



SHIVAJI UNIVERSITY, KOLHAPUR
YASHAWANTRAO CHAVAN SCHOOL OF RURAL
DEVELOPMENT
(YCSR D)



SYLLABUS
MASTER OF RURAL STUDIES (MRS)
Part II (Semester III and IV)

Choice Based Credit System (CBCS)
(Introduced from June 2018 onwards)

Choice Based Credit System – (CBCS)

1. TITLE: Master of Rural Studies (MRS)

2. YEAR OF IMPLEMENTATION:-

Under the YCSR, a new syllabus on **Master of Rural Studies (MRS) Part- I** is implemented from, the academic year 2017-18 and **Master of Rural Studies (MRS) Part- II** is implemented from, the academic year 2018-19 onwards in the Shivaji University, Kolhapur.

3. PREAMBLE:

Rural development needs an integration of all areas of knowledge. It needs multi-disciplinary approach towards the rural development ideology. The YCSR 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 YCSR is 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.

4. GENERAL OBJECTIVES OF THE COURSE:

After successful completion of this Academic Programme students will be able to:

1. 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
2. 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.
3. Develop interdisciplinary and specialized professional outlook, upheld the dignity and esteem of the rural development and achieve self-actualization.
4. Employ participatory, action and evidence-based practices in the field settings.
5. 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.

6. 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.
7. 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.

5. DURATION

- The course shall be a Post-Graduate **Full Time Course**
- The duration of course shall be of **Two years/Four Semesters**.

6. PATTERN:

The pattern of examination will be Semester with Credit and Continuous Internal Evaluation (CIE).

7. ADMISSION PROCESS:

Admission process of the course is through the entrance test conducted by the University.

- i. Entrance Examination fee shall as per the University rules and regulations determined from time to time.
- ii. Syllabus for the Entrance Test:

There shall be a separate entrance test for Master of Rural Studies (MRS) programme of the YCSR, which will be conducted by the University in the Month of May/June of the academic year.

The syllabi for the course programme shall consist of the following areas.

Section (A) - General Knowledge and Aptitude, for 25 marks. (Multiple Choice Questions i.e. MCQs)

Section (B) - General Communication in English and Knowledge of Soft Skills, for 25 marks. (MCQs)

Section (C) - Course Specific Subject Knowledge, for 50 marks. (MCQs)

Section (C) of the entrance test belongs to testing of the subject knowledge consisting of the following topics

Syllabus for Section (C) of Entrance Test: for 50 Marks

1	Indian Rural Economy, Rural Demography
2	Agencies and organisations of Rural development in India
3	Government Schemes/Programmes for Rural development in India
4	Basic Knowledge about Indian agriculture
5	Role of Co-operatives in Rural Development

A final merit list of all the students shall be notified on the Shivaji University Website before the actual admission rounds. The information relating to all the admission rounds shall be notified on the Shivaji University Website.

8. ADMISSION COMMITTEE:

The composition for Admission Committee to the **Master of Rural Studies (MRS)** will be as under:

1. Director, YCSR, Chairman:
2. Coordinator of **Master of Rural Studies (MRS)** Course:
3. One Senior Professor in the **Master of Rural Studies (MRS)** Course.
4. One Senior Associate Professor in the **Master of Rural Studies (MRS)** Course.
5. One Assistant Professor from Backward Community.

It will be the final authority.

9. MERIT LIST FOR ADMISSION ROUNDS:

Merit list will be prepared on the basis of written test and aggregate marks obtained by the candidate in the Bachelor's degree. In case there are two or more candidates with the equal marks in entrance Test, the total marks obtained by these students in the Bachelor's degree examination (qualifying examination) shall be considered. Even after this, if the students continued to obtain equal position/ merit then the marks obtained by the students in the subjects excluding English and other language shall be considered. Even after this, if the students continued to obtain the same merits/ marks, the marks scored in the English language shall be considered. If the tie continues, then considering the age of student from date of birth elder student will be considered.

10. RESERVATION :

Intake Capacity of Master of Rural Studies (MRS) Course and Reservation quota for admission will be as per the rules of the State Government of Maharashtra and Shivaji University, Kolhapur

11. ELIGIBILITY:

- i. Candidates who have passed any Bachelor's degree [10+2+3] of any statutory University recognized equivalent thereto, must have obtained minimum aggregate 50 per cent marks for general category and for reserved categories minimum 45 per cent marks.
- ii. He/ She should have passed the Entrance Test conducted by the Shivaji University with the specified criteria.

12. MEDIUM OF INSTRUCTION:

The medium of instruction shall be in English.

13. STRUCTURE OF MASTER OF RURAL STUDIES (MRS) COURSE AND SCHEME OF EXAMINATION

STRUCTURE OF COURSE

Paper Number	Title of the Paper	Total Marks
	Semester – III [Second Year] (From AY 2018-19)	
MRS 3.1	Communication and Public Relations	80+20=100
MRS 3.2	Rural Development Interventions	80+20=100
MRS 3.3	Operations Research Techniques	80+20=100
MRS 3.4	Fundamentals of Agribusiness	80+20=100
MRS 3.5	Agripreneurship and Skill Development (Open Elective)	80+20=100
MRS 3.6	Elective Paper – I Microfinance	80+20=100
MRS 3.7	Elective Paper – II Banking and Rural Finance	80+20=100
MRS 3.8	Elective Paper – III Statistical Quality Control and Design of Experiments	80+20=100
MRS 3.9	Elective Paper – IV Introduction to Rural Industries	80+20=100
MRS 3.10	Elective Paper – V Sericulture and Bee Keeping	80+20=100
MRS 3.11	Elective Paper – VI Project Management	80+20=100
	Semester – IV[Second Year] (From AY 2018-19)	
MRS 4.1	Business Budgeting	80+20=100
MRS 4.2	Corporate Social Responsibility	80+20=100
MRS 4.3	Trade Liberalization and Global Business	80+20=100
MRS 4.4	Environment and Sustainability	80+20=100
MRS 4.5	Tourism for Rural Development(Open Elective)	80+20=100
MRS 4.6	Elective Paper – VII Rural Marketing	80+20=100
MRS 4.7	Elective Paper – VIII Basics of Horticulture	80+20=100
MRS 4.8	Elective Paper – IX Dairy and Fishery Farming	80+20=100
MRS 4.9	Elective Paper – X Gender Issues and Development	80+20=100
MRS 4.10	Elective Paper – XI Financial Markets and Institutions	80+20=100
MRS 4.11	Elective Paper – XII Agricultural Development in India	80+20=100
MRS 4.12	Project Report and Viva Voce	150+50=200
Total Heads = 37, Total Marks = 3000, Total Credits = 30*4=120		

A student can choose any TWO electives from below Six.

Elective Papers for Semester -III

- Elective Paper – I -Microfinance
- Elective Paper – II - Banking and Rural Finance
- Elective Paper – III - Statistical Quality Control and Design of Experiments
- Elective Paper – IV -Introduction to Rural Industries
- Elective Paper – V -Sericulture and Bee Keeping
- Elective Paper – VI -Project Management

Elective Papers for Semester –IV

- Elective Paper – VII - Rural Marketing
- Elective Paper – VIII -Basics of Horticulture
- Elective Paper – IX- Dairy and Fishery Farming
- Elective Paper – X - Gender Issues and Development
- Elective Paper – XI - Financial Markets and Institutions
- Elective Paper – XII- Agricultural Development in India

Total contact hours shall 60 hours per paper. Each paper shall have four units of 15 contact hours each including practical. There is no CIE for paper MRS 2.3.

A student can carry out his/her project work of minimum one month after Semester I and before Semester III and has to submit the report during the fourth semester. The project will carry 200 marks.

14. SCHEME OF EXAMINATION SEMESTER WITH CIE AND CREDIT SYSTEM

1. NUMBER OF THEORY PAPERS AND PRACTICAL PAPERS:

The Entire MRS Course shall have 28 theory papers each carrying 100 marks and Project Report and Viva Voce of 200 marks.

- Paper MRS 2.3 (i.e. Computer Applications for Rural Development) will have theory paper exam of 50 marks and practical exam of 50 marks.
- Paper MRS 4.12 will have Project Report evaluation of 150 marks and viva voce for 50 marks.
- The entire MRS examination shall be of 3000 total marks.
- Each paper carries 4 credits totaling $30 \times 4 = 120$ credits.

2. SEMESTER EXAMINATION:

The system of examination would be Semester with credit system and Continuous Internal Evaluation (CIE). The examination shall be conducted at the end of each semester.

3. CIE COMPONENT:

There shall be a written test/ seminar / assignment / case study / mini project / industrial visit/Field Visit report for each theory paper in each semester. The total CIE Component carries 20 Marks for each theory paper. However, this condition is not applicable to Paper MRS 2.3 (i.e. Computer Applications for Rural Studies) and Paper MRS 4.12 (Project Report and Viva Voce).

4. CIE - Re-examination:

If, due to any unforeseen or unpredictable event, any of the students fails to appear for the CIE examination, or fails in the CIE, the re-CIE examination for such students can be held during the same Semester.

5. SEMESTER-Re-Examination:

In case candidates fail in any of the papers in any semester examination, they can appear for the re-examination in the subsequent semester.

6. The ATKT rules framed by the University apply to the course.

15. STANDARD OF PASSING:

- 1) To pass, 40% marks in theory paper, CIE and project are required.
- 2) In every paper a candidate should obtain a minimum of 40% of total marks i.e. 32 marks out of 80 marks (20 marks out of 50 marks for MRS 2.3).
- 3) For every CIE component, a candidate should obtain a minimum of 40% of the total marks, i.e. 08 out of 20 marks.
- 4) A candidate must obtain minimum marks as mentioned above in both the Heads of Passing. In other words, he/she must pass in both the Semester examination as well as CIE examination.
- 5) For MRS 4.12 (Project Report and Viva Voce), a candidate should obtain a minimum of 40% in both Project Report and Viva Voce, i.e. Minimum 60 marks out of 150 marks in Project report and minimum 20 marks out of 50 marks in Viva Voce.
- 6) The other details regarding standard of passing, credits, Grade-points and Grades have been given under Credit System.

16. NATURE OF QUESTION PAPER AND SCHEME OF MARKING:-

For Theory papers the format will be as given below*:

There shall be four sections in each theory question paper as indicated below:

Instructions to the candidates-

- (1) All questions are compulsory.
- (2) Figures to the right indicate marks.

