



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. 004/MGNCRE/DHE/MoE/Gol/NEM/REDC / 16-09-2020

Dr.Rajasree M S
Vice-Chancellor
KTU

Sub: MGNCRE-DHE-MoE-Gol/150th Birth Anniversary of Gandhiji REDC (Rural Entrepreneurship Development Cell) Cells /Online Workshop for Colleges of Management and B Schools - National Education Month - Request-Reg.

Dear Most Respected Madam,

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

We celebrate this month starting from **5th September to 5th October as National Education Month**. Teachers' Day, Literacy Day, National NaiTalim Day (Gandhiji's Birth Anniversary), National NaiTalim Week, and International Teachers' Day fall in this month. **Happy National Education Month!**

During the 150th Birth Anniversary of Gandhiji and as part of the National Education Month and 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 **REDC** for Colleges of Management and Business Schools affiliated to your University by forming clusters of 15 institutions that will **send the REDC Proforma**. These workshops will be scheduled on mutually convenient dates between **20th Sept and 30th Sept 2020**.

As a part of the **registration process**, all B Schools and Colleges of Management affiliated to the University are invited 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** (sample document attached) after the workshop and on submission of the REDC proformas through email at redcke@gmail.com and also fill in the online link <https://forms.gle/xb5vKX48uDy58jQA>. *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 State REDC Coordinator Dr. Divakar/ Dr. Shiny C.M. (**Ph No.9446345377**) can be reached for all clarifications.

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

Thanking you,

- Encl: 1. REDC Plan Institution Proforma
2. Draft Certificate of Recognition
3. Draft Schedule of Workshop

Yours sincerely,

Dr. W G Prasanna Kumar
Chairman MGNCRE