

 <p>Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52</p>	<p><b>SHIVAJI UNIVERSITY, KOLHAPUR</b> 416 004, MAHARASHTRA PHONE : EPABX - 2609000, BOS Section - 0231-2609094, 2609487 Web : <a href="http://www.unishivaji.ac.in">www.unishivaji.ac.in</a> Email: <a href="mailto:bos@unishivaji.ac.in">bos@unishivaji.ac.in</a> शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४, २६०९४८७ वेबसाईट : <a href="http://www.unishivaji.ac.in">www.unishivaji.ac.in</a> ईमेल : <a href="mailto:bos@unishivaji.ac.in">bos@unishivaji.ac.in</a></p>		
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Ref. No./SU/BOS/Humanities/225

Date :12/04/2024

To,

1. The Principal,  
All Concerenced Affiliated  
Colleges/Institutions,  
Shivaji University, Kolhapur

2. The Head,  
All Concerenced Department,  
Shivaji University, Kolhapur

Subject : Regarding syllabi of M. A. & M.R.S. Part II (sem. III & IV) degree programme under the Faculty of Humanities as per National Education Policy, 2020 (NEP 2.0)

Sir/Madam,

With reference to the subject mentioned above I am directed to inform you that the University authorities have accepted and granted approval to the revised syllabi, equivalence and nature of question paper of M. A. & M.R.S. Part II (Sem. III & VI) under the Faculty of Humanities as per National Education Policy, 2020. (NEP2.0)

Marathi	Sanskrit	History	Sociology	Clinical Psychology
Hindi	Russian	Economics	Political Science	Forensic Psychology
English	M.R.S.	Bhasha Proudhyogiki	Industrial Psychology	Counseling Psychology

This syllabi shall be implemented from the academic year 2024-25 onwards . A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) (Online Syllabus).

The question paper on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October/November 2024 & March/ April, 2025. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully

(Dr. S. M. Kubal)  
Dy. Registrar

Encl : As above

Copy to,

For Information and necessary action.

Dean, Faculty of Humanities.	Distance Education Section.
Chairman, B.O.S./Ad-hoc Board under faculty of Humanities.	Eligibility Section.
Director, Board of Examinations & Evaluation	P. G. Seminar Section.
Appointment Section A & B	P. G. Admission Section.
O. E. Exam. 1 & 2 Section.	Affiliation Section (T. 1 & T 2)
Internal Quality Assorance Cell	Computer Center/I. T. Cell.

# SHIVAJI UNIVERSITY, KOLHAPUR



Established: 1962

A<sup>++</sup> Accredited by NAAC (2021) With CGPA 3.52

**New Syllabus For**  
**Master of Rural Studies (M.R.S)**  
**UNDER**  
**Faculty of Humanities**  
**M.R.S. Part - II (Semester- III and IV)**

STRUCTURE AND SYLLABUS IN ACCORDANCE WITH

NATIONAL EDUCATION POLICY- 2020

HAVING CHOICE BASED CREDIT SYSTEM

WITH MULTIPLE ENTRY AND MULTIPLE EXIT OPTIONS

(TO BE IMPLEMENTED FROM ACADEMIC YEAR 2024-25 ONWARDS)

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## **1. PREAMBLE:**

Rural development needs an integration of all areas of knowledge. It needs multi-disciplinary approach towards the rural development ideology. The school is committed to empower the youth for rural development by catering to the needs of the rural development. It will integrate all local institutions, industries and organizations in the vicinity for the universal coordination of knowledge for overall rural development. The school has established in the Shivaji University campus as one of the autonomous (proposed phase) schools for conducting academic, research, training and extension activities associated with the rural development and rural management. It is a multi-disciplinary school covering all disciplines of science, technology, social sciences, agricultural sciences, trade and managerial subjects.

## **2. PROGRAMME LEARNING OUTCOMES (PO)**

- Critically understand the social system, ideologies, methodologies, and rural development in various settings, along with values, ethical principles, and evidence-based practices of rural development.
- To strengthen the theoretical understanding, expand knowledge-base, inculcate relevant values, attitudes and skills required for rural development through the theory and practical component of the Academic Programme.
- Develop interdisciplinary and specialized professional outlook, upheld the dignity and esteem of the rural development and achieve self-actualization.
- Employ participatory, action and evidence-based practices in the field settings.
- Engage the system through collective action and demand-driven approach to ensure social justice and equity to the marginalized, vulnerable and weaker- sections of society.
- Understand and design effective strategies to evaluate and monitor progress over time in development and change action that are appropriate for specific interventions and for various target groups.
- To acquire skills to work in rural industries, State and Central Government Departments, rural development sponsored research and action - oriented projects undertaken by National and International Agencies.

## **3. DURATION:**

The Master of Rural Studies (M.R.S. in Rural Studies) program shall be a Full Time Course of Two Years - Four Semesters Duration with 22 Credits per Semester. (Total Credits = 88)

## **4. ELIGIBILITY FOR ADMISSION:**

Any Graduate from Recognized University/HEI is eligible for admission for this course. The criteria for admission is as per the rules and regulations set from time to time by concerned departments, HEIs, university, government and other relevant statutory authorities.

## 5. MEDIUM OF INSTRUCTION:

The medium of instruction shall be in English. However, the students will have an option to write answer-scripts in English and Marathi.

## 6. EXAMINATION PATTERN:

The pattern of examination will be Semester with Credit and Continuous Internal Assessment/ Evaluation.

## 7. SCHEME OF TEACHING AND EXAMINATION:

### M. R. S. Programme Structure for Part II, Semesters III and IV

Semester - III												
Teaching Scheme							Examination Scheme					
Sr. No	Theory (TH)				Practical (PR)		Semester - End Examination (SEE)			Internal Assessment (IA)		
	Course Type	Per Week Lectures	Hours	Credits	Hrs	Credits	Paper Hours	Max	Min	Internal	Max	Min
1	MM 1	4	4	4	--	--	3	80	32	--	20	08
2	MM 2	4	4	4			3	80	32	--	20	08
3	MM 3	4	4	4			3	80	32	--	20	08
4	MM 4	2	2	2			2	40	16	--	10	04
5	ME --	4	4	4			3	80	32	--	20	08
6	RP	4	-	-	4	4	Certified Submission of Dissertation/ Project Report	80	32	Viva-Voce/ Presentation	20	08
Total		18	18	18	4	4		440			110	
											SEE + IA: 440 + 110 = 550	

Semester - IV												
Teaching Scheme							Examination Scheme					
Sr. No	Theory (TH)				Practical (PR)		Semester - End Examination (SEE)			Internal Assessment (IA)		
	Course Type	Per Week Lectures	Hours	Credits	Hrs	Credits	Paper Hours	Max	Min	Internal	Max	Min
1	MM 1	4	4	4	--	--	3	80	32	--	20	08
2	MM 2	4	4	4			3	80	32	--	20	08
3	MM 3	4	4	4			3	80	32	--	20	08
4	ME --	4	4	4				3	80	32	--	20
5	RP	6	-	-	6	6	Certified Submission of Dissertation/ Project Report	120	48	Viva-Voce/ Presentation	30	12
Total		22	16	16	6	6		440			110	
											SEE + IA: 440 + 110 = 550	
Semester III and IV		40	40	40	6	6		880	-	SEE + IA: 880 + 220 = 1100		

**MM: Major Mandatory** - There will be FOUR mandatory courses for semester III and THREE for Semester IV.

**ME: Major Elective** (Student should opt for ANY ONE course from the group of elective courses/basket).

**RP: Research Project** - It is a mandatory course.

**Research Project:** It is a mandatory course. **It should be completed during the period from the end of the third semester to the end of the fourth semester.**

**NOTE:** Separate passing is mandatory for both, Semester End Examination & Internal Evaluation/Assessment.

# 8. STRUCTURE OF THE PROGRAMME:

## Credit Distribution Structure for with Multiple Entry and Exit Options M.R.S.- II in Rural Studies (NEP)

Year	Level	Sem	Major with Course Code (Credits)		RM	RP	Total Credits	Degree
			Mandatory	Electives (Choose ONE elective)				
II	6.0	Sem III	<b>Course Code:</b> MRSU0325MML532I1 Social Welfare Administration (4)  <b>Course Code:</b> MRSU0325MML532I2 Banking and Rural Finance (4)  <b>Course Code:</b> MRSU0325MML532I3 Economy of Maharashtra (4)  <b>Course Code:</b> MRSU0325MML532I4 Microfinance (2)	<b>Course Code:</b> MRSU0325MEL532I1 Agribusiness and FPOs (4)  <b>Course Code:</b> MRSU0325MEL532I2 Agro-processing and Allied Industries (4)  <b>Course Code:</b> MRSU0325MEL532I3 Entrepreneurship Development (4)  <b>Course Code:</b> MRSU0325MEL532I4 Rural Project Management (4)	--	<b>Course Code:</b> MRSU0325OJL532I Research Project (4)	22	PG Degree
		Sem IV	<b>Course Code:</b> MRSU0325MML532J1 NGO Management and CSR (4)  <b>Course Code:</b> MRSU0325MML532J2 Global Business Environment (04)  <b>Course Code:</b> MRSU0325MML532J3 Indian Rural Livelihoods (04)	<b>Course Code:</b> MRSU0325MEL532J1 Environment and Sustainable Development (4)  <b>Course Code:</b> MRSU0325MEL532J2 Rural Innovations & Startup (04)  <b>Course Code:</b> MRSU0325MEL532J3 Tourism for Rural Development (04)  <b>Course Code:</b> MRSU0325MEL532J4 Rural Marketing (04)	--	<b>Course Code:</b> MRSU0325OJL532J Research Project (6)	22	
		<b>Cumulative Credits for PG Diploma</b>	<b>26</b>	<b>8</b>	<b>-</b>	<b>10</b>	<b>44</b>	

