महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद
Mahatma Gandhi National Council of Rural Education
(formerly National Council of Rural Institutes)
Department of Higher Education, Ministry of Education, Government of India

Lr No. 002/MGNCRE/DHE/MoE/GoI/REDC/14-11-2020

To
The Principal/Registrar,

Sub: MGNCRE-DHE-MoE-GoI/REDC (Rural Entrepreneurship Development Cell)/Online Workshop for Colleges of Management and B Schools - Request-Reg.

Dear Sir/Madam ,

Greetings from **Mahatma Gandhi National Council of Rural Education (MGNCRE),** Department of Higher Education, Ministry of Education, Government of India!

We are happy to note that your Institutional initiatives for development have been highly progressive and motivating and we appreciate your key role in this endeavour.

At the behest of the Ministry of Education, MGNCRE has taken on the onus of strengthening the process of teaching and learning with institutional systems and processes. Also, as per NEP 2020 guidelines, there is a need of faculty who can adapt to the rapidly evolving learning environment. MGNCRE is the forerunner in various path breaking activities including propelling Rural Entrepreneurship Development **(RED) activities**.

Gandhiji's thoughts on village self-reliance or Athmanirbhar Bharat focus on village economic activities. The methodology helps in promoting entrepreneurship opportunities in manufacturing and marketing rural products and rural services and exploring models of art, craft for entrepreneurship and for self-reliance. The purpose of management education is well realized through entrepreneurial learning. *The guiding principle of Entrepreneurship is "Education and work cannot be separated and without work, research, contribution, creative and critical thinking skills, we cannot create new knowledge." A Cell promoting Entrepreneurship is essential as is a Placement Cell. In this regard,* we will be conducting online **workshops** on **Rural Entrepreneurship Development Cell (REDC)** for Colleges of Management and Business Schools forming clusters of 10 institutions that will **send the REDC Proforma**. The workshops for the Management Colleges that submitted the REDC Proforma were held in clusters.

As a part of the **registration process,** you are required to **fill in the attached proforma** which makes five faculty members as team leaders for **1. Internship and Apprenticeship with Rural Enterprises 2.Initiating Rural Entrepreneurship 3.Networking with Rural Manufacturers 4.Developing Rural Technological Interventions 5.Grooming students to be Rural Entrepreneurs.** Each Institution will be awarded an **Institutional Certificate of Recognition** after the workshop and on submission of the REDC proformas through email at

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redctncluster@gmail.com *This will formalize and enable the process of institutionalizing REDC in the B Schools and Business Management Colleges. The dates of the workshops for the clusters will be intimated as soon as the filled-in proformas are received.*

Our Program Coordinator **Dr.G.Rajini (Mobile No. 9443377437)** can be reached for all clarifications. Kindly register for the workshop using the link: https://forms.gle/AqoCKPYGsnYr7FiE8

Kindly fill the proforma and send it to redctncluster@gmail.com by 16th November, 2020.

We thank you in advance for your contribution to this national endeavour and look forward to your earliest response in this regard.

Thanking you,

Yours sincerely,

Dr. W G Prasanna Kumar
Chairman MGNCRE

③ REDC

PROFORMA

(College letter head)

Date: _____

To
Dr. W G Prasanna Kumar
Chairman
Mahatma Gandhi National Council of Rural Education
Department of Higher Education, Ministry of Education, Government of India

Subject: Submission of details of Rural Entrepreneurship Development Cell in our Institution

Dear Sir,

We are happy to hear that MGNCRE at the behest of MoE is organizing online workshop on "Rural Entrepreneurship Development" and we are looking forward to participate in the workshop.

