

# Placement Brochure

2011



**MBA - RURAL DEVELOPMENT**  
REDIFINING DEVELOPMENT



**Govind Ballabh Pant Social Science Institute**  
Allahabad







# GOVIND BALLABH PANT SOCIAL SCIENCE INSTITUTE

A Constituent Institute of University of Allahabad

**MBA-RURAL DEVELOPMENT**

9th Batch

**Redefining Development**

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# President's Message

**Prof. G.K. CHADHA**

Ph.D. D.Lit.

Chief Executive Officer  
South Asian University

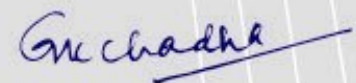
An initiative of the South Asian Association for  
Regional Cooperation (SAARC)  
Afghanistan, Bangladesh, Bhutan, India,  
Maldives, Nepal, Pakistan, Sri Lanka



In recent years, the Indian economy has emerged as one of the world's major and front-running economies. Vast structural transformation combined with rising pace of globalization and open door policies characterize the Indian Economy in recent years. The country's rural economy too has witnessed many changes and a host of challenges, particularly in the agricultural sector.

Agriculture of tomorrow is a complex cob-web of bio-tech and heritable complexities. Increased commercialization, new technologies and product diversification would require an enterprising farmer to interface with the production and marketing regimes of tomorrow. The new dispensation is unfolding many more agro-activities and non-farm enterprises. Such changes in rural sector would require rural management professionals with vastly different orientation.

The students of our MBA-Rural Development Programme are being trained to face such newly emerging challenges in the rural areas. Hailing from various academic disciplines (humanities, commerce, law, engineering, science, etc.), they receive rigorous training to grapple with numerous rural development issues, relating to agri-business, micro-finance, corporate social responsibility and health, to name a few. I am sure, as the time rolls on, they will command a fairly lucrative and purposeful working career for themselves and bring wide and expanding public commendation for the Institute. I wish them good luck.



**(G.K. Chadha)**

President, Board of Governors,  
G.B. Pant Social Science Institute,  
Allahabad



## Director's Message



**Prof. Pradeep Bhargava**  
Ph. D

Director,  
G.B.Pant Social Science Institute, Allahabad

As the rural areas of our country are developing and diversifying, and their markets expanding, there is a need for much specialised professionals for rural development. This year the Institute strategised to meet such needs purposively and meaningfully: students, in addition to their regular course work, have undergone four major specialised courses of one week duration each. The first Course was on Micro Finance, conducted in collaboration with Sa-Dhan, a prominent organisation promoting microfinance organisations in the country. The second Course being delivered is on Corporate Social Responsibility, conducted by the Corporate Value Management, New Delhi. A third course on Health Management has been designed in collaboration with leading health managers in the country. A fourth course shall be on agribusiness designed in collaboration with G B Pant Agriculture University, Nainital.

These courses have been very popular with the students, as they also gave an opportunity to interact with development professionals in their field.

My students are hard working and have been trained in the rigour of working in rural areas. I have the pleasure to introduce the ninth batch of the MBA RD course to prospective employers.

**Prof. Pradeep Bhargava**  
Director

# The Institute

The Govind Ballabh Pant Social Science Institute (Gbpssi) became a Constituent Institute of the University of Allahabad on July 14, 2005, when the University of Allahabad Act, 2005 came into force. Established in 1980 as one in the network of Social Science Research Institutes, which Indian Council of Social Science Research (Icssr) set up in association with the State Governments, in our case, the Government of Uttar Pradesh, the Institute entered privileges of the University of Allahabad, in 2005. The Institute carries out research in social sciences and rural management, particularly in the field of socio-economic development, culture and public policy. It also provides training, guidance, and consultancy to government organisations and various institutions working in the field of development. The MBA Rural Development Programme has been in operation for the last 10 years.

## Main Areas of Research:

- Agri -Business and Supply Chain Management
- Micro Finance
- Micro Enterprise Development in Informal Sector
- Livelihood, sustainability and Gender Concerns
- Disaster Management
- Displacement and Rehabilitation

- Human Development
- Elementary Education Management
- Gender & Development
- Gerontology and the University Third Age

- Citizenship and Civil Society
- Democratic Processes and Institutions
- Decentralisation and Panchayati Raj Institutions
- Corruption
- Cultural and Diaspora Studies
- Power Culture & Change
- Dalit Studies







## Institutional Collaboration for Research and Action in the Last Decade

Aga Khan Foundation, Centre for Micro-finance, Chennai, Church's Auxiliary for Social Action (Casa), Department of Science and Technology, Government of India, Ford Foundation, Government of Uttar Pradesh, Indian Council for Social Science Research (Icssr), IMWO (Surinam), International Food Policy Research Institute (Ifpri), Indian Council of Medical Research, Indian Institute of Public Administration, Indira Gandhi Rashtriya Manav Sangrahalaya, Bhopal, International Labor Organization, International Management Institute, New Delhi, Ministry of Consumer Affairs, Government of India, Ministry of Human Resource Development, Government of India, Ministry of Culture, Government of India, National Thermal Power Corporation (Ntpc), Planning Commission, Rajiv Gandhi Foundation, Royal Tropical Institute, Amsterdam, Sanjay Gandhi Post Graduate Institute of Medical Science, Lucknow, Sri Ram Foundation, Tata Chemicals, United Nations Development Programme (Undp), United Nations International Children's Emergency Fund (Unicef), World Bank.



HE Krishnadat Bajinath, Ambassdor of Surinam to India, Prof. G.K. Chadha, President Board of Governors, GBPSSI and Prof. Maurits Hasan Khan, University of Paramaribo.



Prof. G.K. Chaddha inaugurating the conference

# The MBA Rural Development (MBA-RD) Programme

The Masters of Business Administration- Rural Development (MBA-RD) programme is located in the Centre for Rural Development and Management. This is supported by Rural Stations at different village locations near Allahabad. Multidisciplinary research undertaken in the centre feeds into the programme.

The two year full time MBA- RD Programme was initiated in 2001. So far 202 students have graduated from this course and joined the corporate and development world. The class of 2011 has 38 students.

## MISSION

The mission of the MBA-Rural Development Programme is to build committed and competent professionals who could transform rural communities that are embedded in a culture of silence into those that can think and act on their own, plan their own destiny, control and manage their own institutions, evolve and adopt technologies for sustainable development as well as adapt to changing demands of the market.

