



SMJV CENTENARY
1915 - 2015

SHRI MAHAVIRA JAINA VIDYALAYA EDUCATION FOUNDATION
C. K. SHAH VIJAPURWALA INSTITUTE OF MANAGEMENT

(MBA Program, AICTE Approved, Affiliated to Gujarat Technological University)

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One Day Workshop
On
“Rural Marketing for Holistic Change & Development”

In collaboration with

International Institute for Holistic Research and Voluntary Action
(India-Germany),

Rural Business Hub Foundation India
And
Federation of Gujarat Industries, Vadodara

24 September 2010

9.30 AM – 4.30 PM

Conservation and rural-life policies are really two sides of the same policy; and down at bottom this policy rests upon the fundamental law that neither man nor nation can prosper unless, in dealing with the present, thought is steadily taken for the future.

Theodore Roosevelt, US president

Venue:

Conference Hall, Ground Floor

Shri Mahavira Jaina Vidyalaya's
C K Shah Vijapurwala Institute of Management
Vadodara

Why Workshop on “Rural Marketing” in Vadodara?

BILLION  **QUESTIONS**

- How can our **Rural India** achieve **Global Economic Success**?
- Can **NGOs / SMEs** sell / market our products & services in rural India? Yes and No! If yes, how can we turn them into **lucrative businesses**?
- Do we have Rural Marketing infrastructure, systems and laws to ensure best practices that benefit poor and needy in rural areas (**say around Vadodara**)?
- Can we as academicians, students, industrialists and non-government organizations (**NGOs**) **work together** to study, follow and promote **HOLISTIC Rural Marketing** that shall ensure **Socio-economic Development of the rural India**?
- Can **MBA / Social Work** students develop Rural Enterprises and manage successfully?
- Can we generate employment opportunities for today’s Youth by promoting and working in Rural Businesses for Rural India?

Objectives of Workshop

- Learning about the rural market opportunities, **Panchayat Raj and grass-root empowerment, self-employment, rural enterprise and enhancing employability**, and bridging the gap between white and blue collar labour through holistic approach to **education, training and skill development in Rural Marketing**.

For Whom?

About 100 Qualified Audience: NGOs, MBA / Social Work Students, Academicians, Directors, Faculty members, complemented with Industrialists, Governments, and all those who are interested in learning *importance* and *application* of generating social capital, economic profits and rural success.

Certificate of Participation

Certificate of Participation shall be awarded by “SMJV’s CKSV Institute of Management” in Collaboration with:

- ***International Institute for Holistic Research and Voluntary Action (India-Germany)***
- ***Rural Business Hub Foundation India***
- ***Federation of Gujarat Industries, Vadodara***

Workshop Program

24th September 2010, Friday (9.30 AM to 4.30 PM)

9.30 am: Registration, Networking & Tea (Collect your program folder)
10.00 am : Inaugural Session (Lighting of the Lamp)
Welcome Address by MBA Student
Ms. Savitha K., Asst. Professor (Rural Marketing), SMJV's CKSV Institute of Management – Workshop Theme
Prof. M N Parmar, Dean & Head, Faculty of Social Work, M S University of Baroda, Vadodara - Key note address
Dr. Rajesh Khajuria, Director, SMJV's CKSV Institute of Management -Special Address
Session I:
10.30 am: Panchayat Raj and Grass-root Empowerment
SPEAKERS :
Mrs. Irmel Marla – Chairperson, International Institute for Holistic Research & Voluntary Action (India – Germany) and Dr. Kamal Taori (IAS rtd.) – Chairman, Rural Business Hub Foundation India, Wardha, Maharashtra.
12.30 PM TO 1.30 PM : Lunch Break
Session II:
1.30PM -3.00PM : Rural Marketing & Self-Employment
3.00PM: Tea Break
3.15 PM: Rural Marketing – Action Plan for Implementation in Vadodara Region
4.00 PM: Question and answers
4.15 PM: Award of Certificates to Speakers and Participants
4.30 PM: Vote of Thanks by Ms. Savitha K. Asst. Professor

CONTACT THE WORKSHOP COORDINATORS:

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