Section A: 10 Questions to answer in one/two sentence/s. each carried 2 marks. - 20 Marks.

Section B: Short Notes (any four out of six). Each question carries 5 marks. - 20 Marks.

Section C: Short answer type questions (any two out of three).

Each question carries 10 Marks. - 20 Marks

Section D: Descriptive answer type question with internal option.

Each Question carries 20 marks. - 20 Marks

For Paper MRS 1.4, the format will be as given below:

Instructions to the candidates-

- (1) Q. No. 1 and 5 are compulsory.
- (2) Attempt any two questions from Q. No. 2, 3 and 4.
- (3) Figures to the right indicate marks.

Q.N.1: Case Study / Descriptive Questions - 20 marks

Q.N.2: A) Long answer type question - 10 marks

B) Long answer type question - 10 marks

Q.N.3: A) Long answer type question - 10 marks

B) Long answer type question - 10 marks

Q.N.4: A) Long answer type question - 10 marks

B) Long answer type question - 10 marks

Q.N.5: Write short notes (any four out of five /six) - 20 marks

For Paper MRS 2.3, the format will be as given below:

Instructions to the candidates-

- (1) All questions are compulsory.
- (2) Figures to the right indicate marks.

Q.N.1: Descriptive Questions - 20 marks

Q.N.2: Attempt Any TWO out of following three - 20 marks

A) Long answer type question

B) Long answer type question

C) Long answer type question

Q.N.3: Write short notes (any two out of three / four) - 10 marks

*For papers Practical component of MRS 2.3, the conduct of examinations, assessments and results shall be as set by YCSR, Shivaji University.

The faculty teaching various courses will make use of OHP, T.V., L.C.D. / L.E.D and Computers /Internet wherever necessary. The equipments are available in the Department. Computer Lab with Internet connection to all and SPSS software will be made available in the School.

17. CREDIT SYSTEM:

Introduction: -

Students can earn credit towards their post-graduation by way of credit allotted to the papers or to the course. Credit system permits to follow horizontal mobility towards the post-graduation courses irrespective of the boundaries of the faculties or within the boundaries of the faculties. Besides, it provides a cafeteria approach towards the higher education. A scheme has been worked out to put the credit system within the framework of the present education system in the University.

What is Credit?

Credits are a value allocated to course units to describe the student's workload (i.e. Lectures, Practical work, Seminars, private work in the library or at home and examinations or other assessment activities) required to complete them. They reflect the quantity of work each course requires, in relation to the total quantity of work required to complete during a full year of academic study in the Department. Credit thus expresses a relative value.

Students will receive credit through a variety of testing programmes if they have studied a subject independently or have successfully completed department level regular course work. The objective of credit system is to guarantee the academic recognition of studies throughout the world, enabling the students to have access to regular vertical and or horizontal course in any Institutions or the Universities in the world.

Mechanism of Credit System: -

Credit is a kind of weightage given to the contact hours to teach the prescribed syllabus, which is in a modular form. Normally one credit is allotted to 15 contact hours. It is 30 contact hours in European system. The instructional days as worked out by the UGC are 180 days (30 Weeks). The paper wise instructional days with a norm of 4 contact hours per week per paper will be of 120 days. That is 60 days or 60 contact hours per paper shall be completed during each semester session. By converting these contact hours into credit at the rate of 15 contact hours for each subject, there will be 4 credits allotted to each paper

Theory Paper Grade Points: Conversion

The marks obtained by a candidate in each Theory paper and CIE (out of 100) or any fractions like 80 : 20 shall be converted into grades on the basis of the following table.

Grade Points	Range of marks obtained out of 100 or in any fractions	
0	from 00	To 39
1	40	44
2	45	49
3	50	54
4	55	59
5	60	64
6	65	69
7	70	74
8	75	79
9	80	84
10	85	89
11	90	94
12	95	100

Grade Points of the project work:

The marks obtained by a candidate in project work (out of 200) shall be converted into grades on the basis of the following table.

Grade points	Range of marks obtained out of 200 or in any fractions	
0	from 00	To 80
1	81	90
2	91	100
3	101	110
4	111	120
5	121	130
6	131	140
7	141	150
8	151	160
9	161	170
10	171	180
11	181	190
12	191	200

The maximum credit point covering Theory, Practical and Project work shall be 120.

Grade and Grade Points:

The student's performance of course will be evaluated by assigning a letter grade on a few point scales as given below. The grade points are the numerical equivalent of letter grade assigned to a student in the 12 point's scale.

The grade and grade points and credits shall be calculated as under: -

GRADES	FGPA CREDIT POINTS
O	10 to 12
A+	8 to 9.99
A	6 to 7.99
B+	4 to 5.99
B	2 to 3.99
C+	1 to 1.99
C	0 to 0.99

The grade and grade points and credits shall be calculated as under

1. Semester Grade Point Average (SGPA)- means a semester index grade of a student calculated in the

$$\text{SGPA} = \frac{(g1*c1) + (g2*c2) + \dots}{\text{Total number of credit offered by the student during the semester}}$$

2. Final Grade Point Average (FGPA) is the final index of a student in the courses. The final grade point average of student in the courses will be worked out on the basis of the formula indicated below:

$$\frac{\sum_{i=1}^n c_i}{\sum_{i=1}^n c_i * g_i}$$

Where,

c_i = Credit of the i the course (Paper)

g_i = Grade point secured in each paper

n = No. of Courses (No. of papers offered (Including Project/Practical Paper)

c_i = Total minimum number of the credits for whole examination

Standard of Passing/ Minimum Credits:

Evaluation: -

1. The BOS shall lay down the evaluation system for each course.

MRS (Semester I)	7 Theory papers with 4 minimum credits each paper i.e. a total of minimum 28 credits each Semester.						
1. Papers	MRS 1.1	MRS 1.2	MRS 1.3	MRS 1.4	MRS 1.5	MRS 1.6	MRS 1.7 Or Open Elective
2. Minimum Credits	4	4	4	4	4	4	4
3. Grade points obtained	3	5	6	4	6	5	6
4. c1* g1	3 * 4	5 * 4	6 * 4	4 * 4	6 * 4	5*4	4* 6
	=12	=20	=24	=16	=24	= 24	= 24
	12 + 20 + 24 + 16 + 24 + 20+24 = 140						
5. $\frac{c1 * g1}{ci}$	$\frac{140}{28}$						
6. SGPA	5						

MRS (Semester II)	7 Theory papers with 4 minimum credits each paper i.e. a total of minimum 28 credits each Semester.						
1. Papers	MRS 2.1	MRS 2.2	MRS 2.3	MRS 2.4	MRS 2.5	MRS 2.6	MRS 2.7 Or Open Elective
2. Minimum Credits	4	4	4	4	4	4	4
3. Grade points obtained	3	5	6	4	6	5	6
4. c1* g1	3 * 4	5 * 4	6 * 4	4 * 4	6 * 4	5*4	4* 6
	=12	=20	=24	=16	=24	= 24	= 24
	12 + 20 + 24 + 16 + 24 + 20+24 = 140						
5. $\frac{c1 * g1}{ci}$	$\frac{140}{28}$						
6. SGPA	5						

MRS (Semester III)	7 Theory papers with 4 minimum credits each paper i.e. a total of minimum 28 credits each Semester.						
1. Papers	MRS 3.1	MRS 3.2	MRS 3.3	MRS 3.4	MRS 3.5 Or Open Elective	One Elective Paper out of MRS 3.6 to MRS 3.11	One Elective Paper out of MRS 3.6 to MRS 3.11
2.Minimum Credits	4	4	4	4	4	4	4
3. Grade points obtained	3	5	6	4	6	5	6
4. c1* g1	3 * 4	5 * 4	6 * 4	4 * 4	6 * 4	5*4	4* 6
	=12	=20	=24	=16	=24	= 24	= 24
	12 + 20 + 24 + 16 + 24 + 20+24 = 140						
5. <u>c1 * g1</u> ci	<u>140</u> 28						
6. SGPA	5						

MRS (Semester IV)	7 Theory papers with 4 minimum credits each paper and Project Report and Viva Voce with 8 minimum credits i.e. a total of minimum 36 credits each Semester.							
1. Papers	MRS 4.1	MRS 4.2	MRS 4.3	MRS 4.4	MRS 4.5 Or Open Elective	One Elective Paper out of MRS 4.6 to MRS 4.11	One Elective Paper out of MRS 4.6 to MRS 4.11	Project Report and Viva Voce
2. Minimum Credits	4	4	4	4	4	4	4	8
3. Grade points obtained	3	5	6	4	6	5	6	5
4. $c1 * g1$	$3 * 4$	$5 * 4$	$6 * 4$	$4 * 4$	$6 * 4$	$5 * 4$	$4 * 6$	$8 * 5$
	=12	=20	=24	=16	=24	= 24	= 24	=40
	$12 + 20 + 24 + 16 + 24 + 24 + 40 = 180$							
5. $\frac{c1 * g1}{ci}$	$\frac{180}{36}$							
6. SGPA	5							

Master of Rural Studies (MRS) - Part – II, Semester III

MRS 3.1 Communication and Public Relation

Course Objectives

- 1) To provide basic and emerging concepts and principles in relation to better decision making in the areas of government & corporate with reference to rural communication, advertising & allied fields, communication in decision making process.
- 2) To sensitize students on various social communication issues in the light of emerging concepts.
- 3) To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.