## OBJECTIVES

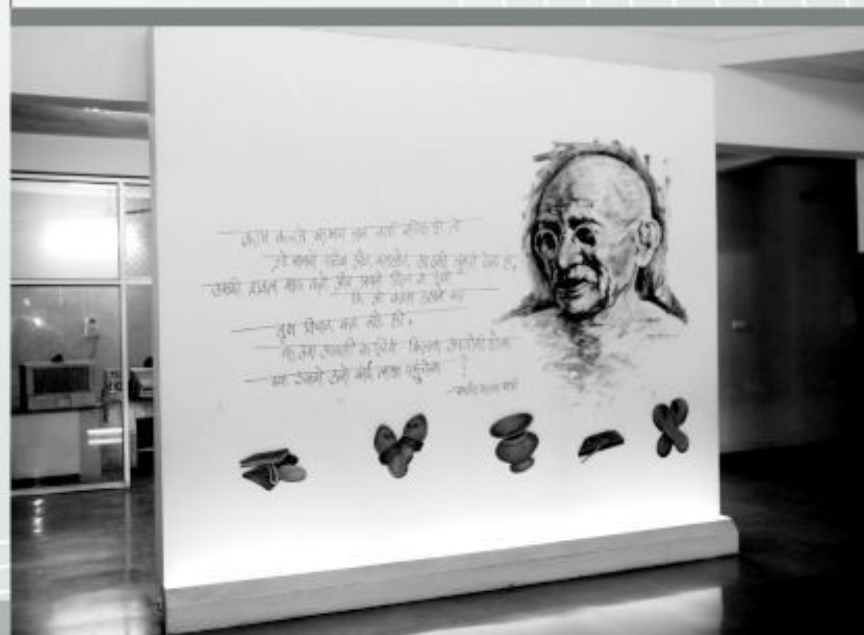
- a) To train students to become development managers in the formal and informal sectors of a rural society;
- b) To equip young men and women with entrepreneurial abilities;
- c) To inculcate egalitarian values among students for professional commitment, integrity and ethics informed by social purpose; and
- d) To train students for competencies for rural transformation.

## PROGRAMME DESIGN

The MBA (RD) Programme is designed to provide students a comprehensive learning opportunity with intensive theoretical knowledge and extensive practical exposure to the rural reality. It seeks to blend diverse learning methods in order to enable students to integrate subject knowledge and practical skills with an attitude to view reality in a holistic manner.

The main features and the content of the programme are as follows:

- A. Immersion Work
- B. Course Work
  - Classroom Teaching
  - Simulation and Experiential Exercises, Case Studies
  - Field visits
- C. Village Work
- D. Summer Placement Work: Training in a Development Organization
- E. Research Project Work



Museum at GBPSSI

### A. Immersion Work

Students are inducted in the programme with an orientation session which informs them about the Institute, the MBA-RD Programme, its Mission and Objectives. Students are also offered Mentorship by the core faculty of the Institute. Assigning each student to a Teacher-Mentor is done in the orientation. It also involves a week long stay in one of the Rural Stations of the Institute.

Objective of the Immersion work is to acquaint students with village and rural living, locate boundaries of a village, identify physical parameters of livelihood and other agro-economic conditions. This also enables them to observe and experience the problems faced by rural people and in general to develop an appreciation of why efforts for rural development are required. Based on the problems identified and needs of the people a plan of initiatives is developed. The visit also aims at helping students to develop qualities which are needed to establish rapport with people/communities and initiate participatory development process.

### B. Course Work

There are 27 courses spread over four semesters. Students acquire knowledge and skills through an appropriate mix of lectures, field visits, practice and experiential learning.

Field visits in the first two semesters help student interface theory with rural reality. Concepts learnt in the classrooms are used to develop own understanding of challenges in rural society. Students report on field visits enabling them to reflect and consolidate their learning.

Experiential Exercises like games, role-plays, simulations and case studies are designed to help students reflect in a group and acquire requisite managerial and organizational capabilities.

### C. Village Work

Village Work is undertaken by students in their first and second semesters. It provides opportunity to students to live and interact with villagers and understand in depth the rural reality. It aims at sensitizing students to the concerns of rural people, help them identify the constraints and potentials for development in the area.

Students visualize their role as professionals and experience rural living from a change agent's perspective. They record their observations and experiences in field diaries and also formulate research questions. Students make a presentation before the final submission of the study report.

### D. Summer Placement Work: Training in a Development Organization

Summer Training is an attempt to bridge the gap between the professional world and academic learning. It enables students to experience the rigours of professional environment. The training gives students a unique edge to maintain a direct and live contact with organizations, work with the organizations, and understand their complexities and challenges.

#### Objectives of the summer training are:

- To provide students with an opportunity to apply the concepts learnt to real life situations;
- To sensitize students to the nuances of a work place by assigning time-bound projects in an organization; and
- To provide students a platform to work and develop a network, which will be useful to further their career prospects.

Summer Training is arranged for all students with Corporate, Government and Non-Government organizations concerned with rural sector, after the completion of second semester and before the initiation of the third semester. The training is of 6-8 weeks duration and provides a platform to students to be a part of the organization and learn from actual practice of the skills acquired.



Students went to different parts of the country and returned with experiences on issues and challenges in development in villages of North India, South India, hilly regions, industrial regions, tribal regions etc. to name a few. This helped in creating a better understanding of Indian rural life in general and preparing the students to fit in any part of the country in any project.

### A Select List of Summer Internship Organizations

AAROH, Association for Community Transformation, Aditya Birla Group, Aga Khan foundation, Aravali, Azim Premji Foundation, BASIX, CASA, Cecoedcon, CEE, Center for Agriculture and Rural Development, CII, Development Alternative, Drishtee, EDA Rural System, Grameen Bank, Grameen Koota, HDFC, Insight Connect, M-Cril, Morarka Foundation, NABARD, Navdanya, People's Science Institute, Pratham, Ruchi, Satin Credit Care Private Ltd., Samarthan, Seva Mandir, SEWA, Sonata Microfinance, SPS, Udyogini, Unicef, We the People, Watershed Organisation Trust.

### D. Research Project Work

Research project is a semester long project undertaken during the final semester and focuses on in-depth research study on emerging rural issues. The objective of the research project is to provide students with an opportunity to design and create research project independently. It aims to rigorously analyse and apply management insights to complex problems in rural development and management.

The research project is supervised by a core faculty of the Institute. A Project Proposal presentation is being made by students before completion of the third semester. The data collection is done in the two weeks semester break between the third and the fourth semester. Students in this period visit the organization and the site where it is operating and/or intervening. In the fourth semester, students analyze the data collected and write a report. Presentation of the project report is made by students before a panel of experts.



Students attending a SHG meeting



PRA initiation : Do it yourself

# Course Structure

## Semester I

Immersion Work  
 Fundamentals of Management  
 Rural Development: Issues, Approaches and Policies  
 Quantitative Techniques  
 Computers and Information Communication Technology  
 Rural Economic and Social System  
 Rural Institutions and Community Organizations  
 Communication and Writing Skill  
 Village Work

## Semester II

Organization Behaviour  
 Accounting for Management  
 Research Methods and Application  
 Operations Research  
 Managerial Economics  
 Intervention in Rural Settings  
 Quality of Life and Social Advancement  
 Summer Placement Work: Training in a Development Organization



## Semester III

Business Environment: Policies, Acts and Institutions  
 Financial Management  
 Human Resource Development and Management  
 Environment and Natural Resource Management  
 Entrepreneurship Development  
 Management and Information System  
 Action Research and Organizing Development  
 Research Project

## Semester IV

Strategic Management for Rural Development  
 Technologies for Rural Development  
 Marketing Management and Rural Markets  
 Agri-Business and Rural Industries  
 Management of Social Empowerment  
 Global Economic Environment and Rural Development





## Specialised Short -Term Courses

Looking into specific nature of demands for rural development practitioners, the Institute has in this year initiated five short-term courses delivered in the format of workshops.

### 1. Microfinance Orientation Programme

Duration: 6 days (13th -18th September 2010)

The week long Orientation Programme on Microfinance was conducted for the MBA- RD third semester students by Sa-Dhan (the Association of Community Development Finance Institutions).

