

72<sup>nd</sup> Republic Day  
Greetings to the  
Nation!

India  
72<sup>nd</sup> REPUBLIC DAY



Newsletter

# The rural Connect

Volume 7 Issue 2 February 2021 www.mgncre.org



सत्यमेव जयते

महात्मा गाँधी राष्ट्रीय ग्रामीण शिक्षा परिषद

Mahatma Gandhi National Council of Rural Education

Department of Higher Education, Ministry of Education, Government of India



*'As human beings, our greatness lies not so much in being able to remake the world – that is the myth of the atomic age – as in being able to remake ourselves.'* Mahatma Gandhi

## 'Perform, Reform and Transform'



Mantra for successfully implementing all new imperatives of National Education Policy 2020 essential for changing the society and transforming the life of youth for evolving global peace – emphasized Honourable Union Education Minister **Shri Ramesh Pokhriyal 'Nishank'** at several dialogues and

implementation meetings of the National Education Policy (NEP) 2020. The Minister informed that Government will soon take necessary steps to establish Virtual Universities, which is different from the concept of open universities, will help in achieving the desired GER in higher education as envisaged in NEP. The Minister called for using Artificial Intelligence and Machine Learning technology for imparting studies in mother languages in the higher education.

"Youth are the future of India. They have tremendous energy, aspirations, dreams, and will power to fulfill them. They need to make their best contribution, play an important role in nation-building, and become responsible citizens" was the clarion call given out by Honourable Education Minister as he felicitated meritorious students on the country's 72nd Republic day. The 2nd National Youth Parliament Festival on the occasion of Swami Vivekananda's birth anniversary on 12th January was momentous as Honourable Prime

Minister **Shri Narendra Modi** (via online) urged youth to take advantage of the flexibility and innovative learning format provided by the National Education Policy 2020.

Remembering Swami Vivekananda on his birth anniversary, the Prime Minister remarked - *"Individuals who came into contact with Swami Vivekananda were influenced to create institutions and they in turn created new institution-builders. This started a virtuous cycle of individual development to institution-building and vice versa"*. Union Education Minister **Shri Pokhriyal** recalled Swami Vivekananda's message that youth are the greatest strength of any country and the future of that country is shaped by the efforts of its youth.



## National Youth Day 12th January –

On occasion of the Birth Anniversary of Swami Vivekananda, MGNCRE organized an online **Vivekasubhashitam** Programme exclusively for Vice Chancellors, Deans, Principals, Directors and Chairmen of Higher Education Institutions.

**Prof. Anil Sahasrabudde**

**Chairman AICTE** was the Chief Guest. He spoke extensively on **"Entrepreneurship in Students" There are Smart Cities – Why not Smart Villages?**

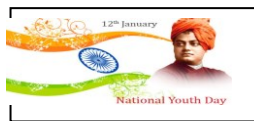


**Prof. Anil Sahasrabudde** congratulated MGNCRE on bringing out the curriculum on Rural Management and the subsequent books. He applauded the Council for its several fruitful academic interventions impacting the higher education sector.

## MGNCRE Celebrates 72<sup>nd</sup> Republic Day With Great Fervour



"Republic day gives us constitutional mandate of fulfilling education policy implementation. This day gives us the opportunity of relooking at the mandate, at our responsibilities in the educational sector which has more than 3.5 crore people – young and old - and how to fulfil those responsibilities and bring about constructive changes" said **Dr. W G Prasanna Kumar** Chairman MGNCRE. Speaking on the occasion, **Chief Guest Shri G Lakshman Ji, Akhil Bharatiya Vidya Parishad (ABVP) National Joint Organising Secretary**, said "This day is of the opportunity to review our direction of advancements. Today MGNCRE has shown the world Gandhiji's mode of education – Nai Talim. The world is looking towards India as we are successfully fighting the pandemic and have come out with the vaccine. Students need to identify with their culture. Experiences in participatory engagement with villages make students realise the importance of rural areas. Gandhiji's Ram Raj can come only if villages are developed and communities are strengthened. Our Prime Minister's Atmanirbhar Bharat can be achieved by economic rejuvenation".

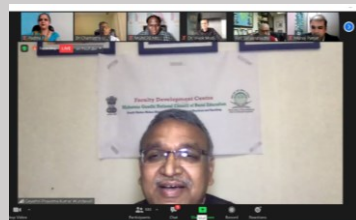


**Vivekasubhashitam**



### The Farmer is a Social Entrepreneur –

**Dr. C Uma Maheswara Rao IAS, Chairman Samskruti Foundation** - Swami Vivekananda and Subhash Chandra Bose are creators of modern India. Their ideals and thoughts are more relevant today. Social entrepreneurship and linking of colleges with rural India are vital for economic empowerment. The farmer is a social entrepreneur. In spite of crops failing and numerous other difficulties the farmer never gives up and goes back to farming again and again.

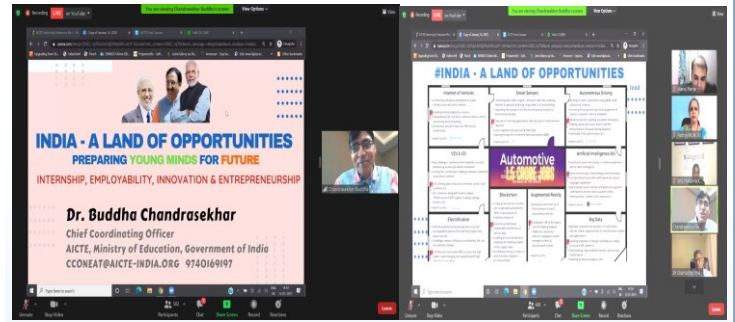


Chairman MGNCRE – Experiential Learning is important. Give ears to students. Let them fail. Please take away the stigma of failure. **Fail early... Start early.** The NEP 2020 encourages experiments and entrepreneurship. MGNCRE’s activities in vocational education, Swachhta, social entrepreneurship and rural entrepreneurship are aligned with the NEP 2020.