MRS Paper No 3.1: Communication & Public Relations			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Communication	15 Hours	
	1.1: Communication: Concept - Objectives - Importance 1.2: Process & Barriers in Communication. 1.3: Functions of Communication, Channels of Communication. 1.4: Types of Communication, Basic Models of Communication. 1.5: Practical and Applications - Role Play, Extempore, Group Discussion etc.		
Unit 2:	Development Communication	15 Hours	
	2.1: Development Communication: Nature - Scope and Significance, Challenges. 2.2: Strategies of Development Communication, Effective Communication for Development 2.3: Strategic Functions of Communication in Rural Development – Initiatives. 2.4: Agricultural Communication and Rural Development : The Genesis of Agricultural Extension, Extension Approach System - Approach in Agricultural Communication on Diffusion of Innovation 2.5: Practical and Applications- Related Case Studies, Surveys Reports etc		
Unit 3:	Public Relations	15 Hours	
	3.1: Public Relations: Origin- Concept-Importance in Image Building Process, Skills Required for PRO. 3.2: Internal PRs: House Journals, Bulletin Boards, Events, Mailing Groups, Social Networking Sites etc. 3.3: External PRs: Exhibitions, Trade Fairs, External Journals, Media		

	Publicity etc. 3.4: PRs during Crisis. 3.5: Practical and Applications: Field visits and Reports	
Unit 4:	Digital Media as a Tool of Public Relations	15 Hours
	4.1: PRs in the age of Digital Media: Scope, Challenges and Opportunities, Changing Trends and Leveraging the Potential of Digital Media, 4.2: PRs Tools of the Internet: Uses and their online application (Online Media Relations, Online Media Releases). 4.3: Social Media –Platforms, Analytics and Campaigns. 4.4: Online PRs Strategies: Websites, Social networking Sites & other digital platforms - Influence on Image Management. 4.5: Practical and Applications: Analyze any successful digital media application for PR.	
Reference Books: <ol style="list-style-type: none"> 1) GPH Panel of Experts (2015): Communication and Extension in Rural Development. Gullybaba Publishing House P Ltd., Edition: 1. 2) Kumar Keval J. (1994): Mass Communication in India. Jaico, Edition: 4. 3) Melkote Srinivas , H. Leslie Steeves (2015): Communication for Development : Theory and Practice for Empowerment and Social Justice. SAGE Publications India Pvt Ltd., Edition: 3. 4) Narula Uma (2007): Development Communication : Theory and Practice. Haranand Publications Pvt Ltd, Edition: 1. 5) Sandhu A. S. (2017): Textbook On Agricultural Communication. Oxford & Ibh. ६) कप्तान संजय, फुले किशोर (२००९):जनसंपर्क, डायमंड पब्लिकेशन्स. ७) पुरी सुरेश: 'जनसंपर्क संकल्पना आणि सिद्धांत', विमुक्तजन प्रकाशन, औरंगाबाद 8) Iqbal Sachdeva (2009): Public Relations: Principles and Practices. Oxford Higher Education. 9) Reddi C.V.N (2031): Effective Public Relations and Media Strategy. Edition: 2. 10) Prentiss Alexandra (2017): Digital Journalism, Publisher: Arcler Press Llc, Edition: 1. 11) Kumar Arvind (2011) Encyclopedia of Digital Media and Communication Technology : Digital Media and Weblog Journalism, Anmol Publications Pvt. Ltd. 		

MRS 3.2 Rural Development Interventions

Course Objectives

- 1) To know the concept and nature of Community Organization and its role in Rural Development.
- 2) To review the various Rural Reconstruction Experiments.
- 3) To understand the knowledge of Participatory Rural Appraisal and NGOs for rural transformation.

MRS 3.2 Rural Development Interventions			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Community Organization	15 Hours	
	1.1: Community organization: Definition and Principles, Community Leadership. 1.2: Models: Locality Development Model, Social planning Model, Social Action Model. 1.3: Methods of Community organization, Capacity Building of Communities . 1.4: Approaches of Development: Top Down v/s Participatory. 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Rural Reconstruction Experiments	15 Hours	
	2.1: Sriniketan, Marthandom and Gurgaon 2.2: Nilokhere Experiments, Etawah Pilot Project. 2.3: Rural Reconstruction in Baroda, Firka Project in Madras 2.4: Recent Developments in Rural Reconstruction: Ralegan Siddhi, Hivare Bajar, Mendha Lekha 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Participatory Rural Appraisal	15 Hours	
	3.1: Rapid Rural Appraisal (RRA): Concept and Principles. 3.2: Participatory Rural Appraisal (PRA): Concept, Principles 3.3: PRA Tools and Techniques 3.4: Types of PRA 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	Non-governmental Organizations (NGOs)	15 Hours	
	4.1: Non Government Organizations: Concept, Structure, Functions. 4.2: NGO Registration: By laws, Memorandum of Association, Affidavit. Societies Registration Act 1860.		

	4.3: Role of Institutions in Rural Development - PRIs, NGOs, Co-operatives and CBOs. 4.4: Financial Sources for NGOs, FCRA. 4.5: Practical and Applications- Related Case Studies and Reports.	
References:		
1) Cousins William J., Group Discussion. 2) Davis Keith, Human Behaviour at Work, Tata McGraw – Hill Publishing Company, New Delhi. 3) Freire paulo, Pedagogy of the oppressed, Penguin Edition A Devision of Penguin Books Ltd., England. 4) Gillen Terry, Principles of Influencing Behaviour 5) Hersey Paul and Blanchaed Kenneth H., Printice Hall of India Pvt. Ltd., New Delhi. 6) Kanter J, “Management Information System”, PHI 7) Kolasa Blair J., Introduction to Behavioural Science 8) Krutch and Cruth field, Individual in Society. 9) Laudon & Laudon, “MIS : Organisation & Technology”, PHI 10) Lawadekar W S., “Management Information System”, TMH 11) Luft Joseph, Group Processes, Mayfield Publishing Company Polo Alto California. 12) McGrath E.H.S.J., Basic Managerial Skills for All, Printice Hall of India, Pvt. Ltd., New Delhi. 13) Murdick R E, Ross J E, “Information System for Modern Management”, PHI 14) Pareek Udai and Others, Behavioural Processes in Organisation, Oxford IBH Publishing Pvt. Ltd., New Delhi. 15) Robbins Stephen P., Organisational Behavioural, Prentice Hall of India Pvt. Ltd., NewDelhi 16) Srivastava Suresh, Behavioural Science in management 17) Stoner James A, Freeman Edward R, Management, Prentice Hall of India, New Delhi. 18) Successful Managers Hand book, Personal Decisions International, Printed in U.S.A.		

MRS 3.3 Operations Research Techniques

Course Objectives

- 1) To provide students with basic knowledge and skills of operations research and its application.
- 2) To formulate a real problem as a mathematical programming model.
- 3) To solve specialized linear programming problems like the transportation, assignment, game problems.

MRS 3.3: Operations Research Techniques			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Operations Research	15 Hours	
	1.1: Overview of Operation Research 1.2: Origin and Development of Operation Research 1.3: Operation Research and Decision Making 1.4: Methodology of Operation Research 1.5: Applications Operation Research		
Unit 2:	Linear Programming Problems (LPP)	15 Hours	
	2.1: Introduction to LPP: Related Concepts 2.2: Mathematical Formulation of LPP and Duality in LPP 2.3: Graphical Solution to LPP 2.4: Simplex Method and Big-M method 2.5: Illustrative Examples		
Unit 3:	Transportation Problems	15 Hours	
	3.1: Introduction to Transportation Problems (TPs). 3.2: Mathematical Formulation of TP 3.3: Solution of TP: North-west corner rule, Least cost method, Vogel's Approximation Method (VAM) 3.4: Transportation Algorithm (MODI – Method) 3.5: Illustrative Examples		
Unit 4:	Assignment Problems and Game Theory	15 Hours	
	4.1: Introduction to Assignment Problems (APs) 4.2: Mathematical Formulation of AP 4.3: Solution of AP: Hungarian Assignment Method 4.4: Game Theory: Introduction, Two-Person zero-sum Games and Minimax-Maximin Principle. 4.5: Illustrative Examples		

References:

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- 10) Paneerselvam R. (2004): Operations Research Prentice Hall of India Pvt. Ltd.
- 11) Vohra N.D. (2017): Quantitative Techniques in Management, Tata McGraw-Hill

MRS 3.4 Fundamentals of Agribusiness

Course Objectives

- 1) To make the students aware about the basic principles of agri- business management.
- 2) To encourage the students about the agro-processing industries in India
- 3) To understand the agri-input supply Industries and agriculture marketing in India.

MRS 3.4 Fundamentals of Agribusiness			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction To Agri-Business	15 Hours	
	1.1: Agri Business: Concept- Nature, Scope and Importance 1.2: Types of Agribusiness Sector 1.3: Difference between farm and non-farm sectors 1.4: Structure of Agribusiness: Linkages among Sub-sectors of the Agribusiness sector 1.5: Presenting a seminar on farm and non-farm sector. Visit to any rural industry and prepare a report.		
Unit 2:	Agri-Business Management	15 Hours	
	2.1: Agribusiness Management – Meaning, Nature, Scope and Functions. 2.2: Components of Agribusiness Management, Agribusiness Input and Output Services. 2.3: Planning and Organizing Business, IT in Agribusiness 2.4: The Value of Farm Products: Farm Prices- Quality & Price, Cost of Production- Fixed and Variable Costs. 2.5: Visit any Rural Industry and study the value chain and value addition of farm products its cost, quality and price.		
Unit 3:	Agricultural Marketing	15 Hours	
	3.1: Agricultural Marketing: Concepts, Scope, Importance & Structure. 3.2: Marketing Functions: Grading, Storage, and Transport, Packaging, Value Addition in Agriculture Products. 3.3: ITC e-Choupal. 3.4: Marketing Institutions in Agribusiness: Commodity Boards, Directorate of Marketing and Inspection, Export Agencies, APEDA, MNC's . 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	Entrepreneurship in Agribusiness	15 Hours	
	4.1: Agribusiness Venture, Preparing a Business Plan. 4.2: Contract farming: Types and Scope, Working of Contracts, Contract Models - Backward and forward linkages.		

	4.3:Agri-Export Zones. 4.4:Agribusiness Policies- Concept and Formulation. 4.5: Case study on contract farming, precision farming and logistics in agri products.	
References:		
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) M.Upton & B.O. Anlloio – “Farming as a Business ” Oxford University Press, New York. 5) Meena R.K. & J.S. Yadav’ “Horticulture marketing & Post harvest management” Pointer publications Jaypur- 2001 6) R.N.Soni’ “Leading issues in Agricultural Economics” 7) S.K. Misra’ V.K. Puri “Indian Economy” Himalaya publishing House Mumbai. 8) S.S. Achary’ N.L. Agarwal “Agricultural Marketing in India. 9) Sadhu & Singh’ “Fundamentals of agricultural Economics” 10) Smita Diwase’ “Agi-Business Management” Everest Publishing House Pune 11) Thorats Sirohis’ “State of Indian farmer” A millennium study Rural Infrastructure Academic Foundation, New Delhi.		

