

A Workshop on "**Rural Marketing for Holistic Development & Change Management**" was successfully organised at **SMJV's CKSV Institute of Management, Vadodara on 24.09.2010 attended by 113 MBA Participants.**

The Rural Marketing Workshop was organised jointly with International Institute for Holistic Research & Voluntary Action (India-Germany), Rural Business Hub Foundation (India), Wardha, and Federation of Gujarat Industries (FGI), Vadodara.

The Rural Marketing Workshop was addressed by Dr Kamal Taori, IAS, Former Secretary to Government of India and Chairman of RBH Foundation, **Mrs Irmel Marla**, German national and Chairperson of IIHRVA (India-Germany), Dr Parmar, Dean, Faculty of Social Works, M.S. University of Baroda as Keynote Speaker, and Dr Rajesh Khajuria, Director of Shri Mahavira Jaina Vidyalaya's CK Shah Vijapurwala Institute of Management.

The Workshop concluded with Action Plan for Vadodara's Rural Development with formation of "MBA Students Forum", which will be monitored by the two NGOs from India & Germany. Mrs Satitha K., Faculty Member of CKSVIM organised the Workshop, which was sponsored by SMJV's CKSVIM. All Participants were given Certificates jointly with these NGOs and FGI, facilitated by Wg. Cdr. Gadkari, Secretary-General of FGI. The proceedings shall be uploaded at the institute website www.cksvim.edu.in next week.

Dr Rajesh Khajuria
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Vadodara