

School of Rural Management



*School of Rural Management*  
*The IIHMR UNIVERSITY, Jaipur*  
*(www.iihmr.edu.in)*



*Announces*

**SANKALP 2016:**

*All India Online Essay Contest*

**Information Brochure**

**ABOUT THE ALL INDIA ONLINE ESSAY CONTEST:**

The **School of Rural Management, the IIHMR University, Jaipur** is inviting young graduates, all across India to enter an online essay competition. The essay contest is organized with an objective to harness the energy, imagination and creativity of the budding graduates in developing an in depth understanding of development issues.

**TOPIC :- Swachh Bhart Mission: is it a challenge or opportunity?**

There are cash prizes for winners



**1st PRIZE: Rs 5500/-**

**2nd PRIZE: Rs 3500/-**

**3rd PRIZE: Rs 2500/-**

**And**

**ALL PARTICIPANTS WILL GET CERTIFICATE OF PARTICIPATION**

## **WHO CAN PARTICIPATE?**

Any graduate who has passion and interest for development issues and want to address social problems through own efforts for making world a better place to live. Final year graduate students are also encouraged to participate.

## **HOW TO PARTICIPATE?**

Please Submit your essay to [akmathur@iihmr.edu.in](mailto:akmathur@iihmr.edu.in) in the format as given below:-

**Mention the following on the essay**

1. Name of the participant.....
2. Age.....
3. Gender.....
4. Qualification .....
5. Email..... (Please mention the correct email for communication)
6. Mobile number (Personal).....
8. Correspondence address.....

(Please mention only one correct correspondence address for sending the hard copy of the certificate and the prize money)



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## WHAT SHOULD KEEP IN MIND TO PARTICIPATE?

1. The essay should be written in **English or Hindi**
2. Only individual entries will be accepted. Co-authorship is not permitted
3. The word limit for the essay is **1200-1500 words**
4. Individual entries to be submitted **ONLY IN SOFT COPY** via email at **akmathur@iihmr.edu.in**
5. The essay should be written in MS word file (doc.docx)
6. Font size-Times New Roman, Font size 12, Spacing 1.5
7. The hard copy of **Certificate of participation** will be sent to only those participants who will submit the complete essay; mere submission of registration form will not make the candidate eligible to receive the certificate
8. The decision regarding acceptance, rejection and the award of the prizes for the essay would be solely of The IIHMR University, Jaipur and will be abided by all the participants.
9. Verbatim of the internet sources or from the journals on the mentioned topic will not be accepted.

**Only original work will be accepted.**

The **last date** for the receipt of complete Essay through email is **March 15, 2016**. The essays received after the due date will not be accepted.

### EVALUATION CRITERIA :-

The evaluation of the essay will be done based on the following criteria's

- Originality
- Relevance to the topic
- Adherence to the guidelines mentioned in the information brochure

**Declaration of the result: The result of the contest will be declared by the 3<sup>rd</sup> week of March 2016 on the IIHMR University website**

**In case of any query, please feel free to write to:  
Dr Alok Mathur, Associate Professor (Programme Coordinator)**

**'All India Online Essay Contest' Professor  
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The IIHMR UNIVERSITY  
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### ABOUT The IIHMR UNIVERSITY, JAIPUR

The IIHMR University is a specialized Research University in management research, postgraduate education and training exclusively in the health sector. The university is ranked No. 1 B-School (Health Sector) in Outlook 2014, 2013, 2012, 2011 and No. 1 Institute of **Healthcare** Management in Hindustan Times. The University has been designated as a WHO collaborating Center for District Health Systems based on Primary Health Care.

#### The MBA Programmes Offered are:

- **MBA Pharmaceutical Management**
- **MBA Hospital and Health Management:**
  - ❖ Hospital Management
  - ❖ Health Management
  - ❖ Health Economics, Finance and Insurance
  - ❖ Human Resource Management
  - ❖ Procurement and Supply Chain Management
- **MBA Rural Management**

#### Other Programmes Offered:

- **PhD** (Health, Hospital, Pharmaceutical Management etc)
- **MPH** in collaboration with Johns Hopkins University, USA

**School of RURAL Management** offers appropriate and well designed course for rural managers. The program develops technically and managerially sound professionals equipped with necessary set of skills and knowledge to face challenges in area of rural management in current scenario. Students of the program learn not only to solve problems but also turning them into opportunities. Curriculum of the program suits to need of government, non –government officials and entrepreneurs. Students get policy level knowledge during class discussion and lecture at the same time field level experience through summer training of the program. The program provides wide range of specialization as per students need and wants. Some of courses of specialization are followings-

- ❖ Social Entrepreneurship and ethical leadership
- ❖ Agriculture Based Livelihood and Food security
- ❖ Credit Flows and Financial Inclusion
- ❖ Corporate Social Responsibility
- ❖ Migration, Rural Urban Continuum and Marketable Skills