**9. COURSE CODE TABLE:****M. R. S. Part I, Semester- I and II**

<b>Semester No.</b>	<b>Course Code</b>	<b>Title of New Course</b>
I	MRSU0325MML532I1	Social Welfare Administration
I	MRSU0325MML532I2	Banking and Rural Finance
I	MRSU0325MML532I3	Economy of Maharashtra
I	MRSU0325MML532I4	Microfinance
I	MRSU0325MEL532I1	Agribusiness and FPOs
I	MRSU0325MEL532I2	Agro-processing and Allied Industries
I	MRSU0325MEL532I3	Entrepreneurship Development
I	MRSU0325MEL532I4	Rural Project Management
I	MRSU0325RML532I	Research Project
II	MRSU0325MML532J1	NGO Management and CSR
II	MRSU0325MML532J2	Global Business Environment
II	MRSU0325MML532J3	Indian Rural Livelihoods
II	MRSU0325MEL532J1	Environment and Sustainable Development
II	MRSU0325MEL532J2	Rural Innovations and Startup
II	MRSU0325MEL532J3	Tourism for Rural Development
II	MRSU0325MEL532J4	Rural Marketing
II	MRSU0325FPL532J	Research Project

**10. EQUIVALENCE OF THE PAPERS:****M. R. S. Part I, Semester- I and II**

<b>Sem. No.</b>	<b>Paper Code</b>	<b>Title of Old Paper</b>	<b>Credit</b>	<b>Sem. No.</b>	<b>Course Code</b>	<b>Title of New Course</b>	<b>Credit</b>
III	DSC– 3.1	Social Welfare Administration	4	III	MRSU0325MML532I1	Social Welfare Administration	4
III	DSC– 3.2	Banking and Rural Finance	4	III	MRSU0325MML532I2	Banking and Rural Finance	4
III	DSC– 3.4	Economy of Maharashtra	4	III	MRSU0325MML532I3	Economy of Maharashtra	4
III	DSC– 3.3	Microfinance	4	III	MRSU0325MML532I4	Microfinance	2
III	DSE-3.1	Agribusiness and FPOs	4	III	MRSU0325MEL532I1	Agribusiness and FPOs	4
III	DSE-3.2	Agro-processing and Allied Industries	4	III	MRSU0325MEL532I2	Agro-processing and Allied Industries	4
III	OE-3.1	Entrepreneurship Development	4	III	MRSU0325MEL532I3	Entrepreneurship Development	4
III	DSE-3.3	Rural Project Management	4	III	MRSU0325MEL532I4	Rural Project Management	4
III	AECC-4.1	Research Project	4	III	MRSU0325RML532I	Research Project	4
IV	DSC – 4.2	NGO Management and CSR	4	IV	MRSU0325MML532J1	NGO Management and CSR	4
IV	DSC – 4.3	Global Business Environment	4	IV	MRSU0325MML532J2	Global Business Environment	4
IV	DSC – 4.4	Indian Rural Livelihoods	4	IV	MRSU0325MML532J3	Indian Rural Livelihoods	4
IV	DSC – 4.1	Environment and Sustainable Development	4	IV	MRSU0325MEL532J1	Environment and Sustainable Development	4
IV	DSE-4.1	Rural Innovations and Startup	4	IV	MRSU0325MEL532J2	Rural Innovations and Startup	4
IV	OE-4.1	Tourism for Rural Development	4	IV	MRSU0325MEL532J3	Tourism for Rural Development	4
IV	DSE- 2.2	Rural Marketing	4	IV	MRSU0325MEL532J4	Rural Marketing	4
IV	AECC-4.1	Research Project	4	IV	MRSU0325FPL532J	Research Project	4



## 11. Determination of CGPA, Grading, and declaration of results:

Shivaji University has adopted 10-point Grading System as follows:

➤ **In each semester, marks obtained in each course (Paper) are converted to grade points:**

- If the total marks of the course are 100 and the passing criteria is 40%, then use the following Table 1 for the conversion.
- If the total marks of any of the courses are different than 100 (e.g. 50) and the passing criterion is 40%, then marks obtained are converted to marks out of 100 as below:

$$\text{Marks out of 100} = \frac{\text{Marks obtained by student in that course}}{\text{Total marks of that course}} \times 100$$

and then grade points are computed using Marks out of 100 as per Table 1.

Table 1: Conversion of Marks out of 100 to grade point

Sr. No.	Marks Range out of 100	Grade point	Letter grade
1	80-100	10	O: Outstanding
2	70-79	9	A+: Excellent
3	60-69	8	A: Very Good
4	55-59	7	B+: Good
5	50-54	6	B: Above Average
6	45-49	5	C: Average
7	40-44	4	P: Pass
8	0-39	0	F: Fail
9	Absent	0	Ab: Absent

Table 2: Conversion of Marks out of 50 to grade points (Passing: 20)

Sr. No.	Marks Range out of 50	Grade point	Letter grade
1	40-50	10	O: Outstanding
2	35-39	9	A+: Excellent
3	30-34	8	A: Very Good
4	28-29	7	B+: Good
5	25-27	6	B: Above Average
6	23-24	5	C: Average
7	20-22	4	P: Pass
8	0-19	0	F: Fail
9	Absent	0	Ab: Absent

➤ **Computation of Semester Grade Point Average (SGPA) :**

Based on the grade points earned in each course in each semester, *Semester Grade Point Average (SGPA)* is computed as follows:

The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student in that semester and the sum of the number of

credits of all the courses undergone by a student in that semester. The SGPA of the  $i^{\text{th}}$  semester is denoted by  $S_i$ . The formula is given by

$$\text{SGPA of semester } i = S_i = \frac{\sum_{j=1}^k c_j \times G_j}{\sum_{j=1}^k c_j}$$

where  $c_j$  is the number of credits of  $j^{\text{th}}$  course,  $G_j$  is the grade points earned in the  $j^{\text{th}}$  course and  $k$  be the number of courses in  $i^{\text{th}}$  semester.

➤ **Computation of Semester Grade Point Average (SGPA) :**

Based on the SGPA of each semester, Cumulative Grade Point Average (CGPA) is computed as follows:

The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme,

$$\text{CGPA} = \frac{\sum_{i=1}^m C_i \times S_i}{\sum_{i=1}^m C_i}$$

Where  $C_i$  is the total number of credits in  $i^{\text{th}}$  semester,  $S_i$  is the SGPA of  $i^{\text{th}}$  semester and  $m$  is the number of semesters in the programme.

➤ **Based on CGPA, final letter grade is assigned as below :**

Table 3: Final Cumulative Grade Point Average (CGPA) and Final Grade for course

Sr. No.	CGPA Range	Grade	Grade Descriptions
1	9.50-10.00	O	Outstanding
2	8.86-9.49	A+	Excellent
3	7.86-8.85	A	Very Good
4	6.86-7.85	B+	Good
5	5.86-6.85	B	Above Average
6	4.86-5.85	C	Average
7	4.00-4.85	P	Pass
8	0.00-3.99	F	Fail
9	Nil	AB	Absent

Remarks:

1. B+ is equivalent to 55% marks and B is equivalent to 50 % marks. The final later grade is based on the grade points in each course of entire programme and not on marks obtained each course of entire programme.
2. The SGPA and CGPA shall be round off to two decimal points.

**12. NATURE OF QUESTION PAPER AND SCHEME OF MARKING:****A) FOR FOUR CREDITS: Total Marks: 80****Master of Rural Studies, Part: I, Semester: I / II Examination, \_\_\_\_\_****Title of the Paper \_\_\_\_\_ Paper No. \_\_\_\_\_****Subject Code: \_\_\_\_\_****Day and date: \_\_\_\_\_****Total Marks: 80****Duration: 03 hours****Instructions: 1. All questions are compulsory.****2. All questions carry equal marks.**


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<b>Question No. 1:</b> TEN Questions to answer in one/two sentence/s. each carried 2 marks.	<b>20 Marks</b>
<b>Question No. 2:</b> Short Notes (Any Four out of six)	<b>20 Marks</b>
<b>Question No. 3:</b> Short Answer Questions (Any Two out of Four)	<b>20 Marks</b>
<b>Question No. 4:</b> Long Answer question (Any One out of Two)	<b>20 Marks</b>

**B) FOR FOUR CREDITS: Total Marks: 40****Master of Rural Studies, Part: I, Semester: I / II Examination, \_\_\_\_\_****Title of the Paper \_\_\_\_\_ Paper No. \_\_\_\_\_****Subject Code: \_\_\_\_\_****Day and date: \_\_\_\_\_****Total Marks: 40****Duration: 02 hours****Instructions: 1. All questions are compulsory.****2. All questions carry equal marks.**


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<b>Question No. 1:</b> FIVE Questions to answer in one/two sentence/s. each carried 2 marks.	<b>10 Marks</b>
<b>Question No. 2:</b> Short Notes (Any two out of three)	<b>10 Marks</b>
<b>Question No. 3:</b> Long Answer question (Any One out of Two)	<b>20 Marks</b>

**13: SYLLABUS****M. R. S. Part-II, Semester- III**

<b>Course Name</b>	: Social Welfare Administration
<b>Course Type</b>	: Major Mandatory
<b>Course Number</b>	: MM1
<b>Course Code</b>	: MRSU0325MML532I1
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80    Internal Assessment: 20    Total Marks: 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Understand about the nature, scope, features, principles and importance of Development administration
- Know the good governance and its importance in rural development.
- Understand the decentralized administration and its amendments.
- Explain different kinds of rural development institutions and its administration

**Module 1: Conceptual understanding of Social Welfare Administration: (Hours - 15, Credit - 1)**

- 1.1: Meaning and concept of social welfare administration
- 1.2: Functions, Scope and Principles of Social welfare administration
- 1.3: History, Composition, Objectives and activities of Central Social Welfare Board and State Social welfare advisory Board.
- 1.4: Areas of Application of social welfare administration.
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Good Governance: (Hours - 15, Credit - 1)**

- 2.1: Concept and Criteria of Good Administration
- 2.2: Accountability and Transparency in Administration
- 2.3: Fund Raising activities, Methods of resource mobilization - Corporate Social Responsibility
- 2.4: Components of Monthly, Quarterly, Half Yearly and Annual Report
- 2.5: Participation in fund raising activity of any organization.