The basic objectives of the programme were –

- to orient students about the Microfinance sector, its history, fundamentals, products, services, financial analysis, management aspects, current issues and many other important topics.
- to enable students to understand the sector in a much better way and
- to make up their mind to opt Microfinance as their career opportunity.

The Course was delivered in an interactive manner using presentations, discussions, group discussions, open-house interaction, case studies and field visit. Students were taken on a half day exposure visit to one of the MFIs (SONATA) and this worked as an opportunity for them to fully appreciate the structure and the dynamics of the organization.

The main speakers in the Orientation Programme were Dr. K. Natrajan, Program Manager, Sa-Dhan, Mr. Abhay, AVP Training, Sonata, Mr. Mathew Titus, Executive Director, Sa-Dhan, Mr. Mukul Jaiswal, Managing Director, Sonata, Mr. Punit Kumar Singh, Programme Executive, Sa-Dhan, Mr. Rahul Bist, Partner, M2i Consulting and Mr. Sanjay Gowan, DGM, SIDBI.

### Workshop on Participatory Rural Appraisal

Duration: 10 days (22nd November- 1st December, 2010)

The Institute exposes students to Participatory Rural Appraisal which aims in giving more attention to decentralised development and recognition of the needs of the community to understand and use local approaches to development. Participatory Rural Appraisal (PRA) makes students familiar with a range of techniques to involve the local people in gathering information on community resources and needs and also devise development interventions along with them. It is distinguished at its best by the use of local graphic representations created by the community that legitimizes local knowledge and promotes empowerment. In the past two years, an International expert on PRA, Dr. Neela Mukherjee has engaged students in a ten days workshop that included intensive field work. Students apply these tools in their research.



Director GBPSSI and Mr. Mathew Titus, Executive Director, Sa-Dhan



Students attending a health camp

### Advanced PG Certificate Course in CSR

Duration (December 2010- February, 2011)

In the changing globalised atmosphere, the Government of India has initiated a move whereby Corporate Sectors shall be contributing 2 % of their profit for socio-economic uplift of marginalized groups, to empower them to become an organic part of development and its benefits. The Ministry of Corporate Affairs, Government of India has also issued its guidelines to corporate houses.

During the period December 2010-February 2011 students shall take the Advanced PG Certificate course in Corporate Social Responsibility offered by the Corporate Value Management, New Delhi.

The course shall develop and overall understanding of social dimensions of business, highlight the critical role that business can play in alleviating some of today's most difficult problems, such as those related to livelihood security, sustainable development, food security etc.

The course exposes students to the new CSR *mantra* of building a business that benefits the community while boosting the company's bottom line.

There shall be an online examination at the conclusion of 10 weeks of the course.

### Workshop on Health Management

Duration: One week (10th-16th January, 2011)

One week workshop on Health Management is being organized in the Institute. The workshop will focus on methods to conduct survey of the health status of marginalized groups both in rural and urban areas, undertake their social mapping and devise interventionist strategies, to coordinate with other implementing agencies in effective management of existing health services and its future growth. The participants shall include representatives of WHO, UNICEF, Bill Gates Foundation, Medical Colleges and national level NGO's besides individual experts from other states.

### Workshop on Agribusiness

Duration (27th January – 31st January 2011)

Workshop on Agribusiness shall be organized in February, 2011 in collaboration with G.B. Pant Agriculture University, Nainital, Uttaranchal, in which various corporate agencies, financial institutions and NGO's are expected to participate. The focus of the workshop shall be on training the students in mechanism of higher agricultural growth and an effective supply chain that benefits the grower, the supplier and the consumer. This workshop will also focus on enhancing agricultural productivity to meet future figures that as of today gives a very dismal picture of food security in India.



Dr. Debasis Bhattacharya and Mr. Anand Agrawal from Corporate Value Management, New Delhi, inaugurating the CSR Workshop.

## Development Professional's Meet –DPM 2009:

The meet is an annual pause for a retrospection of the on going process in the field of rural development, conducted in the month of October. It is a two-day meet and focuses on how people and their participation can be organised and their capacities built. It also considers how a pool of competent Rural Development Professionals can be created to formulate new strategies and forge new partnership in the formal and informal sectors with a view to attain accelerated rural development. The meet provides a confluence of professionals, practitioners, academicians and researchers from various organisations and institutions belonging to government, non-government and corporate sectors. The meet is organised entirely by the efforts of students with a view to impart training of event management and public relations.

Accordingly, the Institute organized the Development Professional's meet on 10th & 11th October, 2009 over the theme "Managing the Agribusiness Development: Challenges and Options". The Meet brought together corporate executives, researchers, policy makers and Non-Governmental Organizations to discuss proven and innovative approaches to promote the development of competitive, equitable and inclusiveness models. The purpose of the Meet was to offer a platform to agribusiness practitioners to deliberate upon strategies for agribusiness development with twin objectives of competitiveness and inclusiveness. Prof. Ashok Gulati, Director, International Food Policy Research Institute (Ifpri), New Delhi inaugurated the Meet.

The speakers in the workshop were Prof. P. R. Agarwal, Director, MNNIT, Allahabad, Prof. S. P.

Gupta, Ex GM GEC & Head, Agri-business Department, AAI Deemed University, Shri. G. S. Darbari, President, Eastern UP Chambers of Commerce and Industries, Prof. Bipin Beohar, Agri-business Department, JN Agriculture University, Jabalpur, Mr. Subhash Jindal, Vice-President, BASIX (Central India), Dr. Nagendra Yadav, Asst. Professor, U.P. Rajarshi Tandon Open University, Allahabad.

## Participation in Preparation of Annual Status of Education Report:

Facilitated by Pratham, ASER (Annual Status of Education Report) is the largest household survey undertaken in India by people outside the government. It annually measures the enrollment as well as the reading and arithmetic levels of children in the age group of 6-14 years. ASER engages a local organization or institution in each rural district in the country, using a common set of tools and a common sampling frame. Students of the Institute were actively involved in the survey in Allahabad district. It involved a 3 days training of sample selection and documentation. The survey helped students in exploring the field of education and understanding its challenges and ground realities.



Prof. Ashok Gulati, Asia Director, IFPRI, addressing students in the Auditorium



# Seminars, Workshop, Exhibitions, Training Organized

**Designing MPhil Course in Development Studies**  
Sept. 04-05, 2009.

**Managing Agri-Business Development Challenges and Options**  
October 10, 2009

**Fifth Annual Conference of Uttar Pradesh and Uttarakhand Economic Association**  
October 24-25, 2009.

**Dalit Consciousness and Making of the Language of Politics, Subaltern Dissent and Contemporary Literature.**  
(A Brain Storming Workshop under the project 'Cultural Resources and Forging a Democratic Order: Marginalised Groups in Northern India')  
November 3-4, 2009.

**State and Civil Society**  
February 23, 2010

**National Seminar on NREGA: Recent Evidence, Unresolved Issues and Possible Intervention**  
March 8, 2010

**National Seminar on "Land Reforms, Land Acquisition and their Impact on Livelihood Security of Rural People".**  
March 9-10, 2010

**"Folk-life and Saint Literature- in context of Kabir and Ravidas"**  
(First Lokgyani Workshop organized in Varanasi)  
March 9-10, 2010.

