



ADIKAVI NANNAYA UNIVERSITY

అదికవి నన్నయ విశ్వవిద్యాలయము

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296.



सत्यमेव जयते

Department of Higher
Education Ministry of
Education



Where there is Rural Wellbeing
there is Universal Prosperity



REPORT ON

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 Education, Govt. of India,
Hyderabad

**Adikavi Nannaya University, Rajahmundry -
533296**

Department of Commerce and Management Studies,
Rajamahendravaram, Andhra Pradesh

Organizes

**Online Faculty Development
Programme** for Management Faculty of

**Pandit Madan Mohan Malaviya
National Mission on Teachers &
Teaching (PMMMNMTT)**
Ministry of Education, 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

23rd – 27th November 2020

Registration: <https://forms.gle/PPta6FUdGxCfbQw49>
Email: mgncrefdp@gmail.com

Conveners

Prof. S. Teki

Department of Commerce and Management Studies, Adikavi Nannaya
University, Rajahmundry-533296

And

Prof. Chethan Chittalkar,

Director, MGNCRE, Hyderanad

Introduction

Rural India and Agriculture sector continuously play an important role in India economy. Large chunk of employment and GDP of India is accounted from rural sector. Rural India is known conventionally known for agriculture, cottage industry, micro-enterprise, small and medium scale industry. Yet professional management is still emerging in rural India, now time has arrived infuse professional management in the rural sector for vibrant and sustainable economic growth and development. Governments have been focusing in the recent past in the rural industry and economic development that warranted professional

management. As India as an advantage lion's share of its population is the productive (young) age group, the youth are to imparted with professional management education to sharpen their wisdom for efficient utilization of resources. Conventional classroom learning may give conceptual clearance yet, pragmatic planning, decision making and controlling skills need to be imbibed, which can be stemmed through case study method of learning. As the case study method enable the learner (student) to learn and appreciate by doing things in simulated situation. Case study method of learning enables the learner to get more value addition and gives hands on exposure. Case study method of imparting education is an essential experiential learning system, to train in problem solving case discussion for promoting management education especially in rural management. As rural economy has a vast potential for development through

Goals of FDP

- 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 BBA Rural Management

Case discussion methodology is essential experiential learning methodology for training in problem solving. Case discussion methodology for promoting management education especially rural management 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 Entrepreneurship. It needs capacity building and human resources development in the critical areas of market linkages, rural entrepreneurship, rural technology development, microfinance, livelihoods and skill development, natural resources management, management of agriculture and technical assistance in the areas of health, education, management of village sanitation and infrastructure development.

Thus, a three-year rural management program developed with a multi-disciplinary approach equips the students to tap the emerging and growing opportunities in the public

and private domains of rural sector. This program will dwell into specially identified rural oriented courses that cover 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. 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.

media provide a uniq

Objectives:

1. To demonstrate various methods of teaching specially
Case Teaching Methodology
2. To familiarize with the course structure and curriculum
in BBA RM
3. To familiarize with the First Semester Subjects in BBA`
RM

Learning Outcomes:

The participant are able to:

Recognise the need for the course, internalize and
take ownership of it

Become familiarize with the structure of each course
book

Transact the course effectively using case methods

4. To introduce various aspects of Rural Management
 5. To explore the opportunities of internship and
Placement in Rural Management
 6. To expose them to employment and entrepreneurship opportunities available in
ruralmanagement sector
- Appreciate the various aspects of rural management
Foresee and gain an understanding of the internship
for the BBA RM Students

Gain an understanding of employment opportunities
available in rural management sector

Instructions for the Participants for the Online FDP:

1. Filling the registration form is mandatory.
2. Attendance and Assignment Submissions are mandatory for all sessions for the certificate to be issued.
3. All sessions will be conducted on online platform. (The platform will be informed soon)
4. ID and password will be provided a day in advance.
5. E- certificate will be issued to all the participants. Limited seats available on first come first basis subject to satisfactory attendance and successful completion of assignments.
6. Participants need to have functioning Laptop/Desktop with webcam, microphone and headphones, a functioning email account and uninterrupted internet connectivity
7. Only those participants who are having the "Link" can get connected with FDP
8. The FDP will commence at 11.00 am on all 5 days and close by 4.00 pm. Lunch break is from 1.00 to 2.00 pm.