**Module 3: Local Administration (Hours-15, Credit - 1)**

- 3.1: Panchayat Raj Institutions and Decentralization- Structure, Principles and functions of PRI's.
- 3.2: Functions of Gram Sabha: GPDP.
- 3.3: 73 rd and 74 th Constitutional Amendments.

3.4: Role of PRIs in Rural Development, Progress of PRIs in India

3.5: Practical and Applications- Related Case Studies and Reports.

**Module 4: Administrative Processes and Human Resource Management: (Hours - 15, Credit - 1)**

4.1: Administrative Processes: Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting (POSDCORB)

4.2: Recruitment and selection

4.3: Induction- Organizational Induction and Role Induction

4.4: Allocation of responsibility, team building moral and motivation, Goal setting, capacity recognition and support

4.5: Practical and Applications- Related Case Studies and Reports.

**LIST FOR READING:**

- 1) Batra, Nitin. (2004). Administration of social welfare in India. Jaipur: Raj Publishing House.
- 2) 2) Choudry, Paul, (1993). Hand book on social welfare. Delhi: Atma Ram & Sons, New Delhi.
- 3) 3) Dubey, S.N. (1973). Administration of Social Welfare programmes in India. Bombay: Somaiya Publications.
- 4) 4) Encyclopedia of Social Work in India- Vol I & III. (1987). Ministry of Welfare.
- 5) 5) Government of India.
- 6) 6) Goel ,S.L.,2010, Social Welfare Administration, Deep & Deep Publication, New Delhi
- 7) 7) Goel ,S.L., (2003) Public Administration: Theory and Practice, Deep and Deep Publications Pvt. Ltd. New Delhi.
- 8) 8) Kohli, A.S & S.R. Sharma. (1998). Encyclopedia of Social Welfare and Administration. New Delhi: Anmol Publication.
- 9) 9) Patel, N Vinod & Rana, K, Girish. (2007). Personnel Management. Jaipur: Oxford Book Company.
- 10) 10) S. M. Jha. (2002). Social Marketing, Himalaya Publishing House, Bangalore
- 11) 11) Jain S.C.: Community Development and Panchayat Raj

**M. R. S. Part-II, Semester- III**

<b>Course Name</b>	: Banking and Rural Finance
<b>Course Type</b>	: Major Mandatory
<b>Course Number</b>	: MM2
<b>Course Code</b>	: MRSU0325MML532I2
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80   Internal Assessment: 20   Total Marks: 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Analyze the New Trends in Banking.
- Organize the awareness activities of Financial Literacy through NGOs in rural area.
- Critically evaluate the credit by different agencies in rural area.
- Compare the role agricultural credit and agricultural development.

**Module 1: Introduction to Banking:****(Hours - 15, Credit - 1)**

- 1.1: Bank: Functions, Credit Creation, Balance Sheet, Portfolio Management, Non-Performing Assets (NPAs).
- 1.2: New Trends in Banking: Investment banking, Personal Banking, E-Banking, Core Banking, Retail Banking, Green Banking.
- 1.3: Central Bank: Functions, Credit control policy.
- 1.4: Non-Banking Financial Intermediaries (NBFIs): Definition, Types and Growth in India.
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Rural Economy:****(Hours - 15, Credit - 1)**

- 2.1: Role of credit in rural development, Rural savings and capital formation, Characteristics and structure of rural credit – institutional and non-institutional.
- 2.2: Financial Literacy: Concept, Importance, Causes of financial illiteracy.
- 2.3: Rural Indebtedness: Extent, Causes, Consequences and measures.
- 2.4: Reports: All India rural credit survey, All India debt and investment survey.
- 2.5: Practical and Applications- Related Case Studies and Reports.

**Module 3: Rural Credit:****(Hours - 15, Credit - 1)**

- 3.1: Commercial Banks: Agricultural Credit, Priority Sector lending: Targets and Sub-targets, Corporate Social Responsibility (CSR) and Rural Development.
- 3.2: Lead Bank Scheme, District Credit Plan, Service Area Approach, Differential rate of interest Approach.
- 3.3: Co-operative Banks: Rural Co-operatives Credit Structure, Functions Problems and remedies.

3.4: Regional Rural Banks: Objectives, Functions, Problems and remedies. Micro finance, Role of NABARD, Finance to Khadi and Village Industries Commission (KVIC).

3.5: Practical and Applications- Related Case Studies and Reports.

#### **Module 4: Agricultural Credit:**

**(Hours - 15, Credit - 1)**

4.1: Overview of Financing to Agriculture sector in India.

4.2: Demand side and supply side of Agricultural Finance, Challenges in improving Agricultural Finance.

4.3: Crop loan, Agricultural Insurance, Kisan Credit Card,

4.4: Micro Units Development and Refinance Agency (MUDRA)

4.5: Practical and Applications- Related Case Studies and Reports.

#### **LIST FOR READING:**

1. Indian Institute of Banking and Finance (2007): Rural Banking. Macmillan Education,
2. Banking theory and practice- K.C. Shekhar and Lekshmy shekar (2009) Vikas Publishing house.
3. Durgadas Roy (2008): Rural Banking and Agricultural Finance in India.
4. K.Subramaniam and T.K. Velayudham, Banking reforms in India, Tata Mcgraw-Hill publishing Co. New Delhi.
5. Maehiraju H.R. (2002) Indian –Financial System Vikas Publishing House.
6. R.B.I Bulletin - Mumbai
7. R.B.I Report on currency and Finance R.B.I Trends and progress of Banking in India.
8. Rais Ahmed, Rural banking and economic development, Mittal publications, New Delhi.
9. Sen, S. N., central Banking in Underdeveloped Money Markets
10. Tushaar Shah, Catalyzing cooperation: design of self-governing organization, Sage publications.
11. Vasant Deswai (2003) Indian Himalaya Publishing House Mumbai.
12. Veerashekharappa, Institutional finance for rural development, Rawat publishing, Jaipur and Delhi.

### **M. R. S. Part-II, Semester- III**

**Course Name** : Economy of Maharashtra

**Course Type** : Major Mandatory

**Course Number** : MM3

**Course Code** : MRSU0325MML532I3

**Course Credits** : 4

**Marks** : Semester End: 80 Internal Assessment: 20 Total Marks: 100

**Course Learning Outcomes:** After completion of this course, student will be able to;

- Understand the basic features of economy of Maharashtra.
- Assess present position of agriculture, industry and service sector.
- Ermine the problems faced by the economy of Maharashtra.
- Assess the realities of HDI, Infrastructure position and Public Finance.

#### **Module 1: Introduction to Economy of Maharashtra**

**(Hours - 15, Credit - 1)**

- 1.1 Basic features of the economy of Maharashtra: Location, Structure, Land, Forest, Environment and Mineral resources.
- 1.2 Demography of Maharashtra: Size, Growth rate, Literacy rate, Sex ratio, Urban and rural population, Migration.
- 1.3 Growth and Structural changes in SGDP since 1991.
- 1.4 Place of Maharashtra in economic development of India.
- 1.5 Practical and Applications

#### **Module 2: Agricultural Development of Maharashtra**

**(Hours - 15, Credit - 1)**

- 2.1 Significance of agriculture in the economy of Maharashtra: Contribution in SGDP, Land use and cropping pattern, Production and productivity, Horticulture, Fisheries and Livestock.
- 2.2 Agriculture finance: Credit provided by banks and financial institutions, Crop insurance, Agriculture and budget of Maharashtra.
- 2.3 Irrigation in Maharashtra: Watershed Development Programme, Jalyukt Shivar, Pani Foundation Movement.
- 2.4 Agrarian distress in Maharashtra- Agricultural policy of Maharashtra
- 2.5 Practical and Applications

#### **Module 3: Industry and Service Sector of Maharashtra**

**(Hours - 15, Credit - 1)**

- 3.1 Role of MIDC, SICOM, MSFC in industrial development
- 3.2 Strategy for industrial development in Maharashtra: SEZ, FDI
- 3.3 Role of service sector in economic development- Government initiatives for service sector development.
- 3.4 Regional disparities in Maharashtra: Causes and remedies
- 3.5 Practical and Applications



