



Department of Higher Education
Ministry of Education
Government of India

**Department of Business Management
Erode Arts and Science College (Autonomous), Erode**

In association with

Faculty Development Centre

(Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching)

Mahatma Gandhi National Council of Rural Education

Department of Higher Education, Ministry of Education, Govt. of India, Hyderabad

Academic Partner

**Bharathiar School of Management and
Entrepreneur Development (BSMED),
Bharathiar University, Coimbatore**

Organises

Online Faculty Development Programme

for Management Faculty and Scholars of
Universities and Higher Educational Institutions on

Rural Entrepreneurship and Sustainability

(All Programmes under PMMMMNTT are valid for promotion under CAS as
per the UGC Notification dated 18th July, 2018)

06th – 10th, October 2021

Registration: <https://forms.gle/wngTwLbY9mtETVhk8>

Email: bbaeasc@gmail.com

About MGNCRE

Mahatma Gandhi National Council of Rural Education under the Ministry of Education in Government of India strives to promote resilient rural India through Higher Education interventions. MGNCRE designs, develops and promotes curriculum inputs for higher education programs offered by Universities and Autonomous Institutions in India. The higher educational streams of focus for MGNCRE include: Rural Studies, Rural Development, Rural Management, Social Work and Education. The curriculum inputs are both theoretical and practical field-related relevant to rural India.

The Council seeks to strengthen the rural higher education curriculum and the faculty members transacting it. Empowerment of the functionaries will be a well-designed corollary. Capacity building and professionalization of Rural Institutes, skill development, entrepreneurship, livelihoods, community initiatives, creativity of local groups and proactive development action constitute the core content of MGNCRE research and interventions. The curriculum development programs of MGNCRE mainly include Faculty Development Programs, Workshops and Round table discussions. As part of its proactive and continuing Research and Training endeavour, the MGNCRE has initiated Research Projects in different parts of the country.

About Bharathiar School of Management and Entrepreneur Development (BSMED)

The Bharathiar University was established at Coimbatore by the Government of Tamilnadu in February 1982 under the Bharathiar University Act, 1981 (Act 1 of 1982). The erstwhile Postgraduate Centre of the University of Madras formed the core of the Bharathiar University, which was functioning at Coimbatore before 1982. University Grants Commission (UGC) recognized Bharathiar University in 1985 for grants.

Bharathiar School of Management and Entrepreneur Development (BSMED) was established in 1984 and had been recognized by the UGC as a "Center for excellence" for teaching and research in management. BSMED is located in the industrial town of Coimbatore, within the confines of Bharathiar University. The campus cover a lush landscape of 1000 acres, and its tranquil surrounding creates the ideal atmosphere for the unending pursuit of knowledge. The school offers MBA (Full Time) program since 1984. The part-time program was started during 1990 and the admissions were deferred since 1997. The school has an in-house library, which has more than 2400 management book, leading journals and dailies to help students keep pace with the latest business trends. The latest additions to the infrastructure are smart class room and Tele Conferencing facility, wireless connectivity. Management Development Centre (MDP) and Incubation Centre have been established and functioning at this school with five startup companies.

About the Institution

Erode Arts and Science College, one of the premier Government Aided Colleges in Tamilnadu, founded by Sir. Chevalier Dr. R.A.N. Muthusamy Mudaliar with the cooperation of Philanthropists in and around Erode has been distinct in serving first generation students coming for higher education from the rural areas and under privileged sections of the society to a larger extent. Erode Arts and Science College with its long history, healthy traditions and humble achievements, is a unique Institution in several ways.

As an Institution enjoying Autonomy for the past 30 years, it has introduced many Application Oriented and Job Oriented Programmes to cater the social needs and market demand. Besides the Curricular Excellence, the Institution has been fostering service mindedness and accountability and social commitments among the young minds. The college offers 10 UG courses and 4 PG Courses under the government aided and 20 UG Courses, 7 PG Courses under self supporting stream and 12 M.Phil./Ph.D programmes. The college has successfully completed 50 years of excellence in the field of education.