As required for taking this mission of building entrepreneurship among students of our Institution, a cell on Rural Entrepreneurship Development is formed as under:

S. No.	Role in Cell	Name	Designation/Assigned Faculty	Mobile No.	E-mail ID
1	Convener		Head of the Institution		
2	Internship and Apprenticeship with Rural Enterprises (Training and Placement Wing)				
3	Initiating Rural Entrepreneurship (Entrepreneurship wing)				
4	Networking with Rural Manufacturers (Rural Engagement wing)				
5	Developing Rural Technological Interventions (Technology wing)				
6	Grooming students to be Rural Entrepreneurs (Personality Development wing)				

Thanking you,

With Regards
(Signature/ Digital)
(Principal Name)
(College Name), Affiliated to (University Name) (District, State) Send to rdtmd3@gmail.com
Download Proforma https://drive.google.com/file/d/1gGxHSQkQmjs7tMGuxyKlHokEAN2DrX9d/view?usp=sharing

महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद
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NATIONAL EDUCATION MONTH

5th September to 30th September

Workshop on Rural Entrepreneurship Development Cell Action Plan (REDC)
Welcomes!
Principals and Faculty Members of Colleges of Management & B Schools, BBA/MBA
Organized by
Mahatma Gandhi Nation Council for Rural Education, Ministry of Education, Hyderabad
Registration and Certificate process link: https://forms.gle/B5C3gxYBy2mxjenr8

REDC Workshop Objectives:

- Recognition of the vision and need for a REDC Action Plan in the Institution
- Appreciate the importance of institutionalizing REDC Action Plan for sustainable action in the identified areas of Internship & Apprenticeship with Rural Enterprises, Initiating Rural Entrepreneurship, Networking with Rural Manufacturers, Developing Rural Technological Interventions, Grooming students to be Rural Entrepreneurs.
- Admiration on the documentation of REDC Activities and using Case Study methodology.
- Preparation for implementation of REDC Action Plan as soon as HEIs reopen post Covid 19
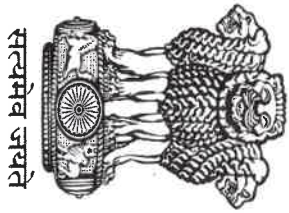- Envisaging Industrial Academia meets and Farmer producer Organisation-academia meets.

MGNCRE ONLINE WORKSHOP SCHEDULE: Kindly, join and utilize the framework of REDC

Date of Workshop	Session	Time
24th Sep 2020	Forenoon	10am to 1 pm
	Evening	2 pm to 5 pm
25th Sep 2020	Forenoon	10am to 1 pm
	Evening	2 pm to 5 pm
26th Sep 2020	Forenoon	10am to 1 pm
	Evening	2 pm to 5 pm
27th Sep 2020	Forenoon	10am to 1 pm
	Evening	2 pm to 5 pm
28th Sep 2020	Forenoon	10am to 1 pm
	Evening	2 pm to 5 pm

Google Meet Link for Online Workshop will be shared based on Registration date and Time. Kindly Register Registration and Certificate process link: https://forms.gle/B5C3gxYBy2mxjenr8

Note:

1. After submitting the REDC Institution Proforma, Institutions will receive the Institution Certificate from MGNCRE-DHE-MoE-GoI.
2. Participants after submitting the learning log, participants will receive the Participation Certificate from GoI during Institution certificate process by MGNCRE-DHE-MoE-GoI
3. Registration and Certificate process link: https://forms.gle/B5C3gxYBy2mxjenr8

For any queries please contact Shri. M. Rex Sahayaraj, Program Coordinator MGNCRE-DHE-MoE-GoI Mobile: 9597628907.

THANK YOU! Workshop Convener: Shri B S C Naveen Kumar, MGNCRE-DHE-MoE-GoI 7660802102,moesap2020@gmail.com

सत्यमेव जयते

Where there is Rural Wellbeing
there is Universal Prosperity

Certificate

This is to recognise

as a Member of National Rural Entrepreneurship Mission. The Institution has constituted Rural Entrepreneurship Development Cell in their campus. This Institution has formed a Team consisting of Faculty Leaders for handling wings of 1.Training and Placement 2.Personality Development 3.Technology 4.Entrepreneurship and 5.Rural Engagement with the Mission of inculcating entrepreneurship among students.

