

## EVALUATION

| Subject/Work                        | Credit       |
|-------------------------------------|--------------|
| Classroom Teaching                  | 48           |
| Ability Enhancement                 | 06           |
| Skill Development                   | 08           |
| Development Elective Modules        | 08           |
| Institutional Managerial Internship | 10           |
| <b>Community Life</b>               | <b>Grade</b> |
| <b>Total</b>                        | <b>80</b>    |

## PLACEMENT

The programme gives Excellent Placement opportunity. After completing the course, students can get jobs in different NGOs, CSR, Development Sector, Co-operative Institutions, Government & Semi-Government Institutions and Private sector. They can start their own enterprise as well. Most of the students get chance of jobs during their Institutional Internship.

### List of organizations:

AKRSP, UNDP, SBI, ICICI, EMRI, CEE, WASMO, DRDA, EXCEL, TATA CHEMICAL, Abhiyan, GNFC, JSS, EMPOWER, DCT, GSDMA, RENAL, Chetna, IFFCO, SEWA, Bhansali, Arpan, Swashakti, Navsarjan, Jankalyan, ICECD, ICDS, YMCA, YCI, KOHEZEN, Fincare, Spandana, IIFL, Kataria, Adani Foundation, Various CSR etc.

## ALUMNI

It is aimed to keep in touch with the alumni to make meaningful interaction for the benefit of the present as well as future generation of the group. The institutional goal to promote and support this association is to strengthen the rural development extension activities at grass-root level. CSRM Alumni have a web portal linked with [www.mrmgvp.in](http://www.mrmgvp.in) website.

## WE OFFER

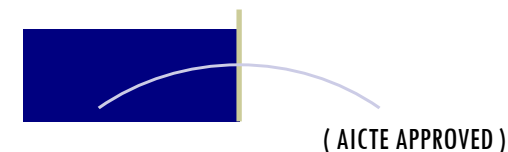
- MBA in Rural Management
- Ph.D. in Rural Management

## RESEARCH

- Development Research
- Extension Work in Rural Development
- Rural Research Projects
- Training Related to Rural Development

## FEATURES

- AICTE Approved MBA Programme since 1992.
- Strong foundation of Gandhian ideology.
- Value based education system.
- Student Centric Concurrent Evaluation.
- Peaceful and prosperous campus with excellent infrastructural facilities.
- Medium of instruction is GUJARATI. However Hindi, English are given enough weightage.
- Wearing Khadi, prayer, spinning, community life and skill are an integral part of study.
- Modest fee structure. Government and Merit scholarship as per norms.
- Excellent placement opportunity.
- Learned, academically strong and enthusiastic staff.
- Rich Alumni Association.
- Placement Cell, SSIP Cell.
- Sports Complex, Play Ground, Swimming pool
- Student Centric Concurrent Evaluation
- Rich Library and Reading facility.
- Student-Industry interaction.
- Add on Diploma in Co-operative Management Programme with NCUI, New Delhi.



## MBA in RURAL MANAGEMENT

(MBA<sub>(RM)</sub>)  
(formerly known as MRM)



## GUJARAT VIDYAPITH

(FOUNDED BY MAHATMA GANDHI IN 1920)



(Established in 1988)

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**(Faculty of Management)**  
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## MISSION

To develop the ambassadors of self-sufficiency, self-reliance and self-respect to bring sustainability in addition to meet the increasing demand for middle level managers of the voluntary, semi-governmental and governmental organizations functioning in rural development, small industrial and co-operative sectors at village, taluka and district levels.

## PURPOSE

To develop the trained personnel with necessary managerial abilities like leadership, decision making, planning, communication and execution competency for developmental projects.

## EMPHASIS

To develop value based techno-managerial skills, the spirit of innovation, dedication, inner consciousness and to identify competency among the students and to sensitize them towards rural communities and society.

## ADMISSION PROCEDURE

### Application

The candidate has to apply for admission in the prescribed form online through our website <https://gujaratvidyapith.org/admission/> between April and June. Course commences from 1st July.

### Eligibility

Bachelor degree in any discipline with at least 50 % marks. Final year students can also apply.

### Selection

60 students are selected finally on the basis of [Gujarat Vidyapith Eligibility and Efficacy Test for Admission \(GEETA\)](#)

### Reservation

Stipulated percentages of the seats are reserved for SC, ST, OBC, EWS and PH candidates as per Government rule.

## FACILITIES

The institution centre is situated in the center of city, Ahmedabad. The institution provides the students various academic resources and facilities of Auditorium, Computer Centre, Library, Separate Hostels for boys and girls and Sports. The institute has its own computer centre with state-of-the-art computing facilities and other supportive systems. Innovative teaching methods and latest teaching aids are used for the holistic development.

## CURRICULUM AS PER NEP 2020 .....

### Semester-I

- Principles and Process of Management
- Human Resource Management
- Marketing Management
- Accounting for Managers
- Rural Development Management
- Computer Application
- Computerized Accounting System

### Semester-II

- Management of Rural Institutions
- Entrepreneurship Management
- Financial Management
- Managerial Economics
- Research Methodology
- Management Information System
- Village Study
- Business Communication

### Semester-III

- Fields of Rural Development Management
- Business Statistics
- Production Management
- NGO Management
- ICT for Rural Management
- Data Analytics
- Research Work

### Semester-IV

- Institutional Management Internship
- Project Proposal
- Development Module (Elective any four)

## CURRICULUM IN SEGMENT

### CLASS ROOM

17 Theory papers related to Rural Management.

### VILLAGE STUDY

Village Study Segment is undertaken for exposing the students to have the holistic view of the rural life.

### RESEARCH WORK

The research work program has been designed with a view to sensitizing the students with the realities of rural communities and to realize the problems faced by the rural managers.

### MANAGEMENT INTERNSHIP

Institutional internship is designed with a view to providing them with an opportunity to come in active experience with different types of functions in the organization and to study its internal dynamics for three months.

### SKILL DEVELOPMENT

In this module we try to develop four skills in accordance with the syllabi in each semester. By inculcating these skills, we try not to develop managerial skills but also to induce innovations for better development.

### DEVELOPMENT MODULE

Innovative teaching-learning techniques for the holistic development of students have been employed by joining hands with various organizations working in various fields of sustainable rural development.

### Modules :

Water Resource Management, Forest Management, Consumer Protection and Awareness, Community Education, Agri-Business Management, Participatory Rural Appraisal, Corporate Social Responsibility, Micro Finance.