## Invited Lectures

**Corporate Accountability**  
Philippe Hensmans, Director Amnesty International, Belgium  
July 15, 2009

**"Creating a Secular Commonsense: Ten Theses on Secularism in India"**  
(24th G B Pant Memorial Lecture)  
Meera Nanda  
September 10, 2010

**"Unpacking the Universal History of Capital: Reflections on Contemporary Politics in India"**  
Aditya Nigam, Fellow CSDS  
November 26, 2009

**"Kailas-Manas: A Multi Cultural Destination"**  
Shekhar Pathak, Fellow Nehru Memorial Museum  
November 27, 2009

**"Travelling in Pakistan, Afghanistan, Chinese, Turkistan and Kyrgyztan"**  
Dan Jantzen, Cultural Activist, Chicago  
November 28, 2009

**"Adam Smith on Economic Growth"**  
Robin Ghosh, Chairman, The Institute of Development Studies in Australia  
November 29, 2009



## Co-Curricular and Extra-Curricular Activities

At MBA-RD programme, emphasis is laid on the need to balance in-class and out-of-class life experiences. In this programme students work hard in class but they also utilize energy for diverse activities. They are encouraged to get involved in several co-curricular activities like Group Discussions, Debating, Role Playing, Quizzes, Management Forums, Cricket, Basket Ball, Badminton, Chess, Skits and Plays.

These activities help in improving communication skills, developing the right kind of attitude, enhancing leadership qualities and abilities, working in high pressure environment, emerging as team players, refining inter-personal skills, improving creativity, inculcating discipline, and enhancing their confidence level.

### Rangotkarsha

The students have a cultural association which organizes regular cultural programs. Every year in the month of February, a period known for its creativity, harmony and beauty in northern India, the association organises "Rangotkarsha" in which students participate in various cultural activities like skit, poetry, dance and other programs.

### SPIC MACAY

From time to time under Spic macay, various cultural activities are performed by artists from different regions of the country. Various forms of art, dance and folk music help the students to enhance their knowledge about culture of other regions of the country.

### ALUMNI MEET

The alumni meet was organised on 4th November, 2010 on the occasion of Dipawali in which 30 Ex-students participated. They exchanged their job experience with the students, related to the fields in which they were working.

It was decided that alumni association will be registered under Societies Registration Act 1860 in order to make this platform more effective and fecund.



### Yoga

For physical and psychological fitness and emotional equanimity, yoga classes are held twice a week. Students regularly join yoga classes under the supervision of two experts.

### Health Camp

Students of MBA (RD) participated voluntarily in social betterment activity. They participated in health camps organized in villages, assisted in its activities and helped doctors in vaccination and free distribution of required medicines besides conducting cataract surgery. The students also motivated the villagers in health care. This helped students in undertaking successfully the exercise of trust building through participatory methods.

# Infrastructure

## The Campus

The Institute has a serene and green campus situated on the G. T. Road (NH No. 2) near Triveni Sangam. Infrastructural requirements relating to teaching, research and training are catered through a seminar and a conference Hall and a 300 seat acoustically developed auditorium.

## Classrooms

The Institute has well furnished classrooms, air-conditioned and well equipped with modern teaching aids and designed for participative learning.

## Library

The Institute's library is recognized as a national centre of information and regional resource centre. It has over 50,000 books, archival material and documentation of studies and research in almost all social science disciplines and subscribes 150 national and international journals. The library has access to Inflibnet.

## Auditorium

The Institute has a centrally air- conditioned auditorium with a seating capacity of 300. The auditorium serves as a venue for various seminars, workshops, special lectures by visiting dignitaries, Spic macay concerts and sessions with the chairman.

## Hostel

There is boarding facility for 48 students in the fully furnished double occupancy hostel rooms. The hostel also has a common reading room.

## Computer Centre

The Institute is fully equipped with latest IT infrastructure, which includes two Servers (HCL Infiniti Global Line Server Intel Xeon Two Processor





Quad Core), 45 Thin Clients (HCL WinBee, Intel Processor), 40 Desktops (Pentium 4) and 10 Laptops (Pentium 4) connected with wired as well as wireless network. Software like SPSS, ArcGIS, ERDAS, Gram Plus, Libsys, Microsoft Project, Microsoft office and Tally 9 ERP are available. The Institute has also subscribed for Inplibnet which enabled the scholars for accessing all reputed journals online.

The Institute has 2 MBPS 1:1 leased line internet connectivity. The internet and LAN is extended to the faculty quarters and hostel also. Further, the Institute is planning to integrate all the isolated computerized units to one platform for moving towards ERP solution, which will ensure transparency and security and help in managing redundancy.



### Manav Vikas Sangrahalaya

The Manav Vikas Sangrahalaya or the museum of the development of man is an ethnographic museum that documents and displays the cultural artifacts of communities of the region. It caters to both popular and academic interests through exhibitions of rare collections, models, artifacts and photographs. The Museum endeavors to link up research on society and culture with documentation and advocacy aiming at socio-economic development of the region. The Museum has a Dalit Resource Centre, which serves as a nodal base to study the rich cultural capital of



marginalised communities of Uttar Pradesh. Manav Vikas Sangrahalaya comprises 4 galleries. It documents the indigenous knowledge, technologies and modes of production.

### Sports

The Institute has a well equipped indoor games room and a court each for basket ball, volley ball and badminton.

### Guest House

A guest house with 2 VIP suites and 10 fully furnished air-conditioned rooms hosts scholars and visitors at the Institute.

### Seminar Hall

The Institute has a well equipped Seminar Hall for organizing seminars, workshops, symposia and lectures by eminent scholars. This facility is also extended to the MBA (RD) students for presentation of their reports, debates and seminars.



# Faculty

The Institute has a team of professionally qualified permanent faculty from various management disciplines. They are actively involved in research and in formulation of programmes that would help in strengthening and transforming rural India. The vast pool of knowledge and experience of the faculty members is one of the greatest intangible assets of the Institute. The Institute regularly invites visiting faculty from leading institutions and organizations in the development sector. Most of the faculty stay on-campus and are accessible to students outside the classrooms for discussion and debate.

