



Gujarat Vidyapith

Where Gandhi is Alive

University Founded in 1920 by Mahatma Gandhi

Accredited Grade 'B++' by NAAC

Department of Rural Management and Rural Development





Centre for Studies in Rural Management

Faculty of Management and Technology
Gujarat Vidyapith : Randheja



Dr. Mayuri Farmer
Professor & Head

Dr. Rajiv Patel
Professor

Dr. Lokesh Jain
Professor

Dr. Satish Patel
Asst. Professor

Dr. Amisha Shah
Asst. Professor

Dr. Ravindra Pancholi
Asst. Professor

Dr. Hitesh Jagani
Asst. Professor



Bhavin Patel, STA



Manhar Makwana,UDC

Centre for Studies in Rural Management was established in 1988, with an emphasis on developing value based learning skills, the spirit of innovation, dedication, inner consciousness and to identify competency among the students and to sensitize them towards rural communities.



Vision and Mission



❑ Vision

Gujarat Vidyapith visualizes a sustainable non-violent society where every citizen is at peace and harmony with self, fellow human beings and nature (by nurturing self-discipline).

❑ 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.

(Based on Gandhian Principles (**Gram Swaraj**))



Objectives



1. To develop the vision among the students back to serve the village community.
2. To uplift the needy segment of rural society.
3. To focus on research and extension activities towards sustainable rural development.
4. To prepare the human resource to meet the demand of rural industries, rural institutions and voluntary agencies working for rural development.
5. To sensitize the students with humanitarian values needed for the development of rural communities and existence of nature.

Student Dashboard

Programme	BRS (RPD)	MBA (RM) [AICTE Approved]	M.Phil (RM)	Ph.D (RM)
Research	Rural Research Projects and Consultancy Work			
Extension work	Rural Community Development	Training related to Rural Development		

Diploma in Cooperative Management

In Collaboration with

NATIONAL COOPERATIVE UNION OF INDIA (NCUI), NEW DELHI



Faculty Structure



Name	Qualification	Designation	Specialization	Experience	Ph.D./ M.Phil.		Link of Profile
					Guided	Passed out	
Dr. Rajiv Patel	Ph. D.	Professor (CAS)	Rural Management	29	18	12	[Link]
Dr. Mayuri Farmer	Ph. D.	Professor (CAS)	Rural Development	28	13	7	[Link]
Dr. Lokesh Jain	Ph. D.	Professor (CAS)	Social Science	26	8/3	6/3	[Link]
Dr. Satish Patel	Ph. D.	Asst. Professor	Computer	13+14	7	3	[Link]
Dr. Amisha Shah	Ph. D.	Asst. Professor	Management	12	4	0	[Link]
Dr. Ravindra Pancholi	Ph. D.	Asst. Professor	Social Science	14+12	5	1	[Link]
Dr. Hitesh Jagani	Ph. D.	Asst. Professor	Rural Development	11	6	2	[Link]

Research Scholar
Dashboard



Teaching, Learning Process



MBA (Rural Management)

SEMESTER-1						
Exam Code	Name of paper	Hours	Credit	Evaluations		H/W
				Int	Ext	
MRMG101	Principles and Process of Management	45	3	40	60	3
MRMG102	Human Resource Management	45	3	40	60	3
MRMG103	Marketing Management	45	3	40	60	3
MRMG104	Accounting for Managers	45	3	40	60	3
MRMG105	Rural Development Management	45	3	40	60	3
MRMG106	Computer Application	45	3	40	60	3
MRMG107	Computerized Accounting System	45	2	40	60	3
	Community Life/NSS/UBA	60	-	Grade		4
	Prayer	45	-	<input checked="" type="checkbox"/>	-	3
	Module & Tutorials	90	-	<input checked="" type="checkbox"/>	-	6
	Computer Lab	75	-	<input checked="" type="checkbox"/>	-	5
	Exam, Seminar, Library/Counselling	45	-	<input checked="" type="checkbox"/>	-	3
	Total	630	20			