MRS 3.5 Agripreneurship and Skill Development (Open Elective)

Course Objectives

- 1) To understand importance of entrepreneurship development amongst students.
- 2) To make the students aware about the Characteristics and Problems of Agripreneurship.
- 3) To promote the students about the Agripreneurship

MRS 3.5 Agripreneurship and Skill Development (Open Elective)			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Agripreneurship	15 Hours	
	1.1:Entrepreneurship: Meaning, definition, characteristics of successful entrepreneur 1.2: Importance of entrepreneur for economic development 1.3:Entrepreneurial Characteristics of the Agripreneurs, Agripreneurship Qualities & skills 1.4: Problems of Agripreneurship, Agricultural Development through Agripreneurship. 1.5: Practical and Applications- Related Case Studies and Reports		
Unit 2:	Farm Management and Agri-preneurship Development	15 Hours	
	2.1: Farm Management: definition, scope, objectives and its relation with other services. 2.2: Farm management decisions, Agri production Economics vis-à-vis farm management 2.3: Institutional support for agripreneurship development, education and training to agripreneurs. 2.4 Farm Budgeting and Farm Accounting 2.5:Practical and Applications- Related Case Studies and Reports		
Unit 3:	Biotechnology for Agriculture and Environment	15 Hours	
	3.1:Vermiculture - Technology Development and Promotion, Enrichment of Vermicast and its Applications for development 3.2: Pest Management 3.3: Plant Tissue Culture 3.4:Waste Management Recycling: Household Scientific Solid Waste, Institutional Scientific Waste, Urban Waste Water, Industrial Waste Water, Sanitization and Safe Disposal of Wastes and Rain Water Harvesting. 3.5: Practical and Applications- Related Case Studies and Reports		

Unit 4:	Business Skills and Managerial Control	15 Hours
	<p>4.1: Process of communication: Formal and informal communication: Barriers to communication. Basic Language Skills, Effective Communication, Personality Development, Business Soft Skills.</p> <p>4.2: Concept of managerial Control: control of aids, standards, management audit, Social audit and co-ordination.</p> <p>4.3: IT-ICT Applications Advertising - Message strategy; Media-message Interaction; Media and media choices; Campaign planning.</p> <p>4.4:Media budgeting, Layout and artwork; Preparation of contact report; Functioning of art directors in campaign planning.</p> <p>4.5: Practical and Applications- Related Case Studies and Reports</p>	
<p>Reference Books:</p> <ol style="list-style-type: none"> 1) Agarwal,N.L., bhartiya krashi arthtantra,rahasthan hindi granth academy, jaipur 2) Bradford, Lawrence, & Glenn, Farm management analysis, John Wiley & Sons. 3) Desai, B.M.,desai,M.D.:The New Strategy of Agricultural Development in Operation. 4) Director of economics and statistics,Ministry of food and agricultural,Government India,Studies in Economics of Farm Management of different states in india. 5) Efferson:Principles of Farm Management. 6) Government of india,Report on coopertive farming. 7) Government of india:Report of committee on cooperation. 8) Gupt,Dr. N.L.Rajasthan mein krashi vikas, rahasthan hindi academy,jaipur 9) Heady,E.O.:Economics of Agricultural Production and Resources Use. 10) Jain,S.C.:Agriculture Planning in Developed countries. 11) Johl & Kapur, Fundamentals of farm business management, Kalyani Publisher. 12) Kapoor,sudarshan kumar, bhartiya krashi arthvyavastha, rajasthan hindi granth academi Jaipur 13) Kotler, Roberto & Nancy, Social marketing, Sage. 14) Krishnamacharyulu & Ramakrishnan, Rural marketing: Text and Cases, Pearson Education Asia. 15) Kulkarni,K.R.:Theory and practice of cooperation in india and abroad. 16) Malhotra, N. K., Marketing Research: An applied orientation, Pearson Education Asia. 17) Mentzer & Bienstock, Sales forecasting management 18) Rajagopal, Organising rural business: Policy, planning, and management, Sage. 19) Reserve Bank of india:Rural credit follow-up surveys. 20) Sadhu & Singh, Fundamentals of agriculture economics, Himalaya Publishing House. 21) Schultz,T.W.:Economic Organisation of Agriculture. 22) Schultz,T.W.:Transforming Tradition Agriculture. 23) Shukla,Tara:Economics of Under Development Agriculture. 		

MRS 3.6 Microfinance

Course Objectives

1. To understand concept and need of microfinance.
2. To know the various models of microfinance.
3. To understand the role of microfinance in rural development.

MRS 3.6 Microfinance			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Microfinance	15 Hours	
	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.		
Unit 2:	Financial Inclusion	15 Hours	
	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.		
Unit 3:	Microfinance Delivery Methodology	15 Hours	
	3.1: Microfinance Models: SHGs-Bank Linkage, Joint Liability Groups, Grameen Bank Model, Microfinance Institutions, Banking Correspondent Models. 3.2: Credit and Social Ratings Agencies. 3.3: Impact Monitoring and Assessment of Microfinance in India. 3.4: Issues and Challenges of Microfinance in India. 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	Role of Microfinance in Rural Development	15 Hours	
	4.1: Risks and Risk Mitigation in Microfinance: Credit, Operation, Market and Strategic Risks. 4.2: Role of Microfinance in rural development. 4.3: Recent Developments of Microfinance in India 4.4: The Microfinance Institutions (Development and Regulation) Bill, 2012: Highlights, Key Issues and Analysis. 4.5: Practical and Applications- Related Case Studies and Reports.		

References:

- 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
- 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 Benington and Mark Moore, Palgrave MacMillan, Forthcoming

MRS 3.7 Banking and Rural Finance

Course Objectives

- 1) To understand the importance of rural finance and its different dimensions.
- 2) To make the students aware about the background of rural economy.
- 3) To understand the various sources of rural and agricultural credit.

MRS 3.7 Banking and Rural Finance			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Banking	15 Hours	
	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.		
Unit 2:	Rural Economy	15 Hours	
	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.		
Unit 3:	Rural Credit	15 Hours	
	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.	
Unit 4:	Agricultural Credit	15 Hours
	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.	
References:		
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.		

MRS 3.8 Statistical Quality Control and Design of Experiments

Course Objectives

- 1) To understand the philosophy and basic concepts of statistical quality control tools.
- 2) To make aware about the principles of design and analysis of experiments.
- 3) To conceive and conduct a designed experiment to characterize a process.

MRS 3.8: Statistical Quality Control and Design of Experiment			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Basic Quality Tools	15 Hours	
	1.1: Meaning and dimensions of quality, quality philosophy. 1.2: Chance and Assignable causes of variability. 1.3: Need of Statistical Quality Control (S.Q.C.) 1.3: Magnificent tools of quality: Histogram, Check sheet, Pareto diagram, cause and effect diagram, scatter plot, control chart and flow chart. 1.5: Illustrative Examples		
Unit 2:	Product control and Process Control	15 Hours	
	2.1: Introduction to Product control and Process Control 2.2: Construction of Shewhart Control Chart 2.3: Control Charts for variables: Mean and Range Charts 2.4: Control Charts for Attributes: Control chart for number of defectives (np-chart) for fixed sample size, Control chart for number of defects per unit (C-chart) 2.5: Illustrative Examples		
Unit 3:	Introduction to Design of Experiments	15 Hours	
	3.1: Strategy of Experimentation 3.2: Brief History of Statistical Designs 3.3: Principles of Experiment Designs 3.4: Guidelines for designing experiments 3.5: Some important applications of experimental designs		
Unit 4:	Simple Design of Experiments.	15 Hours	
	4.1: Analysis of CRD (Completely Randomized Design) 4.2: Analysis of RBD (Randomized Block Design) 4.3: Analysis of LSD (Latin Square Design) 4.4: Analysis of SPD (Split Plot Design) 4.5: Illustrative Examples		

References:

- 1) Cochran, W.G. and Cox, G.M. : Experimental Design, John Wiley and Sons, Inc., New
- 2) Das, M.N. and Giri, N.C. : Design and Analysis of Experiments, Wiley Eastern Ltd., New Delhi.
- 3) Federer, W.T.: Experimental Design, Oxford and IBH publishing Company, New Delhi.
- 4) Guenther, W. C. (1977). Sampling Inspection in statistical quality control. Macmillan.
- 5) Gupta, S.C. and Kapoor, V.K. : Fundamentals of Applied Statistics, S. Chand & Sons, New Delhi.
- 6) Kenett, R. S. and Zacks, S. (2014). Modern Industrial Statistics with applications in R, MINITAB and JMP. John Wiley & Sons.
- 7) Montgomery, D. C. (2010). Statistical Quality Control: A Modern Introduction, 6th Edition. Wiley India Pvt Ltd.
- 8) Montgomery, D.C.: Design and Analysis of Experiments, Wiley Eastern Ltd., New Delhi.
- 9) Ryan, T. P. (2011). Statistical Methods for Quality Improvement. John Wiley & Sons. New York.

MRS 3.9 Introduction to Rural Industries

Course Objectives

- 1) To provide an understanding of basic concept of rural industrialization.
- 2) To study the different issues, challenges and approaches of rural industries.
- 3) To get acquainted with knowledge of functions and problems of industries.

MRS 3.9 Introduction to Rural Industries			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Rural Industries	15 Hours	
	1.1: Need, significance, problems and future prospects . 1.2: Rural Industry & Rural Economy, Inter-linkages between Agriculture and Rural Industries. 1.3: Proprietorship: Features, Advantages, Disadvantages, Suitability. 1.4: Partnership Organization: Features, Kinds of partners, Limited partnership, Partnership agreement (Partnership deed), Registration of partnership, Partnership and Co-ownership, Partnership and Joint venture, Suitability of Partnership. 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Agro – Industries	15 Hours	
	2.1: Agro – Industries: Scope and Importance of Agro-Industries in Rural Development. 2.2: Problems and remedial measures related to Agro-Industries. 2.3: Agro-industries and co-operative sector. 2.4: Export Zones for Agricultural Products, Contract Farming to promote Agri-Business. 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Industrial Classification and Productivity	15 Hours	
	3.1: Classification of Industries: public sector, private sector, large, medium, small, Micro and cottage industries. 3.2: Different types of rural industries: Need based, Raw Material based and skill based. 3.3: Industrial Productivity: norms, measurement, importance and Factors affecting on productivity. 3.4: Measures required for improving productivity and efficiency. 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	Policies and Programmes in Rural Industries	15 Hours	
	4.1: Employment, Capital and Pricing Policies in Rural Industries. 4.2: Industrial Policy : Policies relating to small and Village Industries, Trends in industrial growth in India since 1991, Industrial Policy Resolutions and Five Year Plans 4.3: The role of State in Rural Industrialization, Role of Khadi and		

	<p>Village Industries Corporation, Impacts of Globalization on Micro and Small Scale Industries.</p> <p>4.4: Industrial Finance: importance and sources of industrial finance</p> <p>4.5: Practical and Applications- Related Case Studies and Reports.</p>	
References:		
<ol style="list-style-type: none"> 1) Bhattacharya, S.I. “Rural Industrialization in India” 2) Francis, Cherunilam, Industrial Economic, Himalaya Publishing House, Bombay. 3) I. Larvey, W. Richardson – elements regional economics, Pengum. 4) Jock Dean – Managerial Economics, prencise Hall. 5) Khanka, Entrepreneurial Development, S.Chand & Co, New Delhi. 6) Pai Pandandika “Rural Industrialisation” 7) Pai Pandandika “Rural Industrialisation” 8) Reddy Y.G.J “Rural Industrialization Problems and Issues” 9) Reddy Y.G.J “Rural Industrialization Problems and Issues” 10) Sivaya and Das, Indian Industrial Economy, S.Chand & Co., New Delhi. 11) Sundaram K.P.M., Indian Economy, Concept Publishing Company, New Delhi. 12) Vivek Sauratte “Rural Industrialization and Infrastructure” 		

MRS 3.10 Sericulture & Bee Keeping

Course Objectives

- 1) To make the students aware about Soil to Silk concept, Sericulture Extension and to train in compressive Silk production techniques.
- 2) To inculcate importance of Bee keeping and honey processes in relation with entrepreneurship development.
- 3) To impart the knowledge about various techniques of Bee keeping and honey processing and its marketing to make them self sustainable.