Dr. W G Prasanna Kumar
Chairman
Mahatma Gandhi National Council of Rural Education
Department of Higher Education, Ministry of Education
Government of India

MoE/REDC/State/District/01

AIMAN INFO <info@aimancollege.edu.in>

Reg : Submission of REDC Institution Proforma

1 message

AIMAN College Info <info@aimancollege.org>   Fri, Sep 25, 2020 at 12:53 PM
To: rdtmd3@gmail.com, Aiman College Principal <principal@aimancollege.org>

Respected Sir,

Greetings of the day.....!!

With reference to the NATIONAL EDUCATION MONTH 5th September to 30th SeptemberWorkshop on Rural Entrepreneurship Development Cell Action Plan (REDC),We are submitting the Proforma.Kindly do the needful.

With Regards,
DR,SUHASHINI ERNEST,
PRINCIPAL,
AIMAN COLLEGE OF ARTS & SCIENCE FOR WOMEN,
TRICHY-21

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Roles and Responsibilities of Student Development Officers in REDC

S. No.	Role	Responsibilities
1	Internship and Apprenticeship with Rural Enterprises *(Training & Placement Wing)*	• *Networking with FPOs and NGOs for internship and placement* • *Identifying sponsors who could invest in students' entrepreneurial ideas and business plans* • *Preparation of institutional brochure or web page before approaching FPOs/ FPCs/ KVICs/Local rural enterprises/CSR organisations* • *Approaching rural organizations having live projects for students' internships* • *Orienting students on the internship and placement process* • *Pre-Placement Activities* • *Mandatory Requirements for internships:* ▪ *Submission of project report* ▪ *Oral Presentation of report*
2	Grooming students to be Rural Entrepreneurs *(Personality Development Wing)*	• *To train students on preparing a business plan* • *Training on communication skills- written and oral (English, Hindi or in any local language)* • *Encourage students to read local newspapers, articles or magazines related to rural India* • *Organize knowledge sharing sessions once in a week- students can share what they have read about rural India, challenges, and rural entrepreneurship opportunities* • *Share example like Amul, E-Choupal, Hiware Bazare, Grameen Bank, SHGs* • *Share insights on personality of entrepreneurs like risk taking, creativity, innovation, will power, being passionate, Self-motivated, resilient*

3	Developing Rural Technological Interventions (Technology)	• Encourage studying on existing rural technologies and innovations • Study the status quo of the locality and explore the technological interventions required • Encourage building models for solving some of the rural challenges such as water conservation, storage of fruits, vegetables using earthern pot instead of using electrical equipments, waste management. • Share technological interventions developed by KVIC, Vigyan Ashram, Centre of Science for Villages
4	Initiating Rural Entrepreneurship (Entrepreneurship)	• Inviting local rural entrepreneurs to share their journey and challenges • Encourage students to talk to a milkman, flower seller, vegetable seller who visit their house and submit a report • Setting up incubation centers (if possible, for the people outside the campus as well) • Mentoring students to build their entrepreneurial skills • Connect a student with a rural entrepreneur and ask him or her to mentor • Encourage students to spend a day with vegetable seller, tea seller, Weavers to observe the process and report • Encourage them to write caselets, cases on rural entrepreneurs • Arrange for rural entrepreneurs to exhibit their products in the college premises, encourage students to interact with the entrepreneurs • Invite FPOs/ FPCs/ KVICs to share their experiences • Document and publish monthly Entrepreneurial activities carried out by cell
5	Networking with Rural Manufacturers (Rural Engagement)	• Visiting nearby rural areas and finding out indigenous activities done by rural people and deciphering if any value addition can be done in those activities • Finding out whether rural people are aware of govt schemes for entrepreneurship and livelihood, and are they taking advantage of those schemes or not • Taking cues from social entrepreneurs on how they are developing communities • Mapping the natural and human resources of the rural areas using PRA / PLA tools

Observing any three days

#	Day	Date
1.	Young Rural Enterprises Poster Presentation (You may ask your students to propose ideas for entrepreneurship with the available local resources and present it in the form of Poster)	Sep 25
2.	Young Entrepreneurs on campus (Be the entrepreneur for a day. Create something and sell. Best entrepreneur could be rewarded)	Oct 30
3.	Role play of Entrepreneurs (Amul – Dr Kurien, or any local entrepreneur that the students are familiar with)	Nov 27
4.	Presentations on Rural Entrepreneurs- their challenges and actions to be taken (Could ask them to come out with the example of a rural entrepreneur that they would know, the challenges that they are facing and actions proposed)	Dec 28
5.		
6.		