## Faculty

**Prof. Jean Dreze**  
Ph.D.

**Prof. Pradeep Bhargava**  
Ph.D. (Economics)

**Prof. U. Kalpagam**  
Ph.D. (Economics and Cultural Anthropology)

**Prof. S.K. Pant**  
Ph.D. (Economics)

**Prof. Bhaskar Majumdar**  
Ph.D. (Economics)

**Prof. Badri Narayan Tiwari**  
Ph.D. (Social History)

**Dr. Govinda Chandra**  
Ph.D. (Sociology)

**Mr. Bimal Kumar**  
M.A. (Economics)

**Dr. Sunit Singh**  
Ph.D (Economics)

**Dr. A.R. Mishra**  
Ph.D. (Political Science)

**Dr. K.N. Bhatt**  
Ph.D. (Economics)

**Dr. R.M. Tripathi**  
Ph.D. (Geography)

**Mr. Anjesh Kumar**  
MCA

**Ms. Rewa Singh**  
MBA (HR)

## Visiting Faculty

**Prof. A.K. Mukherjee**  
MONIRBA, University of Allahabad

**Prof. J.N. Bhargava**  
MONIRBA, University of Allahabad

**Mr. A.K. Jain**  
Vice president, Eastern U.P. Chamber of  
Commerce & Industries, Allahabad

**Dr. Swapnil Srivastava**  
Allahabad Agriculture University, Allahabad

**Dr. Anil Shukla**  
Ewing Christian College, Allahabad

**Mr. Sanjay Saxena**  
Harischandra Research Institute (HRI),  
Allahabad

**Dr. Surya Bali**  
Associate Professor, Swaroop Rani Medical  
College

**Mr. Shashwat Singhal**  
CA

**Dr. Dipesh Tiwari**  
Motilal Nehru National Institute of Technology,  
Allahabad



## Guest Faculty

**Prof. Rajeev Sharma**  
IIM- Ahmedabad

**Prof. Pankaj Chandra**  
IIM- Ahmedabad

**Prof. Sashwat Biswas**  
IRMA, Anand

**Prof. K.K. Bhutani**  
Director, UPTECH

**Prof. Anand Prakash**  
Delhi University, Delhi

**Prof. R.K. Naidu**  
(Retd.) Dept. of Psychology, University of  
Allahabad

**Prof. Yoganand Sinha**  
Formerly at dept. of Psychology, University of  
Allahabad

**Prof. M.M. Krishna**  
Dept. of Economics, Universtiy of Allahabad

**Prof. Lalit Joshi**  
Dept. of Modern History, University of Allahabad

**Mr. G.S. Shukla**  
former GM, ITI, Allahabad

**Justice A.B.L. Srivastava**  
Retd. Judge, Allahabad high Court

**Dr. Kavita Agrawal**  
Kamla Nehru Memorial Hospital, Allahabad



Camp fire discussion



Prof. S.S. Acharya, former Chairman, Commission of Agricultural Costs and Prices, Government of India with the Director GBPSSI

# Placement Procedure

1. Invitations are sent to companies/organizations with the Placement Brochure & Job Response Form (Jrf).
2. Company /organization may fill the JRF & send the same by e-mail/post to the placement officer or simply dial 09415140816 for pre-placement discussion.
3. Information provided by the company will be made available to students. Interested students register themselves.
4. The company/ organization could confirm or negotiate the dates with the placement office.
5. Resumes of interested candidates are made available for the company on their asking.
6. Short listed students are notified.
7. After completion of selection procedure on campus, the company is requested to announce the final list of students on the same day.



## Past Placements

AC-Nielson ORG MARG Pvt. Ltd., ASA-GV, Associations for Stimulating know how

BASIX, Bhartiya Cattle Research, Bodh Shiksha Samiti, CAPART, CARD, CASA, CASHPOR, CECOEDCON, Center for Development of Human Initiative (CDHI), Chinmaya Organization for Rural Development, Concept Agrotech Limited, DCM Society, DEBATE, Deccan Flora, DRISHTEE, FES, Grameen Development Services

HSC (CBED Project) ,Institutional Development Enterprise, ITC-IBD, Jan Hith Sewa Sadan, M.R.MORARKA FOUNDATION, Mahila Samakhya, MP DPIP (MP Government), National Dairy Development Board (NDDB), NEG-FIRE, NIRANTARA, PARMARTH, PRADAN, PRATHAM, Samaj Pragati Sahyog, Samarthan,, SANKALP, SARD, Satin Creditcare Private Ltd., Self Employed Women' Association (SEWA), Seva Mandir, SIRD, SKS Micro-Finance, Sonata Micro-Finance, Swa Shakti, Udyogini, Ujjivan Micro-Finance, UNICEF, URMUL, Usha Martin, Uttrakhand Government







# Students' Profile

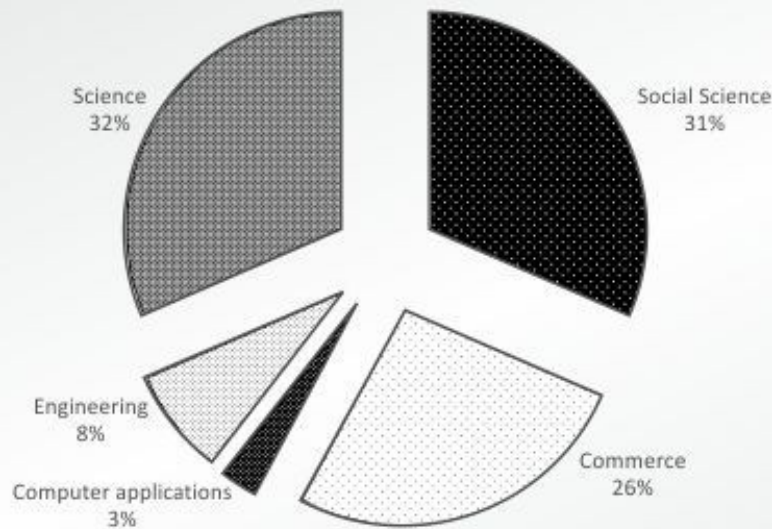
## Class of 2011

Admission to the Institute is based on merit. The minimum qualification for admission to the MBA-RD Programme is graduation from a recognized university. Advertisements for admissions are placed in the leading newspapers. An all India written examination is conducted at various centers in the country.

Final selection is based on the performance in the examination followed by group discussion and personal interview.

The Class of 2011 comprises of students from diverse disciplines including Arts, Humanities, Science, Commerce and Engineering.

A brief profile of students of the Class of 2011 and their work experience is given in the following pages



9th batch of MBA RD students



**Name** Abhay Singh  
**Born** 05/05/1985  
**Qualification** B.Sc. (Zoology, Botany), Ewing Christian College, Allahabad University  
**E-mail** bappy00@gmail.com  
**Research Project** Supply chain management of onions in Allahabad district: A micro study

**Name** Indra Mohan  
**Born** 28/01/1985  
**Qualification** B.Sc. (Zoology, Chemistry), V.B.S. Purvanchal University, Jaunpur  
**E-mail** indramohan002@gmail.com  
**Research Project** Impact assessment of SGSY in rural areas of Allahabad



**Name** Alankar Tiwari  
**Born** 9/11/1987  
**Qualification** B.Sc. (Botany, Anthropology), Allahabad University  
**E-mail** alan1986@rediffmail.com  
**Research Project** Impact of Public Distribution System (Pds) in villages of Allahabad district and evaluation

**Name** Bhanu Pandey  
**Born** 30/09/1985  
**Qualification** B.Tech.(Computer Science), Institute of Engineering and Research Technology, U.P. Technical University, Lucknow  
**E-mail** bhanupandey.2008@gamil.com  
**Research Project** To study the impact of MNREGA in villages of Allahabad district



**Summer Training Project Undertaken Jointly**  
**About the Project**

**Drishtee Foundation**

Implementation of placement linked skill development (SGSY Scheme) in Mathura

The project addressed capacity building of rural youth of BPL families on the issue of unemployment through mobilizing and training them to develop requisite skills and provide placement opportunities by organizing job fairs by public private partnership. The study documented unwillingness to move out of village, expectation of high salary among the rural youth making the scheme less effective. Targeting needy youth from BPL families and focusing on specialized trainings for self employment rather than wage employment will make this SGSY scheme successful.



**Name** Ankesh Singh  
**Born** 2/05/1987  
**Qualification** M.A. (Philosophy), Allahabad University  
**E-mail** ankeshsingh21187@gmail.com  
**Research Project** Role of microfinance for sustainable livelihood in rural India: Study of a village in Allahabad.