MRS 3.10 Sericulture & Bee Keeping			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Sericulture	15 Hours	
	1.1: Sericulture: Concept, Nature, Scope and Importance 1.2: Components of Sericulture, Role of Sericulture in Rural development 1.3: Employment generation in sericulture, Role of women in sericulture. 1.4: Central Silk Board: Nature, Functions and Schemes, Directorate of Sericulture: Extension and development in sericulture on state level. 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Sericulture Industry	15 Hours	
	2.1: Rearing of Silkworm, Life Cycle of silkworm, Processing Silk from Cocoons. 2.2: Types of Silk: Mulberry, Tasar, Muga, Eri & Vanya, Steps Involved in the Silk Production. 2.3: Potential, Strengths and Challenges of Sericulture Industry in India. 2.4: International demand for silk – constraints in silk production like labour, land, environmental conditions, skill and production cost. 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Introduction to Bee Keeping	15 Hours	
	3.1: Bee Keeping: Concept, Nature, Importance, Types & Species of Honey Bees 3.2: Bee Identification, Social Organization in Honey Bees: Colony Life and Social Organization, Management of Honeybee colonies 3.3: Economics of small scale and large scale bee keeping. Economic Value of Commercial Beekeeping. 3.4: National Bee Board: Nature, Functions and Schemes 3.5: Practical and Applications- Related Case Studies and Reports.		

Unit 4:	Beekeeping Industry	15 Hours
	4.1: Types of Beekeeping: Traditional, Modern, Urban/Backyard . 4.2: Basic Equipments and Tools for starting Bee Keeping, Honey Processing and Bee Hive Products. 4.3:Preparing bankable bee keeping projects: Steps involved in starting a beekeeping projects, Funding sources for beekeeping projects. 4.4: Honey Industry in India: Trends, Challenges and Opportunities. 4.5: Practical and Applications- Related Case Studies and Reports.	
References:		
1) Abdul Aziz, H. G. Hanumappa (1985): Silk Industry, Problems and Prospects, Ashish Publication House, New Delhi 2) Abrol, D.P. (2013): Beekeeping : A Compressive Guide to Bees and Beekeeping, Scientific Publication, Jodhpur 3) D. P. Abrol (1997): Bees and Bee Keeping in India, Kalyani Publishers, New Delhi. 4) D. P. Abrol (2002): Beekeeping: An Indian Perspective, Vinod Publishers & Distributors, Ludhiana, Punjab 5) D. V. Ramana (1987): Economics of Sericulture and Silk Industry in India, Deep & Deep Publications, New Delhi 6) Dharm Singh, Devender Pratap Singh (2006): A handbook of beekeeping, Agrobios Publication, Jodhpur 7) Ethel Eva Crane (1999): The World History of Beekeeping and Honey Hunting, Routledge, USA 8) G.S. Rani (2006): Women In Sericulture, Discovery Publishing House, New Delhi 9) Ghosh G K (1994): Beekeeping in India, Ashish Publication House, New Delhi 10) H. G. Hanumappa (1987): Sericulture for Rural Development, Himalaya Publication, New Delhi 11) H. V. Shivappa (2001): Indian silk industry, Ganga Kaveri Publication House, Varanasi 12) IR. Krell (2001): Value-added Products from Beekeeping, Food and Agriculture Organization, USA 13) J. Acharya (1993): Sericulture and development, Indian Publishers Distributors, Andhra Pradesh 14) M.L. Narasaiah (2003): Problems and Prospects of Sericulture, Discovery Publishing House, New Delhi 15) Richard Jones (1999): Beekeeping as a Business, Commonwealth Secretariat, UK		

MRS 3.11 Project Management

Course Objectives

- 1) Understand the concept of project and its various phases.
- 2) Apply various tools and techniques of project planning and scheduling.
- 3) Apply project implementation and control methods.

MRS 3.11 Project Management			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Project Management		15 Hours
	1.1: Concept and Characteristics of a project, Importance of project management, 1.2. Types of project, Project Life Cycle, Characteristics of Successful Project Manager. 1.3. Factors for Project Success and Failure, Functional Organization Structure, Matrix organization Structure, Project Organization Structure. 1.4. Five Stage Project Team Development Model. 1.5. Practical oriented point : Study of organization structure of an industry doing projects		
Unit 2:	Idea Generation, Feasibility, Planning and Scheduling		15 Hours
	2.1 Generation of project idea - Sources; 2.2 Project Feasibility Analysis; 2.3 Project Planning and Scheduling techniques: Tools for project planning - Work Breakdown Structure, Gantt Chart, Construction and Computation using Network Diagrams – AOA and AON Methods, 2.4 Forward Pass and Backward pass; Limitations of CPM/PERT; Project Crashing. 2.5 Practical oriented point : Problems based on CPM and PERT		
Unit 3:	Project Implementation, Resource and Quality Management		15 Hours
	3.1 Project Implementation - Prerequisites, Steps, 3.2 Project Risk Management – Major Processes; 3.3 Managing Resources in Project - Resource Scheduling, Resource Allocation; 3.4 Critical Chain Scheduling – Concept and Applications; Project Quality Management. 3.5 Practical oriented point: Study of government projects implemented for rural development		

Unit 4:	Project Monitoring, Evaluation and Termination	15 Hours
	4.1 Project Monitoring – Purpose, Steps; 4.2 Project Evaluation – Principles, Stages; 4.3 Project Performance - Earned Value Analysis, Critical Ratio; 4.4 Project Termination Process. 4.5 Practical oriented point: Analysis of projects terminated unsuccessfully	
References:		
1) ‘Operations Management’, William Stevenson, McGraw Hill Education (India) Private Limited. 2) Britha Mikkelsen, Methods for Development work and research, sage Publications Ltd., New Delhi, 2005. 3) Cedric Saldhana and John Whittle, using the Logical Framework for sector Analysis and Project Design A users Guide, Asians Development bank, Manila, 1998. 4) Clifford F Gray, Erik W Larson, “Project Management-The Managerial Process”Tata Mcgraw-Hill Publishing Co Ltd 5) David I. Cleland, Project Management: Strategic Design and implementation, McGraw Hill Inc.1995. 6) David Mosse, Cultivating Development, Vistaar Publications, New Delhi, 2005. 7) Goodman. J. and Ralph Ngatata Love, Integrated Project Planning and Management Cycle, fast west center, Hawaii 2000. 8) Gopalakrishnan. P. and V.E.Ramamurthy, Text Book of Project Management, Macmillan India Ltd., 1993. 9) Jack Meredith, Samuel J. Mantel Jr. “Project Management- A Managerial Approach”John Wiley and Sons 10) James P Lewis “Project Planning, Scheduling And Control” Tata Mcgraw-Hill Publishing Co Ltd 11) John M Nicholas “Project Management For Business And Technology” PrenticeHallOf India Pvt Ltd. 12) John M. Nicholas, Project Management for Business and technology: Principles and Practice, Pearson Prentice Hall, New Delhi,2005. 13) Jyotsna Bapat, Development Projects and critical theory of Environment, Sage Publication, New Delhi,2005 14) Prasanna Chandra, Projects: Preparation, appraisal, budgeting and implementation. Tate McGraw Hill Publishing company Ltd., New Delhi,1987. 15) Project Management Body of Knowledge (PMBOK® Guide) — Fourth Edition.		

Master of Rural Studies (MRS) - Part – II, Semester IV

MRS 4.1 Business Budgeting

Course Objectives

- 1) To study the concept of budget, budget preparation and Time Framework of Budget.
- 2) To get acquainted with Operational Budgets and its relevance in Business.
- 3) To understand the procedure of Capital budgeting and Performance Budgeting.

MRS 4.1 Business Budgeting			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Budgeting	15 Hours	
	1.1: Budgeting: Meaning, Objectives, Significance and limitations. 1.2: Budget as an instrument of Corporate Planning; Framing of Government and Business Budget; Budget Organisation, Budget Committee and Time Framework 1.3: National, Family and Business Budgets; Surplus Budget, Deficit Budget and its limitations in Public and Private Sector Institutions. 1.4: Annual, Half-yearly, Quarterly, Monthly, Weekly and Daily Budgets. 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Operational Budgets	15 Hours	
	2.1: Sales Budget; Production Budget, Plant Utilisation Budget, Purchase Budget, Research and Development Budget 2.2: Materials Budget, Labour Budget; Overhead Budget, Financial Budgets, Cash Budget, Cost Budget 2.3: Fixed Budget, Flexible Budget, Master Budget, Human Resource Budgeting, Operating Budget 2.4: Long term Budget, Short term Budget and Current Budget 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Capital Budgeting	15 Hours	
	3.1: Capital Budgeting: Definition, Importance, Objectives 3.2: Types of Investment and Gestation Period, Project Planning and Appraisal of Commercial Viability, Capital Expenditure and Investment Ranking Techniques, Practical Application of Pay Back. 3.3: Average Rate of Return, and Discounted Cash flow (Time-adjusted) Techniques; Present value, Net present value, profitability Index, Benefit-Cost Ratio, Internal Rate of Return and Terminal value Method. 3.4: Capital Budgeting under uncertainty: Inflation, Deflation and Indexation Vis-a-vis capital Budgeting. 3.5: Practical and Applications- Related Case Studies and Reports.		

