

# GUJARAT VIDYAPITH



**AICTE Approved**

**MBA (Rural Management)**

**Placement : 2017**



**Centre for Studies in Rural Management  
(CSRM)**

**Rural Campus Randheja**

**Dist. Gandhinagar, Gujarat- 382 620**

**Phone : 079-23976572/73**

**E-mail : [csrm@gujaratvidyapith.org](mailto:csrm@gujaratvidyapith.org)**

**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**
- **M.Phil. in Rural Management**
- **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 May and June. Course commences from 1<sup>st</sup> of July.
- Bachelor degree in any discipline with at least 45 % marks. Final year students of any discipline can also apply.
- **42 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.....**

### **FIRST SEMESTER**

- Human Resource Development
- Research Methodology and Statistics
- Principles and Process of Management
- Rural Development Management
- Accountancy
- Computer Application
- Gramjivan Padyatra and Udyog

### **SECOND SEMESTER**

- Managerial Economics
- Marketing Management
- Finance Management
- Fields of Rural Development Management
- Management Information System
- Village Study
- Udyog

### **THIRD SEMESTER**

- Project Management
- NGO Management
- Production Management
- ICT Development and Management
- Research Work
- Gramjivan Padyatra and Udyog

### **FOURTH SEMESTER**

3-Month Institutional Managerial Internship and Student Skill Development

<b>Subject/Work</b>	<b>Credit</b>
<b>Theory</b>	<b>75</b>
<b>Research Work</b>	<b>08</b>
<b>Village Study</b>	<b>05</b>
<b>Udyog</b>	<b>06</b>
<b>Gramjivan Padyatra</b>	<b>04</b>
<b>Institutional Internship</b>	<b>20</b>
<b>Student Skill Development</b>	<b>10</b>
1. Innovative Participation 2. Business Communication 3. Computer Accounting 4. Computer in Research 5. Management Proposal	
<b>Community Life</b>	<b>Grade</b>
<b>Total</b>	<b>128</b>

## **Curriculum divided in Seven Segment**

**A. CLASS ROOM** : 15 Theory papers related to Rural Management.

**B. VILLAGE STUDY** : Village Study Segment is undertaken for exposing the students to have the holistic view of the rural life.

**C. RESEARCH WORK**: The research work programme 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. Such exposure provides them with an opportunity to develop the skills and attitude required to become effective managers.

### **D. MANAGEMENT INTERNSHIP**

Institutional internship is designed with a view to provide them an opportunity to come in active experience with different types of functions in the organization and to study its internal dynamics for a period of three months. In the process they seek an opportunity to perform the manager's role and responsibilities and thereby they improve upon their managerial skills and concepts.

### **E. STUDENT SKILL DEVELOPMENT**

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

### **F. GRAM JIVAN PADYATRA**

It is a part of curriculum and compulsory to all. The whole programme is designed in such a way that encourages the involvement and participation of community. Here, cultural and social interaction takes place very effectively.

### **G. UDYOG**

We assign physical work to students as per their need as well as zeal & zest. They work for an hour everyday.

815001

**SARVAIYA AJAY BHANUBHAI**



At: tataniya(gir)