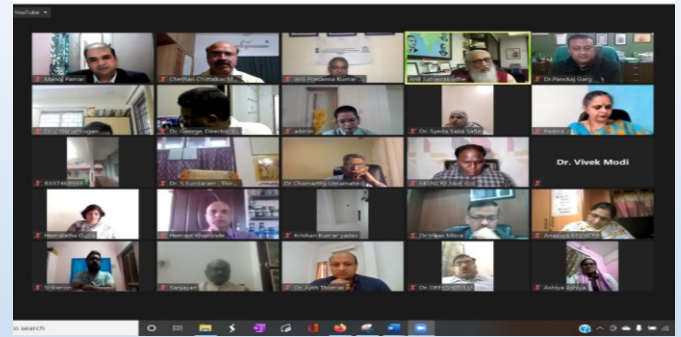


Shri Vivek Modi, Wellness Educator coordinated the event and spoke about the qualities of an entrepreneur.

**MGNCRE’s Vivekasubhashitam Campaign Programme was streamed live.** Youtube link - <http://www.youtube.com/watch?v=GY9Eeqj4Plw>



Dr. Buddha Chandrasekar Chief Coordinating Officer AICTE spoke on Internship, Employability, Innovation and Entrepreneurship



Prof Anil Sahasrabudde extolled MGNCRE’s role in promoting rural entrepreneurship and called upon students to become Contributors to society. “The New National Education Policy has come at the right time and the salient features such as vocational education and student entrepreneurship have found the right strings with MGNCRE’s mandate. There are Smart Cities – Why not Smart Villages? Rural education, rural awareness and rural management can bring unimaginable changes and employment opportunities. Implementation of the NEP 2020 is going on at brisk pace and the results will be there to see very soon. When there is opportunity, there is employment, and that leads to happiness. So let there be a state of **Ananda – Paramananda – Satchitananda!**”

### Editor’s Note

As we celebrate our country’s 72nd Republic Day with enthusiasm let me reiterate our responsibility towards the nation. It gives me immense joy to share with you that we have unflinchingly strived to respect the mandate given to us and we are aware of our responsibilities and the opportunities in the educational sector.

Our interventions in the higher education stream have given dividends and we are pushing forth our agenda with great gusto, motivated by the spirit of entrepreneurship. MGNCRE launched **Vivekasubhashitam** Campaign on the birth anniversary of Swamy Vivekananda with Principals, Presidents and Chairmen of Educational Institutions across the country which have initiated Vocational Education-Nai Talim-Experiential Learning Cells, Social Entrepreneurship, Swachhta and Rural Engagement Cells, and Rural Entrepreneurship Development Cells. The students of the HEIs are encouraged to plan and submit Action/Business Plans and through this competition students are effectuated to think like an entrepreneur.

I am extremely grateful to **Prof Anil Sahasrabudde ji Chairman AICTE** for gracing the online programme and adding the special impetus to our ideals. His thoughts on entrepreneurship were inspiring. I also thank **Shri Buddha Chandrasekar Chief Coordinating Officer AICTE, Shri C Uma Maheswara Rao IAS, Shri Vivek Modi** and members of Samskruti Foundation who gave their invaluable inputs to the programme.

MGNCRE also organized **Vivekasubhashitam** programme along with Samskruthi Foundation with **Shri Ranjith Sinh Disale Global Teacher Prize Awardee 2020**. His "Education with a Difference" concepts were thought provoking.

As humanity got battered by COVID 19 calamity and the world came to a standstill, our faith in our Constitution and the opportunity of relooking at the mandate, at our responsibilities in the educational sector and bring about constructive changes has kept us going. Despite the serious calamity, we have succeeded in taking forward our activities in many spheres though the pandemic threatened to derail us. But we quickly adopted new technology – digital platforms and online programmes – and ensured that there was no break in our work.

**Dr. W G Prasanna Kumar**  
Chairman MGNCRE

*I extend my warm greetings to my fellow countrymen on the 72<sup>nd</sup> Republic Day of our country!*

MGNCRE’s work is aligned with the 'National Education Policy 2020', with its stress on tradition as well as technology. We are addressing rural concerns through promotion of higher education interventions. Curriculum development (courses/online resources) include updation of rural course curriculum

(Teacher Education, Social Work, Rural Entrepreneurship, Rural Communication, Rural Study, Rural Tourism, Rural Engagement, Rural Management and other relevant courses); Capacity building (round tables/workshops/Faculty Development Programmes); Conducting Action Projects on Rural Curriculum, promoting rural concerns in Higher Education, Rural Research Methods, Rural Immersion, Rural Management and Nai Talim

as part of UNESCO Chair activities, Rural Immersion Training Programmes; Internships, Research Programmes, and Publications.

For work to happen, we need to do follow up action. Knowledge in itself does not lead to action. There is a special exclusive effort required for action and we are following this to go ahead with our plans.