**Name** Vineet Kumar Sharma  
**Born** 21/04/1986  
**Qualification** B.Com, University of Allahabad  
**E-mail** v.sharma2107@gmail.com  
**Research Project** Contribution of primary health care centre in health status of people: Study of a Primary Health Centre (PHC).



**Summer Training** **Chinmaya Organisation for Rural Development** (Cord), Kangra District, Himachal Pradesh

**Project Undertaken Jointly** An assessment of Implementation of United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) in the state of Himanchal Pradesh

**About the Project** The project assessed the current scenario of the disabled persons, their issues on social status, grievances, unemployment, health, illiteracy and accessibility in public premises, existing Government policies, welfare schemes and facilities provided and the impact on their lives. The study found huge gap between government data and grass root reality of the disabled in terms of benefits from the welfare schemes, limitations in the implementation of UNCRPD in the rights of disabled in equality and its success lies in creating awareness among disabled, providing its guidelines to Government officials, adequate funding with close monitoring and utilization.



**Name** Parag Tiwari  
**Born** 30/07/1991  
**Qualification** B.Com. (Honours) , Banaras Hindu University, Varanasi  
**E-mail** paragtiwaribhu@gmail.com  
**Research Project** Sustainability of SHG program in India with especial reference to Bahadurpur block, Allahabad

**Name** Shashi Kant  
**Born** 4/05/1986  
**Qualification** B.Sc. (Mathematics, Computer Maintenance) and B.Tech. (Electronics and Communication), University of Allahabad  
**E-mail** shashi.jk09@gmail.com  
**Research Project** Use of Technology in Primary Education: a survey of two Primary Schools in Allahabad district.



**Summer Training** **Chinmaya Organization for Rural development** (Cord), Himachal Pradesh  
**Project Undertaken Jointly** System of Rice Intensification in Sidhbari, Himanchal Pradesh: Motivation, Training and Implementation  
**About the Project** The project created awareness in the new technique of rice cultivation involving mechanical weeder and marker and the use of organic manure in rain fed areas by motivating and mobilizing the farmers through various trainings for implementation. The study finds that farmers convinced with SRI techniques over conventional method of rice cultivation in view of less water and cost with increase in yield. Risk averse farmers having no other source of supportive income lack initiatives in adopting SRI techniques. Wider adoption of SRI techniques emphasizes the need for crop guarantee through insurances and input subsidies.



**Name** Umesh Kumar Pandey  
**Born** 2/11/1989  
**Qualification** B.Sc. (Physics, Mathematics), University of Allahabad  
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**Research Project** Linking guava farmers with market: Opportunity and challenges- A case study of Allahabad district

**Name** Raj Shekhar Singh  
**Born** 3/05/1988  
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**E-mail** shekhar.raj.singh88@gmail.com  
**Research Project** Impact of micro finance on poverty alleviation.



**Name** Arun Kumar  
**Born** 12/05/1986  
**Qualification** B.Sc. (Physics, Mathematics), Allahabad University  
**E-mail** arunmanav22@gmail.com  
**Research Project** A study on post- harvest marketing losses of green vegetable in Allahabad

**Summer Training Project Undertaken Jointly**

**Centre for Agriculture and Rural Development (Card), New Delhi**  
 Event management for farmers: An experience with Centre for Agriculture and Rural Development, Lucknow, Auraiya District

**About the Project**

We managed an event providing opportunities for interaction between progressive farmers, technical experts, product and service providing organizations on behalf of CARD. The event sensitized the farmers to latest innovative techniques and ideas in agriculture and allied sectors. We approached various organizations such as Mahindra and Mahindra, Escort, VRN Seeds, Excel Crop care and persuaded them to participate in Kharif Goshti. This helped us learn interacting with top management of organizations, coordinating an event and crisis management during the process.



<b>Name</b>	<b>Chitragada Gautam</b>
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<b>Qualification</b>	B.C.A., United Institute of Management, Chatrapati Sahu Ji Maharaj University Kanpur
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<b>Research Project</b>	Health status of SC children in identified area of Allahabad.

<b>Name</b>	<b>Deepa Pandey</b>
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<b>Research Project</b>	Illness among poor households of SC in rural areas



<b>Summer Training</b>	<b>People Science Institute</b> Dehradun, Uthrakhand.
<b>Project Undertaken Jointly</b>	Resource Gap Analysis for Watershed Development: Preparing a Detailed Project Report (Dpr) of Thanaksoga panchayat, Himachal Pradesh
<b>About the Project</b>	The study focuses on the estimation of gaps in available basic resources through PRA technique in a resource constrained watershed village for the preparation of a DPR. It documents the detailed status of various resources, its estimated gaps, specific problems faced, prioritized and proposed activities to cope with them, estimated the budget involved and technical feasibilities by a technical team. The proposed actions in the DPR to meet out the gaps involved lift irrigation, bio fencing for soil conservation, improved agricultural and allied activities, fodder production and pasture development on fallow lands.



**Name** Niraj Dwivedi  
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**Name** Manish Kumar Yadav  
**Born** 4/05/1980  
**Qualification** M.A. (Sociology), Chatrapati Sahu Ji Maharaj University Kanpur  
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**Research Project** Study change in the mind set of people regarding women participation in village panchayat elections



**Summer Training Project Undertaken Jointly** **People's Science Institute (Psi), Dehradun, Uttarakhand.**  
 Developing Self-Reliant Villages in Bundelkhand

**About the Project** The basic aim of this project is to assess the poverty level in the drought stricken communities in Bundelkhand region through estimating the percentage of unemployment, agricultural labourers, marginal workers, cultivable waste area, irrigated area, SC/ST population to eradicate poverty and mitigate draught in a sustainable basis. This Self-Reliant Development would include community mobilization and formation of village level institutions with improved governance, convergence of funds available with PRIs and existing government schemes and use of information technology tools for planning, reporting and monitoring.



<b>Name</b>	<b>Indra Mohan Kumar Munna</b>
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<b>Qualification</b>	B.Sc. (Zoology, Chemistry), B.R.A. University, Muzzafarpur
<b>E-mail</b>	ikmunna@yahoo.com
<b>Research Project</b>	A comparative study of public and private health centres focusing socio-economic profile of patients in Allahabad.

<b>Name</b>	<b>Gunja Kirti</b>
<b>Born</b>	01/01/1990
<b>Qualification</b>	B.Com, University of Allahabad
<b>E-mail</b>	gkkhushigunja2@gmail.com
<b>Research Project</b>	Challenges & opportunities in rural areas in context of CSR initiatives



<b>Summer Training</b>	<b>We The People, New Delhi</b>
<b>Project Undertaken Jointly</b>	Identifying potential of employability for unskilled, semiskilled and skilled workforce in National Capital Region
<b>About the Project</b>	The project examines the role of virtual online employment exchange platform in creating better employment opportunities for the rust collar workforce of unorganized sector. This addressed the issues, conditions and expectations of both demand (job provider) and supply (job seeker) sides of innovative model of employability. Organized suitable trainings for skill up-gradation of the work force to meet the potential and requirement of the job providers. While this virtual employment mechanism caters the need of both employer and job seeker, upon their mutual negotiation, the issue of migration on the demand side and lack of permanent job tenure for the supply side need special attention.





