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 (PMMMNMTT)
Ministry of Human Resource Development, New Delhi, Government of India

(All Programmes under PMMMNMTT 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/PPta6FUDxGxWQbwQ9 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., “Uthkrisht 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.

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 imbied 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 Mohaptra, Mr. Asim Mohanty, Mr. Sarthak Darshan

Programme Schedule:

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<th>Date</th>
<th>Time</th>
<th>Topic</th>
<th>Resource Persons</th>
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| 26th June  | 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 |
| 27th June  | 10.00 am – 5.00 pm | Tools and Techniques, PEST Analysis, SWOT Analysis  
(Using Cases/Mini Cases/Caselets/Video Case Analysis) | Team Members  
Mr. Asim Mohanty  
Mr. Kumar Abhishek  
Ms. Ankita Roy  
Mr. Arman Mohaputra  
Mr. Sarthak Darshan |
| 28th June  | 10.00 am – 5.00 pm | R B V (Resource Based View), Entry Strategies (Using Cases/Mini Cases/Caselets/Video Case Analysis) |                                                                                 |
| 29th June  | 10.00 am – 5.00 pm | Developing goals and objectives for the future  
Brand Development Index (Using Cases/Mini Cases/Caselets/Video Case Analysis) |                                                                                 |
| 30th June  | 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 Bhubaneswar
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 Sayajirao 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 Sayaji Rao University Baroda
18. Sri Sri University Bhubaneswar
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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