**Dr. Bharat Pathak**  
Vice Chairman MGNCRE

## Review of Activities

**The real change makers in the world are Teachers –**

**Shri Ranjitsinh Disale –**  
**Global Teacher Prize Awardee 2020** –  
 in the online interaction –  
**Vivekasubhashitam** Programme –  
 organised by MGNCRE and Samskruti  
 Foundation  
**“Education with a Difference”**



*Disale is well known for his innovative teaching works, including demonstrating scientific experiments from the science lab built by him and adding QR codes to primary category books so that his students can get links to audio poems, video lectures, assignments and stories.*

MoUs were signed for exploring, extending and strengthening Mutual relationship for promotion of professional education in Rural Management by sharing the facilities and expertise -

1. Aliah University, Kolkata, West Bengal
2. Sharda University, Noida, Uttar Pradesh
3. Vels Institute of Science, Technology & Advanced Studies, Chennai, Tamil Nadu
4. Joshi Bedekar College, Thane, Mumbai, Maharashtra

### Institutional and Cluster Workshops

Vocational Education-Nai Talim-Experiential Learning (VENTEL)  
 Social Entrepreneurship, Swachhta and Rural Engagement Cells (SESREC)  
 Rural Entrepreneurship Development Cells (REDC)/ FPO/FPC-Business  
 Schools Connect Cells (FBSC)

### Total Workshops - Cumulative Status - January 2021

**Cells formed for Institutionalizing the Effort!**  
**More than 25% of Higher Education Institutions in India in Action!**

Institutional Workshops	Workshops	Action Plans	Participants
<b>Vocational Education</b>	801	35875	39745
<b>Social Entrepreneurship</b>	596	5459	28938
<b>Rural Management</b>	778	8809	34917
<b>Total</b>	<b>2175</b>	<b>50143</b>	<b>103600</b>
<b>Cluster Workshops</b>			
<b>Vocational Education</b>	280	3662	9096
<b>Social Entrepreneurship</b>	80	2260	2737
<b>Rural Management</b>	461	2751	7304
<b>Total</b>	<b>821</b>	<b>8673</b>	<b>19137</b>

## Vocational Education-Nai Talim-Experiential Learning (VENTEL) Workshops

Online Institutional Workshops On Vocational Education Nai Talim Experiential Learning (VENTEL) were conducted for students of Higher Education Institutions in 12 States with 5707 participants covering 112 Institutions in January 2021. After the workshop, institutions will have a VENTEL Action Planning Committee that will ensure the implementation of VENTEL activities in their respective institutions. So far, 3901 VENTEL action plans were submitted by the Students. Experiential Learning and Community Engagement have become synonymous with MGNCRE. This assumes all the more credence as we read the New Education Policy 2020. MGNCRE's efforts in building up consciousness about Nai Talim – Gandhiji's Experiential Learning, the necessity for vocational education, the importance of the vernacular language while imparting education, the need for skill-based education – have finally seen the light of the day in the form of the NEP 2020. The project meets the criteria set by UNESCO Chair Programmes of enhancing the capacities of higher education and research institutions through an integrated system of research, training, information and documentation activities related to rural community engagement, work education and experiential learning in teacher education and school education fields

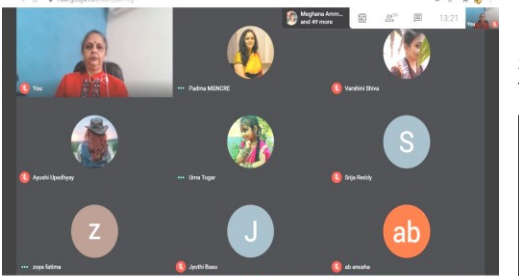
### Vocational Education Nai Talim Experiential Learning (VENTEL) One-day Online Institutional Workshops - January 2021

S No	State	Workshops	VENTEL Action Plans by Students	Participants (Student Teachers)
1.	Andhra Pradesh	11	206	385
2.	Delhi	9	434	543
3.	Bihar	12	490	788
4.	Himachal Pradesh	11	595	712
5.	Jammu & Kashmir	3	95	105
6.	Rajasthan	8	200	271
7.	Kerala	10	503	617
8.	Maharashtra	11	267	267
9.	Punjab	4	188	262
10.	Telangana	16	513	892
11.	West Bengal	7	148	352
12.	Uttar Pradesh	10	262	493
	<b>Total</b>	<b>112</b>	<b>3901</b>	<b>5707</b>

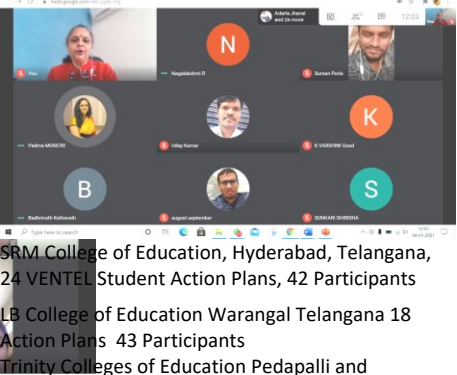
**Glimpses of Vocational Education Nai Talim Experiential Learning (VENTEL) Workshops**



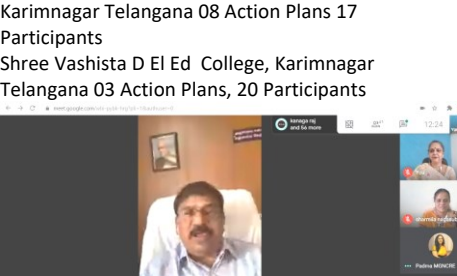
SRM College of Education, Hyderabad, Telangana, 24 VENTEL Student Action Plans, 42 Participants



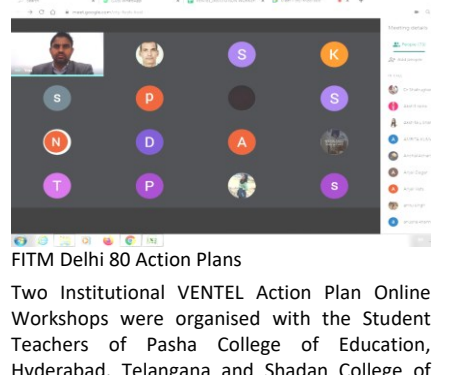
LB College of Education Warangal Telangana 18 Action Plans 43 Participants  
Trinity Colleges of Education Pedapalli and Kasulapalli Telangana 36 Student Action Plans 23 Participants  
Korishetty Venkataiah Memorial College of Education (D El Ed) Karimnagar Telangana 08 Action Plans 17 Participants  
Shree Vashista D El Ed College, Karimnagar Telangana 03 Action Plans, 20 Participants



SRM College of Education, Hyderabad, Telangana, 24 VENTEL Student Action Plans, 42 Participants



SRM College of Education, Hyderabad, Telangana, 24 VENTEL Student Action Plans, 42 Participants



FITM Delhi 80 Action Plans



Two Institutional VENTEL Action Plan Online Workshops were organised with the Student Teachers of Pasha College of Education, Hyderabad, Telangana and Shadan College of Education Hyderabad, Telangana. 132 Student VENTEL Action Plans were created.

