

PROGRAMME NAME: ONLINE WORKSHOP ON INTRODUCING BBA/ MBA RURAL MANAGEMENT

Date: 15th December 2020



Online workshop on introducing BBA/ MBA Rural Management was organized by Department of Commerce and Financial Studies in collaboration with Mahatma Gandhi National Council for Rural Education (MGNCRE) on 15th December 2020 to train the teachers of institutions affiliated to Bharathidasan University. **Mr. BSC Naveen Kumar**, Chief Program Coordinator, Rural Entrepreneurship, MGNCRE in his welcome address stated that rural population has declined from 80% to 68.4% due to migration to urban areas in search of work. **Prof. M. Selvam**, Dean, Faculty of Management in his presidential address stated that MBA in rural management prepares students to acquire challenging responsibilities in rural and developmental organizations. **Dr. Chethan Chittalkar**, Director, MGNCRE in his special address encouraged the institutions to either offer Rural Management as a programme, or to include few courses relating to Rural Management in their Undergraduate and Postgraduate Management Programmes. **Dr. K. N. Rekha**, Academic Consultant, MGNCRE in her special address stated that India, though in rich rural resources, faces problem of marketing agriculture produce and agri-based products. **Dr. Saneem Fatima** and **Dr. Razaullah Khan**, faculty members of Maulana Azad National Urdu University, Hyderabad also addressed the participants. **Smt. Tuti Sandhya**, Sr. Faculty, MGNCRE coordinated the event. Nearly 90 faculty members of various colleges affiliated to Bharathidasan University and faculty members were benefited from this event.