

## WHY THIS PROGRAMME

*“When you work well, it makes you feel good about yourself but if you fail to do so, it can undermine your self esteem. That is why skilled, confident officers perform better than others.”*

Going through this well designed management curriculum:

- ◆ enhances self-confidence, ability to sway people to your way of thinking.
- ◆ provides managerial skills to problem solving.
- ◆ completes your education and helps to accelerate the pace of succession to positions of higher responsibility.
- ◆ changes your feelings and attitudes, perhaps even your beliefs and values.

According to NCAER, the low penetration rates in rural India can be attributed to three major factors: low income levels, inadequate infrastructure facilities, and different lifestyles. But income levels are going up, infrastructure is improving, and lifestyles are changing too.

The programme has been designed keeping in mind the current and future developments in rural markets. Also, during this exercise, the existing curriculum at premier rural management institutes has been consulted. The entire faculty is either ex faculty/existing faculty or alumni of these premier schools. **RIAM is conscious of maintaining high standards at each step, right from admission of students, quality education by learned professors to befitting placements.**

The module being offered by RIAM through E- learning is a **hybrid of full time and distance learning programme**. The programme on offer has the content and **faculty comparable to that of a full time premier institute** and E- learning provides you a programme of your choice in line with your convenience.