**Participants' Speak**

*"I've been an entrepreneur from 2019 for communication skills development. Thank you for this opportunity and motivation ma'am. You've inspired me to do more" - K Radha Vaishnavi, B Ed Student, Vikas BED College Chilkur Telangana*

*"I'm already an entrepreneur and I can relate to this workshop. This workshop gave me more inspiration. It's a life changing experience. I will definitely do this activity and explore my inner creation. Thank you" - Feedback from Silpa Biswas, II Sem D El Ed student of Beta College of Education, Hooghly, West Bengal after participating in an Institutional VENTEL Student Action Plan Workshop conducted on 18 Jan 2021.*

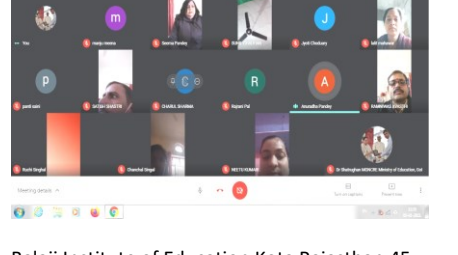
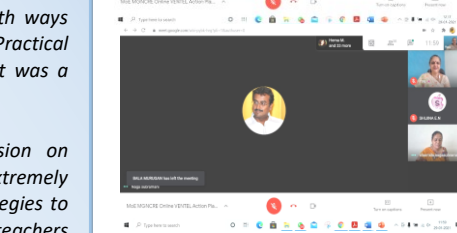
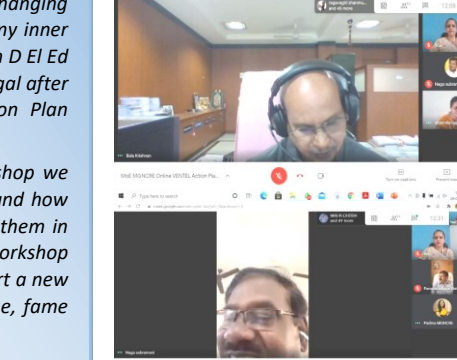
*Navabharathi College of Education - Before this workshop we have no idea about composting using waste materials and how we can involve children in making activities to connect them in curriculum. We got some idea to earn money. VENTEL workshop was like a refreshing for us and we got inspiration to start a new beginning for such practices which help us to earn name, fame and money.*

*Shadan College of Education - This workshop helps both ways read/interpret and create or think out of the box. Practical learning is more important than theoretical learning. It was a very informative session with practical insight.*

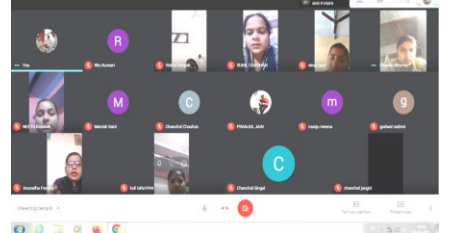
*We are grateful for the wonderful interactive session on Vocational Training and experiential learning, extremely overwhelmed by the creative ideas and innovative strategies to help us with foundation of entrepreneurship. As student teachers we ought to be well equipped with various vocational courses and inculcate them in our students. Ekta Yadav of Pasha College of Education, Hyderabad*

**TNTEU institutional VENTEL Action Plan Workshop on 29 Jan.**

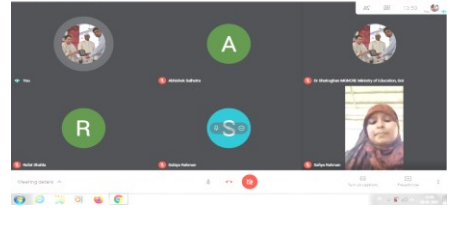
Honorable Vice Chancellor Prof. N Panchanatham gave the Presidential Address, Honorable Registrar Dr.V.Balakrishnan welcomed the students and Dean Faculty of Education Dr N Govindan gave the felicitation address. 32 VENTEL Action Plans were created out of 56 participants.



**Balaji Institute of Education Kota Rajasthan 45 Action Plans**



**Kashmir Paradise College of Education 20 Action Plans**



We have laid good foundations for industrial prosperity, now we want to assure the happiness and growth of the workers through vocational education, vocational guidance, and wisely managed employment departments. A great field for industrial experimentation and statemanship is opening up.

**Thomas A. Edison**

## Rural Entrepreneurship Development Cells (REDC) FPO/FPC-Business Schools Connect Cells (FBSC)

Online Institutional Workshops – 184 in number, on Rural Entrepreneurship Development Cells (REDC) for students of Higher Education Institutions were conducted in 14 States with 4491 participants in January 2021 to motivate them to start Implementing their Business Plans. So far, a total of 8809 REDC action plans were submitted by the Students. For providing an institutional identity to the Rural Entrepreneurship Development (RED) activities, MGNCRE is encouraging Higher Educational Institutions across India to set up Rural Entrepreneurship Development Cell (REDC). The role of REDC is to provide internship and apprenticeship with rural enterprises, initiate rural entrepreneurship,

form network with rural manufacturers, develop rural technological interventions, and groom students to be rural entrepreneurs by inculcating the spirit of entrepreneurship in their minds. For exploring, extending and strengthening mutual relationship for promotion of professional education in Rural Management by sharing the facilities and expertise - MoUs were signed with several Universities/HEIs. Institutional Level REDC Workshops were organised for the Institutions that constituted RED Cells as part of second phase of workshops held in continuation to the University Level Workshops that were held in September. The objectives were defined in terms of functionality of the cell and preparing

the Management Students for National Level Business Competition.

