

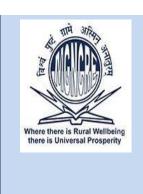
ADIKAVI NANNAYA UNIVERSITY



ఆబక్రమ్ సన్నయ పి.శ్ర్వవిద్యాలయము RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296.



Department of Higher
Education Ministry of
Education





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.ChethanChittalkar,

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) Curriculumtransaction
- ToensurethatFacultyMembersofTeacherEducationinvariousUniversitiesadoptExperient ialLearning—Gandhiji'sNaiTalim
- To enable faculty to conduct Action Research Project based CurriculumTransaction 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 andentrepreneurship 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 ismandatory.
- 2. Attendance and Assignment Submissions are mandatory for all sessions for the certificate to beissued.
- 3. All sessions will be conducted on onlineplatform.(The platform will be informed soon)
- 4. ID and password will be provided a day inadvance.
- 5. E- certificate will be issued to all the participants. Limited seats available on first come firstbasis subject to satisfactory attendance and successful completion of assignments.
- 6. Participants need to have functioning Laptop/Desktop with webcam, microphone andheadphones, a functioning emailaccount and uninterrupted internetconnectivity
- 7. Only those participants who are having the "Link" can get connected withFDP
- 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 2.00pm.

Organizing Committee:

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

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

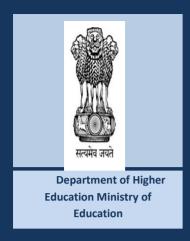
27 th Nov	11.00 am –	Case Discussion in Management Decision Making Tools	Prof Chethan
Friday	4.00 pm	(Using Case Study / Caselets methodology, Video film	Chittalkar, Dr. KN
		analysis)	Rekha
		Consolidation of take-aways	
		Debriefing and Valedictory Session	

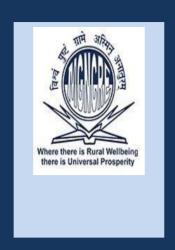
Resource Persons:

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







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 (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 upgradation of teachers working in Universities and colleges Innovation and development in different areas ofeducation. Focus on the role of Faculty of Higher Education, their areas of responsibility, methods of experiential learning and ruralengagement.

23rd - 27th November 2020

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

List of Participants : Adikavi Nannaya University : RM Curric					
S No	Name	Institution Name	Designation	(
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	

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36	KINDETI.INDIRA KUMARI	SVD GDC (W) NIDADAVOLE.W.G.DT	Lecturer in Economics	
37	JUVVALA SOBHARANI	SVD GDC W NIDADAVOLE	Lecturer	
38	DR.R.JANAKIRAO	UNIVERSITY COLLEGE OF AND COMMERCE	Assistant Professor	
39	DR. G. RAJENDRA PRASAD	UNIVERSITY COLLEGE OF ARTS & COMMERCE	Assistant Professor	
40	DR. T. ANITHA KUMARI	UNIVERSITY COLLEGE OF ARTS & COMMERCE	Assistant Professor	
41	DR. G. ALICE JOY	UNIVERSITY COLLEGE OF ARTS AND	Assistant Professor	94
41	DR. G. ALICE JOY	COMMERCE		
42	K V V S CHOWDARY	V.S M.COLLEGE (A)	Lecturer	9
43	E.MADHURA MEENAKSHI	V.S.M.COLLEGE(A)	Lecturer	
44	PITTA RAMANA BABU	VSM COLLEGE	Lecturer	
45	ARUNA DEVI TANGELLA	VSM COLLEGE (A)	Assistant Professor	
46	DR. NARENDRA RYALI	VSM COLLEGE (A)	Assistant Professor	
47	TEKUMUDI SIRISHA	VSM COLLEGE (A) - RAMACHANDRAPURAM	Lecturer in Commerce	
48	SRINIVASU DALIPARTI	VSM COLLEGE (A),RAMACHANDRAPURAM	Assistant Professor	
49	KSVS PRAKASH	VSM COLLEGE, RAMACHANDRAPURAM	Assistant Professor	
50	K.BHARGAVI	VSM(A)	Assistant Professor	
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Faculty Development Centre

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

Sponsored byPandit 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, Hyderbad.