**Name** Rahul Goel  
**Born** 4/06/1985  
**Qualification** B.Com, University of Allahabad  
**E-mail** rahul.goyal103@gmail.com  
**Research Project** Impact assessment of Indra Awas Yojna

**Name** Ujjwal Singh Bhandari  
**Born** 30/06/1987  
**Qualification** B.Com, Lucknow University  
**E-mail** ujjwal\_singhbhandari@yahoo.com  
**Research Project** Credit access and poverty reduction: A case study of SHG-Bank linkage program in Phoolpur Block, Allahabad



**Summer Training** Association for Community Transformation (Act), Jabalpur.  
**Project Undertaken Jointly** Process documentation of rehabilitation of slum

**About the Project** Studied the role played by Association for Community Transformation (Act) in the rehabilitation of slums through mobilizing the agitated crowd, verifying the bonafide residence, allotment of land, providing sanitation and drinking water and supplying food grains and other basic commodities, all with transparency in services. The NGOs are better than the Government department in successfully rehabilitating the community.

**House hold survey for Integrated Watershed Management Program**

Under IWMP, made a household survey of 25 villages of Parashia block on socio-economic condition of the people, agricultural productivity, sources of water resources, identified drains and feasibility of constructing check dams and gully plugs, available employment opportunities and prepared micro-plan for some villages to ensure water for irrigation and drinking purpose, guaranteeing employment and capacity building to promote entrepreneurship.



**Name** Satyendra Vikram Singh  
**Born** 3/05/1986  
**Qualification** B.A. (Economics, Hindi), PGDFT-PP, Allahabad University  
**E-mail** vikram.satyam@gmail.com  
**Research Project** Challenges before handling CSR

**Name** Pooja Rani  
**Born** 10/12/1986  
**Qualification** B.Tech. (Process and Food Engineering), Allahabad Agricultural University, Naini  
**E-mail** mail2pooja2008@rediffmail.com  
**Research Project** Study of competitiveness of Amla Processing units in Pratapgarh District



**Name** Romi Jaiswal  
**Born** 26/09/1986  
**Qualification** B.B.A., Lucknow University  
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**Research Project** Impact of CSR on community.

**Summer Training**  
**Project Undertaken**  
**Jointly**  
**About the Project**

Samaj Pragati Sahyog, Indore, Madhya Pradesh.

Impact Assessment of Self Help Groups (SHGs): A case of SPS in Bagli, Kataphod and Udainagar Location of Dewas District.

This study analyzed the performance of the SHG-Bank Linkage program of SPS on the socio-economic and psychological upfront of the member women. The SPS through its continuous efforts succeeded in bringing out the large proportion of core poor from the vicious cycle of indebtedness by means of raising money from the 'Samuh' itself in the form of savings as well as allowing loans to be procured for consumption and income generation. The SHGs serve as a platform to empower women by making them capable of voicing their rights on various social and political issues, by inviting leadership among women and thereby increasing their confidence. The SHGs suffer due to delinquencies in repayment by the members and insincere facilitators, which calls for adoption of stricter norms and awareness sessions as well as encouraging entrepreneurial activities for successful functioning.



**Name** Ravindra Kumar Kannogiya  
**Born** 10/05/1989  
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**Research Project** Analysis of production, marketing and consumption pattern of food grains among farmers in Saidabad village.

**Name** Ranjeet Kumar Sah  
**Born** 31/05/1984  
**Qualification** B.A. (English Literature, Political Science) , University of Allahabad  
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**Research Project** Impact of Mid-Day meal scheme in Primary Schools: An assessment



**Summer Training** Central Himalayan Rural Action Group (Chirag), Bageshwar, Uttarakhand  
**Project Undertaken Jointly** Production and Marketing of horticultural products in a remote village

**About the Project** The study analyses Chirag's intervention in marketing the agricultural and horticultural produce of small farmers to get fair and better prices in hilly regions of Uttarakhand where market facility is poor. Assessing the production and consumption pattern of the villagers, the study recommends introduction of hybrid seeds and fertilizers to increase the current productivity, techniques for improving land irrigation to bring more area under cultivation and involving them in the diversified activities like making vegetable pickles, providing scope for sustainable marketing activities and sense of business among the villagers.



<b>Name</b>	Deepak Kumar Singh
<b>Born</b>	14/01/1982
<b>Qualification</b>	B.Com. Gorakhpur University
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<b>Research Project</b>	To assess the impact of microfinance on traditional credit lending practices and entrepreneurial initiative among poverty stricken people

<b>Name</b>	Shailesh Kumar
<b>Born</b>	28/06/1986
<b>Qualification</b>	M.Sc. (Mathematics), University of Allahabad
<b>E-mail</b>	s_shaileshkumar@rediffmail.com
<b>Research Project</b>	Micro-finance: Empowering women



<b>Summer Training</b>	<b>Samarthan Weakling Development Foundation (Swdf)</b> , Jaamatara, Jharkhand (Registered under Section 25, Companies Act 1956)
<b>Project Undertaken Jointly</b>	Working strategies of Micro-Finance: A case study of Samarthan Weakling Development Foundation (Swdf).
<b>About the Project</b>	Samarthan follows safe loan lending process by effective group recognition test to women Joint Liability Group (Jlg) which ensures prompt repayment of loans. The project examined the organization structure, strategies and implementation processes of SWDF initiating for promotion of income generation activities. It examined the current strategic positions indentified by Samarthan and the potential areas for expansion. The project identified that traditional handicrafts of tribal, woodworks like making of baskets, ladders, chairs and similar income generation activities open up the good opportunity to increase its portfolio lending for the future expansion.



**Name** Shambhavi Pandey  
**Born** 17/03/1986  
**Qualification** B.A. (English Literature, Sociology), V.B.S. Purvanchal University, Jaunpur  
**E-mail** lucky\_gr82008@yahoo.co.in  
**Research Project** Functioning and impact assessment of National Rural Health Mission (Nrhm)

**Name** Srikant Purvar  
**Born** 26/10/1985  
**Qualification** B.Sc. (Physics, Mathematics), Chatrapati Sahu Ji Maharaj University, Kanpur  
**E-mail** s.purwars@gmail.com  
**Research Project** Corporate Social Responsibility and Public Sector Units



**Name** Raghvendra Singh Sengar  
**Born** 2/11/1985  
**Qualification** B.Sc. (Physics, Mathematics), Allahabad University  
**E-mail** raghav10889@gmail.com  
**Research Project** Contribution of microfinance institution in financial inclusion in rural context

**Summer Training**  
**Project Undertaken**  
 Jointly  
**About the Project**

**Aditya Birla Group**

An assessment of Corporate Social Responsibility (Csr) Intervention in social sector: A case of Aditya Birla Group

The project studied the functioning and the impacts of various activities undertaken by CSR initiatives by understanding the process and strategies involved, the nature of interventions with the communities through public private partnership, their strength and limitations and evaluated the overall impact in terms of awareness in health and hygiene, employment and livelihood opportunities, infrastructure developments, importance and the role of education. The experiences of case study act as agents to change the mindset of the community and highlight the key need areas as opportunities that the corporate needs to consider in future.