**Module 4: HDI, Infrastructure and Public Finance****(Hours - 15, Credit - 1)**

- 4.1 Human Development in Maharashtra
- 4.2 Infrastructure in the Economy of Maharashtra
- 4.3 Revenue and Expenditure: Growth and Composition
- 4.4 Public Debt: Growth and Composition- Trends in Deficit
- 4.5 Practical and Applications

**LIST FOR READING:**

- 1) Government of Maharashtra: Economic Survey of Maharashtra, Various Issues.
- 2) Government of Maharashtra: Yojana magazine, Various Issues.
- 3) Kurulkar R. P. (1997): Maharashtrachi Arthvyavastha (Marathi) VidyaPrakashan, RuikarMarg, Nagpur.
- 4) Maharashtra RajyaNiyojanMandal (2002) : ManavVikasAhawal, Maharashtra.
- 5) MunagekarBhalchandra (2003) : The Economy of Maharashtra – Changing Structure and Emerging Issues, Dr. Ambedkar Institute of Social and Economic Change, Mumbai
- 6) PansareGovind (2012) : Maharashtrachi ArthikPahani – ParyayiDrushtikon
- 7) Patil J.F.(2010) : SuvarnaMahotsavi Maharashtrachi Badalati Arthvyavastha (Marathi), AbhijitPratapPawar, Sakal Papers Ltd., 595, BudhwarPeth, Pune
- 8) Reserve Bank of India: Handbook of Statistics of Indian Economy
- 9) World Bank (2002) India : Maharashtra Reorienting Govt. to Facilitate Growth and Reduce Poverty

**M. R. S. Part-II, Semester- III**

<b>Course Name</b>	: Microfinance
<b>Course Type</b>	: Major Mandatory
<b>Course Number</b>	: MM4
<b>Course Code</b>	: MRSU0325MML532I4
<b>Course Credits</b>	: 2
<b>Marks</b>	: Semester End: 40    Internal Assessment: 10    Total Marks: 50

**Course Learning Outcomes:** After completion of this course, student will be able to;

- Assess the need of microfinance.
- Know the various models of microfinance.
- Analyze the role of microfinance in rural development.
- Examine the nature and extent of financial inclusion.

**Module 1: Introduction to Microfinance:****(Hours - 15, Credit - 1)**

- 1.1: Microfinance: History, Meaning, Scope, Characteristics, Principles, Importance and Assumptions.
- 1.2: Microfinance Products and Services
- 1.3: Microfinance through SHGs: SHGs; Concept, Characteristics, Functions, Formation and Development, Meetings.
- 1.4: Capacity Building of SHGs and Financial Management in SHGs.
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Financial Inclusion:****(Hours - 15, Credit - 1)**

- 2.1: Introduction and Overview
- 2.2: Nature and Extent of Exclusion.
- 2.3: State intervention for Financial Inclusion in India.
- 2.4: Demand Side Causes and Solutions for Financial Inclusion.
- 2.5: Practical and Applications- Related Case Studies and Reports.

**LIST FOR READING:**

- 1) Beatriz Armendáriz de Aghion, Beatriz Armendáriz, Jonathan Morduch, "The Economics of Microfinance" MIT Press, 2007
- 2) David Hulme, Thankom Arun, "Microfinance: A Reader" Routledge, 13-Jan-2009
- 3) <https://www.sidbi.in/files/Rangarajan-Committee-report-on-Financial-Inclusion.pdf>
- 4) [http://planningcommission.nic.in/reports/genrep/pov\\_rep0707.pdf](http://planningcommission.nic.in/reports/genrep/pov_rep0707.pdf)
- 5) Hulme, D. (2000). "Impact assessment methodologies for microfinance: Theory, experience and better practice." World Development 28(1): 79-98

- 6) Joanna Ledgerwood, "Transforming Microfinance Institutions: Providing Full Financial Services to the Poor", World Bank, 01-Jan-2006
- 7) Joanna Ledgerwood, Julie Earne, Candace Nelson, "The New Microfinance Handbook: A Financial Market System Perspective" World Bank Publications, 12-Feb-2013
- 8) Microfinance, V. Neelamegam, Vrinda Publication 2014
- 9) Morduch, J., (1999) "The role of subsidies in microfinance: evidence from the Grameen Bank," Journal Of Development Economics (60)1, pp. 229-248
- 10) Stuart, G. "Microfinance Sustainability and Public Value," In Search of Public Value: Beyond Private Choice, eds. John Bennington and Mark Moore, Palgrave MacMillan, Forthcoming

**M. R. S. Part-II, Semester-III**

<b>Course Name</b>	: Agribusiness and FPOs
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME1
<b>Course Code</b>	: MRSU0325MEL532I1
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80      Internal Assessment: 20      Total Marks: 100

**Course Learning Outcomes:** After completion of this course, student will be able to;

- Understand the basic principles of agri- business management.
- Inculcate the skills necessary for agri-business management.
- Understand the formation and financing of the Farmer Producer Organization.
- Examine the existing FPOs and their issues & challenges.

**Module 1: Introduction to Agri-Business:****(Hours - 15, Credit - 1)**

- 1.1: Agri Business: Concept- Nature, Scope and Importance
- 1.2: Types of Agribusiness Sector, Difference between farm and non-farm sectors
- 1.3: Structure of Agribusiness: Linkages among Sub-sectors of the Agri-business sector
- 1.4: Agribusiness Management – Meaning, Nature, Scope and Functions. Components of Agribusiness Management
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Agricultural Marketing:****(Hours - 15, Credit - 1)**

- 2.1: Agricultural Marketing: Concepts, Scope, Importance; Structure. Marketing Functions: Grading, Storage, Transport, Packaging, and Value Addition in Agriculture Products.
- 2.2: Marketing Institutions in Agribusiness: Commodity Boards, Directorate of Marketing and Inspection, Export Agencies,
- 2.3: Planning and Organizing Business, IT in Agribusiness, ITC e-choupal.
- 2.4: The Value of Farm Products: Farm Prices- Quality; Price, Cost of Production- Fixed and Variable Costs.
- 2.5: Practical and Applications- Related Case Studies and Reports.

**Module 3: Farmers Producer Organization****(Hours - 15, Credit - 1)**

- 3.1: Farmers Producer Organization (FPO): Concepts, Scope, Role & Importance.
- 3.2: National and State policies for the promotion of FPO: Scope and Coverage, Role of Central Government Institutions, Role of State Government, Policy for Maharashtra

3.3: Sources of Finance for FPOs: NABARD, NABKISAN, Producers Organization Development Funds (PODF), Other sources

3.4: Schemes for FPOs: Venture Capital Assistance Scheme, Venture Capital Assistance Scheme, Rastriya Krishi Vikas Yojana- RAFTAAR, Re-vamped National Food Security Mission (NSFM), eNAM – National Agriculture Market Scheme

3.5: Practical and Applications- Related Case Studies and Reports.

#### **Module 4: Policy and Process for FPOs**

**(Hours - 15, Credit - 1)**

4.1: Farmer Producer Company: Concept, Legal Procedure, formation, Issues and Challenges

4.2: Role of Central and State Government Institutions in Supporting FPOs

4.3: Process Guidelines for Promotion of Farmer Producer Organizations (FPOs), Capacity Building of Members of FPOs/FPCs

4.4: Success stories of Farmer Producer Companies. Business plan of an FPO: Business Modules and components, Identifying the potential business, Basics of Risk taking and solutions

4.5: Practical and Applications- Related Case Studies and Reports.

#### **LIST FOR READING:**

- 1) Bhav S.W.' "Agri-Business management in India"
- 2) Broadway Ac and' A..A. Broadway Text book of Agribusiness Management
- 3) C.B. Mamoria' "Problems of Agriculture in India. Himalaya publishing House Mumbai, Delhi.
- 4) <http://sfacindia.com/FPOS.aspx>
- 5) [https://agritech.tnau.ac.in/farm\\_association/pdf/FPO%20Policy.pdf](https://agritech.tnau.ac.in/farm_association/pdf/FPO%20Policy.pdf)
- 6) <https://enam.gov.in/web/stakeholders-Involved/fpos>
- 7) <https://pib.gov.in/Pressreleaseshare.aspx?PRID=1696547>
- 8) <https://www.manage.gov.in/publications/edigest/jun2018.pdf>
- 9) <https://www.nafpo.in/>
- 10) M.Upton & B.O. Anloio – "Farming as a Business " Oxford University Press, New York.
- 11) Meena R.K. & J.S. Yadav' "Horticulture marketing & Post harvest management" Pointer publications Jaypur-2001
- 12) R.N.Soni' "Leading issues in Agricultural Economics"
- 13) S.K. Misra' V.K. Puri "Indian Economy" Himalaya publishing House Mumbai.
- 14) S.S. Achary' N.L. Agarwal "Agricultural Marketing in India.
- 15) Sadhu & Singh' "Fundamentals of agricultural Economics"
- 16) Smita Diwase' "Agi-Business Management" Everest Publishing House Pune
- 17) Thorats Sirohis' "State of Indian farmer" A millennium study Rural Infrastructure Academic Foundation, New Delhi.
- 18)

**M. R. S. Part-II, Semester- III**

<b>Course Name</b>	: Agro-processing and Allied Industries
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME2
<b>Course Code</b>	: MRSU0325MEL532I2
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80      Internal Assessment: 20      Total Marks: 100

**Course Learning Outcomes:** After completion of this course, student will be able to;

- Understand the different types of agro- processing and allied industries.
- Examine the business potentiality in various agro-processing industries in India.
- Examine the business potentiality in various allied sectors in India.
- Understand the different financial assistance scheme for agri-processing and allied activities in India.

