

Institute Distinctiveness

7.3.1 Describe/Explain the performance of the institution in one area distinctive to its vision, priority and thrust : Institute of Business management and rural development, along with management education delivery believes in overall development of the students which would be beneficial for all stakeholders. We strongly believe in sustainable development and it reflects in vision, mission, plans, programs and procedures of the Institute. The Institute's distinctiveness is built over the years through the soft skill training program provided to students for developing their all round personality and enhancing their employability.

a) Soft Skill Development for Employability Enhancement:

The objective of soft skill development is to equip the students with skills required by the corporate world. The pedagogy used for soft skill training is activity based learning.

The Certificate Program on Soft Skill ..

Communication

Presentation

Leadership

Stress management

Time Management

Personal Interview Etiquettes and Mock PI etc.

The soft skill training develops holistic personality of students. Soft skill training enhances employability of students which is reflected in growth in placements.

b) Entrepreneurship Development Activity:

Through our EDC (Entrepreneurial development cell) the Institute provides opportunity to students to present business idea in front of experts and providing them guidance. Such activity encourages students to think innovatively and generate profitable business ideas.

The Institute provides guidance to existing entrepreneurs about various functional areas in management like – marketing, finance, human resources and government procedures. The Institute has built distinctiveness through soft skill training to enhance employability and entrepreneurship development to inculcate entrepreneurial culture.