Ta: khambha,dist: amreli-365650

**Graduate :** BBA

**Research :** Entrepreneurship in Rural Artisans

**Internship :** Amar Dairy Amreli

**(M)** 8905441812

**E-mail :** sarvaiya.ajay15@gmail.com

815002

**ARVINDBHAI BANYABHAI MAHLA**



At-garkhadi

Ta-shubir, dist-dang-394716

**Graduate :** BA

**Research :** A Study of Present Agriculture System of Tribes in the Dang District.

**Internship :** Aga Khan Rural Support Programme

**(M)** 9428717013

**E-mail :** abmahla11@gmail.com

815004

**IRSHADKHAN MANOVARKHAN PATHAN**



At-sundalpura

Ta-umreth di-anand-388210

**Graduate :** BRS

**Research :** Role of Milk Co-operative Society in the Development of Animal Caretaker

**Internship :** Amul Dairy

**(M)** '8140767717

**E-mail :** irshsd.ik@gmail.com

815005	URVESHKUMAR INDRAVADAN PADARIA
	A.p-indore.
	T.a-zagdiya. Di-bharuch-393120
	<b>Graduate :</b> BRS
	<b>Research :</b> A Study of Farmers Farming with Drip irrigation System
<b>Internship :</b> Shri Narmada Khand Udyog Sah.Mandli Limited	
<b>(M)</b> '8347210730	<b>E-mail :</b> urveshpadaria83@gmail.com
815006	PATEL GAUTAM SURESHBHAI
	16,gajanand park,sardar chok krushanngar
	Dist. Ahmedabad-382325
	<b>Graduate :</b> BRS
	<b>Research :</b> A Study of Effectiveness of E-Gram Vishvagram Yojana
<b>Internship :</b> Saath Charitable Trust	
<b>(M)</b> '7383593170	<b>E-mail :</b> patelgautambhai28@gmail.com
815007	MEGHNATHI CHIRAGGIRI RAJENDRAGIRI
	At.makadiya vadi street no.3
	Ta.jamjodhpur, dist.jamnagar-360530
	<b>Graduate :</b> BRS
	<b>Research :</b> Utilization of Toilets in the village it's cleanness
<b>Internship :</b> Indian Renal Foundation	
<b>(M)</b> '9974848294	<b>E-mail :</b> chiragmeghnathi71@gmail.com

815008

JAYKANT BALUBHAI BARIYA



At:valpur, po:timba

Ta:sankheda, dist:vadodara –391145

**Graduate :** BRS

**Research :** A Study of Present of Technology in Rural Farming

**Internship :** Khedut Store

**(M)**'9898690061

**E-mail :** jaykant426@gmail.com

815009

JYOTSNABEN DESINGBHAI RATHVA



K-109 vraj mangal soc,kapuray chokdi,dabhoi road

Dist: vadodara-390025

**Graduate :** BRS

**Research :** A Study on the Condition of the Beneficiaries of Indira Avas yojana

**Internship :** Green The Blue Charitable Trust

**(M)** '8980715318

**E-mail :** jrathva25395@gmail.com

815010

JINISHABEN ASHOKBHAI PATEL



Ap-po sukhesh(tad faliya)

Ta-pardi dist-valsad

**Graduate :** BRS


**Research :** A Study on the Farmers Engaged in Mango farming in Horticulture

**Internship :** Aatma Project

**(M)**'9712650637

**E-mail :** jinu.patel2805@gmail.com



815011	JIGNESHKUMAR RAMANBHAI MAKWANA
	At post :gudel
	Ta:khambhat, dist:anand
	<b>Graduate :</b> BRS
	<b>Research :</b> Study of Marketing system of Agricultural products.
<b>Internship :</b> DRDA Nadiad	
<b>(M)</b> '9924567101	<b>E-mail :</b> jigneshmak011@gmail.com

815012	JITESHKUMAR NAGJIBHAI ASAL
	At.post:dodgam
	Ta:tharad, dist:banaskantha-385565
	<b>Graduate :</b> BRS
	<b>Research :</b> A Managerial Study of Farmer in Piral Millet farming
<b>Internship :</b> DRDA –Banaskantha	
<b>(M)</b> '9558260771	<b>E-mail :</b> asaljitesh95@gmail.com

815014	DILIPBHAI PRABHATBHAI VASAVA
	At & post. Thava,
	Ta.Netrang, dist. Bharuch-393130
	<b>Graduate :</b> BRS
	<b>Research :</b> A Study of Awareness about Consumer Protection At in Rural
<b>Internship :</b> Aga Khan Rural Support Programme	
<b>(M)</b> '9909121240	<b>E-mail :</b> dilipvsv93@gmail.com