**Module 1: Introduction to Agro-processing:****(Hours - 15, Credit - 1)**

- 1.1 Indian Agriculture Industry- market size.
- 1.2 Agro-processing: Concept, nature, Scope and Types
- 1.3 Trends and pattern of Indian Agro Industry,
- 1.4 Significance of Agro based Industry, Problems of rural agro based industries and remedies
- 1.5 Practical and Applications- Related Case studies and Reports.

**Module 2: Agro- Based Industries:****(Hours - 15, Credit - 1)**

- 2.1 Textile Industry - Cotton, jute, silk, wool and man-made fiber
- 2.2 Food Processing Industry- Dairy, Sugar, Vegetable oil, Fruits
- 2.3 Agro input processing units- Fertilizer, Pesticides
- 2.4 Opportunities for Indian agro based industries
- 2.5 Practical and Applications- Related Case studies and Reports.

**Module 3: Allied Activities:****(Hours - 15, Credit - 1)**

- 3.1 Scope of business opportunities in allied sector
- 3.2 Business potentiality in Tree farm, Organic fertilizer production, Mushroom farming, Poultry farming, Hydroponic retail store, Beekeeping, Broom production
- 3.3 Sericulture, Central Silk Board
- 3.4 Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- 3.5 Practical and Applications- Related Case studies and Reports.

**Module 4: Finance for Agro-industry:****(Hours - 15, Credit - 1)**

- 4.1 Agro-industry: Financial needs, process, Sources
- 4.2 Agro processing cluster schemes- Food Processing Unit, Venture Capital by Small Farmer Agri-Business Consortium (SFAC)
- 4.3 Schemes and Agencies - National Horticulture Board (NHB), Small Farmer Agri-Business Consortium (SFAC) assistance to cold storage, Agricultural and Processed Food Products Export Development Authority (APEDA) assistance for cold chain
- 4.5 Practical and Applications- Related Case studies and Reports.

### **LIST FOR READING:**

- 1) Agro-industry trends, patterns and development impacts. – DOI
- 2) Annual Survey of Industries, (2000-05), Central Statistical Organisation, New Delhi. (Different issues).
- 3) Gupta S.K., (1993), “Development of Agro-based industries: Problems and Prospects”, Deep and Deep Publications, New Delhi,
- 4) Iqbal B.A., (1981); ‘Agro Based Industries: Performance and Prospectus’, Aligarh
- 5) Iqbal, B.A. (1981), Agro – based Industries:: Performance and prospects, Aligarh, p.1.
- 6) Iqbal, B.A. (1981), Agro – based Industries:: Performance and prospects, Aligarh, p.1.
- 7) Iqbal, B.A. (1981), Agro – based Industries:: Performance and prospects, Aligarh, p.1.
- 8) Mishra P.L. (1994);’ Agro Industrial Development in India’, Mohit publication, New Delhi
- 9) Nkechi S. Owoo - "The Agro-Processing Industry and its Potential for Structural Transformation of the Ghanaian Economy"
- 10) Pei-kang Chande; ‘Agriculture and Industrialization’ Cambridge, Massachusetts, Harvard University Press
- 11) Silva, C. A. da, Baker, D., Shepherd, A. W., Jenane, C., Miranda-da-Cruz, S.- " Agro-industries for development"
- 12) Thakur S.Y., (1985), “Rural Industrialisation in India”, Sterling Publishers, New Delhi
- 13) Venkaiah V., (1987), “Impact of Agro-Based Industries on Rural Economy", Himalaya Publishing House, Bombay

**M. R. S. Part-II, Semester- III**

<b>Course Name</b>	: Entrepreneurship Development
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME3
<b>Course Code</b>	: MRSU0325MEL532I3
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80      Internal Assessment: 20      Total Marks: 100

**Course Learning Outcomes:** After completion of this course, student will be able to;

- Understand the concept of Entrepreneurship
- Conceptual clarity of forms of business organization
- Generate and evaluate their own ideas for Entrepreneurship
- Do feasibility analysis of Entrepreneurial Project

**Module 1: Introduction to Entrepreneurship:****(Hours - 15, Credit - 1)**

- 1.1: Meaning and concept of entrepreneurship, role of entrepreneurship in economic development.
- 1.2: Agencies in entrepreneurship management and future of entrepreneurship types of entrepreneurs.
- 1.3: The skills/ traits required to be an entrepreneur, Creative and Design.
- 1.4: Thinking, the entrepreneurial decision process, skill gap analysis, and role models, mentors and support system, entrepreneurial success stories.
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Forms of Business Organization:****(Hours - 15, Credit - 1)**

- 2.1: Introduction to various form of business organization
- 2.2: Sole proprietorship, partnership
- 2.3: Corporations, Limited Liability company
- 2.4: Mission, vision and strategy formulation.
- 2.5: Practical and Applications- Related Case Studies and Reports.

**Module 3: Idea Generation & Evaluation:****(Hours - 15, Credit - 1)**

- 3.1: Sources of business ideas, finding Business ideas, sources of data for ideation.
- 3.2: Opportunity recognition. Idea Evaluation
- 3.3: Design thinking for finding solutions, prototyping, idea evaluation, entrepreneurial Outlook,
- 3.4: Value proposition design, customer insight.
- 3.5: Practical and Applications- Related Case Studies and Reports.

**Module 4: Feasibility Analysis:****(Hours - 15, Credit - 1)**

- 4.1: Product/Service Feasibility Analysis,



- 4.2: Industry & competition analysis,
- 4.3: Environment analysis,
- 4.4: Financial feasibility analysis
- 4.5: Practical and Applications- Related Case Studies and Reports.

**LIST FOR READING:**

- 1) Ramachandran, Entrepreneurship Development, Mc Graw Hill
- 2) Katz, Entrepreneurship Small Business, Mc Graw Hill
- 3) Byrd Megginson,,Small Business Management An Entrepreneur's Guidebook 7th ed, McGrawHill
- 4) Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press
- 5) Hougard S. (2005) The business idea. Berlin, Springer
- 6) Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington,
- 7) Butterworth Heinemann
- 8) Leo-Paul Dana ,World Encyclopedia of Entrepreneurship, , Edward Elgar

**M. R. S. Part-II, Semester- III**

<b>Course Name</b>	: Rural Project Management
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME4
<b>Course Code</b>	: MRSU0325MEL532I4
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80      Internal Assessment: 20      Total Marks: 100

**Course Learning Outcomes:** After completion of this course, student will be able to;

- Acquaint the students with the basic idea of rural project management.
- Give deeper insight in to the components of project planning.
- Develop the skills in students of project monitoring and evaluation.
- Link project design and its results and monitoring and evaluation of rural development projects.

**Module 1: Introduction to Rural Project Management:** **(Hours - 15, Credit - 1)**

- 1.1: Concept of plan, project and programme
- 1.2: Inter-relation between plan, program, project and activities
- 1.3: Importance of project management and characteristics of a project
- 1.4: Skill, role and responsibilities of a project manager and Characteristics of Successful Project Manager
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Project Proposals:** **(Hours - 15, Credit - 1)**

- 2.1: Basic and supportive information required for a project
- 2.2: Rules governing the preparation of project proposal
- 2.3: Common format of a project proposal
- 2.4: Preparing a concept note and writing up a detailed project proposal, developing a fund-raising proposal, mode of approaching funding sources
- 2.5: Practical and Applications - Related Case Studies and Reports.

**Module 3: Project Planning:** **(Hours - 15, Credit - 1)**

- 3.1: Project Planning, Project Planning Matrix
- 3.2: Types of projects
- 3.3: Project Life Cycle
- 3.4: Project Planning and Scheduling techniques: Tools for project planning
- 3.5: Practical and Applications- Related Case Studies and Reports.

**Module 4: Project Monitoring and Evaluation:****(Hours - 15, Credit - 1)**

- 4.1: Concept, difference, types, objectives and basis of monitoring and evaluation
- 4.2: Results based monitoring
- 4.3: Results based evaluation
- 4.4: Monitoring and Evaluation: Objectives, Methods and tools of monitoring and evaluation
- 4.5: Practical and Applications- Related Case Studies and Reports.

**LIST FOR READING:**

- 1) Bhavesh M Patel (2000). Project Management, Vikas Publishing House Pvt. Ltd., New Delhi
- 2) FAD (2002). A Guide for Project M&E: Managing for Impact in Rural Development. Rome: International Fund for Agricultural Development.
- 3) Nagarajan. K (2001). Project Management, New age international (P) Ltd. New Delhi.
- 4) Prasanna Chandra (2020). Projects: Planning, Analysis, Financing, Implementation and Review, Tata MC Graw Hill publishing Company Ltd, New Delhi.
- 5) Project Management Body of Knowledge (PMBOK® Guide) (2017) - Sixth Edition.
- 6) Shaghil M, Mushtaque M (1993). Project Formulation concept and Approaches, Print Well, Jaipur.
- 7) Laurence, S. John, M. Susie, T. (2011). Project Planning and Management. London: Centre for Development, Environment and Policy.
- 8) RPRLGSP (2009). Manual on Project Cycle Management: Guidelines on Identification, Design and Implementation of Successful Local Authority Projects.
- 9) UNDP (2011). National Implementation by the Government of UNDP Supported Projects: Guidelines and Procedures. UNDP
- 10) Vasant Desai (1997). Project Management, Himalaya publishing house, Mumbai.

