



National Conference Rural Management Education

Education | Action | Development



Date: 20th and 21st July 2019

Venue: ASCI, Hyderabad

Mahatma Gandhi National Council of Rural Education
Department of Higher Education
Ministry of Human Resource Department
Government of India

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सत्यमेव जयते



Where there is Rural Wellbeing
there is Universal Prosperity



Mahatma Gandhi National Council of Rural Education

Department of Higher Education, Ministry of Human Resource Development, Government of India

National Conference on Rural Management Education

We congratulate you for your critical contribution in the field of rural management education. Now, it is time for passionate professionals like you, across the country, to synergise and expand the rural management pool extensively. There is an urgent need to rise above the odds and create an effective management of rural resources for an inclusive growth.

As you would agree appropriate and adequate Rural Management expertise is required for rural India to move forward, as India races towards becoming the third largest economy in the world. Rural India is the store half of bulk of resources needed for development. Two-thirds of the Indian population is also rural while 30% of world's poor are also from rural India.

Effective management of the large and heavily resourced rural development initiatives and organizations - from state, corporate or civic directions - is clearly an important key to sustained, inclusive and conflict-free growth. But so far little attention has been directed to creating the professional management competencies required for development programs and organizations, small and medium rural initiatives, and producer-owned rural businesses – all of which require different management orientations and abilities than those of large, investor-owned, urban business enterprises. Indeed this neglect is in sharp contrast to the substantial thought, initiative and resources invested by both government and the private sector in the creation of professional managers for corporate enterprises.

It is primarily the field of Rural Management Education, which in India has produced and directed a slim but steady and impactful stream of management professionals for a variety of such organizations. However, the effect remains very limited, despite the extensive need for such professionals. It is now time for a substantial move forward on the specific actions needed to develop adequate RM capabilities in the country.

Expansion of Rural Management Capabilities

Six key areas had been identified for focused attention to build adequate professional rural management capacities, which need concerted action –

It is now time to act, and the following process is envisaged to enable systematic and quick development with involvement of key stakeholders, in the next one year.

We cordially invite you to the 'National Conference on Rural Management Education'. Through this conference, we strive to bring together institutions, academics, professionals and other key stakeholders to deliberate on strategies for expansion, standardization and improvement in rural management education at various levels.

Areas of focus for the conference are as follows-

1. Expansion of RM Programs of various levels and types to meet the different kinds of demand and need, with state support as required for the latter – graduate, undergraduate, certificate, diploma and continuing education programs.
2. Institution of the requisite opportunities to ensure their engagement in initiatives aimed at rural India, government programs, organizations and initiatives thereof.
3. Developing a specialized entry process for young people with the necessary aptitude and orientation into Rural Management Education.

4. Development of standardized curricula and quality assurance processes.
5. Development of knowledge materials ranging from cases, textbooks and audio-visual products to systematic research to develop the core knowledge for the field.
6. Development of appropriately trained/ oriented faculty for the field.

We are sure that as a prominent Rural Management Educationist of your stature, you would actively participate in person in the upcoming National Conference. Your personal participation and contribution is valuable to build a body of practicing knowledge for addressing the challenges in the field of rural management education by universities and higher education institutions.

As part of the overall design MGNCRE proposes to promote Rural Management Education at graduation level in all districts in the country by developing relevant curriculum. We await your presence organized on 20- 21 July 2019 at Administrative Staff College of India in Hyderabad. We will bear your Air travel(Air India)/2nd AC/Sleeper Bus Travel, accommodation and hospitality expenditure. Should you have any queries regarding the event, feel free to contact Tanya Sinha, Rural Management Education Centre, Mahatma Gandhi National Council of Rural Education, Hyderabad, Contact- 9740396093, email – bbarmconf@mgncre.in at any point of time.

Dr W G Prasanna Kumar
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