Unit 4:	Performance Budgeting	15 Hours
	4.1: Program Budgeting: Concept, Steps and Problems 4.2: Performance Budgeting: Concept, Steps and Problems 4.3: Zero-base Budgeting: Concept, Steps and Problems 4.4: Budgeting and Management Reports: Financial Forecasting and Investment Decisions; External Reporting for security Markets, Government (Planners/Policy-makers) and other agencies, Preparation of various Performance, Reports for presentation to various levels of Management, Timeliness, Reliability and Relevance of such Reports and their practical formulation. 4.5: Practical and Applications- Related Case Studies and Reports.	
References:		
1) A.James Boniss : Capital Budgeting. 2) Agarwal & Agarwal : Vittiya prabandh. 3) Andrew C.Stedry : Budget Control and Cost Behaviour. 4) B.H. Sord and G.A. Welsch : Business Budgeting. 5) E.Solomn : The Theory of financial management. 6) Glen A.Welsh: Budgeting, Profit Planning and Control. 7) J.B.Heckert and J.D.Wilson : Business Budgeting and Control. 8) Jack Ra-bin (Ed.) : Handbook of public Budgetary control and financial management (H.P. Cou Budgetary control). 9) John J.Clark & Others : Capital Budgeting. 10) R.K.Jain, "Management Accounting" Lakshmi Narayan Agarwal 11) R.S.Kulshreshtha : Nigamon ka vittiya prabandh 12) S.K. Chakraborty : Financial management and control.		

MRS 4.2 Corporate Social Responsibility

Course Objectives

- 1) Get acquainted with the functions as a responsible corporate citizen.
- 2) To Study current and future business leaders efforts to make responsible leadership.
- 3) To understand sustainable production and consumption central to their corporate vision.

MRS 4.2 Corporate Social Responsibility			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Corporate Social Responsibility (CSR)	15 Hours	
	1.1: Meaning of CSR, History & evolution of CSR. 1.2: Concept of sustainability & Stakeholder Management. 1.3: CSR through triple bottom line and Sustainable Business. 1.4: Relation between CSR and Corporate governance; environmental aspect of CSR. 1.5: Analyze related case for above points.		
Unit 2:	International framework for Corporate Social Responsibility	15 Hours	
	2.1: Millennium Development Goals (MDGs). 2.2: Relationship between CSR and MDGs. United Nations (UN) Global Compact 2011. 2.3: UN guiding principles on business and human rights. 2.4: ILO tri-partite declaration of principles on multinational enterprises and social policy. 2.5: Analyze achievements of MDGs'		
Unit 3:	CSR-Legislation in India & the world	15 Hours	
	3.1: Section 135 of Companies Act 2013 - Scope for CSR Activities under Schedule VII. 3.2: Appointment of Independent Directors on the Board, and Computation of Net Profit Implementing Process in India 3.3: Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. 3.4: Performance of major business and programs. Voluntarism Judicial activism. 3.5: Discuss any case of Judicial activism in CSR		

Unit 4:	Key stakeholders of CSR & their roles	15 Hours
	4.1: Global Compact Self Assessment Tool 4.2: Role of Public Sector in Corporate, government programs that encourage voluntary responsible action of corporations. 4.3: Role of Nonprofit & Local Self Governance in implementing CSR; 4.4: National Voluntary Guidelines by Government of India 4.5: Review of any successful corporate initiatives & its challenges to CSR	
References:		
1) Corporate Social Responsibility in India - Sanjay K Agarwal 2) Corporate Social Responsibility: An Ethical Approach - Mark S. Schwartz 3) Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad 4) Growth, Sustainability, and India's Economic Reforms – Srinivasan 5) Handbook of Corporate Sustainability: Frameworks, Strategies and Tools - M. A. Quaddus, 6) Handbook on Corporate Social Responsibility in India, CII. 7) Innovative CSR by Lelouche, Idowu and Filho 8) Muhammed Abu B. Siddique 9) The World Guide to CSR - Wayne Visser and Nick Tolhurst		

MRS 4.3 Trade Liberalization and Global Business

Course Objectives

- 1) To gain an understanding of important theoretical and applied issues in international trade.
- 2) To study the trade liberalization and changing scenario of international business.
- 3) To study International marketing system with quality and regulatory Standards for agricultural produce.

MRS 4.3 Trade Liberalization and Global Business			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Trade Liberalisation and International Business		15 Hours
	1.1: Introduction to International Business, Introduction to Business forms 1.2: Trade Liberalisation Models. 1.3: International Business Environment. 1.4: International Trading Environment. 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	International Market Entry		15 Hours
	2.1: Market Selection: Market Selection Process, Determinants of Market Selection, Market Entry Strategy. 2.2: International Channel System. 2.3: Organisation structure for International Business. 2.4: International Marketing. 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Trade Procedure and Finance		15 Hours
	3.1: Volume, Direction and Composition of India's Foreign Trade after 1991. 3.2: EXIM Policy, Export Procedure- Import Procedure 3.3: Banking Procedure of Negotiation, Letter of Credits – Processing of an Export Order, Bills of Exchange. 3.4: Terms of Payment in International Trade – Short Term Sources of Finance – Medium and Long Term Sources of Finance 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	Trade Blocs and International Institutions		15 Hours
	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.		

References:

- 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., International Marketing, Himalaya Publishing House, 1999
- 4) Kapoor.D.C. (2002), Export Management, Vikas Publishing House (P) Ltd, New Delhi.
- 5) Keegan, W. J., Global Marketing Management, Prentice Hall of India, 1999
- 6) Kumar.V. (2000), International Marketing, Pearson Education (Singapore) Pvt Ltd New Delhi.
- 7) Mahajan, Guide to Export Policy, Procedures and Documentation
- 8) Ministry, Commerce and Industry, Hand Book of Procedures, Volume I & II, GOI, New Delhi, 2000.
- 9) Shaked Ahmad Siddiqui.Dr. (2011), International Marketing, Dreamtech Press, New Delhi.
- 10) Svend Hollensen (2010), Madhumita Banerjee, Global Marketing, Pearson, New Delhi.
- 11) Warsen J. Keegan, Mark C. Green (2005), Global Marketing, Dorling Kindersley (India) Pvt Ltd, New Delhi.
- 12) Young, G., The New Export Marketer, Kogen Page Ltd., 1999-2000

MRS 4.4 Environment and Sustainability

Course Objectives

- 1) To get acquainted with the terms Ecosystems and Ecology.
- 2) Study Ecological aspects, interactions and influence of human activities.
- 3) Understand the basic concept of Sustainable Development and its environmental, social and economic dimensions.

MRS 4.4 Environment and Sustainability			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Ecology and Ecosystems	15 Hours	
	1.1: Definition of Ecology, fundamentals of Ecology, 1.2: Concept of an Ecosystem- Meaning, Types, Components and Functions. 1.3: Producers, consumers and decomposers. Energy flow in the Ecosystem. 1.4 Ecological succession. Food chains, food webs and ecological pyramids. 1.5 Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Environmental Pollution	15 Hours	
	2.1: Meaning, Causes, effects and control measures of: a) Air pollution b) Water pollution c) Soil pollution d) Marine pollution e) Noise pollution f) Thermal pollution g) Nuclear hazards h) Vehicle pollution 2.2 Solid waste Management: Causes, effects and control of Rural, urban and industrial wastes. 2.3 Role of an individual in prevention of pollution, Carbon Credits. 2.4 Disaster: Introduction, disaster management: floods, earthquake, cyclone and landslides. 2.5 Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Sustainable Development	15 Hours	
	3.1: Concept of sustainable development 3.2 Indicators of sustainable development 3.3 Dimensions of sustainable development- Strong and Weak Sustainability. 3.4 Sustainable Development Goals (SDGs) 3.5 Practical and Applications- Related Case Studies and Reports.		

Unit 4:	Society and Environment	15 Hours
	<p>4.1: Unsustainable to Sustainable development, Problems related to energy, Water conservation, rain water harvesting, watershed management.</p> <p>4.2 Environmental ethics: Issues and possible solutions.</p> <p>4.3 Global warming, Climate change and Acid rain</p> <p>4.4 Ozone layer depletion: Causes, Effects and Remedies.</p> <p>4.5 Practical and Applications- Related Case Studies and Reports.</p>	
References:		
<ol style="list-style-type: none"> 1) Air Pollution and Control: S. P. Mahajan 2) Biodiversity Conservation: M. P. Dahiya 3) Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc.480p 4) Concept of Ecology: E. J Kormondy (PHI Publication) 5) Ecology: Odum 6) Energy, Ecology and Environment: S. V .S. Rana 7) Environmental Sanitation – Salvato 8) Fundamentals of Ecology: M. C. Dash (TMH publication) 9) Municipal Sanitation- Ethler & Steel 10) Pollution Control and Environment: Dr. Ranveer Kumar, Dr. B. S. Singh, Dr. M. P. Singh 11) Rao M N. & Datta A.K. 1987, Waste Water treatment. 12) Water and Soil Conservation – Ghanshyam Das 13) M. Karpagam, Environmental Economics 14) Brown, Showgrin and White, Environmental Economics. 		

MRS 4.5 Tourism for Rural Development (Open Elective)

Course Objectives

- 1) To understand importance of tourism in Rural Development and its cultural significance.
- 2) To identify tourism resources in rural areas.
- 3) To impart knowledge about developing a Business Plan for Rural Tourism.

MRS 4.5 Tourism for Rural Development			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Tourism	15 Hours	
	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.		
Unit 2:	Rural Tourism	15 Hours	
	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.		

Unit 3:	Agro Tourism	15 Hours
	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.	
Unit 4:	Tourism Policy and Organisations	15 Hours
	4.1: Agro-Tourism Centres - 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: World Tourism Organization (WTO), 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.	
References:		
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.		

MRS 4.6 Rural Marketing

Course Objectives

- 1) To enable the students in understanding model of the product mix.
- 2) To equip the students with the analysis of the marketing environment.
- 3) To study the students to build real world problems in the domain of marketing.

