

For the all-round development of boys and girls all training should so far as possible be given through a profit-yielding vocation. – Mahatma Gandhi



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Mahatma Gandhi National Council of Rural Education

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BBA in Rural Management Course - Picking up Momentum Across States

MOUs being signed for introducing the course in the next academic year

“This is exactly the course we are looking for! We will be more than happy to start it in the next academic year 2020-2021”

Said Shri Gopal Narayan Singh Chancellor Gopal Narayan Singh University Sasaram Bihar and MP Rajya Sabha as he signed the **MOU with MGNCRE** for the introduction of BBA in Rural Management course.



MoU Signing - L to R: Founder Dean Faculty of Management Studies Prof Alok Kumar, Secretary Shri Govind Narayan Singh, MGNCRE Academic Expert Padma Juluri, Vice-Chancellor Dr M L Verma, Registrar Dr Radhe Shyam Jaiswal, Controller of Examinations Prof Kumar Alok Pratap

Villages provide ample opportunities for project works. You need to study the resources available in the villages – human and natural. A Village Development Plan is the outcome of a Rural Immersion Program..... said Chairman MGNCRE Dr. W G Prasanna Kumar as he addressed a **large scale Rural Immersion Training Program on 18th February at Ramakrishna Math Hyderabad.** The meeting at Ramakrishna Math was attended by 29 Engineering Colleges including 1273 students and faculty.



The Rural Immersion Training Program was held with the objectives of bringing about an improvement in the general quality of life in the rural areas by promoting cleanliness, hygiene and eliminate open defecation; motivating communities to adopt sustainable sanitation practices and facilities; encouraging cost effective and appropriate technologies for ecologically safe and sustainable sanitation; working on the objectives of Unnat Bharat Abhiyan (UBA); and working on the Water Sanitation and Hygiene (WASH) objectives of UNICEF.



MOU signed with Sri Sri University, Cuttack, Bhubaneswar for introducing both BBA and MBA courses in Rural Management



Wellness Educator and keynote speaker **Dr. Vivek Modi** inspired the students with his enthusiastic speech and activities. He called upon the students to use the opportunity as they have a platform to contribute through Unnat Bharat Abhiyan and make technology interventions to bring about change in the villages. **Ms. T Sandhya** – Sr. Faculty MGNCRE elaborated on the PRA/PLA techniques and the different methods of doing rural immersion program. She showed how mapping of the villages are done - social, resource, wealth, natural. **Sri Raviteja, Consultant UNICEF** made a powerful presentation about the careers students need to pursue and how they need to go about it balancing professional and personal life. **Swamiji RK Math** gave a spiritual touch to the program by highlighting on the nuances of meditation and how keeping inner peace gives a balance to life.



Shri Vaishnav Vidyapeeth Vishwa Vidyalaya Indore MP Dr Upinder Dhar, VC and Dr Rajeev Shukla, Director signed the MoU for starting MBA/BBA RM

MoU Signed by VC, Dr. Virendra Kumar Sharma for both BBA and MBA Course in Rural Management at Bhagwant University, Ajmer, Rajasthan



Madhav University Sirohi Rajasthan signed the MOU for starting the BBA and MBA RM course this academic year



Vice Chancellor Dr. Sanjiv Kaliya, Registrar and Dean of Madhav University



Pro Vice Chancellor of Rabindranath Tagore University Bhopal agreed to sign MOU for their universities in Bihar, Jharkhand and Chhattisgarh



Jayoti Vidyapeeth Women's University, Founder and Advisor Dr. Panckaj Garg, Rajasthan Accepted for starting both BBA and MBA programmes in Rural Management for the next upcoming Academic Sessio



Presentation of BBA RM Curriculum at Shri Krishna University, Chhatarpur, MP

Editor's Note

Our council has started working in the schools of Nagaland, and it has yielded many good results. The kitchen garden system has been a heartening success. We need to help and support our farmers. We are planning to promote our rural courses in the country. We have tailored courses for the rural areas including the farmers, which are currently under distress and with such initiatives and courses, we hope to make their situation better. Every science course should have an engineering component integrated in it. Otherwise this knowledge does not get into practice. Every engineering course should have management and entrepreneurship integrated into them. Industry orientation and real life challenge orientation are essential. That is why it is the time for an integrated course with a continuous and consistent orientation of industry and entrepreneurship.

