



सत्यमेव जयते

Department of Higher  
Education Ministry of  
Education  
Government of India



Where there is Rural Wellbeing  
there is Universal Prosperity

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 Education, Govt. of India, Hyderabad

## Adikavi Nannaya University

Department of Commerce and Management Studies, Rajamahendravaram, Andhra Pradesh

Organizes

### Online Faculty Development Programme

for Management Faculty of

Universities, Colleges and Higher Educational Institutions On

### "Case Discussion Methodology"

Under

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

Ministry of Education, 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.*

**23rd – 27th November 2020**

Registration: <https://forms.gle/PPTa6FUdGxCfbQw49>

Email: [mgncrefdp@gmail.com](mailto:mgncrefdp@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 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 recognize 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 endeavor, 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.

## PMMMMNMTT- 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 BBA Rural Management

Case discussion methodology is essential experiential learning methodology for training in problem solving. Case discussion methodology for promoting management education especially rural management 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 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.

Thus, a three-year rural management program developed with a multi-disciplinary approach equips the students to tap the emerging and growing opportunities in the public and private domains of rural sector. This program will dwell into specially identified rural oriented courses that cover 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. 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 specially Case Teaching Methodology
2. To familiarize with the course structure and curriculum in BBA RM
3. To familiarize with the First Semester Subjects in BBA RM
4. To introduce various aspects of Rural Management
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 familiarize with the structure of each course book
- ✓ Transact the course effectively using case methods
- ✓ Appreciate the various aspects of rural management
- ✓ Foresee and gain an understanding of the internship for the BBA RM Students
- ✓ Gain an understanding of employment opportunities

available in rural management sector

## Instructions for the Participants for the Online FDP:

1. Filling the registration form is mandatory.
2. Attendance and Assignment Submissions are mandatory for all sessions for the certificate to be issued.
3. All sessions will be conducted on online platform. (The platform will be informed soon)
4. ID and password will be provided a day in advance.
5. E- certificate will be issued to all the participants. Limited seats available on first come first basis subject to satisfactory attendance and successful completion of assignments.
6. Participants need to have functioning Laptop/Desktop with webcam, microphone and headphones, a functioning email account and uninterrupted internet connectivity
7. Only those participants who are having the "Link" can get connected with FDP
8. The FDP will commence at 11.00 am on all 5 days and close by 4.00 pm. Lunch break is from 1.00 to 2.00 pm.

### Organizing Committee:

**Core Committee:** Dr. WG Prasanna Kumar (Chairman), Prof. Chethan Chittalkar (Director), Prof S. Teki (Professor, Adikavi Nannaya University) and Dr. KN Rekha

**Members:** Mr. Naresh Gajam, Ms. Samatha, Ms. Ankita Roy, Mr. Arman Kumar Mohaptra, Mr. Kumar Abhishek

### Programme Schedule

Date	Time	Topic	Resource
23 <sup>rd</sup> Nov Monday	11.00 am – 4.00 pm	Inaugural Employment Opportunities: BBA Rural Management Introduction and interaction with participants Overview of BBA RM Curriculum Case Discussion in Rural Society and Polity (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Vice Chancellor ANUR  Prof Chethan, Prof.S.Teki and Dr K N Rekha
24 <sup>th</sup> Nov Tuesday	11.00 am – 4.00 pm	Case Discussion in Foundations of Management and Entrepreneurship (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Prof Chethan Chittalkar and Prof.S.Teki
25 <sup>th</sup> Nov Wednesday	11.00 am – 4.00 pm	Case Discussion in Business Analytics (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Prof Chethan Chittalkar Plus Resource Person
26 <sup>th</sup> Nov Thursday	11.00 am – 4.00 pm	Case Discussion in Ecology and Environment (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Prof Chethan Chittalkar Plus Resource Person
27 <sup>th</sup> Nov Friday	11.00 am – 4.00 pm	Case Discussion in Management Decision Making Tools (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways Debriefing and Valedictory Session	Prof Chethan Chittalkar, Dr. KN Rekha

**Registration Link:**<https://forms.gle/9tNgDa2mjDiHYkMN7>

**For Further Queries, please contact:**

**Prof. Chethan Chittalkar, Dr. K N Rekha**

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