

## Rural Management Action Research Project Guidelines

Expectations from the Action Research Project are:

Select a state in India for implementation of this action project. This Action Research Project entails personal visit to the higher education systems of the state. Rural Management Program prepared by MGNCRE is to be introduced to them in the state.

1. Connect with and meet the Chairman State Councils of Higher Education, Minister Higher Education, Secretary Higher Education
2. Connect with and meet the Vice Chancellors of Key Private Universities which are not in the capital city of the state.
3. Get the state government officers to release the curriculum of BBA RM and MBA RM.
4. Create a network at the state level with the federation of CSR initiatives which can be the internship locations for the institutions that would offer Rural Management Program in the state. Conduct a seminar/workshop with them to introduce the BBA Rural Management Program
5. Create a network at the state level with the federation of Farmers Producer Organisations which can be the internship locations for the institutions that would offer Rural Management Program in the state. Conduct a seminar/workshop with them to introduce the BBA Rural Management Program
6. Identify institutions state wide which can offer BBA Rural Management.
7. Go to these identified institutions state wide and conduct round tables.
8. Present a time table for completing these tasks.
9. MGNCRE will take up faculty development work in April and May involving those who have completed MBA RM from XIRM, IRMA and DMI.
10. The key point is building educational institution-industry-employer-entrepreneur relationship. Help of Collectors and local rural entrepreneurs for completing this task.
11. The BBA Rural Management programme will have to promoted as a 100% professional and job oriented course with the catchment area being catered with students who pursue this course for the next five years uninterrupted.
12. We are looking at capacitating the institutions to handle this task
13. For this we are keen to engage with highly motivated institutions and also identify highly motivated champions or captains or owners for this project in every such institution.
14. This work requires extraordinary drive
15. The all inclusive pricing of the tasks is given as under for the Month of March 2020 only. There is no negotiation on this.

S No	Capsule of Work (possible works)	Deliverable(s)	Per Unit Total Price in Rs
1	Roundtable with the Farmers Producers Organisations	Preparation, Arrangements, Roundtable with list of participants, publishable camera photos, video and session wise report & press clippings	15000
2	Roundtable with the CSR Initiative Organisations		15000
3	Roundtable with the State level government functionaries		15000
4	Miscellaneous Expenses		5000
5	Documentation of the effort		10000
Total Project Cost will not be exceeding			60,000

Post Completion of the above task the following is the phase 2 of the project which will be awarded as a separate project based on the requirement from April 2020 or later:

S No	Capsule of Work (possible works)	Deliverable(s)	Per Unit Total Price in Rs	Maximum No of Units per month
1	Half Day Roundtable with the BBA RM State Level Stakeholders	Preparation, Arrangements, Roundtable with list of participants, publishable camera photos, video and session wise report & press clippings	5000	10
2	1 Day Curriculum Orientation (workshop) with BBA RM District Level Stakeholders including FPOs and CSR Projects		5000	10
3	Two Day Faculty Development Programs on BBA RM/MBA RM Programs	Consultation with Faculty Coordinator, Arrangements, Meet Report with list of participants, photos, video and session wise report along with press clippings, Facilitating the sessions, Training the participants with respect to Community issues, Demonstration, Role-play, Village Map and report submission	10000	2
5	Video Recording for various BBA courses	20 sessions per Course	40000	1
6.	Travel and all incidentals per month		10000	
Total project cost per month will not be exceeding Rs 70,000/-				

## Rural Research and Rural Immersion Action Research Project Guidelines

Expectations from the Action Research Project from March 2020 or later are:

1. Select some districts in India for implementation of this action project. This Action Research Project entails personal visit to the villages, Farmers Producers Organisations, Corporate Social Responsibility Initiatives and Rural Development Programs conducted in the identified villages.
2. Connect with and meet the leaders of Farmers Producers Organisations, Corporate Social Responsibility Initiatives and Rural Development Programs
3. Conduct surveys, Focus Group Discussions and PRA, workshops, roundtables with the functionaries involved in these initiatives villages.
4. The all inclusive pricing of the tasks is given as under. There is no negotiation on this.

S No	Capsule of Work (possible works)	Deliverable(s)	Per Unit Total Price in Rs	Maximum No of Units per month
1	Two Hours PRA in the Village	Preparation, Arrangements, Roundtable with list of participants, publishable camera photos, 5 minute video	2000	5
2	Four Hours Focus Group Discussion and Round table with the FPO/CSR Initiative/RD Programs in the Village		5000	5
3	Transport, Documentation and Incidentals	Reaching the village, connecting with the concerned, documenting the contents of Focus Group Discussion	3000	5
Total			10000	5
Total project cost per month will not be exceeding Rs 50,000/-				

### Nai Talim Action Research Project Guidelines

1. Expectations from the Action Research Project from March 2020 or later are:
2. Select a state in India for implementation of this action project.
3. This Action Research Project entails personal visit to the Colleges of Education in the state.
4. Nai Talim Experiential Learning Workshop Methodology and Module prepared by MGNCRE is to be introduced to the Teacher Education System in the state.
5. We are looking at capacitating the institutions to handle this task
6. For this we are keen to engage with highly motivated institutions and also identify highly motivated champions or captains or owners for this project in every such institution.
7. This work requires extraordinary drive. The all inclusive pricing of the tasks is given as under. There is no negotiation on this.

S No	Capsule of Work (possible works)	Deliverable(s)	Per Unit Total Price in Rs	Maximum No of Units per month
1	Two Hours Classroom Session in the College	Preparation, Arrangements, Roundtable with list of participants, publishable camera photos, 5 minute video	2000	6
2	Four Hours Field Practice on Nai Talim, Work Education, Experiential Learning in the Institution		5000	6
3	Transport, Documentation and Incidentals	Reaching the institution, connecting with the concerned, documenting the contents of Nai Talim workshop	3000	6
Total			10000	6
Total project cost per month will not be exceeding Rs 60,000/-				

# MATERIAL FOR ADVERTISEMENT

TO BE PUBLISHED IN TIMES OF INDIA (ALL INDIA EDITIONS) on **26.02.2020**



## **Mahatma Gandhi National Council of Rural Education**

Department of Higher Education, Ministry of HRD, Govt of India



MGNCRE, Hyderabad invites proposals for Action Research Projects on implementation of (i) Nai Talim Experiential Learning in various states in the country and (ii) BBA in Rural Management in various states in the country.

Interested persons may send the proposals to [mgncrearp@gmail.com](mailto:mgncrearp@gmail.com). Last date for receipt of proposals is **29.02.2020**. For further details on the components of the Action Research Project visit our website [www.mgncre.in](http://www.mgncre.in).

Sd/-  
Member Secretary