### M. R. S. Part-II, Semester- III

<b>Course Name</b>	: Research Project
<b>Course Type</b>	: Research Project
<b>Course Number</b>	: RP
<b>Course Code</b>	: MRSU0325RML532I
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80      Internal Assessment: 20      Total Marks: 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- After successful completion of this Field Project, the students will be able to:
- To identify the research problems and formulate objectives.
- To choose appropriate methodology with proper tools and techniques
- To analyse and interpret the data collected from different sources.
- To make decision or find out conclusions based on data analysis.

**Instructions for teachers and students while doing Research Project:**

1. Selection of the research project should be related to the courses in the concerned subject.
2. SEPARATE research project should be FORMALLY ASSIGNED (in written form) by concerned teacher to every student. It should not be done in common.
3. Students are required to prepare the research report based on fieldwork and studying the current trends in economics under the guidance of the project guide.
4. Submission of Research Project Report duly signed and certified by concerned teacher/guide is A PREREQUISITE FOR APPEARING TO VIVA-VOCE EXAMINATION.
5. TWO COPIES of Research Project Report in BOUND FORMAT should be submitted before Viva-Voce. One copy will be kept by department and the remaining will be returned to student.

**Important Notes for Teachers:**

1. Prepare an Appropriate Format of PERMISSION LETTER to be given to student to do the Research Project under the guidance of a concerned teacher.
2. Prepare an Appropriate Format for Writing the Research Report. Kindly see that the First Page and Certificate Page is common for all students. In the remaining part, try to maintain uniformity.

**The format may be as follows:**

**Chapter I:** Introduction and Research Methodology

**Chapter II:** Review of Literature / Theoretical Background / Conceptual Framework

**Chapter III:** Profile of the Organization / Area

**Chapter IV:** Analysis and Interpretation of the Data

**Chapter V:** Conclusion - It will include observations, findings, suggestions and conclusions.

**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: NGO Management and CSR
<b>Course Type</b>	: Major Mandatory
<b>Course Number</b>	: MM1
<b>Course Code</b>	: MRSU0325MML532J1
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80 <b>Internal Assessment:</b> 20 <b>Total Marks:</b> 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Explain basic knowledge of NGOs and their Programmes with Developmental Perspectives,
- Register NGO and manage, functioning of NGO.
- Understand perspective and legal framework of CSR.
- Understand role of CSR in Social Development.

**Module 1: NGOs and VOs in India****(Hours - 15, Credit - 1)**

- 1.1 Nature, Concept and Definitions of NGOs. Role, importance, Need and Scope for NGOs
- 1.2 Concept of Voluntary Organizations, POs, CBOs and Trusts.
- 1.3 Historical Growth of Voluntary organizations in India, Recent trends in voluntary sector regarding rural development
- 1.4 Changing Scenario of NGOs in India.
- 1.5 Practical and Applications- Visit NGOs working in different field and submit report.

**Module 2: Registration and Management of NGO****(Hours - 15, Credit - 1)**

- 2.1: Preparation of Documents: Memorandum of Association, Bye-Laws, Governing Body, Contents of Affidavit.
- 2.2: The Societies Registration Act, 1860.
- 2.3: Preparation and Maintenance of Various Office Documents.
- 2.4: FCRA provisions.
- 2.5: Financial Sources and preparation of project proposal for financial assistance.

**Module 3: Concept, Meaning, Evolution and approaches of CSR in India** **(Hours - 15, Credit - 1)**

- 3.1: Concept, meaning, basic elements, characteristics and scope of CSR
- 3.2: Traditional corporate philanthropy and Social Responsibility Model
- 3.3: Emerging Perspectives of CSR: 1. Reputation capital, 2. Eco-social perspective, 3. Rights-based perspective and Human Rights and CSR
- 3.4: MDG's and CSR
- 3.5: Practical and Applications- Related Case Studies and Reports.

**Module 4: CSR and Social Development****(Hours - 15, Credit - 1)**

- 4.1: Corporate Governance and CSR, various models, CSR Policy and guidelines

4.2: Company Act 2013 - relevant provisions of CSR.

4.3: CSR and social development issues and challenges

4.4: Community development and social development through CSR

4.5: Practical and Applications- Related Case Studies and Reports.

### **LIST FOR READING**

- 1) B. T. Lawani (1999), NGOs in Development, Rawat Publications, Jaipur.
- 2) Chandra and Snehalata (2001) Non- Govt. Organisations, Karishka Publishers, New Delhi.
- 3) Lewis David and W. Tina (2003) Development NGOs and the challenge of Change, Rawat Publications, Jaipur.
- 4) Kranti Rana (2001) Peoples Participation and Voluntary Action, Kanishka Publishers, New Delhi
- 5) A White Paper (2008): CSR-Towards a Sustainable Future by KPMG IN INDIA, & ASSOCHAM held at 1<sup>st</sup> International summit at New Delhi, 28-31, Jan'2008.
- 6) B. Sujatha (2006), Social Audit: Concepts and Practices, The ICFAI University, Press, Hyderabad
- 7) C.V. Baxi & Ajit Prasad (2005), Corporate Social Responsibility - Concepts & Cases: The Indian Experience, Excel Books, New Delhi
- 8) David Crowther & Renu Jatana (2005), International Dimensions of CSR Vol. I, The ICFAI University Press, Hyderabad

**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: Global Business Environment
<b>Course Type</b>	: Major Mandatory
<b>Course Number</b>	: MM2
<b>Course Code</b>	: MRSU0325MML532J2
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80 <b>Internal Assessment:</b> 20 <b>Total Marks:</b> 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Interpret the theoretical and applied issues in international trade.
- Suggest appropriate market entry strategies for business firms.
- Explain the export-import procedure in businesses.
- Extend international marketing system with quality and regulatory standards for agricultural produce.

**Module 1: International Business****(Hours - 15, Credit - 1)**

- 1.1: Introduction to International Business
- 1.2: International Business Environment.
- 1.3: Market Selection: Market Selection Process, Determinants of Market Selection, Market Entry Strategy.
- 1.4: International Channel System, Organization structure for International Business, International Marketing
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: International Trade Procedure****(Hours - 15, Credit - 1)**

- 2.1: Volume, Direction and Composition of India's Foreign Trade after 1991.
- 2.2: Agricultural Trade: Direction, Composition, Export Potentiality,
- 2.3: Export Procedure- Import Procedure, EXIM Policy, Agri Export Policies
- 2.4: Export Promotion Council, Commodity Board
- 2.5: Practical and Applications- Related Case Studies and Reports.

**Module 3: International Finance****(Hours - 15, Credit - 1)**

- 3.1: Financing of Foreign Trade: Letter to Credit (L/C)- Parties to L/C, Operation, Types. Drafts, Bill of Exchange
- 3.2: Pre-shipment and Post-shipment Credit, Credit under duty draw back scheme
- 3.3: Export-Import Bank of India (EXIM Bank), Export Credit Guarantee Corporation (ECGC) of India
- 3.4: Financing of Agro Export and Documentations
- 3.5: Practical and Applications- Related Case Studies and Reports.

**Module 4: Trade Blocks and International Institutions****(Hours - 15, Credit - 1)**

4.1: Types of Regional Economic Integration (Trade blocs): NAFTA, SAPTA and EU.

4.2: Trade Protectionism, Tariff and Non-tariff barriers.

4.3: IMF, World Bank: Role and Functions.

4.4: WTO-Agreements.

4.5: Practical and Applications- Related Case Studies and Reports.

**LIST FOR READING**

- 1) Arora, R. S., Practical Guide to the Foreign Trade of India, National Publishing House, New Delhi, 2000.
- 2) Ballun, R. H., Business Logistics Management, Prentice Hall International, Inc., 1999-2000.
- 3) Cherunilam, F. (2009). International Business Text and Cases. New Delhi: PHI Learning Pvt. Ltd.
- 4) Cherunilam, F., International Marketing, Himalaya Publishing House, 1999
- 5) Kapoor.D.C. (2002), Export Management, Vikas Publishing House (P) Ltd, New Delhi.
- 6) Keegan, W. J., Global Marketing Management, Prentice Hall of India, 1999
- 7) Kumar.V. (2000), International Marketing, Pearson Education (Singapore) Pvt Ltd New Delhi.
- 8) Mahajan, Guide to Export Policy, Procedures and Documentation
- 9) Ministry, Commerce and Industry, Hand Book of Procedures, Volume I & II, GOI, New Delhi, 2000.
- 10) Shaked Ahmad Siddiqui.Dr. (2011), International Marketing, Dreamtech Press, New Delhi.
- 11) Shukla, S. (2008). International Business. New Delhi: Excel Books.pp. 321-338
- 12) Siddaiah, T. (2016). International Financial Management. Tamil Nadu, India: Pearson India Education Services Pvt.Ltd.pp. 403-430
- 13) SvendHollensen (2010), Madhumita Banerjee, Global Marketing, Pearson, New Delhi.
- 14) Warsen J. Keegan, Mark C. Green (2005), Global Marketing, Dorling Kindersley (India) Pvt Ltd, New Delhi.
- 15) Young, G., The New Export Marketer, Kogen Page Ltd., 1999-2000



**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: Indian Rural Livelihoods
<b>Course Type</b>	: Major Mandatory
<b>Course Number</b>	: MMJ3
<b>Course Code</b>	: MRSU0325MML532J3
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80 <b>Internal Assessment:</b> 20 <b>Total Marks:</b> 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Develop innovative livelihood models in Agriculture, Horticulture, Floriculture, Sericulture and Forestry.
- Illustrate the rural labour market and their problems.
- Demonstrate the rural marketing pros and cons.
- Evaluate the importance of rural infrastructure in rural development.