**Roundtables** were held – with Dr.Jagat Shah, CEO Global Network Ahmedabad (8<sup>th</sup> Jan) with Chairman MGNCRE in attendance, at Galgotia College of Engineering and Technology Noida (22<sup>nd</sup> Jan), PSG Institute of Management (21<sup>st</sup> Jan) on Energizing Youth for Rural Entrepreneurship. A Village Visit to Yenkapally village Telangana along with VJIT with 25 students and 7 faculty members was conducted to exchange views and to understand Experiential Learning on 28<sup>th</sup> January.

*We are extremely happy to inform you that with your encouragement and guidance we have arranged a visit to a community at Yenkapally Village with 25 REDC students and 7 faculty members. The community has solar power support to the residential needs, organic farming produce and organically maintained swimming pool. These will give innovative ideas for our students to have startups. Hopefully our endeavour shall be successful. Vidya Jyothi Institute of Technology, Hyderabad*

### Rural Entrepreneurship Development Cells (REDC) One-day Online Institutional Workshops - January 2021

S No	State	Workshops	Business Plans/Action Plans by Students	Participants (Student Teachers)
1	Andhra Pradesh	22	51	329
2	Assam	1	2	10
3	Tamil Nadu	45	351	2622
4	Karnataka	23	111	891
5	Gujarat	15	639	184
6	Haryana	24	576	80
7	Himachal Pradesh	03	61	18
8	Jammu & Kashmir	01	28	02
9	Kerala	13	603	75
10	Maharashtra	10	282	39
11	Pondicherry	01	18	2
12	Punjab	05	790	54
13	Uttar Pradesh	16	330	51
14	West Bengal	05	171	134
<b>Total</b>		<b>184</b>	<b>4013</b>	<b>4491</b>

**Online Faculty Development Programme  
On Case Discussion Methodology  
for Management Faculty of Universities,  
Colleges and Higher Educational Institutions  
Focus on Tools and Techniques of Case  
Discussion Methodology  
4th – 8th January 2021**

### REDC One-day Online Cluster Workshops - January 2021

S No	State	Workshops	REDC Cells	Participants (Principals and Faculty)
1.	Maharashtra	1	10	18

A Five-day Online Faculty Development Programme was conducted by MGNCRE exclusively for Management Faculty of Universities, Colleges and HEIs from 4<sup>th</sup> – 8<sup>th</sup> January. The theme was “Case Discussion for Entrepreneurship, Marketing, Strategic Management and Managing Collectives”.

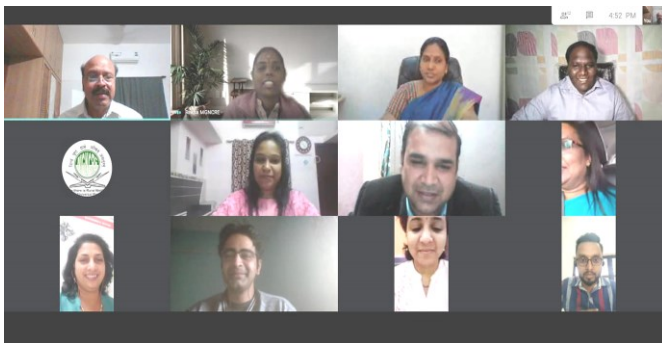
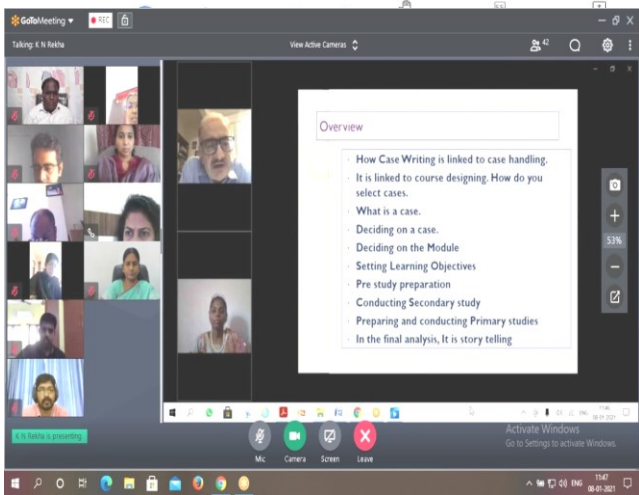
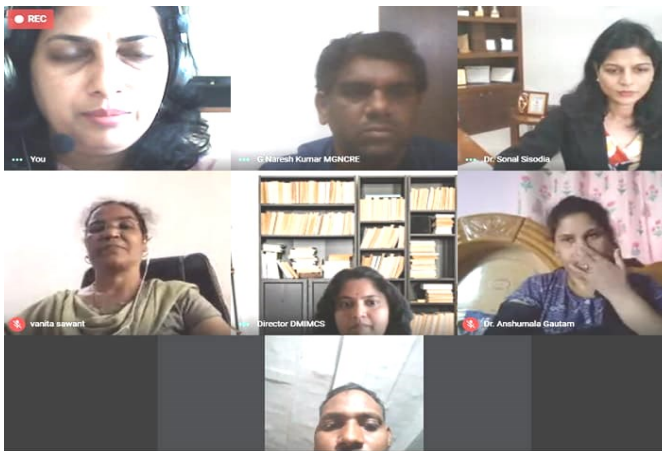
Case discussion methodology is an essential experiential learning methodology for training in problem solving. Case discussion methodology for promoting management education especially rural marketing is proposed here. The rural economy has a vast potential for

**Professor Sampath Kumar, University of Wisconsin- Green Bay and Prof Vivek Madupu, IIM Vizag** were the Chief Guests who addressed the audience on importance of Case discussion Methodology in the classroom. 9 parallel sessions on case discussion methodology were organised.

