



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dated – October 30th 2010

EVENT	:	NATIONAL CONFERENCE ON RURAL BUSINESS MANAGEMENT
PROGRAMME	:	CONFERENCE
SCHEDULE	:	09.30 am to 6:00 pm
Date	:	October 30th, 2010
Day	:	Saturday
RESOURCE PERSON	:	Shri Mangat Ram Singhal, Minister of Social Welfare, Labour, Employment, Law Justice & Legislative Affairs and Election Govt. of NCT of Delhi, Mr. N.T.Hegde, Chairman Gurgaon Gramin Bank, Prof.(Dr.) Nawal Kishore, Director, SOM, IGNOU, Dr. Sanjeev Mittal, USMS, GGSIPU, Delhi, Mr. N.K.Sahu, Director(Monitoring), Ministry of Rural Development, Govt. of India, New Delhi, Mr. B.K.Pandey, IES, Advisor, Ministry of Commerce, Govt. of India, New Delhi, Dr. Sambit Kumar Mishra, Asst. Director, ICAI, Prof. Kuldeep Singh Chakara, MD University, Rohtak, Prof. Gopal Singh Latwal, IITM, Janakpuri, Delhi, Prof. Piali Haldar, Asia Pacific Institute of Management, New Delhi, Dr. Etinder Pal Singh, Professor, Appeejay School of Management, Delhi, Mr. Awanish Km. Mishra, P-7, TV Channel, Mr. Anuj Yadav, Research Analyst, BIT, Noida, Mr. Arun Mittal & Mr. Niket Mehta, Asst. Prof., BIT, Noida & Dr. Ajay Rathore, Prof. Rajesh Bajaj, Dr. R.K.Sharma, Dr. A.P. Sharma, TIAS
FACULTY INCHARGE	:	Dr. RK Sharma
No of Students	:	236
No of Faculty	:	52

Prelude

India as a developing country has problems of infrastructure. When we talk particularly of rural India the situation goes from bad to worse. This is resulting in migration of rural population to urban areas and consequently all the metro cities are overcrowded. Dr Man Mohan Singh, at the time of beginning of his second inning as Prime Minister emphasized the need and concern of government towards development of infrastructures facilities in India to take India in list of developed nations. Since seventy percent population resides in rural area as the real India is represented by villages. In this scenario if we are really concerned about the economic development of India then we need to develop this real India first to ensure a consistent double digit GDP growth of India.



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The rural India has manifold problems relating to communication, irrigation, financing, health care, education, marketing and human management. Agriculture sector is the largest employability providing sector but it needs to be revolutionized and use of new farm technology should be made available to common farmer. Irrigation is another critical aspect which needs immediate attention of all concerned and reorganization of rivers can be worked out in order to solve this problem for a permanent solution.

The seminar examined the various issues, challenges and opportunities which lie within the ambit of rural environment. Conventional wisdom continues to rule decision making in Indian agriculture, where the focus is more on 'subsistence' rather than 'commercialization'. It was general opinion of all the experts that technology calls for radical transformation in the outlook of the rural management and has an indispensable role to play if the target growth rate of 8 to 10 percent is to be achieved.

In Rural India, rural finance through Micro Finance is helpful in alleviating poverty. The financing of agricultural activities can further result in consequently to rural development. The Rural Marketing does not have distinct features than broader marketing discipline. It is proposed that development of rural people should be the perspective of rural marketing. Today, we achieve 7% to 8% year-on-year growth without the active participation of more than 60% of our population. From the perspective of the Indian economy, more rural jobs mean a contribution to GDP, more foreign exchange, more raw materials for industries, more manufactured goods and more services. Hence, rural jobs have the potential to provide momentum to the giant wheel of the economy

The eminent personalities related to important disciplines of management explored various constraints, which are responsible for poor rural management in India. The organizers invited academic scholars, practicing professionals, and management students to participate for sharing their thoughts on the themes and any other related theme pertaining to rural management.

Objectives

- To provide an in depth understanding about the impact of socio-economic changes in rural environment.
- To sensitize business about the massive potential existing in rural sector.
- To help executives identify business and job opportunities arising due to rural transformation.
- To motivate executives to start including rural frames in their business domains.
- To identify alternate business models and business opportunities for sustained growth in rural sector.
- To foster various emerging opportunities useable by the business community.



