that can work wonders for the improvisation of the rural landscape of India. This course holds high potential for the righteous growth of budding professionals because rural hinterland is highly unexplored and huge investment has been fuelled in to tap this unexplored area. Multinationals, government organisations and Indian firms are eyeing rural economy to expand their horizons; hence, this area holds great prospects for your career growth.

Qualification & Skills Required:

There are 4 types of courses available in the domain of rural management. The duration of these courses depends upon the level at which you are pursuing the course. Diploma: Can be pursued after completion of 10+2 level. The duration of this course typically ranges from 6 months to 1 year. Undergraduate: BA in Rural Management/ Rural Development. Generally, this course is conducted for the duration of 3 years. Postgraduate and Doctoral Course. The candidate must be emphatic towards the rural folks and their problems. Must be enthusiastic and possess excellent communication skills, both written and verbal. Critical thinking and problem-solving skills are also important. They should have an ability to persuade & convince people and keep a positive and optimistic outlook towards the development of rural areas

Career prospects:

It is a well-known fact that two-thirds of India's population is in rural areas and there is a need to uplift this section of society for the overall economic development of the nation. This makes it more important for the youth to prefer Rural Management as the path for bright career growth because fewer people are interested to contribute in the upliftment of rural India. Be it salary prospects, or job profiles or recruiters, rural management domain is in dire need of professionals who can contribute without expecting much. After completion of the course, for an aspirant, it becomes quite important to kick-start their career with a good job profile. These are some popular job titles that you will be offered in the domain of Rural Management: Sales/Business Development Manager, Rural Development Officer, Purchase/Vendor Development Manager, Business Development Executive, Sales Officer, National Sales Development Manager.