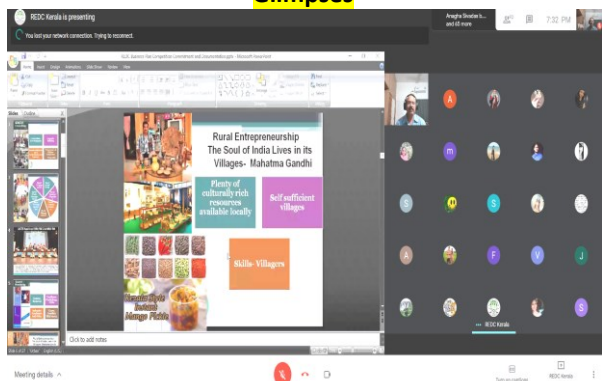
64 faculty members were formed into 9 groups and each group was led by a mentor. The participants were the facilitators on Day 2. Hands-on-experience was provided on handling case discussion in the classroom.

development through micro, social and innovative enterprises. Higher education Institutions need to participate in contributing to Small Scale Industries and Marketing. There is a dire need for supply chain and value chain development leading to market linkages and addressing pain points in technology development, microfinance, livelihoods, skill development, natural resources management, management of agriculture and technical assistance in the areas of market linkages and structural support.

This programme provides students with basic analytical, decision making and inter personal skills. Case discussion methodology is an instructional method (not a theory) that refers to assigned scenarios based on situations in which students observe, analyze, record, implement, conclude, summarize, or recommend. Case studies are created and used as a tool for analysis and discussion.



**Rural Entrepreneurship Development Cells (REDC)  
One-day Online Institutional Workshops - January 2021  
Glimpses**



**The FDP Impact – Implementation of Case Discussion Methodology**

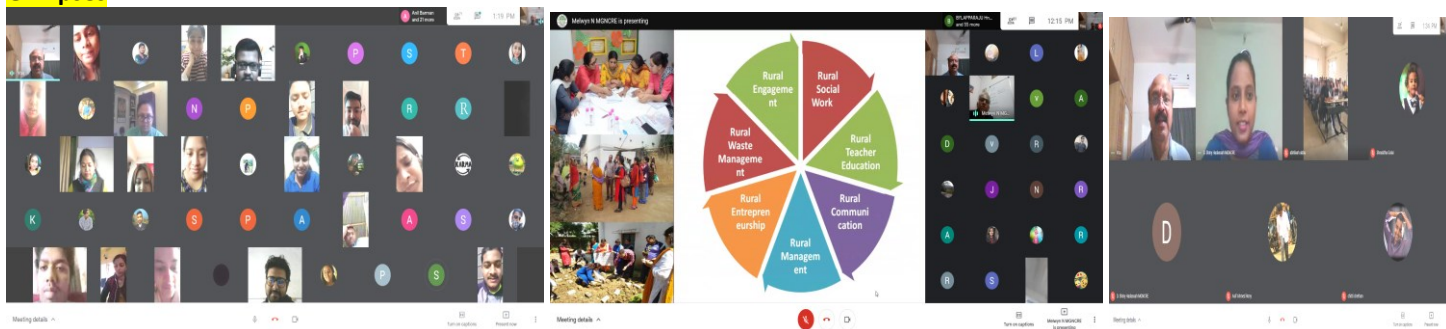
In continuation of FDP on Case Discussion Methodology organised by MGNCRE, faculty members have started implementing the case discussion methodology in their respective institutions.

**Just to cite a few .....**

- Dr.Sonal Sisodia , Principal, Daly College Of Business Management, DAVV, INDORE, did caselet discussion on Indradhanush Painting Rural India to explain the concept of Rural Marketing & Consumer Behaviour on Jan 13, 2021 for BBA 2nd year students. She also did caselet discussion on A Dairy Cooperative in Chhattisgarh to explain the concept of Rural Livelihood and Rural Development Interventions, on Jan 15, 2021 for BBA 2nd year students.
- Mr. Rajesh Kumar, Assistant Professor, Gobindgarh Public College, Allour (Khanna) did caselet discussion on Success against all odds to facilitate the concept of Rural Planning and Entrepreneurship on Jan 17, 2021 for BBA 3rd year students and id caselet discussion on Kheyti's Greenhouse in a Box to facilitate the concept of Strategic Management in rural sector and importance of strategic planning on Jan 17 for BBA 1st year students..
- Dr. Anupama Verma, Assistant Professor, Faculty of Business Management and Commerce, Usha Martin University, Ranchi did caselet discussion on Unity is Strength to facilitate the concept of empowerment and group behaviour on Jan 18 for BBA 1st year students.
- Prof Subodh Agarwal , Assistant Professor , Chaudhary Charan Singh Haryana Agricultural University, Haryana , did caselet discussion on Kheyti's Greenhouse in a Box to explain the concept Strategic Management in rural sector and Rural Entrepreneurship on Jan 19, for MBA final year students.
- Mr. Pankaj Kumar, Assistant Professor, G.C.R.G. Memorial Trusts Group of Institutions, Lucknow did caselet discussion on Painting Rural India to facilitate the concept of Rural Entrepreneurship on Jan 19 for BBA 1st and 2nd year students.
- Dr. Abid Sultan, Assistant Professor School of Agricultural Economics and Horti-Business Management, did case/caselet discussion on Overcoming Absenteeism at unique schweppes Ltd to explain the Human Resource Concepts on Jan 19 for MBA 1st year students.
- Dr Suma Mathew, Associate Professor, St. Joseph's Business School, Palai Kerala did caselet discussion on " Entrepreneurship - Unity is Strength" to explain Management concepts on Jan 20 for MBA IInd year students.
- Ms.S Anbu Selvi, Assistant Professor, Lady Doak College, Madurai did caselet discussion on " Collective Malaikottai Paddy FPO " to explain the concept of Business Economics on Jan 20 for BBA IInd year students
- Dr. Vanita Sawant, Assistant Professor, Punyashlok Ahilyadevi Holkar Solapur University, Maharashtra did caselet discussion on Entrepreneurship Success against all odds to explain the concept Start-up New Venture Management and Rural Entrepreneurship on Jan 21 for MBA final year students.
- Dr. Dipti Mayee Sahoo, Assistant Professor, Trident Group of Institutions, Utkal University, Bhubaneshwar, Orissa did caselet discussion on "Strength of Milk and Unity" with BBA- Final year students on Jan 22
- Ms. Radhika Sharma, Assistant Professor, Faculty of Management Studies, National Post Graduate College, Lucknow did caselet discussion on The Right Mix to explain the concept of Rural Strategies and Marketing Mix on Jan 23 for BBA 1st year students.
- Ms Ankita Jaiswal, Assistant Professor National PG College, Lucknow, did case/caselet discussion on The Right Mix to explain the Marketing Strategy Jan 25 for BBA 1st year students
- Ms. Deepika Pandey, Assistant Professor, G.C.R.G. Memorial Trusts Group of Institutions, Lucknow did caselet discussion on Fresh Harvest to facilitate the concept of Rural Entrepreneurship and Micro Enterprises on Jan 25 for BBA 3rd year students.
- Dr. Anshumal Alkesh , Dinesh Mody Institute for Financial and Management Studies, University of Mumbai, did caselet discussion on Success against all odds to explain the concept Women Empowerment and Rural Entrepreneurship on Jan 30, 2021 for 2nd & 3rd year students of BMS (Bachelor of Management Studies)