815015

DIGVIJAY KARSHANBHAI CHAVDA



At:kuvarjain derasar rajputvas

Ta: sankheshwardist:patan-

**Graduate :** BRS

**Research :** Study of Production and Marketing System of Cumin (Agriculture Producer)

**Internship :** India Renal Foundation

**(M)** '9824087632

**E-mail :** digvijaychavada12311@gmail.com

815016

VASAVA DIVYESH KUMAR DINESHBHAI



At:thava

Ta: netrang dist:bharuch-393130

**Graduate :** BRS

**Research :** A Study of Rural Woman Labourers

**Internship :** Aga Khan Rural Support Programme

**(M)** '7567047048

**E-mail :** divyeshsv94@gmail.com

815017

MAKWANA DIVYESHBHAI DAYABHAI



Gudel

Ta:khambhat,dist:anand


**Graduate :** BRS

**Research :** Socio Economic Situation of Agriculture labour of Schedule caste.


**Internship :** DRDA Nadiad


**(M)** '8511343619


**E-mail :** dmakwana093@gmail.com

815018	DISHABEN BHUPENDRA KUMAR PANCHAL
	Kaloli madeve faliya
	Ta:kheda,dist:kheda
	<b>Graduate :</b> B.Sc (Home Science)
	<b>Research :</b> Rural Woman Entrepreneurship Emerging Through Self Help Groups
<b>Internship :</b> DRDA Nadiad	
<b>(M)</b> 7043377577	<b>E-mail :</b> dishapanchal76@gmail.com

815019	NIKHILKUMAR JOYTABHAI CHAUDHARY
	At:- fattehpura(p.)Derivalo
	Ta:- vijapur,dist:- mehsana-382850
	<b>Graduate :</b> BSSc.
	<b>Research :</b> Effectiveness of 108 Service
<b>Internship :</b> Navrachna Mahila Vikas Trust	
<b>(M)</b> '9904426098	<b>E-mail :</b> nikhilchaudhary4418@gmail.com

815021	HINGLADIYA NILESHKUMAR .H
	To-kharva,
	Ta:whadhawan,dist:surendranagar
	<b>Graduate :</b> B.Com
	<b>Research :</b> Issues and Challenges faced by People Operating ATM.
<b>Internship :</b> Kalpataru Power Transmission Limited (KPTL)	
<b>(M)</b> '8140669354	<b>E-mail :</b> patel.nilesh15495@gmail.com

815022	MEGHNATHI NIRAVGAR VIJAYGAR
	To: jamjodhpurmakadiya wadi road no .3
	Jamnagar-360530
	<b>Graduate :</b> BRS
	<b>Research :</b> Production and Marketing System of Farmers Chilly Producing.
<b>Internship :</b> Saurashtra Voluntary Actions (SAVA)	
<b>(M) '7405875648</b>	<b>E-mail :</b> niravgiswami19@gmail.com

815023	CHAVDA PARESHBHAI DEVAYATBHAI
	To:babariyat
	Ta:talajadist:bhavnagar-364150
	<b>Graduate :</b> BRS
	<b>Research :</b> Economic, Social and Environmental Condition of Labour of Ship Breaking Yard
<b>Internship :</b> Adani Foundation	
<b>(M) '7359597581</b>	<b>E-mail :</b> pareshchavda855@gmail.com


815024	PAYAL VIJAYBHAI MALI
	At.po;barai (agriwad)
	Ta;pardidi;valsad
	<b>Graduate :</b> BRS
	<b>Research :</b> The Effectiveness of BC/BF Model
<b>Internship :</b> Taluka Panchayat Pardi	
<b>(M) '8758516513</b>	<b>E-mail :</b> pylmali.6513@gmail.com


815025	PARUL ABHESINGBHAI RATHAVA
	C-2,vaishnav kutir,dabhoi road
	Dist:-vadodara-390025
	<b>Graduate :</b> BRS
	<b>Research :</b> Socio Economic Condition of Women Working in Agriculture
<b>Internship :</b> Green the Blue Charitable Trust	
<b>(M)</b> '7226999376	<b>E-mail :</b> prlrathava.1296@gmail.com