About the Department

Bachelor of Business Management (BBM) programme was introduced in the year 1984. Our department has the credit of being the first and foremost one to offer UG program BBA under Bharathiar University, Coimbatore. With the vision of empowering the knowledge and skills of students it focuses on producing successful entrepreneurs and academicians. It is committed to the pursuit of academic excellence in both teaching and research, with well qualified and experienced faculty members. The department focuses on contemporary relevance and job - connect, with in-built modules for character and skill building for rural students. The department periodically organizes programmes such as Seminars, Guest Lectures, Industrial Visits and Extension activities. We create a transformative experience for our students, inspire them to discern and pursue their life's purpose, and provide a high quality, comprehensive education that prepares them to be successful business professionals and leaders.

About Program

The rural economy has a vast potential for development through micro, social and innovative enterprises. Higher Education Institutions need to participate in contributing to Rural Enterprise and Rural Entrepreneurship. It needs capacity building and human resources development in the critical areas of market linkages, rural entrepreneurship, rural technology development, microfinance, livelihoods and skill development, natural resources management, management of agriculture and technical assistance in the areas of health, education, management of village sanitation and infrastructure development. Faculty Development Programme on Rural Entrepreneurship and Sustainability for faculties and scholars of universities, colleges and higher education institutions is designed to hone and develop thoughts on the recent and required knowledge about Entrepreneurship in Rural prospect. The speakers and experts are specialists of their field with vast on ground experience as well as rich experience in academics.

Objectives

The FDP will try to serve following objectives:

1. To familiarize with Rural Entrepreneurship.
2. To understand Future Trends of Entrepreneurship.
3. To familiarize with Research in Rural Context: Issues and Concerns.
4. To understand Marketing Orientation for Rural Enterprises.
5. To know about Financial Assistance Available for Rural Entrepreneurship.
6. To understand Marketing Sustainability of Rural Enterprises.
7. To understand the expectations from the Rural Marketers: HR Perspectives.

Learning Outcomes

The participants will be able to:

1. Familiarize with Rural Entrepreneurship, the Present and Future Trends of Entrepreneurship.
2. Acquaint with Issues and Concerns of Rural Research.
3. Familiarize with Marketing Orientation for Rural Enterprises.
4. Recognize Financial Assistance available for Rural Entrepreneurs.
5. Recognize the expectations from the Rural Marketers: HR Perspectives.

Instructions to the Participants for the Online FDP

1. Filling the registration form is mandatory.
2. Attendance and Assignment Submissions are mandatory for all sessions to get the certificate.
3. All sessions will be conducted on online platform. The platform will be informed to the registered participants.
4. Link/ ID and password will be provided a day in advance.
5. E- Certificate will be issued to all the registered participants.
6. On the submission of No objection certificate by the institutional authority, attendance certificate will be provided to the participants.
7. Participants need to have functioning Laptop/Desktop with webcam, microphone and headphones, a functioning email account and uninterrupted internet connectivity
8. The FDP will commence at 10.00 a.m. on all 5 days and close by 4.00 p.m. with a lunch break.
9. The participants are required to follow the decorum of the online programmes

Core Committee

Patrons

**Hon'ble Prof.Dr.P.Kaliraj, Vice-Chancellor,
Bharathiar University, Coimbatore.**

**"SAADHANAI SEMMAL" Shri. K.K.Balusamy,
Secretary and Correspondent, Erode Arts and Science College (Autonomous), Erode.**

Co-Patrons

**Dr.R.Sankarasubramanian, Principal, Erode Arts and Science College (Autonomous), Erode.
Dr. R. Venkatachalam, Director, Erode Arts and Science College (Autonomous), Erode.**