It is heartening that our BBA Rural Management Course is being accepted by universities across India and MOUs are getting signed for transaction of this course from the next academic year. We have brought the Swachhta Action Plan project to its fruition by completing the Industry-Academia Meets and Exhibitions, 100 HEI and 200 village case studies in Comprehensive Sanitation Management, related FDPs and workshops. The large scale Rural Immersion Training Program was a resounding success with 29 engineering colleges participating and about 1300 participating students and faculty. We have already accomplished our commitments for this financial year.

Dr. W G Prasanna Kumar
Chairman MGNCRE

Our BBA RM team is touching base with the State Councils of Higher Education, Ministers for Higher Education, Secretaries Higher Education, Vice Chancellors of Universities, FPOs, CSR Initiatives, and key stakeholders for promoting BBA in Rural Management. Building educational institution-industry-employer-entrepreneur relations is the key and the help of Collectors and local entrepreneurs cannot be over emphasized. We have successfully completed our Swachhta Action Plan project. Our MBA program in Waste Management and Social Entrepreneurship is going to be offered in 15 HEIs while our BBA in Rural Management course has also become a formidable champion. Several universities across India are signing MOUs with MGNCRE to get the course on transaction mode from the next academic year. This is indeed a great achievement!

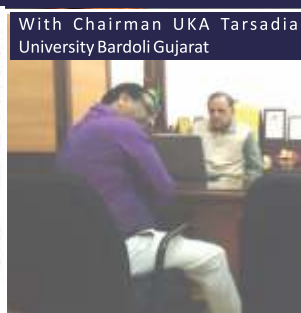
Dr. Bharat Pathak
Vice Chairman MGNCRE



Governing Council Meeting was held on 14th February



With The Registrar of Centurion University, Parlakhemundi, Odisha. They are keen on starting the BBA RM Course this academic year.



With Chairman UKA Tarsadia University Bardoli Gujarat

With Dr. Pranav Pandya Jee, Chancellor of DSVV & Head of Shanti Kunj Gayatri Parivar, Haridwar



With Chancellor (owner) of Quantum University Roorkee



Round-Table meet in Shoolini University, Solan H P



Signing MOU with Dr. P.K. Khosla, Founder & V.C. of Shoolini University, Dolan. H.P.



Detailing BBA RM Curriculum to Shri K N Prasad Verma, Hon'ble Minister of Education, Bihar



Deputy Director, Higher Education, Govt of Bihar, Shri Ajit Kumar, evinced keen interest in BBA in RM Curriculum



Signing Mou with Prof. H.S. Dhaliwal, VC Eternal University, Baru Sahib. H.P

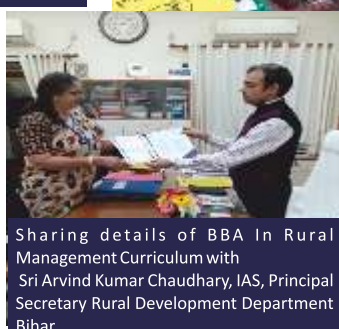


Presenting the BBA in RM Curriculum to Shri Sharwan Kumar, Hon'ble Minister of Rural Development, Bihar

Explaining the BBA and MBA in RM Curricula details to Dr Rekha Kumari, Director, Higher Education, Bihar



Discussing the introduction of BBA In RM in pvt universities and HEIs with Shri Brijesh Mehrotra, IAS, Addl Chief Secretary to Governor Bihar



Sharing details of BBA In Rural Management Curriculum with Sri Arvind Kumar Chaudhary, IAS, Principal Secretary Rural Development Department Bihar



BBA RM Curriculum shared with and explained in detail to Sri Satish Chandra Jha, Special Secretary Education Bihar

Shri R.K.Mahajan, IAS, Additional Chief-Secretary, Education, Bihar, was very appreciative of the BBA RM initiative.