815026	PRAFULKUMAR ASHOKBHAI PATEL
	Gokul nagar charada
	Ta-mansa, dist-gandhingar-382810
	<b>Graduate :</b> BSSc.
	<b>Research :</b> Progressive women in Animal Husbandry in Rural Area
<b>Internship :</b> Gujarat Voluntary Health Association	
<b>(M)</b> '8000407421	<b>E-mail :</b> prafulpatel40635@gmail.com

815027	BALVANTBHAI KARSHANBHAI HARIYANI
	To:bhadravadi
	Ta:dist:botad-364710
	<b>Graduate :</b> BSSc
	<b>Research :</b> Socio Economic Condition of Rural Artisan.
<b>Internship :</b> Navrachna Mahila Vikas Trust	
<b>(M)</b> '8347419856	<b>E-mail :</b> hariyanibalvant03@gmail.com

815028	BHAVANABEN BHUPATSINH VAGHELA
	To-motipura(t)
	Ta-vijapur,dist-mehsana
	<b>Graduate :</b> BRS
	<b>Research :</b> Woman and Child Development Done by ICDS
<b>Internship :</b> Navrachna Mahila Vikas Trust	
<b>(M)</b> '9537981061	<b>E-mail :</b> vaghelabhavana95@gmail.com

815029	BHAVNA HARIBHAI CHANDPA
	To-umarala
	Ta:veraval, dist:girsomnath
	<b>Graduate :</b> BRS
	<b>Research :</b> Beneficiaries of MNREGA
<b>Internship :</b> Indian Reyon Veraval	
<b>(M)</b> '7046251131	<b>E-mail :</b> chandpabhavna@gmail.com

815030	MANOJKUMAR KANTIBHAI PARMAR
	To:-pandad
	Ta:-khambhat dist:-anand
	<b>Graduate :</b> BRS
	<b>Research :</b> Socio Economic Condition of Dalit Community in Rural Area
<b>Internship :</b> Narmada Biochem Ahmedabad	
<b>(M)</b> '8140429546	<b>E-mail :</b> manojparmar422@gmail.com

815032	PATEL RIKESH KUMAR MUKESH BHAI
	At:pipaliya
	Ta:shankhrda,dist:chhota Udaipur-391145
	<b>Graduate :</b> BRS
	<b>Research :</b> Role of Milk Co-operative Society in the Development of Stockmen
<b>Internship :</b> Khedut Store (Baroda)	
(M) '8238523737	<b>E-mail :</b> rinkeshpatel11695@gmail.com
815033	RINKUBEN VIKARAMBHAI BARIA
	At,gajipura
	Ta:-bodeli dist:-chhota Udaipur-391125
	<b>Graduate :</b> BRS
	<b>Research :</b> Present condition of Computer Education in Primary Schools
<b>Internship :</b> Bodeli Taluka Panchayat	
(M) '9712896068	<b>E-mail :</b> rinkubaria94@gmail.com
815034	VIPULKUMAR RAJESHBHAI SUTHAR
	Sahkari deiry pase, bhagol vas,at-sadra
	Ta-dist:gandhinagar-382320
	<b>Graduate :</b> BS.Sc.
	<b>Research :</b> Current Situation of the Toilets built under TSC
<b>Internship :</b> Ragvendra Green Technology Pvt. Ltd.	
(M) '8140310412	<b>E-mail :</b> dhavalsuthar0895@gmail.com

815035	VIMAL HIMMATBHAI BHALALA
	At-jetalvad
	Ta-visavadar,dist-junagadh-380122
	<b>Graduate</b> : B.Com.
	<b>Research</b> : A Managerial Study of farmer engaged in Cotton Farming
<b>Internship</b> : Amar Dairy Rajkot	
(M) '9537808592	<b>E-mail</b> : vimalbhalala726@gmail.com
815036	VISHALKUMAR RAJENDR VARMA
	B-54 man mandir banglows blh, vishat mata tempal
	Chandkheda ahmedabed-382424
	<b>Graduate</b> : B.Com.
	<b>Research</b> : Health Related Habits of Slum Dwellers
<b>Internship</b> : Indian Renal Foundation	
(M) '9998253337	<b>E-mail</b> : vishalvarma1985@gmail.com
815037	SANGADA SHAILESH FULCHANDBHAI
	To:margalata: fatepura
	Ta: fatepura,dist: dahod-389190
	<b>Graduate</b> : BSSc
	<b>Research</b> : Condition of Migrated Construction Labour of Schedule Tribe
<b>Internship</b> : Adani Foundation	
(M) '9979067715	<b>E-mail</b> : shaileshsangada37@gmail.com