Organizing Committee:

Core Committee: Dr. WG Prasanna Kumar (Chairman), Prof. Chethan Chittalkar (Director), Prof S. Teki (Professor, Adikavi Nannaya University) and Dr KN Rekha

Members: Mr. Naresh Gajam, Ms. Samatha, Ms. Ankita Roy, Mr. Arman Kumar Mohaptra, Mr. Kumar Abhishek

Programme Schedule

Date	Time	Topic	Resource
23 rd Nov Monday	11.00 am – 4.00 pm	Inaugural Employment Opportunities: BBA Rural Management Introduction and interaction with participants Overview of BBA RM Curriculum Case Discussion in Rural Society and Polity (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Vice Chancellor ANUR Prof Chethan, Prof.S.Teki and Dr K N Rekha
24 th Nov Tuesday	11.00 am – 4.00 pm	Case Discussion in Foundations of Management and Entrepreneurship (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Prof Chethan Chittalkar and Prof.S.Teki
25 th Nov Wednesday	11.00 am – 4.00 pm	Case Discussion in Business Analytics (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Prof Chethan Chittalkar Plus Resource Person
26 th Nov Thursday	11.00 am – 4.00 pm	Case Discussion in Ecology and Environment (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways	Prof Chethan Chittalkar Plus Resource Person

27 th Nov Friday	11.00 am – 4.00 pm	Case Discussion in Management Decision Making Tools (Using Case Study / Caselets methodology, Video film analysis) Consolidation of take-aways Debriefing and Valedictory Session	Prof Chethan Chittalkar, Dr. KN Rekha
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Resource Persons:

Prof. S.Teki, is currently Professor & BOS, Department of Commerce and Management Studies, and Dean faculty of Commerce and Management Studies, Adikavi Nannaya University, Rajahmundry, India. He has Ph.D., M.B.A. and M.Com., degrees. He has a total of 25 years premier academic experience including eleven years at the national level management institutions, at the National Institute of Financial Management, Faridabad and the Indian Institute of Forest Management, Bhopal, and in post-graduate MBA teaching, academic administration, research, consultancy and training. He has published 54 papers/articles in national and international journals and international conference proceedings publications. He extensively travelled all over the world visiting 30 countries including North America, Europe, Australia, South America, Africa, and Asia for delivering various sponsored academic assignments like paper presentations, training, and consultancy. e-mail: tekisunny@gmail.com, Phone: 8121692457.

Prof.Chethan Chittalkar (Director), MGNCRE, Hyderabad

Dr KNRekha, MGNCRE, Hyderabad

Flyer



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 Education, Govt. of India, Hyderabad

Adikavi Nannaya University

Department of Commerce and Management Studies, Rajamahendravaram, Andhra Pradesh

Organizes

Online Faculty Development Programme

for Management Faculty of

Universities, Colleges and Higher Educational Institutions On

"Case Discussion Methodology"

Under

**Pandit Madan Mohan Malaviya National Mission on
Teachers & Teaching (PMMMNTT)**

Ministry of Education, New Delhi, Government of India

(All Programmes under PMMMMNMTT 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.