MRS 4.6 Rural Marketing			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Basics of Marketing	15 Hours	
	1.1: Basics of Marketing: Meaning, Nature and scope- Core concepts of marketing- Company orientation towards market place. 1.2: Marketing environment: Micro and Macro marketing environment. 1.3: Marketing Planning and Process. 1.4: Differentiation between Sales and Marketing-Introduction to Services Marketing. 1.5: Seminar on difference between need, want and demand. Select any organization and study the micro and macro environmental factors influencing its performance.		
Unit 2:	Market segmentation	15 Hours	
	2.1: Market segmentation – Meaning and concept, benefits of segmentation. 2.2: Bases for market segmentation – consumer goods market segmentation; industrial goods market segmentation. 2.3: Market targeting - Selection of segments, Product positioning. 2.4: Consumer Behaviour – Meaning, Importance- Different buying roles, consumer buying decision process, factors influencing consumer behaviour. 2.5: Select any product offered to Rural market and study its Segmentation, Targeting, Differentiation and Positioning.		
Unit 3:	Product & Pricing Strategy	15 Hours	
	3.1: Product & Pricing Strategy- Product decision and strategies – Meaning of product, Types of products, product mix decisions, product line decisions, Product life cycle concept. 3.2: New product development. 3.3: Branding and packaging decisions – Concept of Branding and packaging, advantages and disadvantages of branding and packaging, features and functions of packaging.		

	<p>3.4: Pricing decision – Pricing objectives, pricing methods, factors influencing pricing decision, setting the price, price determination policies.</p> <p>3.5: Online exercise: Visit any website of organization marketing its FMCG products and study the different elements related to products.</p>	
Unit 4:	Integrated Marketing Communication	15 Hours
	<p>4.1: Integrated Marketing Communication – Concept and role of IMC, promotion mix: Advertising, personal selling, sales promotion and publicity, Factors affecting IMC mix, marketing communication mix decisions: characteristics, factors and measurement. Advertising and publicity – 5 M's of advertising.</p> <p>4.2: Personal selling – Nature and Process.</p> <p>4.3: Sales promotion – nature, importance and techniques.</p> <p>4.4: Distribution Strategy- Importance of channels of distribution, Alternative channels of distribution, channel design decision and channel management decision, selecting an appropriate channel, Supply Chain Management, Logistic management.</p> <p>4.5: Select any newly launched product and design a promotional campaign with the help of IMC and present it in the class.</p>	
<p>Note: Relevant audio, video CDs and caselets should be discussed. Emphasis should be given on field assignments.</p>		
<p>Reference Books:</p> <ol style="list-style-type: none"> 1) Marketing Management – a south asian perspective: Kotler Phillip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar, Pearson. 2) Marketing Management: A South Asian Perspective - Kotler P., Keller K., Koshy A., Jha M., Pearson Prentice Hall. 3) Marketing Management – Ramswamy V. S., Namakumari S., Macmillan Publishers India Ltd. Marketing Management – Rajan Saxena, Tata McGraw Hill 4) Marketing Management: Text and Cases – Tapan Panda, Excel Books 5) Marketing – Etzel, Walker B., Stanton W., Pandit A., Tata McGraw Hill 6) 6. Marketing Management - Karunakarn K — Himalaya Publication, New Delhi 		
<p>Suggested Additional Readings:</p> <ul style="list-style-type: none"> - American Marketing Association: https://www.ama.org/Pages/default.aspx 		
<p>Suggested Research Journals:</p> <ul style="list-style-type: none"> - Indian Journal of Marketing Journal of Marketing - American Marketing Research Journal of Marketing Research - American Marketing Research 		

MRS 4.7 Basics of Horticulture

Course Objectives

- 1) To understand the concepts, nature and importance of Horticulture in Rural Development
- 2) To impart the various skills about Horticulture.
- 3) To get acquainted with various schemes in Horticulture.

MRS 4.7 Basics of Horticulture			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Introduction to Horticulture	15 Hours	
	1.1: Horticulture: Concept, Nature and Significance of Horticulture in Rural Development 1.2: Classification of Horticultural Crops, Major Horticulture Crops: Area, Yield and Productivity 1.3: Principles of organic horticulture – Hydroponics 1.4: National Horticulture Board (NHB): Nature, Functions and Schemes, Horticulture Zones of India 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Propagation in Horticulture	15 Hours	
	2.1: Land, Soil & Climatic Conditions 2.2: Principles & Techniques of Plant Propagation, Planting Materials for Horticultural Crops 2.3: Types & Methods of Propagation, Essential Plant Nutrients 2.4: Nursery techniques: vegetable garden, nutrition garden, kitchen garden and other types of gardens 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Management in Horticulture	15 Hours	
	3.1: Management: Water, Drip and Fertigation, Weed, Nutrient, Soil Fertility 3.2: Major Pest and Diseases Management 3.3: Soil and climatic factors of crop production 3.4: Traits and Quality Standards of Horticultural Produce 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	Marketing in Horticulture	15 Hours	
	4.1: Marketing of Horticultural Products 4.2: Horticultural Crops: Pre and post harvest Handling Procedure, Storage & Transportation, Supply Chain Management 4.3: Value Addition of Horticultural Produce		

	4.4: Foreign Trade of Horticultural Commodities.	
	4.5: Practical and Applications- Related Case Studies and Reports.	
References:		
<ol style="list-style-type: none"> 1) Aldriance, G.W. and Brison, F.R. (2000). Propagation of horticultural plants. Mc Grow Hill Book Company., Inc, New York. 2) Bose, T.K., Mitra, S.K., Sadhu, M.K. and Das, P. (1997). Propagation of tropical and subtropical horticultural crops. 2nd Edition, Naya Prokash, Kolkata. 3) Hartman, H.T, Kester, D.E. and Davies, F.T. (1993). Plant propagation: Principles and Practices. 5th Edition. Prentice Hall of India, New Delhi. 4) Horticultural Corps, Mallikarjun Reddy/Aparna Rao, Pacific Book International, 2010. 5) Horticulture at a Glance -Volume II, A.S. Salaria, Babita Salaria, Shri Sunilkumar Jain Publication, 2007-2008. 6) Horticulture, Mahmod N. Malik, Biotech Books, 2000. 7) Horticulture, Prof. Kumaresan, V., Saras Publication, 2009-2010. 8) Identification and Management of Horticulture Pests, Ramniwas Sharma, Agrotech Press publication, 2014. 9) Introductory Ornamental Horticulture, Parmeshwar Singh, Oxford Book Company, 2014. 10) Objective Horticulture, Raji Shrivastava, Agrotech Press publication, 2014. 11) Principles of Horticulture, Surendra Prasad/U. Kumar, Agro Botanica, 1998-99 12) Sharma, R.R. (2002). Propagation of horticultural crops: Principles and Practices. Kalyani Publishers, New Delhi. 13) Sharma, R.R. and Krishna, H. (2013). A textbook of plant propagation and nursery management. Intl Book Distributing Co., Lucknow. 14) Sharma, R.R. and Srivastav, M. (2004). Plant propagation and nursery management. Intl Book Distributing Co., Lucknow. 15) Textbook of Horticulture, Second Edition, K. Manibhudhan Rao, Rajiv Beri for Macmillan India ltd. 2014. 		

MRS 4.8 Dairy and Fishery Farming

Course Objectives

- 1) To acquaint with the concept of Dairy and Fishery Development and its role in Rural Development.
- 2) To understand the prospects of Dairy & Fishery and its allied activities and management.
- 3) To study the successful stories in Dairy and Fishery cooperatives in Maharashtra.

MRS 4.8 Dairy and Fishery Farming			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Dairy Farming	15 Hours	
	1.1: Concept, Nature & Scope of Dairy Farming, White Revolution 1.2: Types of Cattles- Cross breed and desi/local cows, Important aspects in selection of animal and breed, factors determining the efficiency of Dairy cattle. 1.3: Feeding - Contents of the nutrition and nutrition values, importance of the nutrition in feeding. 1.4: Production of clean milk- Importance of clean milk production, Parameters of quality milk – Milk testing for Fat content, Solids but Not Fat (SNF) and Total Solids (TS), Dairy equipments –Milking machines, Precautions to be observed while milking of animals, The significance of milk components 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Dairy farming in India	15 Hours	
	2.1: Milk production in India, Comparison of dairy farming in India with advanced countries 2.2: Dairy Processing: Milk Collection-Transportation & Grading of Milk-Standardization-Pasteurization-Homogenisation of Milk - Packaging of Milk – Cleaning and Sanitation 2.3: Dairy Firm Management: Milk Losses, Managing Productivity, Human Resource, Dairy Marketing: Systems, Channels and Strategies, Problems and remedies 2.4: White revolution, Amul Story and role of cooperative sector in dairy development of India. Role of National Dairy Development Board (NDDB) 2.5: Practical and Applications- Related Case Studies and Reports.		

Unit 3:	Fishery Farming	15 Hours
	3.1: Fishery Farming: Concept, Nature, Scope and Importance 3.2: Cultured Species and Nutrition Value of Fishes, Fishery breeds and Types of fishery farming 3.3: Blue Revolution- Role of Fishery in Rural Development 3.4: National Fisheries Development Board: Nature, Functions and Schemes 3.5: Practical and Applications- Related Case Studies and Reports.	
Unit 4:	Fishery Industry	15 Hours
	4.1: Management: Planning, Pond Preparation, Selection of Fish Species, Feeding & Care 4.2: Marketing: Classification, Grading, Packaging, Transportation and Quality Management, Problems in Marketing 4.3: Fish Processing Industry in India: Challenges and Opportunities 4.4: Fish Production and its trends, India's Competitiveness in Fishery farming. 4.5: Practical and Applications- Related Case Studies and Reports.	