Convenor

**Dr. Rupa Gunaseelan, Professor & Director i/c, BSMED, Bharathiar University
Dr. R. Vanathi, Assistant Professor & Head, Department of Business Management, EASC, Erode.**

Co-Convenor

**Dr. N. A. Murugayal, Assistant Professor of Business Management, EASC, Erode.
Dr. P. Ayyappan, Assistant Professor of Business Management, EASC, Erode.**

Coordinators

**Dr. S. M. JayaSudha, Assistant Professor of Business Management, EASC, Erode.
Dr. B. Nandhakumar, Assistant Professor of Business Management, EASC, Erode.**

Programme Schedule

Date	Time	Topic	Resource Person
06/10/2021 (Wednesday)	10 am to 12 noon	Inaugural and Introduction	Hon'ble Prof. Dr. P. Kaliraj, Vice-Chancellor. Bharathiar University, Coimbatore. Dr. W G Prasanna Kumar, Chairman, MGNCRE Prof Chethan Chittalkar, Director, MGNCRE. "SAADHANAI SEMMAL" Shri. K.K.Balusamy. Secretary and Correspondent, Erode Arts and Science College (Autonomous), Erode.
	2 pm to 4 pm	Entrepreneurship the way ahead for a progressive country	Prof. Chethan Chittalkar, MGNCRE.
07/10/2021 (Thursday)	10 am to 12 noon	Marketing Sustainability	Dr. Sachin Gupta Mohanlal Sukhadia University, Uadipur.
	2 pm to 4 pm	KVIC and Rural Context: Issues and Concerns	Dr.R.Muthusamy Assistant Director/Principal, Central palmgur and palm products Institute Khadi and village Industries commission, Chennai.
08/10/2021 (Friday)	10 am to 12 noon	FPCs and its role in Rural Development	Dr. Chandermohan Gupta, Shoolini University, Himachal Pradesh.
	2 pm to 4 pm	Financial Assistance Available for Rural Entrepreneurship –NABARD Perspective.	Shri. Thirumala Rao, NABARD, Chennai.
09/10/2021 (Saturday)	10 am to 12 noon	Rural Entrepreneurship, operations and Management	Dr.G.Rajini, MBA.,Ph.D Professor & Head / MBA School of Management Studies, VELS Institute of Science, Technology and Advanced Studies, Chennai.
	2 pm to 4 pm	Higher Education Institutions and Rural Entrepreneurship	Mr.P.Selvaraj, Selvam Organics, Udumalpet. Dr.Nirmala Sathish Assistant Professor Department of Economics Nallamuthu Gounder Mahalingam College, Pollachi.

10/10/2021 (Sunday)	10 am to 12 noon	Future Trends in Entrepreneurship	Dr. Rupa Gunaseelan Professor & Director i/c, BSMED, Bharathiar University, Coimbatore.
	2 pm to 4 pm	Valedictory, Participants' Feedback and Vote of Thanks	Dr. W G Prasanna Kumar, Chairman, MGNCRE Prof Chethan Chittalkar, Director, MGNCRE. Dr. Rupa Gunaseelan Professor & Director i/c, BSMED, Bharathiar University, Coimbatore. Dr.R.Sankarasubramanian, Principal, Erode Arts and Science College (Autonomous), Erode. Dr. R. Venkatachalam, Director, Erode Arts and Science College (Autonomous), Erode.

Registration Details:

Beneficiary Name	The Principal	Registration Fee
Beneficiary A/C No.	185401000001061	Faculty - Rs. 500
IFSC Code	IOBA0001854	Industrialist - Rs. 500
Bank Name	Indian Overseas Bank, Erode Arts College.(Branch)	Scholar - Rs. 200

Registration Link: <https://forms.gle/wngTwLbY9mtETVhk8>

For Further Queries, Contact

1. **Dr. N.A.Murugayal, Assistant Professor of Business Management, EASC (9965175642)**
2. **Dr. P.Ayyappan, Assistant Professor of Business Management, EASC (9944066777)**