Invitation for National Seminar

Dear Sir/Madam,

We are glad to inform you that G. H. Patel Postgraduate Institute of Business Management (MBA Programme), Sardar Patel University, is organizing UGC Sponsored National Seminar on “Understanding Indian Rural Consumers” as a part of UGC DRS-II Special Assistance Programme on 2nd February 2013. We cordially invite research papers from Faculty and Research Scholars of your institute/department/college for this seminar.

This seminar will make an attempt to create an environment for the participants and distinguished Academicians, Delegates and Scholars to share their valuable ideas and research on the theme.

Yours Faithfully,

Rajnikant P. Patel
(Coordinator)

Yogesh C. Joshi
(Seminar Director)
ABOUT THE UNIVERSITY

The University was founded on 31st October 1955, the Sardar Patel Jayanti Day, and a new star, named after, “the Iron man of India”, was born on the academic horizon of the country.

The educational township of Vallabh Vidyanagar was established with the principle objective of accelerating the process of regeneration of villages by applications of modern art, science, and technology to rural requirements. Vallabh Vidyanagar today hums with activity. Scores of industrial, commercial, trading, banking, and agro based organizations belonging to the public, private and co-operative sectors have blossomed in adjoining areas.

Vallabh Vidyanagar is a unique educational township. The university has 26 postgraduate departments in sciences, social sciences, humanities, and business administration and more than 80 affiliated colleges catering to various disciplines. The University was among the first in Gujarat to volunteer for assessment and accreditation by the NAAC (National Assessment and Accreditation Council), Bangalore. The University was awarded B grade (CGPA-2.83) in September 2011, thereby outperforming many older and larger universities in the state and country.

UGC SPONSORED NATIONAL SEMINAR ON
UNDERSTANDING INDIAN RURAL CONSUMERS
Saturday, 2nd February 2013

Organized by
G. H. PATEL POSTGRADUATE INSTITUTE OF BUSINESS MANAGEMENT
(Postgraduate Department of Business Management)
SARDAR PATEL UNIVERSITY
University Colony,
Vallabh Vidyanagar – 388120, Gujarat.
Phone No: 02692-248463, 230991, Fax: 02692-248444
Email: seminarghpibm2012@gmail.com

Organizing Committee

Patron
Prof. Harish Padh
Hon. Vice Chancellor
Sardar Patel University

Convener
Prof. H. J. Jani
Director, MBA Programme
Sardar Patel University

Coordinator SAP-II
Prof. Rajnikant P. Patel

Seminar Director
Dr. Yogesh C. Joshi

Members
Dr. Darshana Dave
Dr. P. K. Priyan
Dr. R. M. Rathod
Mr. K. S. Prasad
Dr. A. C. Mehta

Sardar Patel University
Vallabh Vidyanagar – 388 120
ABOUT OUR INSTITUTE

The Postgraduate Institute of Business Management at Sardar Patel University was established in 1982 with the help of donation from Shri Gordhanbhai Hathibhai Patel with a view to impart professional management education and training to executives and personnel employed in various organizations in the vicinity of Vallabh Vidyanagar and Anand. The Institute initially offered five postgraduate diploma courses in the areas of Marketing, Finance, Personnel, Production and Business Management to cater to the requirements of business and industry.

A two-year (full-time) MBA Programme commenced in 1989. The programme, currently, has an intake of 80 students and is duly approved by All India Council for Technical Education, (AICTE), New Delhi. The University Grants Commission (UGC), New Delhi and the Government of Gujarat. The Master’s Degree programme in Business Administration (MBA) seeks to provide opportunities to younger people to acquire knowledge and skills and develop attitudes essential for assuming positions of leadership in the management profession.

Twenty-two batches of students have successfully graduated from the Institute. All the graduating MBA students have received excellent job placements in reputed business and industrial organizations. The department has completed UGC DRS-SAP (2004-2009) and got UGC DRS-II SAP for 2011 to 2016.

PLACES WORTH VISITING

NEARBY

1. Amul Dairy, Anand
2. Home Town of Iron man of India Sardar Patel, Karamsad
3. Ranchhodrai Temple, Dakor
4. Swaminarayan Temple, Vadtal

ABOUT VALLABH VIDYANAGAR

Vallabh Vidyanagar is known as the campus committed to education with purpose. It has made its distinct identity in education sector in the last sixty years. Its lush green, peaceful ambience and pollution free climate have attracted many from various corners of the globe. Presently, it caters to the educational need of nearly 40,000 students across various disciplines. The town has all the amenities and facilities to evolve and expand quality life amongst the students. The town is a synthesis of varied cultures from across the world thereby fostering an environment of creativity among the students. Today the campus has compounded in strength and consolidated itself to take on the challenges of the emerging future.

Vallabh Vidyanagar is a university township just 5 km away from the Anand Railway station (The milk city of India) on Ahmedabad – Mumbai railway route. The nearby airports are Vadodara and Ahmedabad, which are 45 km and 90 km away respectively, from Vallabh Vidyanagar.

ABOUT THE SEMINAR

It is a fact that majority of the people are living in rural areas in India and primarily depend on agriculture. The needs and wants of rural customers are substantially different from that of urban customers. Moreover, accessibility of rural customers in our country is very difficult. It is really a challenge to understand rural customer and cater to their needs.

This seminar is an attempt to focus on behavioural patterns of rural consumers especially while buying agricultural inputs and other product and services.

SUB THEMES

- Usage and Consumption Pattern of Agriculture Inputs (viz. seeds, fertilizers, pesticides and water).
- Present Scenario and Challenges of Agricultural Support Services.
- Rural Consumer response to marketing communication.
- Consumption pattern of consumer durable and non-durable products of rural consumers
- Consumption pattern of services (transportation, electricity, communication services etc.) among rural consumers.
- Role of Government Schemes for Development of Rural Consumers.

SUBMISSION GUIDELINES

- The paper should be submitted in standard format with particulars of authors.
- Abstract of about 150-200 words with key words, in Times New Roman, Font Size 12, single spacing.
- The final paper should be submitted in electronic format (MSWORD), in Times New Roman, Font Size 12, with 1.5 spacing.
- Paper previously published or currently under review by other publications will not be accepted.
- Contribution will be restricted to maximum two papers per person.
- Only attendees will be issued certificates of participation.

REGISTRATION FEES

Rs. 300/- per Participant to be paid by crossed Cheque / Demand Draft in favour of “GHPIBM Seminars and Workshops” payable at Vallabh Vidyanagar or Anand along with duly filled in Registration Form latest by 20th January, 2013.

COMMUNICATION ADDRESS

Dr. Yogesh C. Joshi
Seminar Director
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Vallabh Vidyanagar, Anand – 388 120, Gujarat
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UGC SPONSORED
NATIONAL SEMINAR
ON
UNDERSTANDING INDIAN RURAL CONSUMERS
SATURDAY, 2ND FEBRUARY 2013

REGISTRATION FORM
(Use photo copies if necessary)

Name: ________________________________________________
(In Capital)

Designation: ___________________________________________

College/Institute: _______________________________________

Address: ______________________________________________

_________________________ E-mail Id: __________________________

Contact No: __________________________

Title of the Paper: _______________________________________

__________________________

Registration Fees: Rs. 300 DD/Cheque No.__________________________

Name & place of the Bank: ________________________________

MODE OF PAYMENT: DD/Cheque shall be issued in favour of “GHPIBM Seminars and Workshops”, Payable at Vallabh Vidyanagar or Anand.

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