815038	DADHANIYA SACHINKUMAR VINODBHAI
	Ramwadi roadno:5,to:jamjodhpur
	Ta: jamjodhpur,dist: Jamnagar-360530
	<b>Graduate :</b> BRS
	<b>Research :</b> Agricultural Co-Operative Society in the Development of Farmers
<b>Internship :</b> Gopal Snacks Pvt. Ltd	
<b>(M)</b> '9998798866	<b>E-mail :</b> dadhianasachin@yahoo.com
815039	SOHILBHAI USMANBHAI MANSURI
	Khadiya chok,main market,sadra
	Ta-gandhinagar,dist- gandhinagar382320
	<b>Graduate :</b> BSSc.
	<b>Research :</b> Economic and Social Condition of Individuals Conducting Business
<b>Internship :</b> Navrachna Mahila Vikas Trust	
<b>(M)</b> '9510383234	<b>E-mail :</b> sohilmansuri7262@gmail.com
815040	SANJAYKUMAR RAJENDERSINH CHAUHAN
	Sadra nr t.b hospetal
	Ta-gandhinagar,dist-gandhinagar-382320
	<b>Graduate :</b> BSSc.
	<b>Research :</b> A Study of Child labour
<b>Internship :</b> Gujarat Voluntary Health Association	
<b>(M)</b> '9157186059	<b>E-mail :</b> src815040@gmail.com

815041	HIRABHAI KEHARBHAI ZAMPADIYA
	At:grambhadi
	Ta;sayaladist;surendranagar-363434
	<b>Graduate</b> : BA
	<b>Research</b> : Water Problems Obstructive for Rural Development
<b>Internship</b> : Navrachna Mahila Vikas Trust	
(M) '7359935964	E-mail : hirabhaizampadiya@gmail.com

815042	HANSABEN MAHENDAR VASAVA
	To:-zab
	Ta:-sankheda dist:-chhota Udaipur-399125
	<b>Graduate</b> : BRS
	<b>Research</b> : Green the Blue Charitable Trust
<b>Internship</b> : Toilet block Activity under Swachha Bharat Mission Programme	
(M) '9913542856	E-mail : hansabenvasava1993@gmail.com

**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 grass-root level.

## **FACILITIES**

The institution centre is situated in the vicinity of state capital, Gandhinagar. 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 its own computer centre with state-of-the-art computing facilities and other supportive systems. The computers are supported by advanced softwares. Computer centre has an internet facility through radio technology from Amdavad centre and live connectivity within campus and other centre of Gujarat Vidyapith. Innovative teaching methods and latest teaching aids like Multi Media Projector, LED Television, Video conferencing, PA System are used for the holistic development.

## **FACULTY...**

**Dr. Rajiv Patel, Professor & Dean**

**Dr. Mayuri Farmer , Professor**

**Dr. Lokesh Jain , Professor**

**Dr. Satish Patel, Asst Professor**

**Ms. Amisha Shah, Asst Professor**

### **Technical & Admin :**

**Mr. Bhavin Patel , Senior Technical Asst.**

**Dr. Manhar Makwana, LDC**

**Mr. Ashish Verma, Technical Asst.**

**Mr. Janak Patel, Warden**

## **FEATURES**

- **Strong foundation of Gandhian ideology.**
- **Value based education system.**
- **Peaceful and prosperous campus with excellent infra-structural 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 (Around 15000/- per year including hostel fees and food)**
- **Government and Merit scholarship as per norms.**
- **100% placement opportunity.**
- **Learned, academically strong and enthusiastic staff.**
- **Computer facility in hostel along with internet.**



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