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Venue: TIAS Auditorium



Inaugural session is in progress

Learning Outcome:

A national conference on Rural Business Management was organized on 30th Oct 2010. The objective of this conference was to find out the solutions to various problems relating to rural business which is one of the most potential sectors for all business tycoons. Various problems

Institute is rated as "A" Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & Included in Top 100 B – Schools & IT -Schools by Dalal Street Investment Journal



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like rural finance, rural infrastructure, rural marketing, rural human resource management, rural health were the main focus of this conference. This was a common platform for all who could come and share their views pertaining to above mentioned problems. The role of Government could emerge the main issue for development of the rural areas as disclosed by Chief Guest, Shri Mangat Ram Singhal, Minister of Social Welfare, Delhi Government.

Dr. AK Rathore, Director of TIAS in his opening speech emphasized the need of developing the agriculture sector which contributes 60% income to the rural people. Dr. VA Eshwar in his keynote speech called upon the inclusive growth of rural India by providing them credit financing, better farm technology and skill development to ensure that the GDP level at 8 – 10% can be maintained. He further highlighted that we need to look at the contents in place of container. Mr. NT Hegde, Chairman, Gurgaon Gramin Bank provided many ways to tackle the rural problems by providing farmers club, kishan credit card facility, power make up by solar and wind energy. He further elaborated about the schemes and plans which Gurgaon Gramin Bank is operating for the development of the rural areas. Dr. Nirmal Singh, Advisor, TIAS brought out the issues on rural infrastructure, education, health, communication and financing problems and suggested that the Government and Corporate need to invest in the mentioned areas for rural development.

Shri RK Gupta, Chairman, Tecnia Group of Institutions called upon the attention of the audience by using various technologies i.e. IT, Farm Technology, etc for the upliftment of the common man's life. Prof. Sanjeev Mittal, GGSIP University disclosed the strategies adopted by MNC's to serve the rural areas and evolving the scope of larger market opportunities along with the corporate social responsibility towards improving the life of the villagers by providing them quality and competitive priced goods and services. Dr. NK Sahu, Director Monitoring, Ministry of Rural Development, GOI updated the audience about the various mechanisms which the Ministry is using to monitor and control the various grants and developmental activities and other related issues like flow of funds and targets are achieved by intervention of IT as per the planning. He also shared the mechanism to monitor from centre to state Govt. and to various Districts, Blocks and Villages at the end. Mr. BK Pandey, IES, Advisor to Ministry of Commerce, GOI in his speech reiterated the role of economic development will not be completed until the rural India is included in the main stream. Prof. Nawal Kishor, Director, School of Management, IGNOU, New Delhi brought out the worthy examples of 'SAMMAN' and the role of microfinance in developing the rural India. Mr. Awanish Mishra, Editor, Money Mantra disclosed the dynamics of microfinance by providing the examples of SKS and highlighted the issues relating to ethics and social responsibility in contributing in the development of the rural India.

Many distinguished other speakers from various organizations exemplified the various issues involved in the day to day life of the villagers and suggested the different ways to mitigate the problems relating to rural infrastructure, rural finance, rural marketing, rural health, rural HR



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problems, Govt. initiatives, CSR and the role of rural technology in overall development of the rural areas.

Dr. RK Sharma, Convener of the Conference summed up the whole deliberations and issues discussed throughout the day. He focused on the need of evenly distributed development of the rural infrastructure in order to ensure overall development of whole nation. Govt. need to focus on those states where the infrastructure facilities like: road, electricity, water are still not available adequately. The Govt. needs to educate the villagers that credit facilities provided by the banks should be utilized for proper development activities and ensure timely recovery of the debts provided by different banks. The role of middle man is to be minimized in respect of extending the loan facilities, selling the yields and other farm technology. Rural marketing should evolve proper distribution channels by providing agro inputs and outputs by creating different sub-hubs which can provide timely information about various related issues in connection with control centers which can be established at District Headquarters or so. The role of HRD Ministry can be emphasized in creating quality educational institutions and vocational training to various classes of people i.e. carpenter, electrician, badai, washer man, hospitality, etc. should be groomed to update the pool of skilled manpower in order to contribute more from the service sector.



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Students participating in the national conference

Students appreciated the conference and shared that they were benefited by virtual coordination for managing the various activities of the conference and got aware and updated on the various issues and opportunities in the rural areas. They recommended that such type of conference should be repeated in future so that their learning on the various emerging issues can be wholesome.