AIMAN College of Arts and Science for Women

(Sponsored by : AIMAN Education & Welfare Society)
(Affiliated to Bharathidasan University)
(ISO 9001-2015 Certified Institution)
K. Sathanur, Tiruchirappalli - 620 021.

Email : principal@aimancollege.org | Website : www.aimancollege.org | Tel : 0431 - 2459493, 2455407, 2455876

Date: 25.09.2020

To
Dr. W G Prasanna Kumar
Chairman
Mahatma Gandhi National Council of Rural Education
Department of Higher Education, Ministry of Education, Government of India

Subject: Submission of details of Rural Entrepreneurship Development Cell in our Institution

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As required for taking this mission of building entrepreneurship among students of our Institution, a cell on Rural Entrepreneurship Development is formed as under:

S. No.	Role in Cell	Name	Designation/ Assigned Faculty	Mobile No.	E-mail ID
1	Convener	Dr.Suhashini Ernest M.Sc.,M.Phil.,Ph.D., PGDCA.,	Head of the Institution	94435 29599	principal@aimancollege.org
2	Internship and Apprenticeship with Rural Enterprises (Training and Placement Wing)	Mrs.J.Jayanthi Grace Ruby ,M.B.A.,M.Phil,	Asst.Prof in BBA	80727 03379	jjgruby@gmail.com
3	Initiating Rural Entrepreneurship (Entrepreneurship wing)	Mrs. V.Sumathi, M.B.A., M.Phil.	Asst.Prof in BBA	97892 73012	kumarsumathi84@gmail.com
4	Networking with Rural Manufacturers (Rural Engagement wing)	Mrs.M.Jahitha Begum, M.A., M.Phil., MBA.,	HOD of BBA	94429 14561	jahitha78@gmail.com
5	Developing Rural Technological Interventions (Technology wing)	Mrs.N.Fiverose, M.B.A.,M.Phil.,	Asst.Prof in BBA	9942282612	bfiverose@gmail.com
6	Grooming students to be Rural Entrepreneurs (Personality Development wing)	Ms.B.Farhan,M.A., MBA	Management Executive	7358872869	info@aimancollege.org

Thanking you,

With Regards,

Dr.Suhashini Ernest,
Principal,
AIMAN College of Arts & Science for Women
(Affiliated to Bharathidasan University)
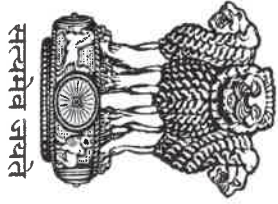K.Sathanur, Trichy District – 620 021.

(Dr.Suhashini Ernest)
PRINCIPAL
AIMAN COLLEGE OF ARTS &
SCIENCE FOR WOMEN
TIRUCHIRAPPALLI-620 021

सत्यमेव जयते

Where there is Rural Wellbeing
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Certificate

This is to recognise *AIMAN College of Arts and Science for Women,Trichirappalli* as a Member of National Rural Entrepreneurship Mission. The Institution has constituted *Rural Entrepreneurship Development Cell* in their campus. This Institution has formed a Team consisting of Faculty Leaders for handling wings of 1.Training and Placement 2.Personality Development 3.Technology 4.Entrepreneurship and 5.Rural Engagement with the Mission of inculcating entrepreneurship among students.

Dr. W G Prasanna Kumar
Chairman

Mahatma Gandhi National Council of Rural Education
Department of Higher Education, Ministry of Education
Government of India

MoE/REDC/Tamil Nadu/Trichirappalli/106