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.
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 the 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-four 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

REGISTRATION FEES
Rs. 500/- 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 21st January, 2015.

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.

CALL FOR PAPER
Papers / case studies are invited from teacher fraternity and researchers for presentation. The papers / case studies submitted for the seminar should be unpublished and original work of the contributor(s). An abstract of the paper / case study should be submitted by December 15, 2014. The complete paper /case study should be sent to the Seminar Director by January 15, 2015 through E-mail at seminarhpgibm2015@gmail.com latest. The paper /case study will be subject to a blindfold review before accepted for presentation. The acceptance will be communicated to contributors within 10 days of receipt of complete paper / case study by E-mail only. Good quality papers will be considered for publication.

IMPORTANT DATES
Abstract Submission: 31-12-2014
Full Paper Submission: 15-01-2015
Seminar Date: 31-01-2015
Time: 9.00 a.m. onward.

ABOUT THE SEMINAR
India has a total of 253 million households of which 68 per cent of Indian households are in rural area. The mobile penetration in India is 46.8 per cent. By 2020 mobile phone users are projected to increase to 600 million, four million Internet users are being added every month and at the end of 2014, India would have an Internet user’s base of 250 millions. The use of mobilies to access the internet is a fast growing phenomenon in India and it will reduce the difference between rural and urban market. Keeping in mind this changing scenario, this seminar invites research papers focusing on following sub themes:

SUB THEMES
- Globalization and Indian Rural Market
- Marketing & Branding Practices of Agricultural Inputs in Rural Areas
- Impact of Global Forces on Indian Rural Economy
- Product Innovation for Rural Markets
- New Trends and New Rural Market Platforms
- Rural Versus Urban Market & Changing Rural Consumers’ Behaviour in India
- Penetration Strategy for Rural Market adopted across the sectors and product categories
- Pricing Strategies for Changing Rural Markets
- Marketing of Services in Rural Market
- Paradigm shift in Media and Entertainment exposure in Rural Area
- Emergence of New Generation in Rural India
- Changing Rule of Brand Building and Advertising to woo Rural Consumers
- The Digital Effect – Decoding Online Behaviour of Rural Consumers
- Issues & Challenges related Infrastructure in Rural Areas
- Use of Marketology (Technology to Marketing) to tap Rural Market.

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 one paper per person.

PARTICIPATION CERTIFICATE WILL BE ISSUED TO THOSE WHO ATTEND THE SEMINAR.

COMMUNICATION ADDRESS
Dr. R. M. Rathod – Associate Professor
Seminar Director
G. H. Patel Postgraduate Institute of Business Management (MBA)
Sardar Patel University, Staff Colony Campus
Vallabh Vidyanagar, Anand – 388 120, Gujarat
M-9825271352, Email: Seminarhpgibm2015@gmail.com
UGC SPONSORED NATIONAL SEMINAR ON Globalization and Rural Marketing 31st January, 2015

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. 500/-

DD/Cheque No./Cash ___________________________

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.

Address for correspondence
G. H. Patel Postgraduate Institute of Business Management
(MBA Programme)
University Colony,
Vallabh Vidyanagar – 388 120, Gujarat.

Contact Person:
Dr. Raju M. Rathod: (02692248463, M-9825271352)
E-mail: seminarghpibm2015@gmail.com

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