Meeting with Shri Cheddi Paswan, Hon'ble MP Sasaram Bihar



Explaining MGNCRE activities to Prof Sudheer Kumar, Principal, Mahila College, Sasaram. Also discussed BBA in RM.



With Hon'ble District Magistrate and Collector, Rohtas District, Shri Pankaj Dixit. He has agreed to send an order to all the higher secondary schools to invite their grade 12 students and parents for an exhibition on job opportunities for the course around the time their final exams finish.

Round-table at Sher Shah College for BBA in RM in the presence of in-charge Principal Dr Birendra Prasad and Faculty of BBA.



Round table with Shri Ajay Kumar Singh, BBA faculty and other faculty members of S P Jain College Sasaram. Principal Dr Devi Prasad Tiwari was out of station with VC Veer Kunwar Singh Univ, Ara





Roundtable at Vivekananda Arts & Science College for Women – Asia's largest Women's College



Launching the books on Waste Management and Social Entrepreneurship

Adamas University Kolkata 4-5 February

"Initiatives like these are real milestones to bring change in the society, state and country we live in "It is surprising that we still have to make people aware about Waste Management"." said Vice Chancellor, Prof. Madhusudan Chakraborty.

The two-day Industry Academia Meet and Exhibition on Waste Management and Social Entrepreneurship at Adamas University saw 15 exhibitors from different parts of west Bengal showcasing their products made from regular day to day waste products. The event started with the inauguration ceremony in presence of the honourable Vice-Chancellor, Prof. Madhusudan Chakraborty, Adamas University, Dilip Kumar Chakraborty, Academic Consultant, MGNCRE, Mr. Niranjan Mitra, Executive officer, Barasat Municipality, Prof. Jyostna Yagnik, Pro-VC & Dean, School of Law and Justice, Prof. Tridib Chakraborty, Dean of School of Social Sciences, and Prof. Parimal Chandra Biswas, Dean of Student Affairs & International Relations, Adamas University. Mr. Nirajan Mitra, Executive officer, Barasat Municipality focused on the initiatives of Barasat Municipality on Waste Management. Prof. Jyostna Yagnik, Pro-VC & Dean, School of Law and Justice, Adamas University highlighted the laws and social norms for Waste Management. Prof. Parimal Chandra Biswas, Dean of Student Affairs & International Relations, Adamas University gave thanks to Government of India, MGNCRE, Adamas University, Industry people, Speakers, guests and all students for taking the noble initiative forward to make India clean and pure. As a symbolic gesture the guests were asked to segregate different types of wastes and dump the wastes in 6 buckets named as plastic waste, paper waste, e-waste, glass waste, metal waste and food waste as a mark of creating awareness. More than 300 students from 10 schools of studies attended the event which had a total footfall of 3000.



Manipal University Jaipur 19-20 February

Extraction of value-added products from waste is an effective technique of waste management..said Chairman MGNCRE as he attended the Industry - Academia Meet titled Waste: Wealth and Entrepreneurship as Chief Guest.





The meet focused on the existing challenges and upcoming opportunities in areas of Waste Handling and Treatment. Eminent speakers from Industries, IITs, NITs and other academic institutions shared their views in the event. The inauguration ceremony was presided by Dr. G K Prabhu, President MUJ. He highlighted the relevance of such conclaves where the students get a platform to interact with people from industries, academia and research. He also presented some initiatives taken by MUJ such as the implementation of solar energy panels throughout the university buildings and parking area. In his speech, he mentioned that the campus has various facilities to handle and manage different types of wastes generated within the university campus and hostel

campus. The effluent treatment unit and sewage treatment units have been installed in the campus to treat the wastewater and the treated water is recycled back for reuse and for irrigation purposes. The university has also adopted 5 nearby villages and is working on the upliftment of these villages. Special invitees included Mr. V.K. Dadhich, Advisor, UDH and LSG Department, Govt. of Rajasthan and Prof. S.P. Chaurasia, Dean Faculty Welfare, MNIT Jaipur.