## Rural Entrepreneurship Development Cells (REDC) - One-day Online Institutional Workshops - January 2021

### Glimpses



## Social Entrepreneurship, Swachhta and Rural Engagement Cells (SESREC)

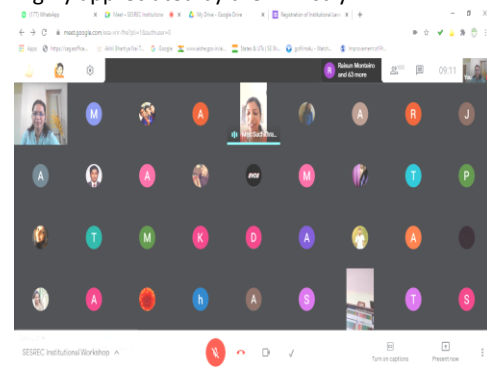
Workshops were conducted focusing on developing social enterprise business plan using the activities of Swachhta and community engagement. Social entrepreneurship also

differs from the broader concept of corporate social responsibility (CSR), which aims to assist businesses in fulfilling economic and social responsibilities. Social entrepreneurship

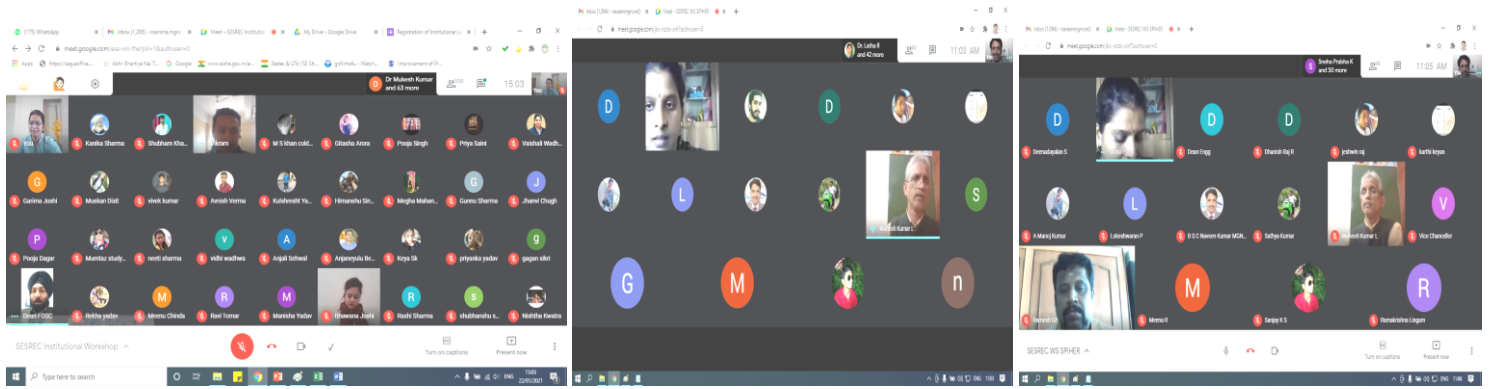
education strategically focuses on bringing about social change and is a collective and organized movement of change making which works towards developing and scaling sustainable solutions to social challenges. Given that higher education institutions are regarded as the custodians of knowledge in society, by implication they have an important role to play in enhancing social entrepreneurship in education system. These core ideas and concepts are learned in an interactive mode. Ideas of social entrepreneurship and innovative social change are derived from the participants. In addition, the significance of HEIs and their role that includes the enhancement of high-level skills training through the provision of human resources to strengthen social enterprises, services, and infrastructure (in villages especially) are dealt with case studies. It is overwhelming to state that MGNCRE's workshops on Social Entrepreneurship, Swachhta and Rural Engagement related activities in Higher Education Institutions has paid dividends and the key roles of the HEIs is highly appreciated by the Ministry.