23rd – 27th November 2020

Registration: <https://forms.gle/PPTa6FUdGxCfbQw49>

Email: mgncrefdp@gmail.com

Number of participants 50

List of Participants : Adikavi Nannaya University : RM Curric				
S No	Name	Institution Name	Designation	C
1	DR. M.SREERAMA RAJU	ADIKAVI NANNAYA UNIVERISTY	Assistant Professor	99
2	RAVI SANKAR JETTI	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	94
3	SRINIVASA RAO ARIGELA	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	98
4	MANOJ DEVA YEDDU	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	83
5	NALLAMALLI UDAYA BHASKAR	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	+19
6	DR. RAMESH MOTURI	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	99
7	DR. A SREE PADMAVALLI	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	94
8	DR.D.AJAY RATHAN	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	95
9	DR.YAMINI JYOTHSNA KAMBALA	ADIKAVI NANNAYA UNIVERSITY	Assistant Professor	80
10	DR SRIDEVI MAGANTI	ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS	Assistant Professor	92
11	DR L.MADHU KUMAR	ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS	Assistant Professor	94
12	KARRI MANIKANTESWARA REDDY	ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS KAKINADA	Assistant Professor	80
13	SYED ZEENATH BANU	ADIKAVI NANNAYA UNIVERSITY, RAJAHMUNDRY	Lecturer	81
14	ANILAMBICA KATA	ADIKAVINANNAYA UNIVERSITY	Assistant Professor	91
15	DR. ARUN KUMAR MANGALAPALLI	ADITHE SATYANARAYANA PG COLLEGE	Associate Professor	92
16	DR.GVS NAGESWARA RAO	ADITYA DEGREE COLLEGE FOR WOMEN RAJAMAHENDRAVARAM	Asst Prof in Commerce & NSS PO	93
17	SUNDARA KRISHNA SOUJANYA	ADITYA GLOBAL BUSINESS SCHOOL	Assistant Professor	94
18	JYOTHI KUMARI PACHIMALLA	CH S D ST THERESA'S COLLEGE FOR WOMEN ELURU	Professor	99
19	DR.CHIVUKULA NAGAMANI	DNR GOVT DEGREE COLLEGE(W),PALAKOL	Principal	99
20	AMANDA ELLEN PARAMATA	FLAIZ ADVENTIST COLLEGE	Lecturer	94
21	KODE SANTHI BABU	GOVERNMENT COLLEGE (A), RAJAHMUNDRY	Lecturer in Commerce	94
22	DR. K. RATNA MANIKYAM	GOVERNMENT COLLEGE (AUTONOMOUS)	Lecturer in Commerce	99
23	LAVEEN KUMAR KANCHARLA	KGRL COLLEGE	Associate Professor	99
24	S. J. ISWARYA NAIDU	KGRL COLLEGE	Assistant Professor	99
25	DR.V.SRIDEVI KIRAN	KGRL COLLEGE	Professor	92
26	DR. CH. VINODA RAO	KGRL COLLEGE OF PG COURSES (A)	Professor & Director - MBA	94
27	DR.TKV SRINIVASARAO	P.R.G.C AUTONOMOUS COLLEGE	Assistant Professor	79
28	PEDAPATTAPU RAJESH	PRAKASAM DEGREE COLLEGE	Lecturer in Commerce	76
29	DEVAKA SYAMPRAKASH	PRAKASAM DEGREE COLLEGE	Lecturer	93
30	BANDARU UDAY KUMAR	PRAKASAM DEGREE COLLEGE	Lecturer	98
31	LAKKARAJU PEDDAKAPU	RAJIV GANDHI INSTITUTE OF MANAGEMENT & SCIENCES	Assistant Professor	96
32	TRIMURTHULU SWAMY BOJJA	RAJIV GANDHI INSTITUTE OF MANAGEMENT AND SCIENCE	Assistant Professor	83
33	DR.M.RAMA KRISHNA	S.M.B.T.A.V & S.N DEGREE COLLEGE,VEERAVASARAM,W.G.DT.	Principal and Lecturer in Zoology	87
34	ANJANEYULU SANIVARAPU	SAMHITHA DEGREE COLLEGE - RJY	Lecturer In Commerce	99
35	VANKA VENU	SREE RAMA INSTITUTE OF MANAGEMENT TANUKU	Assistant Professor	90

36	KINDETI.INDIRA KUMARI	SVD GDC (W) NIDADAVOLE.W.G.DT	Lecturer in Economics	93
37	JUVVALA SOBHARANI	SVD GDC W NIDADAVOLE	Lecturer	94
38	DR.R.JANAKIRAO	UNIVERSITY COLLEGE OF AND COMMERCE	Assistant Professor	90
39	DR. G. RAJENDRA PRASAD	UNIVERSITY COLLEGE OF ARTS & COMMERCE	Assistant Professor	94
40	DR. T. ANITHA KUMARI	UNIVERSITY COLLEGE OF ARTS & COMMERCE	Assistant Professor	84
41	DR. G. ALICE JOY	UNIVERSITY COLLEGE OF ARTS AND COMMERCE	Assistant Professor	94
42	K V V S CHOWDARY	V.S M.COLLEGE (A)	Lecturer	99
43	E.MADHURA MEENAKSHI	V.S.M.COLLEGE(A)	Lecturer	79
44	PITTA RAMANA BABU	VSM COLLEGE	Lecturer	96
45	ARUNA DEVI TANGELLA	VSM COLLEGE (A)	Assistant Professor	95
46	DR. NARENDRA RYALI	VSM COLLEGE (A)	Assistant Professor	80
47	TEKUMUDI SIRISHA	VSM COLLEGE (A) - RAMACHANDRAPURAM	Lecturer in Commerce	76
48	SRINIVASU DALIPARTI	VSM COLLEGE (A),RAMACHANDRAPURAM	Assistant Professor	95
49	KSVS PRAKASH	VSM COLLEGE, RAMACHANDRAPURAM	Assistant Professor	89
50	K.BHARGAVI	VSM(A)	Assistant Professor	95

Certificate



Faculty Development Centre
Mahatma Gandhi National Council of Rural Education
(Department of Higher Education, Ministry of Education, Govt. of India, Hyderabad)

Sponsored by

Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching

Certificate

This is to certify that

Dr. S Teki

of

Adikavi Nannaya University

Has Successfully Completed Five Days Online Faculty
Development Program on

*'Case Discussion Methodology on
Rural Marketing & Rural
Entrepreneurship'*

Nov 23 - 27, 2020

Dr. W G Prasanna Kumar
Chairman MGNCRE, Hyderabad.