Guest of Honour, Sh. Surendra Singh Rathore, CEO, Biofuel Authority Rajasthan encouraged the young students utilize their knowledge and come up with their own start up ideas. He mentioned that carbon footprint would be a major issue across the world if not properly handled. The students were made aware of the various schemes of the Government which promote and supports the start-up ideas for biofuel production to obtain a relatively greener and cleaner environment.

Dr Ramdas M Pai, Chancellor, Manipal University, Prof (Dr) H Ravishankar Kamath, Registrar, Manipal University also shared their experiences. Dr. Rakesh K. Jain Technical Expert,

UNIDO IC-ISID; Mr. Bhupendra Dalwadi C.E.O., BEIL; Dr. Kaustubha Mohanty Professor, Department of Chemical Engineering, IIT Guwahati; Mr. Pawan Dixit Vice President - Operations, Qness Corp.; Dr. Nivedita Kaul Associate Professor, Department of Civil Engineering, MNIT Jaipur; Mr. Maninder Singh Deputy. C.E.O., Biofuel Authority Rajasthan; Prof. K.K. Pant Professor, Department of Chemical Engineering, IIT Delhi; Dr. Shailesh Makadia Founder, Radhe Group of Energy; Dr. Vivek Agarwal Head, CDC India; Dr. Sandeep Shrivastava Assistant Professor, Department of Civil Engineering, MNIT Jaipur; Mr. Prasad Kokil MD, Ecosense; Dr. Saakshy Agarwal Research Scientist, Kumarappa National Handmade Paper Institute (KNHPI); and Dr. Sunil Dadhich Associate Professor, Division of Soil Science & Agricultural Chemistry, Rajasthan Agricultural Research Institute were keynote speakers. Major Shiva Kiran MGNCRE senior faculty and Ms. Divya Chhabra faculty MGNCRE coordinated the proceedings. The need for creating careers in the waste management sector was emphasized.

NIT Warangal 28-29 February

"Waste management practices are the need of the hour. The job opportunities in this sector are huge" said Chief Guest Dr. S Sairam, General Manager (Environment and Pollution Control) NFC while inaugurating the proceedings.



National Institute of Technology Warangal conducted the two-day Industry-Academia Meet and exhibition with participants including experts from waste management technology, equipment manufacturers and suppliers,

regulatory bodies, Pollution Control Board, utilities, NGOs, recyclers, private corporates, industrial associations and allied organisations. Dr. S Sairam gave a keynote message regarding solid waste management at scientific level. He spoke about waste management practices in the Atomic Energy department. He urged society to work for the need of the hour.

Director NITW, Prof. N.V. Ramana Rao addressed the gathering on the program and the way forward. He thanked Dr. W G Prasanna Kumar Chairman MGNCRE for bringing on board such a program and for creating career opportunities in the waste management sector. He also announced the launch of M Tech in Waste management with 18 seats in NITW. Dr. P V Rao, Assistant Professor Civil Engineering Department welcomed the gathering and briefed about the day's program. Prof. K V Jayakumar Civil Engineering Department shared his experiences with MGNCRE including his efforts for finalizing MBA Program in Waste Management and Social Entrepreneurship. Keynote lectures on integrated MSW were given by Ramky group and sustainable waste management lectures by the members of

Environment Protection Training and Research Institute. More than 20 stalls showcased their models for waste management. The session enhanced knowledge sharing, industry interaction, internship and project, scope for social entrepreneurship, platform to interact and meet decision makers.





