



ANNOUNCEMENT

Placement & Counselling Cell and Department of Management, North-Eastern Hill University, Tura Campus, Meghalaya

Organises:

Orientation Programme on 'BUSINESS MANAGEMENT' for Rural Entrepreneurs/Farmers/Traders

Sponsored by:

Meghalaya Basin Management Agency (MBMA), Government of Meghalaya

(Date: March 22- April 11, 2018)

The Placement & Counselling Cell and the Department of Management, North-Eastern Hill University, Tura Campus, Meghalaya as a part of its outreach programme is organizing Orientation Programme (OP) on 'BUSINESS MANAGEMENT' for Rural Entrepreneurs / Farmers /Traders sponsored by the Meghalaya Basin Management Agency (MBMA), Government of Meghalaya. The Orientation Programme is designed to orient and train the Rural Entrepreneurs/Farmers/Traders from different blocks/clusters of Garo Hills, Meghalaya in the area of Business Management. This is being initiated to orient them about the basic principles and functionalities on the gamut of Business Management and guide and motivate the participants to take up entrepreneurial activities in a systematic manner. Through this Orientation Programme (OP), around 20-25 lead Rural Entrepreneurs/Farmers/Traders from various clusters/blocks of Garo Hills will be trained. Since, understanding Business Management is very significant in today's competitive world; the focus of the orientation programme shall contain inputs of different subjects like:

a) Managerial Skills for Business; b) Business Environment; d) Agri-business Management (Accounting/Finance/Marketing); e) Legal Aspects in Business; f) Agricultural Credit for Rural Entrepreneurs/ Farmers/Traders ; g) Sales and Distribution Management; h) Human Resources – Planning and Development; i) Agro and Food Marketing; j) Entrepreneurship Development and Small Business.

Programme Objective

Orientation Programme (OP) on Business Management aims at equipping the lead Rural Entrepreneurs / Farmers /Traders with skills and knowledge that are essential for guiding and monitoring their progress towards an entrepreneurial career.

Target Rural Entrepreneurs / Farmers /Traders who are interested for attending the Orientation Programme (OP) may contact the person as below:

Contact:

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& Co-ordinator, Placement & Counselling Cell
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