



सत्यमेव जयते

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



Mahatma Gandhi National
Council of Rural Education

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 Human Resource Development, Govt. of India
Hyderabad

Organises

Online Faculty Development Programme

for Management Faculty of

Universities, Colleges and Higher Educational Institutions On

"Case Discussion Methodology for Strategic Marketing"

Under

Pandit Madan Mohan Malaviya National Mission on Teachers & Teaching (PMMMNTT)

Ministry of Human Resource Development, New Delhi, Government of India

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

- *Academic upgradation of teachers working in Universities and colleges*
- *Innovation and development in different areas of education.*
- *Focus on the role of Faculty of Higher Education, their areas of responsibility, methods of experiential learning and rural engagement.*

26th – 30th June 2020

Registration Fees is ₹1000 per participant (Rupees One Thousand Only)

Registration: <https://forms.gle/PPta6FUdGxCfbQw49>

Email: mgncrefdp@gmail.com

About MGNCRE

Mahatma Gandhi National Council of Rural Education under the Ministry of Human Resource Development in Government of India strives to promote resilient rural India through Higher Education interventions. MGNCRE designs, develops and promotes curriculum inputs for higher education programmes 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.

Vision: To involve higher education curriculum in India in the process of building resilient rural India i.e., “Uthkrishat Gram for Unnat Bharat”

Mission: Formulate and recognise curricular inputs and accredit courses and higher educational institutions, which enable development of sustainable, climate and disaster resilient rural livelihoods.

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 programmes of MGNCRE mainly include Faculty Development Programmes, Workshops and Round table discussions. As part of its proactive and continuing Research and Training endeavour, the MGNCRE has to date initiated Research Projects in different parts of the country.

MGNCRE has established a Faculty Development Centre (FDC) under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching in its campus in Hyderabad to cater to the Faculty Development needs of all the Central and State Universities on the issues related to Gandhian philosophy and Rural Engagement.

PMMMNMTT- MGNCRE FDC focuses:

- To enable faculty to engage in Case Discussion Methodology for Management (Rural Management) Curriculum transaction
- To ensure that Faculty Members of Teacher Education in various Universities adopt Experiential Learning – Gandhiji’s Nai Talim
- To enable faculty to conduct Action Research Project based Curriculum Transaction

Case Discussion for Marketing Management

Case discussion methodology is 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 development through micro, social and innovative enterprises. Higher education Institutions need to participate in contributing to Rural Enterprise and Rural Marketing. It needs supply chain and value chain development leading to of market linkages and addressing pain points in rural technology development, microfinance, livelihoods and skill development, natural resources management, management of agriculture and technical assistance in the areas of market linkages and structural support.

Thus, a one course rural marketing program developed with a multi-dimensional approach equips the students to tap the emerging and growing opportunities in the public and private domains of marketing of rural produce. This program will dwell into specially identified rural opportunities imbued with general principles of management and the core subjects provide students with basic analytical, decision making and inter personal skills.

The context and the focus are rural producers. This program stands out for its rural engagement component- in-depth rural field exposure, duration and frequency. It has three components of field engagement and learning opportunities for students, covering a Government Organization, an NGO and a commercial rural enterprise like a co-operative or social business enterprise. Vast online repositories through university libraries and other digital media provide a unique ability for Higher Education Institutions to share success and failure case studies and experiences in ways that were unimaginable earlier.

About the FDP

Objectives:

1. To demonstrate various methods of teaching especially Case Teaching Methodology
2. To familiarize with the course structure and curriculum in Marketing Management
3. To explore the marketability of rural products
4. To introduce various aspects of Rural Marketing
5. To explore the opportunities of internship and placement in Rural Management
6. To expose them to employment and entrepreneurship opportunities available in rural management sector

Learning Outcomes:

The participant will be able to:

- ✓ Recognise the need for the course, internalize and take ownership of it
- ✓ Become familiarized with the structure of subject matter
- ✓ Transact the course effectively using case methods
- ✓ Appreciate the various aspects of rural branding and promotion methodology
- ✓ Foresee and gain an understanding of the marketing/FPO marketing oriented internship for the BBA RM Students
- ✓ Gain an understanding of marketing opportunities from the perspective of rural producers

Instructions for the Participants for the Online FDP:

1. Filling the registration form is mandatory.
2. Registration fee is ₹ 1000 per participant.
3. Attendance and Assignment Submissions are mandatory for all sessions for the certificate to be issued.
4. The sessions will be conducted through online platform. (The platform will be informed soon)
5. ID and password will be provided a day in advance.
6. Limited seats available on first come first basis.
7. E- certificate will be issued to all the participants subject to mandatory attendance and submission of assignments.
8. Participants need to have functioning Laptop/Desktop with webcam, microphone and headphones, a functioning email account and uninterrupted internet connectivity.
9. Only those participants who are having the "Link" can get connected with FDP.
10. The FDP will commence at 10.00 am on all 5 days and close by 5.00 pm. Lunch break is from 12.00 to 1.00pm.