### Social Entrepreneurship, Swachhta and Rural Engagement Cell Action Plan Cells (SESREC) ---One-day Online Institutional Workshops - January 2021

S No	State	Workshops	SESREC Action Plans by Students	Participants (Students/Teachers)
1	Andhra Pradesh	15	158	519
2	Bihar	1	11	35
3	Chandigarh	2	9	122
4	Delhi	2	21	69
5	Goa	2	16	94
6	Gujarat	3	32	96
7	Haryana	11	116	598
8	Himachal Pradesh	4	42	234
9	Jharkhand	12	126	301
10	Karnataka	12	126	575
11	Kerala	4	42	197
12	Madhya Pradesh	30	315	1284
13	Maharashtra	34	357	1980
14	Odisha	1	11	52
15	Punjab	35	302	1427
16	Rajasthan	1	9	42
17	Tamil Nadu	28	294	2418
18	Telangana	52	537	1655
19	Uttar Pradesh	12	126	498
20	Uttarakhand	2	21	124
21	West Bengal	8	76	611
	<b>Total</b>	<b>271</b>	<b>2745</b>	<b>12931</b>

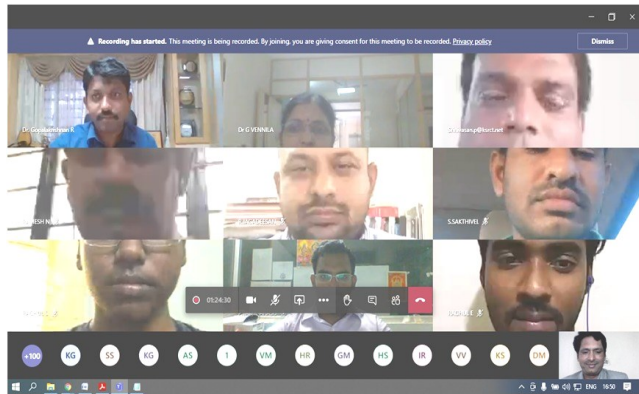


SESREC Online Workshop in progress Nitte Usha Institute of Nursing Sciences, Mangalore

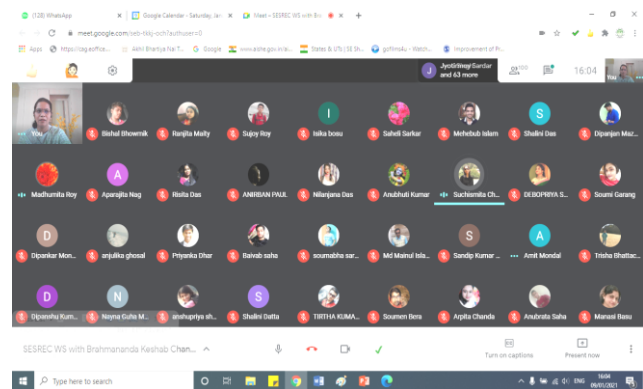


Faculty of Science, SGT University, Gurugram

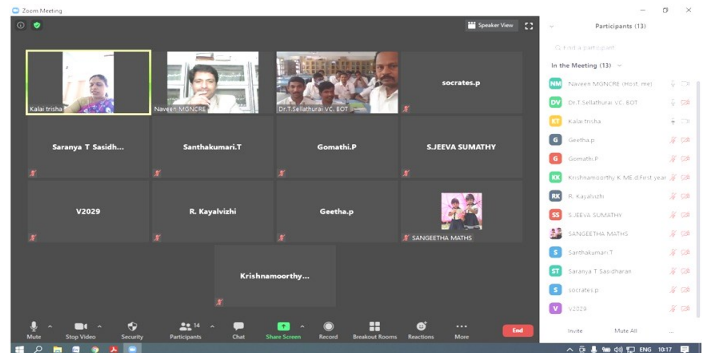
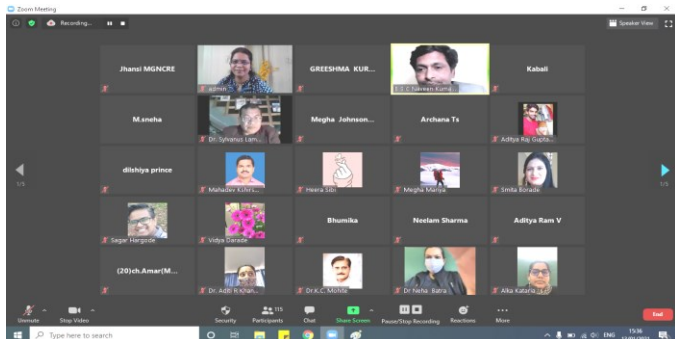
Dr L Mahesh Kumar Registrar St. Peter's Institute of Higher Education & Research Chennai addressing the online SESREC Workshop



K.S.Rangasamy College of Technology Tiruchencode TN Principal Dr Gopalakrishnan addressing the participants



Brahmananda Keshab Chandra College, West Bengal



Consultancy services for Social Entrepreneurship Implementation by MGNCRE – sessions in progress for students on Social Entrepreneurship / Business Activities

***"I think one of the most exciting trends right now is the birth of the global citizen who is interested in not only improving his or her immediate neighborhood, but also helping his or her neighbors across the globe." – Kathy Calvin, President and Chief Executive Officer, United Nations Foundation***



**महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद**  
**Mahatma Gandhi National Council of Rural Education**  
 (formerly National Council of Rural Institutes)  
 Department of Higher Education, Ministry of Education, Government of India



# 5-10-174, Shakkar Bhavan, Fateh Maidan Lane, Basheer Bagh, Hyderabad, Telangana – 500004  
 Tel: 040-23212120, 23422105, Fax: 040-23212114, Email: [admin@mgncre.in](mailto:admin@mgncre.in), Website: [www.mgncre.org](http://www.mgncre.org)

Editorial Team: Dr. W G Prasanna Kumar Chairman MGNCRE, Dr. D N Dash Assistant Director, Anasuya V Editor  
 Published by Dr. T Nagalakshmi, Member Secretary MGNCRE