Reference Books:

- 1) Dairy Science: Petersen (W.E.) Publisher – Lippincott & Company
- 2) Anjani, K. , Joshi, P.K. & Pratap, S.B. 2003 . Fisheries Sector in India: An Overview of Performance, Policies and Programmes. In: Anjani, K., Pradeep, K.K. & Joshi, P.K. (Eds.), A Profile of People, Technologies and Policies in Fisheries Sector in India. pp.1–16
- 3) Anon. 2002 . Aquaculture Authority News. Vol.1(2), December, 2002
- 4) Ayyappan, S. & Jena, J.K. 2003. Grow-out production of carps in India. J. Appl. Aqua., 13(3/4): 251–282
- 5) Bhatta, R. 2003 .Socio-economic Issues in fisheries sector in India. In: Anjani, K., Pradeep, K.K. & Joshi, P.K. (Eds.), A Profile of People, Technologies and Policies in Fisheries Sector in India. pp.17–42
- 6) CIBA. 1997. Final Report: Assessment of Ground realities regarding the impact of shrimp farming activities on environment in coastal areas of Andhra Pradesh and Tamil Nadu. Mimeo
- 7) Costal Aquaculture Authority, (Government of India, Chennai)Compendium of Act, Rules, Guidelines and Notifications, 2005.
- 8) Dairy India 2007, Sixth edititon 6. Economics of Milk Production – Bharati Pratima Acharya Publishers.
- 9) Development of Costal Aquaculture Chapter X, Costal Agro – Aqua Farming,BSKKV, Dapoli
- 10) Ecological Methods for Field & Laboratory Investigations By P. Michael
- 11) FAO publications related to aquaculture for India.
- 12) FAO. 2005. Aquaculture production, 2003. Yearbook of Fishery Statistics - Vol.96/2. Food and Agriculture organization of the United Nations, Rome, Italy

- 13) Fish & Fisheries By Chandy – National Book Trust
- 14) Fish & Fisheries in India – By Jhingran V.G. – Hindustan Pub. Corporation – New Delhi.
- 15) Fish Biology By C.B.C. Srivastava – Narendra Pub. House.
- 16) Fishery Science By Samtharam R. – Daya Pub. House – 1990.
- 17) Gopakumar, K. , Ayyappan, S. , Jena, J.K. , Sahoo, S.K. , Sarkar, S.K. , Satapathy, B.B. & Nayak, P.K. 1999 . National Freshwater Aquaculture Development Plan. Central Institute of Freshwater Aquaculture, Bhubaneswar, India
- 18) Hand Book of Fresh Water Fishes of India By Beaven C.R. – Narendra Pub. House.
- 19) Handbook of Fisheries and Aquaculture, 2013, Indian Council of Agriculture Research publication (ICAR), India
- 20) Indian Dairy Products – Rangappa (K.S.) & Acharya (KT) – Asia Publishing House.
- 21) National Aquaculture Sector, Overview India, Country Sector Overview India,(Aquaculture Sector, Overview – India), History and General Overview.
- 22) Outlines of Dairy Technology – Sukumar (De) – Oxford University press
- 23) Rao, G.R.M. & Ravichandran, P. 2001: Sustainable Brackishwater Aquaculture. In: Pandian, T.J. (Eds.), Sustainable Indian Fisheries, National Academy of Agricultural Science, New Delhi, pp. 134–151
- 24) Statistics of Marine Product Exports 2005. By The Marine Products Export Development Authority.
- 25) Strategies and Options for Increasing and Sustaining Fisheries and Aquaculture Production to Benefit Poor Households in India, ICAR-ICLARM project, 2004.
- 26) Surendran, V., Madhusudhan Reddy, K. & Subba Rao, V. 1991. Semi-intensive shrimp farming-TASPARC's experience at Nellore. Fishing Chimes, February 1991: 23–29
- 27) The technology of milk Processing – Ananthakrishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. – Shri Lakshmi Publications.
- 28) Tripathi, S.D. 2003. Inland Fisheries in India. In: Fish for All National Launch, 18–19 December 2003, Kolkata, India, pp. 33–57

MRS 4.9 Gender Issues and Development

Course Objectives

- 1) To understand the importance of gender studies.
- 2) To equip with the status of women and the process of women empowerment.
- 3) To get acquainted with the various issues of women, their organizations and movements in India.

MRS 4.9 Gender Issues and Development			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Concept and Importance of Gender Studies		15 Hours
	1.1: Concept of gender, Gender discrimination, Gender equity in rural areas 1.2: Concept and Significance of Gender Sensitization 1.3: Gender bias in the theories of value, Distribution, and population 1.4 Gender Budgeting: Concept, Importance, Budgetary Provisions in India 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Status of Women		15 Hours
	2.1: Global and Indian perspectives: division of labour based on sex, women as repositories of culture practices and traditions- Domestic violence and dowry deaths. 2.2: Social and economic status of women in India. 2.3: Demographic characteristics of women population in India 2.4 Factors affecting the status of women 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Women Issues and Women Empowerment		15 Hours
	3.1: Women Issues of Women: Health, Education, Social, Economic, Political and Legal 3.2: Women Empowerment: Concept and Indicators 3.3: Govt. policies and programs for empowering women in India 3.4 Non-Govt. initiatives towards women empowerment 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	Women Organizations and Movements in India		15 Hours
	4.1: Women organizations in pre-independent India 4.2: Development of women organizations after independence and their types 4.3: Women movements in India: A Historical Sketch 4.4 Women movements in contemporary India: Issues Problems and prospects. 4.5: Practical and Applications- Related Case Studies and Reports.		

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MRS 4.10 Financial Markets and Institutions

Course Objectives

- 1) To understand the theory and practice of financial institutions and markets.
- 2) To impart the knowledge of risk management in financial sector.
- 3) To provide practical experience and skill development modules in financial sector.

MRS 4.10 Financial Markets and Institutions			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Nature and Role of Financial System:		15 Hours
	1.1: Nature and Structure of Financial System, Functions and Role of Financial System. 1.2: Financial System and Economic Development, Intermediaries in Financial Markets. 1.3: All India Financial Institutions: IFCI, IDBI, NABARD, 1.4: SIDBI, NHB, UTI, EXIM Bank. 1.5: Practical and Applications- Related Case Studies and Reports.		
Unit 2:	Financial Markets:		15 Hours
	2.1: Money Market: Concept, Structure and Submarkets, Financial Instruments and Importance of Money Market; Role of RBI and DHFI, Reforms in Money Market. 2.2: Capital Market: Concept, Structure and Submarkets, Financial Instruments and Importance of Capital Market; 2.3: Role of SEBI, Reforms in Capital Market. 2.4: Stock Exchange: BSE, NSE, Multi Commodity Exchange (MCX). 2.5: Practical and Applications- Related Case Studies and Reports.		
Unit 3:	Risk Management in Financial Markets		15 Hours
	3.1: Types of Risks: Credit Risk, Liquidity risk, Market Risk, Interest rate Risk and Foreign Exchange Risk 3.2: Risk Management in financial Market 3.3: Risk Hedging Instruments: Derivatives-Forwards, Futures, 3.4: Options and Swaps 3.5: Practical and Applications- Related Case Studies and Reports.		
Unit 4:	International Financial Markets and Institutions:		15 Hours
	4.1: Foreign Exchange - Type of Exchange Rates, Nature and Functions of foreign Exchange Market, Participants of Forex Market 4.2: GDR's and ADR's, Euro-dollar and Euro- Currency markets, International Liquidity		

	4.3: Biggest Stock Exchanges in The World - London Stock Exchange, New York Stock Exchange, Hong Kong Stock Exchange, Japan Exchange Group – Tokyo 4.4: Bank for International Settlement (BIS) 4.5: Practical and Applications- Related Case Studies and Reports.	
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References:

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MRS 4.11 Agricultural Development in India

Course Objectives

- 1) To provide a detailed understanding of issues in agricultural development.
- 2) To understand the role of technology and biotechnology in agriculture development with reference to India.
- 3) To study and analyze the challenges before agricultural development in India.

MRS Paper 4.11: Agricultural Development in India			
Marks : 100	Total Hours of Teaching: 60	Theory: 80	Internal: 20
Syllabus Contents:			
Unit 1:	Agriculture in India	15 Hours	
	1.1: Agricultural Economics: Concept-Nature-Importance, Role of Agriculture in Indian Economy. 1.2: Cropping Pattern in India: Area-Production-Productivity, Farm Efficiency 1.3: Methods and types of farming: Co-operative – Contract – Corporate-Organic- group- mixed. 1.4: Green Revolution - Need of Second Green Revolution, Bio-Technology and GM Technology. 1.5: Practical & Application Oriented Case Studies		
Unit 2:	Agricultural Inputs	15 Hours	
	2.1: Basic Inputs: Types - Uses and Effects - Trends in Pricing of Agricultural Inputs, Agricultural Subsidies. 2.2: Agriculture Credit: Types and sources of credit, NABARD, Kisan Credit Card 2.3: Irrigation: Sources and methods-Progress of Irrigation-Water Management, Consecutive use of Surface and Ground Water 3.4: Energy: Sources-Types-Progress-problems-remedies 2.4: Farm Mechanization: Agricultural and Mechanical Technology - Trends in use of tractor, harvester 2.5: Practical & Application Oriented Case Studies		
Unit 3:	Agricultural Marketing and Prices	15 Hours	
	3.1: Agricultural Marketing: Structure- Efficiency- Major Problems and Remedies 3.2: Regulated Marketing - Co-operatives Marketing – NAFED – NCDC, e-NAM		

	3.3: Agricultural Prices: Need of Price Policy – Methods of Pricing - CACP, Farmers Sustainable Income 3.4: WTO and Indian agriculture, Terms of Trade between Agriculture and Non-agriculture. 3.5: Practical & Application Oriented Case Studies	
Unit 4:	Challenges before Agricultural Development	15 Hours
	4.1: Risk and Uncertainty in agriculture - Food security and nutrition 4.2: Land Holding Pattern, Regional Imbalances, Farmers Suicides and Loan Waiver Scheme. 4.3: Agro-Climatic Planning, Conservation of Agricultural Resources - Agro Processing Industries 4.4: Infrastructure: Storage- -Transport and communication, Insurance - Research and Extension 4.5: Practical & Application Oriented Case Studies	
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MRS 4.12 Project Report and Viva Voce

Course Objectives

- 1) To develop the capabilities and knowledge of students in the areas related to rural development.
- 2) To acquire relevant skills required to develop students to become efficient professionals in academics, research and industry
- 3) To enhance communication and leadership skills to foster competence and excellence among the students.

Guidelines for Project Report and Viva Voce:
<ol style="list-style-type: none">1) Every student of MRS course shall have to submit a dissertation on any topic related to the syllabus under the guidance of the concerned teacher.2) In addition every student shall spend a minimum one month on deputation with any Government Organization or NGO or any other organization/institute actually working in the rural area/related field and submit the report on the basis of field experience with relevant certification for evaluation.3) The dissertation carries 150 marks and will be evaluated by both the internal and external examiners as appointed by the University.4) There shall be a viva voce of 50 marks on the basis of the dissertation and report and it will be conducted by both the internal and external experts as appointed by the university.5) Minimum passing marks will be minimum 40% in each component i.e. a) Dissertation and b) Viva voce.