SEMESTER-3						
MRMG301	Fields of Rural Development Management	30	2	40	60	2
MRMG302	Business Statistics	45	3	40	60	3
MRMG303	Production Management	45	3	40	60	3
MRMG304	NGO Management	45	3	40	60	3
MRMG305	ICT for Rural Management	45	3	40	60	3
MRMG306	Data Analytics	30	2	40	60	2
MRMG307	Research Work	75+45	4	40	60	Field + 3
	Community Living (NSS/UBA)	60	-	Grade		4
	Prayer	45	-	<input checked="" type="checkbox"/>	-	3
	Module & Tutorials	75	-	<input checked="" type="checkbox"/>	-	5
	Computer Lab	75	-	<input checked="" type="checkbox"/>	-	5
	Exam, Seminar, Library/Counselling	45	-	<input checked="" type="checkbox"/>	-	3
	Total	660	20			

SEMESTER-2						
MRMG201	Management of Rural Institutions	30	2	40	60	2
MRMG202	Entrepreneurship Management	30	2	40	60	2
MRMG203	Financial Management	45	3	40	60	3
MRMG204	Managerial Economics	45	3	40	60	3
MRMG205	Research Methodology	45	3	40	60	3
MRMG206	Management Information System	45	3	40	60	3
MRMG207	Village Study	90	2	40	60	3 week
MRMG208	Business Communication	45	2	40	60	3
	Community Life/NSS/UBA	60	-	Grade		4
	Prayer	45	-	<input checked="" type="checkbox"/>	-	3
	Module, Tutorials & Research (Preparation)	60	-	<input checked="" type="checkbox"/>	-	4
	Computer Lab	60	-	<input checked="" type="checkbox"/>	-	4
	Exam, Seminar, Library/Counselling	45	-	<input checked="" type="checkbox"/>	-	3
	Total	645	20			

SEM ESTER-4						
MRMG401	Institutional Management Internship	450	10	40	60	3 Months
MRMG402	(Project Proposal)	45	2	40	60	3
MRMGEC403-	Elective-1	30	2	40	60	
MRMGEC414	Elective-2	30	2	40	60	
(Any Four)	Elective-3	30	2	40	60	
	Elective-4	30	2	40	60	
	Prayer	12	-	<input checked="" type="checkbox"/>	-	3
	Exam, Seminar, Library/Counselling	08	-	<input checked="" type="checkbox"/>	-	2
	Placement Drive	30	-			1 Week
	Total	665	20			



Course Structure

Classroom Teaching	48
Ability Enhancement	06
Skill Development	08
Development Elective Modules	08
Institutional Managerial Internship	10
Total Credit of Course	80

* MOOC / Value added courses will be offered to the students.

UG (BRS)

Four Year UG (Honours with Research) Course

Broad Category of Course	Sem-1 Paper (Credit)	Sem-2 Paper (Credit)	Sem-3 Paper (Credit)	Sem-4 Paper (Credit)	Sem-5 Paper (Credit)	Sem-6 Paper (Credit)	Sem-7 Paper (Credit)	Sem-8 Paper (Credit)	Total Paper (Credit)	Minimum Required Credit
Major (core)	1 (4)	1 (4)	2 (8)	3 (12)	4 (16)	4 (16)	4 (16)	1 (4)	20 (80)	80
Minor	1 (4)	1 (4)	1(4)	1(4)	1 (4)	1 (4)	1 (4)	1 (4)	8 (32)	32
Multidisciplinary	1 (3)	1 (3)	1 (3)	-	-	-	-	-	3 (09)	09
Ability Enhancement course	1 (2)	1 (2)	1(2)	1(2)	-	-	-	-	4 (08)	08
Skill Enhancement Course	1 (3)	1 (3)	1(3)	-	-	-	-	-	3 (9)	09
Value added Courses	2 (4)	2 (4)	-	1 (2)	-	-	-	-	3(6)	06
Internship	-	-	-	1(4)*	-	-	-	-	1 (4)	04
Research Project / Dissertation	-	-	-	-	-	-	-	1(12)	1(12)	12
Total	7 (20)	6 (20+4)	6 (20)	6 (20)	5(20)	5(20)	5(20)	3 (20)	43 (160+4)	160
		40+4		40		40		40	160+4	

SEM - 1 -2 Certificate Course (40 Credit) 100-199 Level Course

SEM - 3 -4 Diploma Course (80 Credit) 200-299 Level Course

SEM - 5 -6 Degree Course (120 Credit) 300-399 Level Course

SEM - 7 -8 Honours Course (160 Credit) 400 -499Level Course

SEM - 7 -8 Honours with Research Course (160 Credit) 400-499 Level Course (સંશોધનકાર્ય કરવાનું રહેશે.)



