



# MAULANA AZAD NATIONAL INSTITUTE OF TECHNOLOGY BHOPAL

## DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

### Master of Rural Management and Entrepreneurship (MRME)

#### ABOUT THE PROGRAMME

The Master of Rural Management and Entrepreneurship (MRME) is a two-year interdisciplinary postgraduate programme designed to empower individuals to work closely with rural communities and institutions. The programme integrates Management, Rural Economics, Social Sciences, and appropriate technologies to address the specific realities of India's villages—including agriculture, rural livelihoods, local governance, self-help groups, cooperatives, and micro-enterprises.

It aims to develop professionals who can strengthen rural value chains, enhance farm and non-farm incomes, support grassroots enterprises, and design community-based solutions for sustainable and inclusive rural development. The programme emphasises field engagement, participatory approaches, and locally relevant innovation to create meaningful impact at the village level.



## DIRECTOR MANIT BHOPAL

Prof. Karunesh Kumar

Shukla

The MRME programme equips students with innovation, adaptability, and teamwork skills while fostering strong social commitment and ethical values essential for rural transformation. It emphasises teaching excellence, field engagement, collaboration with rural institutions, development agencies, and grassroots enterprises, along with practical exposure through village immersion and live projects. The programme prepares students to excel in rural management, agripreneurship, livelihood promotion, and community development through comprehensive, value-based, and socially responsive education.



## DEAN ACADEMICS

Dr. Shailendra Jain

It gives me immense pleasure to extend to you a most cordial invitation to enroll in PG Program in Rural Management and Entrepreneurship (MRME) at MANIT Bhopal. With an increasing thrust on rural development and entrepreneurship, this program aims to strengthen rural livelihoods by providing complete know-how of the rural ecosystem. It is targeted towards the motivated students who aspire to combine management expertise with meaningful social and economic transformation in the rural India. The dedicated training and placement cell is committed to provide appropriate placement opportunities.



## HEAD OF THE DEPARTMENT

Prof. Anjali Jain

The PG Program in Rural Management and Entrepreneurship (MRME) is designed to address emerging rural and developmental challenges. It aims to develop future leaders who can drive sustainable growth in rural economies. The program blends management education with hands-on exposure to rural development, social innovation, and entrepreneurial ecosystems. By combining national-level academic standards with rural management competencies, the department seeks to instill a professional, socially responsible attitude in students and aims to build enduring, mutually beneficial partnerships with rural communities, development agencies, and grassroots institutions.



# WHY YOU SHOULD CHOOSE US

NIT Bhopal is a highly respected institution known for its academic excellence and commitment to nurturing socially responsible leaders. Students gain admission through qualifying scores in national-level examinations such as UGC-NET and GATE. The MRME programme offers a comprehensive curriculum that combines rural management, development economics, social sciences, and field-based learning to address the real challenges of India's rural communities. Students learn from experienced faculty members and practitioners who bring both academic expertise and grassroots insights. The programme emphasises village immersion, community engagement, rural internships, and project-based learning to ensure practical exposure. Students benefit from modern classrooms, research facilities, and library resources that support rural policy analysis and development research. The vibrant campus environment, along with student-led initiatives, cultural activities, and outreach programmes, further strengthen leadership, teamwork, and a deep commitment to sustainable and inclusive rural transformation.

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## VISION

To be recognized as a premier centre of excellence in Rural Management and Entrepreneurship, fostering innovation, research, and leadership for sustainable rural transformation.

## MISSION

- To impart holistic and interdisciplinary education integrating social sciences and technology.
- To develop critical thinking, creativity, and employability among students.
- To promote entrepreneurship and service to the community through experiential learning and research.

## Programme Educational Objectives (PEOs)

Develop ethical and innovative rural leaders who can sustainably harness local resources and build viable rural enterprises.

Equip students with practical tools to enhance livelihoods and generate employment.

Strengthen analytical and problem-solving skills to address real-world rural challenges through research and evidence-based solutions.