One-day training program on Rural Immersion for UBA Coordinators/NSS PO's at MGNCRE Hyderabad 15 Feb

Learning from villagers during Village visit to Godumakunta as a part of Rural Immersion Training Programme on Community Engagement at UGC-HRDC Osmania University Hyderabad 05 - 06 Feb

Faculty Development Workshops

Karnataka State Akkamahadevi Women's University Vijayapura 24-28 February

Promoting Rural Resilience through Higher Education - Learning from Villagers continues – The 5 day Curriculum Development Workshop on Rural Resilience was graced by Vice Chancellor Prof. Sabiha Bhoomigouda. The proceedings were coordinated by Dr. B Divakar MGNCRE sr. faculty, Prof. S.A. Kazi Director, Planning, Monitoring & Evaluation Board and Dr.Vishnu M.Shinde Assistant Co-Ordinator & Associate Professor, Department of Education KSAWU.



PSG College of Arts and Science Coimbatore 11-15 February

Faculty Development Programme (FDP) on Monitoring Field Engagement of Higher Education Institutions for 100% Achievement in the Practices of Comprehensive Sanitation Management (including ODF)



The transaction methodology for understanding the concepts included lecture series, panel discussion, activities, focus group discussions and PLA and PRA techniques as village visit. Experiential learning was a part of the 5-day program which stands as the core training where there are insights into functional and non functional toilets, their usage, problems and solutions, behavioral research and preparation of an appropriate action plan for Swachhta Action Plan implementation.

Karnataka State Rural Development and Panchayat Raj University (KSRDPRU)

MGNCRE entered into an MoU with KSRDPRU for academic cooperation, initiating 5 day Curriculum Development Program for incorporating Sustainable Development Goals, Disaster Risk Reduction and Climate Change orientation to higher education. Prof. Dr.Suresh V. Nadagoudar, Vice-Chancellor (Acting), KSRDPRU gave the presidential address while Chairman MGNCRE delivered the keynote address.



Curriculum Development Workshops

Dravidian University Kuppam Andhra Pradesh



Prof G Loknatha Reddy, Vice Chancellor, Prof T Anuradha, Registrar, all departments Deans, Heads and Bos graced the one-day curriculum development workshop that focused on Curriculum Development covering Disaster Risk Reduction, Sustainable Development Goals and Climate change.

Andhra Kesari Tanguturi Prakasam University Ongole



I have attended an excellent one-day curriculum development workshop for building rural resilience. It's most significant and prioritised topic to all Post graduate courses. As a faculty of the department of Economics in the university, lectures, group discussions and speeches about key factors of rural resilience in the workshop are very useful to enlighten the importance of curriculum development for rural resilience for the economic development of any country. India is a youth powered economy, so the students should get awareness, knowledge and professionalism about rural communities and they should be provided opportunities to learn rural challenges, to have knowledge of rural life styles for sustainable development of rural India. As Mahatma Gandhi said 'if the village perishes India will perish too.' So I, as a teacher and Board of Studies member in the department of Economics will discuss and recommend to BOS to incorporate as chapters in various papers like Economic Development and Growth, Environmental Economics, Human Resource Management and as application-oriented field-based report submissions in the papers like Mathematical Methods for Economics and Statistical Methods for Economics in our curriculum. Finally, I thank the coordinator for giving chance to participate in the program and I extend my sincere thanks to MGNCRE for conducting such wonderful program in our AKTPU.

Dr. A. Bharathi Devi
Asst. Professor
Dept of Economics
AKTPU formally ANU Ongole campus, Ongole, Prakasam (dt)
Andhra Pradesh

Vikram Simhapuri University Nellore

Students role in rural resilience.. UNICEF and MGNCRE collaboration



The village is the cell of the national body and the cell-life must be healthy and developed for the national body to be healthy and developed.

– Sri Aurobindo



Mahatma Gandhi National Council of Rural Education

Department of Higher Education

Ministry of Human Resource Development, Government of India

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