Account Details for Registration (You can also make payment through UPI using the below details)

Name of the Account Holder: Mahatma Gandhi National Council of Rural Education

Bank: SBI

Branch: Praishrama Bhavan

IFSC: SBIN0002769

Account Number: 38696874974

Organizing Committee:

Core Committee: Dr. W. G. Prasanna Kumar Chairman, Prof. Chethan Chittalkar, Dr. K. N. Rekha

Members: Mr. Kumar Abhishek, Ms. Ankita Roy, Mr. Arman Kumar Mohapatra, Mr. Asim Mohanty, Mr. Sarthak Darshan

Programme Schedule:

Date	Time	Topic	Resource Persons
26 th June Friday	10.00 am – 5.00 pm	Inaugural Address Marketing Management v/s Marketing Strategy (Using Cases/Mini Cases/ Caselets/Video Case Analysis)	Dr. W G Prasanna Kumar Chairman, MGNCRE Prof. Chethan Chittalkar Dr. K N Rekha
27 th June Saturday	10.00 am – 5.00 pm	Tools and Techniques, PEST Analysis, SWOT Analysis (Using Cases/Mini Cases/ Caselets/Video Case Analysis)	
28 th June Sunday	10.00 am – 5.00 pm	R B V (Resource Based View), Entry Strategies (Using Cases/Mini Cases/ Caselets/Video Case Analysis)	Team Members Mr. Asim Mohanty Mr. Kumar Abhishek Ms. Ankita Roy
29 th June Monday	10.00 am – 5.00 pm	Developing goals and objectives for the future Brand Development Index (Using Cases/Mini Cases/ Caselets/Video Case Analysis)	Mr. Arman Mohapatra Mr. Sarthak Darshan
30 th June Tuesday	10.00 am – 5.00 pm	Marketing Strategy and Marketing Mix (Using Cases/Mini Cases/ Caselets/Video Case Analysis)	

Some of our Guest Speakers of earlier FDPs:

1. Prof. Hitesh Bhatt Director, Institute of Rural Management Anand Gujarat
2. Prof. Saswata Narayan Biswas Professor, Institute of Rural Management Anand Gujarat
3. Prof. Hemnath Rao H Senior Professor and Director, Development Management Institute Patna
4. Dr. M P Ganesh, Associate Professor, IIT Hyderabad Hyderabad
5. Dr. Kiran Pedada Assistant Professor of Marketing, Indian School of Business Hyderabad
6. Dr. Deepti Sharma, Founder-Director, TerraNero Environmental Solutions Pvt. Ltd Mumbai
7. Prof. S Peppin, Dean, Xavier School of Rural Management Bhubaneswar
8. Prof. G. Krishnamurthy, Director, Foundation for Catalysing Rural Transformation
9. Prof. Charles Dhanaraj, H.F. "Gerry" Lenfest Professor of Strategy in Fox School of Business, Temple University
10. Prof Ashwini Chhatre, Executive Director BIPP, Indian School of Business Hyderabad
11. Prof Harsh Bhargava, Experiential Learning Practitioner alumnus of Naval PG School California.

Some of our institutional partners of earlier FDPs:

1. ASBM University Bhubaneshwar
2. Atmiya University Rajkot
3. Auro University Surat
4. IIPM University New Delhi
5. Jyothirao Phule Pune University
6. Krishna Institute of Medical sciences, Karad, Maharashtra
7. Lovely Professional University Punjab
8. Maharaja Sayyajirao University Baroda
9. Marwadi University Surat
10. Mumbai University Maharashtra
11. Parul University Baroda
12. P P Savani University Surat
13. Salgoankar University Goa
14. Shoolini University Himachal Pradesh
15. Shri Vaishnav Vidyapeeth Vishwavidyalaya Indore
16. Sri Savitribai Phule University Pune
17. Sri Sayyaji Rao University Baroda
18. Sri Sri University Bhubaneshwar
19. Srinivas University Karnataka
20. SRM University TamilNadu
21. UKA Tarsadia University Surat

Registration Link- <https://forms.gle/PPta6FUdGxCfbQw49>

For Further Queries, please contact:

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