

# GUJARAT VIDYAPITH



**AICTE Approved**

## **MBA (Rural Management)**

**Placement : 2025**



**Department of Rural Management**

**(Faculty of Management)**

**Near Income tax, Ashram Marg**

**Ahmedabad, Gujarat- 380 009**

**Phone : [079-40016200](tel:079-40016200)**

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**Web : [www.gujaratvidyapith.org](http://www.gujaratvidyapith.org) & [www.mrmgvp.in](http://www.mrmgvp.in)**

Department of 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:** 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))

## OBJECTIVE

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

## WE OFFER

- **MBA in Rural Management**
- **MA (HRM)**
- **Ph.D. in Rural Management**

## RESEARCH

- **Development Research**
- **Extension Work in Rural Development**
- **Rural Research Projects**
- **Training related to Rural Development**

## ADMISSION

- Advertisement is given in newspapers and websites.
- The candidate has to apply for admission in the prescribed form which can be obtained from the office or online on [www.gujaratvidyapith.org](http://www.gujaratvidyapith.org) between April-May and June. **Course commences from 1<sup>st</sup> of July.**
- Bachelor degree in any discipline with at least 50 % marks. Final year students of any discipline can also apply.
- **60 students** will be selected finally on the basis of objective type written test (Gandhian thoughts and General Knowledge), group discussion and personal interview.
- Stipulated percentages of the seats are reserved for SC, ST, OBC and PH as per Govt norms.

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

### **SEMESTER-I**

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

### **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)

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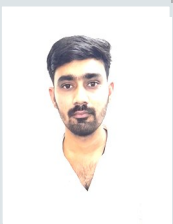
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## **SCOPE**

After completing the course, students can get jobs in different NGOs, Co-operative Institutions, Government & Semi-Government Institutions. They can start their own enterprise as well. Most of the students get chance of jobs during their Institutional Internship.

## **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 rural.

## **FACILITIES**

The institution provides the students various academic and related resources to facilitate better learning having facilities of Auditorium, Computer Centre, Library, Separate Hostel for boys and girls and Sports. The institute has computer centre with state-of-the-art computing facilities and other supportive systems. The computers are supported by advanced software. Innovative teaching methods and latest teaching aids like Multi Media Projector, LED Television, Video conferencing, PA System are used for the holistic development.

## : Faculty :

<b>Dr. Rajiv Patel</b>  <b>Professor</b>	<b>MRM, M.Phil, Ph.D</b>	
<b>Dr. Lokesh Jain</b>  <b>Professor</b>	<b>MRM, Ph.D</b>	
<b>Dr. Satish Patel</b>  <b>Associate Professor</b>	<b>M.Sc(Ele)., M.Sc(CS)., M.Phil., Ph.D</b>	
<b>Dr. Amisha Shah</b>  <b>Asst. Professor</b>	<b>M.Com., Ph.D</b>	

## : Supporting Staff :

Name	Designation
<b>Dr. Manhar Makwana</b>	<b>LDC</b>
<b>Mrs. Shivani Deep Patel</b>	<b>LDC</b>

## FEATURES

- Strong foundation of Gandhian ideology.
- Value based education system.
- Peaceful and prosperous campus with excellent infrastructural facilities .
- Extraordinary and unique method of life skill development through residential hostel facility.
- Medium of instruction is GUJARATI.
- Wearing Khadi, prayer, spinning, community life, Padyatra and Udyog are compulsory.
- It is a residential programme.
- Modest fee structure
- Government and Merit scholarship as per norms.
- Excellent placement opportunity.
- Learned, academically strong and enthusiastic staff.
- Computer facility in hostel along with internet.



**"The future of India lies in its Villages"**