**Module 1: Introduction to Rural Resources****(Hours - 15, Credit - 1)**

- 1.1: Concept and definition of rural livelihood, Indicators of rural livelihood, Rural Resources - land, soil, climate, water and forests.
- 1.2: Production Systems - Agriculture, Horticulture, Floriculture, Sericulture, Forestry;
- 1.3: Agriculture– Importance in Indian Economy, Productivity, changing land use and cropping pattern, Green Revolution- Problems.
- 1.4: Non-farm Activities – Traditional and innovative techniques.
- 1.5: Practical and Applications – Related Case studies and Reports.

**Module 2: Rural Labour Market****(Hours - 15, Credit - 1)**

- 2.1: Features of Demographic Dynamics of India.
- 2.2: Poverty and Inequality - types, measurement, nature and dimensions in India.
- 2.3: Unemployment - nature, extent and trends. Rural Labour Supply - mobility of labour and segmentation in labour markets.
- 2.4: Agricultural wages and its Disparities, Non-agricultural rural employment- trends and determinants.
- 2.5: Practical and Applications – Related Case studies and Reports.

**Module 3: Rural Infrastructure****(Hours - 15, Credit - 1)**

- 3.1: Concept and role of rural infrastructure, Social Infrastructure – Education and Health; Recent Trends and Policies.
- 3.2: Transport and Communication - Role in Economic Development.
- 3.3: Energy - Conventional and Non-Conventional sources of Energy.

3.4: Irrigation and Water Management – Policies and Programmes, Progress and Problems, Potable and non-potable Water.

3.5: Practical and Applications – Related Case studies and Reports.

#### **Module 4: DAY-NRLM**

**(Hours - 15, Credit - 1)**

4.1: DAY-NRLM - Genesis, Mission and Features

4.2: NRLM - Components

4.3: NRLPS - Objectives

4.4: Maharashtra State Rural Livelihood Mission

4.5: Practical and Applications – Related Case studies and Reports.

#### **LIST FOR READING**

- 1) Agarwal A.N. and Kundan K.L, “Agricultural Problems of India”, Vikas Publication House, New Delhi.
- 2) Datt and Sundaram (2008), “Indian Economy”, S. Chand & Company, New Delhi.
- 3) Hohn W. Penson, Oral Capps, C. Parr Rosson, (1999), “Introduction to Agricultural Economics”, Prentice Hall, New Jersey.
- 4) Khusro A.M. (1968), “Leading issues in Agricultural Development”, Allied Publishers, Bombay.
- 5) Mishra and Puri, (2008), “Indian Economy” Himalaya Publishing House, New Delhi.
- 6) Papola T.S. (1982), “Rural Industrialization in India”, Himalaya Pub. House, Delhi.
- 7) Vaidhanathan A. (1995), “The Indian Economy: Crisis, Response and Prospects”, Orient Lognmans, New Delhi.
- 8) Wanmali S, and C, Ramasamy (Edn) (1995), “Developing Rural Infrastructure”,
- 9) McMillan, New Delhi.

**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: Environment and Sustainable Development
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME1
<b>Course Code</b>	: MRSU0325MML532J1
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80 <b>Internal Assessment:</b> 20 <b>Total Marks:</b> 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Understand the concept of environment
- Get acquainted with the terms Ecosystems and Ecology.
- Comprehend the complexity and various forms and dimensions of development and environment issues
- Understand the basic concept of Sustainable Development, the environmental, social and economic dimensions.

**Module 1: Ecosystems and Ecology** **(Hours - 15, Credit - 1)**

- 1.1: Ecosystem: Meaning, Types and Functions.
- 1.2: Components: Producers, consumers and decomposers
- 1.3: Fundamentals of Ecology
- 1.4: Food chain, food web and ecological pyramid
- 1.5: Practicals and Applications: Related Case Studies and Reports.

**Module 2: Environmental Pollution and its Management** **(Hours - 15, Credit - 1)**

- 2.1: Meaning, Causes, effects and control measures of: a) Air pollution b) Water pollution c) Soil pollution d) Noise pollution
- 2.2: Carbon credit
- 2.3: Solid waste management: causes, effects and control of wastes
- 2.4: Disaster and its management: flood, earthquake, cyclone and landslide
- 2.5: Practical and Applications: Related Case Studies and Reports.

**Module 3: Sustainable Development** **(Hours - 15, Credit - 1)**

- 3.1: Concept of Sustainable development
- 3.2: Indicators and Dimensions of sustainable development
- 3.3: Sustainable Development Goals (SDGs)
- 3.4: Green Gross Domestic Product (Green GDP) - Sustainable agriculture - Green Economy
- 3.5 Practical and Applications: Related Case Studies and Reports

**Module 4: Environmental Issues and Remedies****(Hours - 15, Credit - 1)**

- 4.1: Problems related to energy, water, rain water harvesting and watershed management
- 4.2: Global warming, Climate change, Acid rain, Ozone layer depletion: Causes, Effects and Remedies
- 4.3: Environmental Audit - Environmental Impact Assessment, GIS and Remote Sensing.
- 4.4: Environmental laws – Central Pollution Control Board- State Pollution Control Boards
- 4.5: Practical and Applications: Related Case Studies and Reports.

**LIST FOR READING**

- 1) Brunner R.C., (1989) Hazardous Waste Incineration, McGraw Hill Inc.
- 2) Dahiya M. P. (2009) Biodiversity Conservation: Vedams eBooks (P) Ltd, New Delhi, India.
- 3) Fulekar M.H, Pathak B.,Kale R K., (2013)Environment and Sustainable Development, Springer.
- 4) Mahajan S. P. (2009) Air Pollution and Control: The Energy and Resources Institute, TERI.
- 5) Rana S. V.S. (2008) Energy, Ecology and Environment. I.K. International Publishing House Pvt. Ltd., New Delhi, India.
- 6) Singh N. (2021) Environment & Sustainable Development, ANU Books.
- 7) Verma M. K. (2021) Environment and Sustainable Development: Perspectives and Issues, Routledge India.
- 8) Kamble P S and Ovhal V V (2018) Green Economy: Where India Stands in the World? A B S Publication, Varanashi , UP.
- 9) M Karpagam (2007) Environmental Economics: A Text Book, Sterling Publishers Private Limited, New Delhi
- 10) Hanley, Shogren and White (2006), Environmental Economics in Theory and Practice, Macmillan International
- 11) Singh and Shishodia (2007), Environmental Economics: Theory and Applications, Sage Publications
- 12) Santra , S C (2017), Environmental Science, New Central Book Agency ,

**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: Rural Innovations and Startups
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME2
<b>Course Code</b>	: MRSU0325MML532J2
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80 <b>Internal Assessment:</b> 20 <b>Total Marks:</b> 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Understand the innovations in rural technologies and services.
- Identify different perspectives on sectorial innovations
- Critically evaluate ideas creativity and analyze things based on design thinking
- Identify rural startup opportunities and initiate the business startup

**Module 1: Fundamentals of Innovation****(Hours - 15, Credit - 1)**

- 1.1: Fundamentals of Innovation
- 1.2: 4Cs of Innovation- Creativity, Critical Thinking, Communication, Collaboration.
- 1.3: Creativity and Problem Solving, Design Thinking.
- 1.4: Sectorial Innovations – Rural innovation, frugal innovation
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Rural Innovations****(Hours - 15, Credit - 1)**

- 2.1: Innovations in rural technologies
- 2.2: Innovation in rural services
- 2.3: Basics of Intellectual Property and Business Law
- 2.4: Success rate of Innovation.
- 2.5: Practical and Applications- Related Case Studies and Reports.

**Module 3: Fundamentals of Entrepreneurship and Entrepreneurship****(Hours - 15, Credit - 1)**

- 3.1: Business Plan: Interviews, Customer surveys, Secondary Research, Idea Generation Process to Commercialization of Products and Services.
- 3.2: Startups-Lean Startup,
- 3.3: Social Entrepreneurship
- 3.4: Startup Resilience.
- 3.5: Practical and Applications- Related Case Studies and Reports.

**Module 4: Startup Case Studies****(Hours - 15, Credit - 1)**

- 4.1: Dairy Technology, Organic Farming, Agro-Processing, Honey Processing.
- 4.2: Startup Accelerator.
- 4.3: Corporate and Government Funding Schemes for Rural Startups.

4.4: Rural Startup Funding Agencies-SIDBI

4.5: Practical and Applications- Related Case Studies and Reports.

### **LIST FOR READING**

- 1) H. S. Fogler and S.E. LeBlanc, Strategies for Creative Problem Solving, Prentice Hall
- 2) E. Lumsdaine and M. Lumsdaine, Creative Problem Solving, McGraw Hill,
- 3) J. Goldenberg and D. Mazursky, Creativity in product innovation. Cambridge University Press, 2002.
- 4) Tim Brown , Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation Hardcover – September 29, 2009
- 5) Tom Kelley & David Kelley , Creative Confidence: Unleashing the Creative Potential Within Us All Hardcover – Illustrated, October 15, 2013
- 6) Nigel Cross , Design Thinking: Understanding How Designers Think and Work Kindle Edition Tim Brown),
- 7) J. Goldenberg and D. Mazursky, Creativity in product innovation. Cambridge University Press, 2002
- 8) Jeanne Liedtka & Tim Ogilvie , The Designing for Growth Field Book: A Step-by-Step Project Guide (Columbia Business School Publishing) Paperback – January 14, 2014,
- 9) HBR's 10 Must Reads on Design Thinking (with featured article "Design Thinking" Paperback – April 28, 2020
- 10) Bill Burnett & Dave Evans , Designing Your Life: How to Build a Well-Lived, Joyful Life Hardcover – Illustrated, September 20, 2016

**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: Tourism for Rural Development
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME3
<b>Course Code</b>	: MRSU0325MML532J3
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80 <b>Internal Assessment:</b> 20 <b>Total Marks:</b> 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Analyze the importance of tourism in Rural Development and its cultural significance.
- Identify the tourism resources in rural areas.
- Impart the knowledge about developing a Business Plan for Rural Tourism.
- Develop Agro Tourism Model to boost agricultural income.