Teaching-Learning Methods



- Activity based teaching
- Projects and assignments
- ICT enabled teaching
- Discussion method
- Case studies
- Seminars and presentations
- Field based teaching
- Role play
- Quiz and weekly test
- Teaching through Exposure visits
- Brain storming and debates
- Personal counselling

are used to develop conceptual, analytical and decision making skills and to prepare the students for the world of rural development and management.

Academic activities : [\[Report\]](#) [\[Dashboard\]](#) [\[Student Participation plan\]](#)



Skill Development & Consultancy Project



Skill Program :

PMKVY (AICTE)

2018 : IT Help Desk

2019 : Domestic Data Entry Operator

Major Past Consultancy Project

1. Nirmal Gram Puraskar (708 Villages, Maharashtra)
2. Vatan Sewa Project (4 Districts of Gujarat)
3. ICDS Training to Mukya Sevika (6 Batches)



Participation in Extension Activities



Unnat Bharat Abhiyan

- Adopted Villages: Sonipur and Randheja
- Smart Class [1,00,000] at Sonipur under Technology Development
- Perennial Assistant Award (Dr. Satish Patel) for effective delivery of UBA (1,75,000)

Extension Activities (NSS and Departmental)

- Cultural programmes
- Quiz, Essay, Poster making & presentation, Slogan competitions, etc.
- Spinning on Rentiya Baras
- Parivar Mela on Kasturba Jayanti
- Sport activities
- Celebrations of various important National and International Days
- Department and Campus cleaning
- Save water & save energy practices in the department, hostel, campus and campaign in the villages
- Programmes with the students of schools in the villages
- Rally on different issues
- Literacy campaign
- Cleaning of public roads / places
- Accounting education to SHG members
- Work with health workers of the village to prevent the diseases
- Participate in various activities like youth parliament, adventure camp, NIC and summer camps

[\[Ext. Report Link\]](#)

[\[Padyatra\]](#)

[\[NSS Report\]](#)

[\[Smart Class\]](#)

[\[UBA\]](#)

[\[Award\]](#)



Publications and Awards



1	Number of papers published in peer-reviewed journals (National / International) with ISSN (Last Five Year)	170+	[Dashboard]
2	Chapters in Books	35+	
3	Books with ISBN	20+	

Name of Awardees	Name of Awards	Awarded by
Dr. Satish Patel Faculty	<ul style="list-style-type: none">Award for Information provider to Vikas-pedia PortalPerennial Assistant Award (Unnat Bharat Abhiyan)	C - DAC [Vikas Pedia] UBA, Education, Govt of India
Nilesh Priyadarshi [Link]	<ul style="list-style-type: none">Vibrant Gujarat Startup awardBest Marketing strategy award	Govt. of Gujarat Craftmark
Jaldeep Thaker [Link]	<ul style="list-style-type: none">Jagrut Jan AwardGram Ratna AwardInternational Manpower AwardSeva Puraskar	Jagrut Jan Trust Ganpat University Vande Mataram Trust Gandhian Society, USA
	<ul style="list-style-type: none">Mahadevbhai Desai Social Work " Award, Gujarat Vidyapith	Gujarat Vidyapith