**Name** Sushant Kumar Pandey  
**Born** 15/01/1988  
**Qualification** B.A. (Hindi, Political Science) , University of Allahabad  
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**Research Project** To access the reach and impact of CSR activities in rural communities settled in near by industries

**Name** Mrinmay Pramanik  
**Born** 3/12/1987  
**Qualification** B.Sc. (Computer Maintenance, Mathematics), Allahabad University  
**E-mail** laxminarayan003@gmail.com  
**Research Project** Everyday economics of cultural entertainers in Magh-mela, Prayag



**Summer Training** Watershed Organisation Trust (Wotr), Ahmednagar,  
**Project Undertaken Jointly** Impact analysis of watershed development project

**About the Project** The project examined the changes in the socio-economic condition of tribal village-Pagan, district-Dhule, Maharashtra due to watershed development activities. Watershed techniques resulted in increased water recharge, agricultural diversification with introduction of usage of hybrid seeds and fertilizers, increased rice production through System of Rice Intensification (SRI) technique and reduction in migration of laborers. The successful case studies of SHGs highlight the scope of entrepreneurial activities, awareness of education among girls and their empowerment in society.



**Name** Tejaswi Pratap Singh  
**Born** 10/06/1989  
**Qualification** B.A. (English Literature, Ancient History), Allahabad University  
**E-mail** me\_tejaswi@yahoo.com  
**Research Project** Study the impact assessment of Indira Awas Yojna in Allahabad district

**Name** Sushant Kumar Singh  
**Born** 15/07/1989  
**Qualification** B.Sc. (Computer Science, Physics), Allahabad University  
**E-mail** stunic007@gmail.com  
**Research Project** Microfinance enhancing the income levels in rural India: A case study of a village in Allahabad District



**Summer Training** Aarohi , Nainital ,district Uttarakhand  
**Project Undertaken Jointly** Development plan for village Khati

**About the Project** The project aimed at to prepare a village plan through baseline survey of village Khati having no proper road connectivity but serving as base for tourists. There was lack of service providers like police, ANMs and teachers, livelihood mainly on the illegal growing of drugs and absence of any government schemes towards legal income generations. The development plan includes improving the road connectivity, ensuring regular visits of the barefoot teachers and health workers, introducing cash crops, mushrooms and medicinal plants, encouraging goat rearing and poultry farming, promoting village shops with AAROHI products (handicrafts) and developing tourism related infrastructure



**Name** Vijay Kumar Prajapati  
**Born** 21/07/1989  
**Qualification** B.Sc.(Statistics. Mathematics), University of Allahabad  
**E-mail** vijayeclectic@rediffmail.com  
**Research Project** Impact of male migration on rural women  
**Summer Training** Aga Khan Rural Support Program (India)

**Project Undertaken**

Process documentation of Mahatma Gandhi National Rural Employment Guarantee Scheme (Mgnregs) implemented under Rajiv Gandhi Mission for Watershed Management (Rgmwm) at Khargone District (Madhya Pradesh).

**About the Project**

The project studied various processes followed by NGOs in mobilizing the community to implement MGNREGS and the nature and guidelines involved in establishing linkages and liaisons with the PRIs in planning, capacity building, implementation that can influence the policy at the macro level. The NGOs helped improve the livelihood of the community with wage security through drought proofing, plantation, land development and other activities of watershed management. This initiation of employment with watershed management has paved the way for sustainable development with natural resource management

**Name** Sandeep Kumar Singh  
**Born** 22/07/1987  
**Qualification** B.A. (Medieval History, Political Science), V.B.S. Purvanchal University, Jaunpur  
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**Research Project** Women empowerment through SBLP in context of Allahabad district  
**Summer Training** Satin Credit Care Network Ltd., New Delhi.



**Project Undertaken**

Risk management in Satin Credit Care: A comparison with other Micro Finance Institutions (MFIs) and SWOT analysis.

**About the Project**

The project made an attempt to understand the policies and procedures adopted in the credit operations, identified the areas of risk and strategies followed in risk management and analyzed the strength and weakness of Satin and other competitive MFIs. The high professional management and coordination among its employees, rigorous cross checks and fast execution in the credit disbursement, transparency of the activities, easy and simple documentation are the factors that make Satin a successful MFI among its competitors. Defaulting due to large commission charges by agents, instances of money robbery due to poor salaries warrant attention in the risk management





**Name** Deependra Singh  
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**Qualification** B.Com, University of Allahabad  
**E-mail** deependrasinghmba@gmail.com  
**Research Project** Role of microfinance in women empowerment  
**Summer Training** **PRATHAM** Rajasthan (Jaipur, Dungarpur, Karauli, Jalore and Ajmer)

**Project Undertaken** Finding the best practices of volunteer mobilization

**About the Project** PRATHAM has a project for improving learning abilities of children through interactive education processes. The project is undertaken by volunteers. The study focused on the system and concept of volunteer mobilization, mobilization processes, objectives and motivating factors to join as a volunteer and the culture and practices followed by Trainers and Monitors. PRATHAM could enroll volunteers through public relations without the first point of contact and reach out to people who wish to do something for the society voluntarily. Establishing their identity in society as a teacher and the PRATHAM experience certificate were also motivating factors in the mobilization. Some financial support can encourage volunteers to continue.

**Name** Piyush Mishra  
**Born** 31/10/1989  
**Qualification** B.Com, University of Allahabad  
**E. mail** piyush9795551998@gmail.com  
**Research Project** Modes of awareness generation and advocacy: Case study of Agitprop method adopted by civil society in Rajasthan and Uttar Pradesh.



**Summer Training** **NSD, CARE and Vinoba Sewa Ashram**, Shahjahanpur, U.P

**Project Undertaken** Theatre, Culture and Social Development.

**About the Project** The project first studied the techniques of organizing and coordinating a theatre workshop with community participation. Subsequently initiated process of creating awareness on various health issues of malnutrition and tobacco drug addiction. Based on a survey on drug addiction in seven villages of Shahjahanpur, we improvised a play to display its harmful effects. The study observed that the theatre act and Nukkad natak served both effective information dissemination and entertainment in creating awareness. Social stigma among rural women restricted their participation in theatre activities.



<b>Name</b>	<b>Abhishek Gupta</b>
<b>Born</b>	1/12/1985
<b>Qualification</b>	B.A. (Honours) Mathematics, Zakir Husain College, Delhi University
<b>E-mail</b>	abhigb09@gmail.com
<b>Research Project</b>	Organic products: A new approach for healthy living
<b>Summer Training</b>	<b>Zameen Organic Pvt. Ltd.</b>
<b>Project undertaken</b>	Exploring New Markets for Organic Cotton
<b>About the project</b>	The project identified the scope of non conventional use of organic cotton in surgical purposes in Indian and global markets. It developed a business plan under innovative fair trade practice by studying the manufacturing process, cost involved and human resource requirements and provided a database of potential allies in making the project feasible. The study observed that the recent trend of awareness among hospitals could increase its demand and subsequently the momentum of its supply in the market, bringing down its present high price. This would result in healthy and profitable venture.

# Students' Profile

## Batch 2010-12

Name **Abhay Pratap Singh**  
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## How to Reach Us

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- 10 km. from the main railway station, Allahabad Junction,
- 9 km. from Civil Lines Bus Stand ,
- 15 km. from the Bamrauli Airport in Allahabad and
- 70 km. from Babatpur Airport in Varanasi.

### Hospitality at the Institute

It will be our privilege to host the representatives of the recruiting organizations and provide all necessary assistance to make their stay comfortable in our Guest House. Pick up facility could be arranged for the visitors. Please let us know in advance.

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