**Module 1: Introduction to Tourism****(Hours - 15, Credit - 1)**

- 1.1: Tourism concept: History, Origin and Essential Factors for Tourism.
- 1.2: Types of Tourism: Inter-regional and intra-regional, Inbound and outbound, domestic and international.
- 1.3: Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism and Visiting Friends Relatives (VFR).
- 1.4: Emerging Concepts in Tourism: Agro-Tourism, Medical Tourism, Eco Tourism and Rural Tourism
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Rural Tourism****(Hours - 15, Credit - 1)**

- 2.1: Concept of Rural Tourism. Rural Territory- Its Potential as a Tourism Product. Village as a primary tourism product- Showcasing rural life, art, culture and heritage.
- 2.2: Rural Tourism: Costs-Benefits associated with Rural Tourism, Impact of Rural Tourism on rural community, Challenges of Rural Tourism.
- 2.3: Rural Tourism Business Plan: Feasibility and Execution, Infrastructure, Marketing and Financial Assistance requisites, Intervention of Professional Agencies - Linkages for development of Rural Tourism.
- 2.4: Sustainable Tourism
- 2.5: Practical and Applications- Related Case Studies and Reports.

**Module 3: Agro Tourism****(Hours - 15, Credit - 1)**

- 3.1: Agro-Tourism: Meaning, Scope, Principles and Importance.
- 3.2: Merits and demerits - Opportunities and Challenges Before Agro Tourism

3.3: Agro-Tourism Management and Administration: Accommodation concept, types & food service, Travel and Transport services for Agro-Tourism, Business ethics & laws.

3.4 Various records of Agro Tourism Business (Register, Account, Visitor Book, Meeting Books etc.)

3.5: Practical and Applications- Related Case Studies and Reports.

#### **Module 4: Tourism Policy and Organizations**

**(Hours - 15, Credit - 1)**

4.1: Agro-Tourism Centers - Private Agro-Tourism

4.2: Tourism Organisations: India Tourism Development Corporation (ITDC), Maharashtra Tourism Development Corporation (MTDC), Tourism Finance Corporation of India (TFCI).

4.3: International Tourism Organization (ITO)

4.4 Recent Tourism Policy of India, Tourism Action Plan of Maharashtra.

4.5: Practical and Applications- Related Case Studies and Reports.

#### **LIST FOR READING**

- 1) Bhatia A. K.: International Tourism Fundamental & Practices, Sterling Publishers, New Delhi, 1995.
- 2) Bhatia A. K: Tourism Development: Principles, Practices & Philosophy Sterling Publishers, New Delhi, 1995.
- 3) Douglas Pearce: Topics in Applied Geography, Tourism Development, Longman Scientific Technical, New York, 1995.
- 4) Douglas Pearce: Tourism Today: A Geographical Analysis, Longman Scientific Technical, New York, 1987.
- 5) International Tourism : Fundamentals and Practices, New Delhi, 1991
- 6) Robinson H.: A Geography of Tourism, Mac Donald & Evans London, 1978.
- 7) Selvam M.: Tourism Industry in India, Himalayan Publishing House, Bombay, 1989.
- 8) Successful Tourism Management - Prannath Seth
- 9) Sustainable Tourism Development, Guide for Local Planners by WTO
- 10) Tourism Development - R. Gartner
- 11) Tourism Systems - Mill and Morisson
- 12) Tourism: Past, Present and Future – Burkart & Medlik
- 13) Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
- 14) Tourism: Principles and Practices - McIntosh, R.W.



**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: Rural Marketing
<b>Course Type</b>	: Major Elective
<b>Course Number</b>	: ME4
<b>Course Code</b>	: MRSU0325MML532J4
<b>Course Credits</b>	: 4
<b>Marks</b>	: Semester End: 80 <b>Internal Assessment:</b> 20 <b>Total Marks:</b> 100

**Course Learning Outcomes:** After completion of this course, students will be able to;

- Understand the Rural environment before applying rural marketing strategies
- Identify different perspectives on rural consumer behaviors
- Critically evaluate rural market segments targeting and differentiation strategies
- Apply rural marketing strategies.

**Module 1: Rural Marketing Environment****(Hours - 15, Credit - 1)**

- 1.1: Meaning and definition of rural markets.
- 1.2: Rural marketing Mix, demographic environment, physical, sociocultural, political, and technological
- 1.3: Rural Economic environment- farm sector non-farm sector,
- 1.4: Income and expenditure. Rural Infrastructure.
- 1.5: Practical and Applications- Related Case Studies and Reports.

**Module 2: Rural Consumer Behavior****(Hours - 15, Credit - 1)**

- 2.1: Factors Influencing Consumer Behavior-Cultural,
- 2.2: Social, Personal, Psychological, Buying roles,
- 2.3: Buyer Decision Process,
- 2.4: Product adoption process.
- 2.5: Practical and Applications- Related Case Studies and Reports.

**Module 3: Segmenting Targeting Differentiation & positioning Rural Markets** **(Hours - 15, Credit - 1)**

- 3.1: Heterogeneity in rural markets, pre-requisites of effective segmentation,
- 3.2: Bases for segmenting rural consumer markets.
- 3.3: Targeting-Evaluation of segments, selection of segments,
- 3.4: Coverage of segmentation, choosing coverage strategy, Positioning.
- 3.5: Practical and Applications- Related Case Studies and Reports.

**Module 4: Rural Marketing strategy: Product strategies- Promotion Mix strategies for rural markets. Rural services Marketing. ICTs in Rural Marketing (Hours - 15, Credit - 1)**

- 4.1: Product concept rural product classification, product decisions and strategies, product line and mix decisions, product lifecycle strategies.
- 4.2: Product branding and packaging in rural markets. Pricing strategies-setting the price for rural products and services.
- 4.3: Rural Distribution strategies- channel dynamics, rural channel members, rural retailing. Agricultural Marketing and Role of Agricultural Produce Marketing Committees (APMCs).
- 4.4: ICTs in Rural Marketing, Role of social media, e-NAM, Agricultural Marketing Network (AGMARKNET)
- 4.5: Practical and Applications- Related Case Studies and Reports.

**LIST FOR READING**

- 1) Pradeep Kashyap (2019) Rural Marketing (Third edition), Prentice Hall
- 2) Dogra, B. & Karminder, G. (2008). Rural Marketing: Concept & Cases, Tata McGraw-Hill Publishing Company, New Delhi
- 3) Kotler, P Gary Armstrong Praffulla Agnihotri (2018). Marketing Management (17 th Edition). Prentice - Hall India Ltd: New Delhi
- 4) Singh A.K. & Pandey.S (2007). Rural Marketing: Indian Perspective, New Age International Publishers: New Delhi

**M. R. S. Part-II, Semester- IV**

<b>Course Name</b>	: Research Project
<b>Course Type</b>	: Research Project
<b>Course Number</b>	: RP
<b>Course Code</b>	: MRSU0325MML532J
<b>Course Credits</b>	: 6
<b>Marks</b>	<b>Field Project Report: 120    Internal Assessment (Viva Voce): 30</b>
	<b>Total Marks: 150</b>

**Course Learning Outcomes:** After completion of this course, students will be able to;

- To identify the research problems and formulate objectives.
- To choose appropriate methodology with proper tools and techniques.
- To analyse and interpret the data collected from different sources.
- To make decision or find out conclusions based on data analysis.

**Instructions for teachers and students while doing Field Project:**

1. Selection of Research Project should be related to the courses in the concerned subject.
2. SEPARATE Research Project should be FORMALLY ASSIGNED (in written form) by concerned teacher to every student. It should not be done in common.
3. Students are required to prepare the Research Project report based on fieldwork and studying the current trends in economics under the guidance of the project guide.
4. Submission of Research Project duly signed and certified by concerned teacher/guide is A PREREQUISITE FOR APPEARING TO VIVA-VOCE EXAMINATION.
5. TWO COPIES of Research Project in BOUND FORMAT should be submitted before Viva-Voce. One copy will be kept by department and the remaining will be returned to student.

**Important Notes for Teachers:**

1. Prepare an Appropriate Format of PERMISSION LETTER to be given to student to do the Field Project under the guidance of a concerned teacher.
2. Prepare an Appropriate Format for Writing the Research Project. Kindly see that the First Page and Certificate Page is common for all students. In the remaining part, try to maintain uniformity.

**The format may be as follows:**

**Chapter I:** Introduction and Research Methodology

**Chapter II:** Review of Literature / Theoretical Background / Conceptual Framework

**Chapter III:** Profile of the Organization / Area

**Chapter IV:** Analysis and Interpretation of the Data

**Chapter V:** Conclusion - It will include observations, findings, suggestions and conclusions.