Foster effective collaboration with government agencies, NGOs, cooperatives, and community-based organizations.

Encourage lifelong learning, adaptability, and leadership in evolving rural socio-economic contexts.

## Programme Highlights

- **Duration: 2 Years (4 Semesters)**
- **Total Credits: 87**
- **Pedagogy:**
  - Classroom learning
  - Fieldwork
  - Case studies
  - Institutional visits
  - Rural immersion
- **Focus Areas:**
  - Rural entrepreneurship
  - Innovation Technology management
  - Sustainable Development
  - Policy engagement.

## Eligibility Criteria

A candidate belonging to General Category, EWS and Other Backward Class (OBC) must possess a minimum of 60 % marks/ equivalent CGPA 6.5 and above on a 10-point scale in the final year of the qualifying examination in appropriate branch.

Candidates belonging to the Scheduled Caste (SC), Scheduled Tribe (ST), or Persons with Disabilities (PwD) categories must have a minimum of 55% marks, or an equivalent CGPA of 6.0 or above on a 10-point scale.\*

Admission through Written Test and Interview.

*\*All other terms and conditions will be the same as those specified in the PG Ordinance of the Institute.*



# FACULTY MEMBERS



Designation: Associate Professor & Head of the Department  
Research Area: English Literature and Business Communication

**Dr. Anjali Jain**



Designation: Professor  
Research Area: English Literature, Intellectual Property Rights and Business Communication

**Dr. Vinita Mohindra**



Designation: Associate Professor  
Research Area: Social Security, Pension Reforms, Public Policy, Rural Entrepreneurship and Human Resource Administration.

**Dr. Pushpender Yadav**



Designation: Assistant Professor  
Research area : ELT, Teaching Methods and Materials, Curriculum Development, CPD and Classroom-based Research

**Dr. Deepak Kumar**



Designation: Assistant Professor  
Research area : Mental Health, Well being, Mindful meditation, Stress management, Work-life balance, Psychiatric Social Work, Social Sciences Research and tools

**Dr. Anjali Dhengle**



Designation: Assistant Professor  
Research area : Applied Psychology

**Dr. Namrata**



Designation: Assistant Professor  
Research Area: Macroeconomics, Financial Economics and Energy Economics

**Dr. Ashis Kumar Pradhan**



Designation: Assistant Professor  
Research Area: International Economics, Microeconomics, Innovation and Technological Change, Patent Policy and Industrial Studies

**Dr. Madan Dhanora**



Designation: Assistant Professor  
Research Area: Cognitive Science, Indian Aesthetics, Yoga, Meditation, Music and Indian Knowledge System

**Dr. Ashish Gupta**

# BRIDGING THEORY WITH INDUSTRY PRACTICE



## CAREER OPPORTUNITIES

- Rural Entrepreneurs and Innovators, Development Consultants
- Project Managers in NGOs and CSR initiatives
- Policy Analysts and Researchers
- Managers in Agri-business, Cooperatives, and Microenterprises
- Academicians in Management and Social Sciences

## CORE LEARNING DOMAINS

- Fundamentals of Management and Economics
- Rural Marketing and Development Policies
- Entrepreneurship and Innovation
- Financial & Human Resource Management
- Technology & Supply Chain in Rural Enterprises
- Research Methodology and Data Analysis
- Cooperative Management & Sustainable Development

## EXPERIENTIAL LEARNING COMPONENTS

- Institutional Visits to government agencies, cooperatives, and NGOs
- Fieldwork and Rural Immersion
- Entrepreneurial Project Work in final semester

# WHY CHOOSE MRME @ MANIT BHOPAL

**MANIT Bhopal is one of the leading institutions of national importance in technical education.**

**Experienced interdisciplinary faculties from Public Policy, English Literature, Psychology, Social work, Indian Knowledge System and Economics**

**Access to a robust research environment and academic ecosystem.**

**Emphasis on innovation, entrepreneurship, and sustainable development.**

**Hands-on exposure through field-based projects and industry linkages**

## Contact Us

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