Research/Consultancy projects



Year	Title of Research Project	Sponsored by	Amount (Rs.)
2021	An Analytical Study of Disappearing Craft in Rural Area of Gujarat	Ministry of Textiles, Government of India	8,82,000
2019	Evaluation Study of State TSP Fund and Central Ministry's TSP Project (For Period 2015-16, 2016-17 and 2017-18)	Tribal Research and Training Centre, Gandhinagar	10,00,000
2020	Perennial Assistant Grant under UBA	IIT New Delhi	1,75,000
2019	Women Empowerment through Micro Finance (SHGs)	Tribal Research and Training Centre, Gandhinagar	10,68,000
2019	PMKVY - IT Help desk	AICTE	3,67,000
2018	PMKVY - Domestic Data Entry Operator	AICTE	3,67,000
2022	Major Action Research Project on Study of the Impact of One District One Product Scheme of Government of India on GI Handicrafts and the Socio-Economic Condition of Handicraft Workers of Gujarat State	Mahatma Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, Ministry of Education	5,57,000
2024	Minor Research Project on The Possibilities to Enhance the Income of Rural Artisans of Handicraft Sector of Ahmedabad District in Gujarat State		2,00,000



National Conferences/Seminars

Date	Theme of National Conference/Seminar	Sponsored by	Amt. (Rs.)
24-09-2020	One Day National Webinar on National Education Policy 2020 and Gandhi	CSRM, Gujarat Vidyapith, Randheja	-----
30-05-2020	National Webinar on "Role of Co-Operatives to Uplift the Village Industry.	National Co-Operative Union of India (NCUI), New Delhi	----
21 & 22-12-18	Multidisciplinary National Conference on 'Role of Co-operatives for Sustainable Rural Development'	National Co-Operative Union of India (NCUI), New Delhi	1,50,000
28-08 to 2-09-2017	National Workshop on Geo-spatial Technology for Rural Planning and Development	GUJCOST (Association with SPACETECH & SCAN POINT)	30,000
11-08-2016 to 13-08-2016	Workshop on "Adopting Fair Price System for Artisans of Schedule Caste in Handicraft Sector"	Ministry of Textiles, Govt of India	4,95,000



Collaborations/Associations/Recognition



- Arid Community and Technology, Bhuj
- National Co-operative Union of India, New Delhi**
- Mahatma Gandhi National Council of Rural Education
- SAATH, NAVRACHNA, RGTPL
- Consumer Education and Research center
- Forest Department, Government of Gujarat
- SIRD, Government of Gujarat
- Department also works on collaborative project associated with :
 - 1) Samta Vikas Department
 - 2) Tribal Research Centre
 - 3) Krushi Vigyan Kendra
 - 4) Naturopathy Centre.

[\[MoU\]](#)

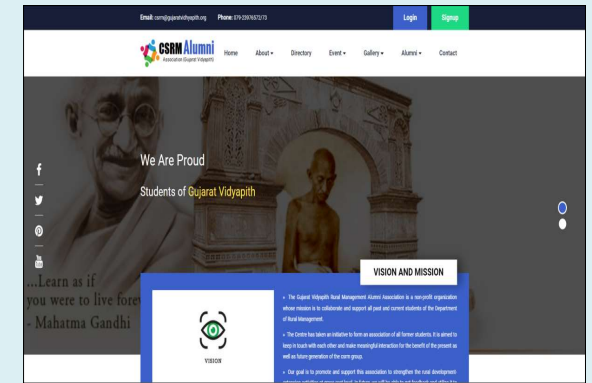
[\[Reports\]](#)



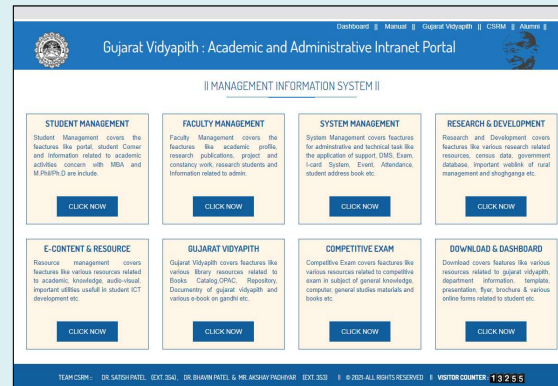
IT Initiative



Departmental Website



Alumni Website



Portal



Placement Support





The future of India
lies in its villages.



Vision Towards Rural Development



Thank
You