

West Bengal State University
Department of Rural Studies
Program: Master of Rural Studies (MRS)
Draft Syllabus under CBCS (Semester System)
With Effect from the Session 2019-20

Structure

Courses	No. of Courses	Credits	Marks
Core Courses:	18	4	950
i. Theory	13	4	13 x 50 = 650
ii. Practical	04	4	4 x 50 = 200
iii. Internship & Dissertation	01	8	1x 100 = 100
Discipline Specific Elective (DSE)	2	4	2 x 50 = 100
Generic Elective Course (GEC)	1	4	1 x 50 = 50
AECC	1	2	1 x 25 = 25
SEC	1	2	1 x 25 = 25
TOTAL		92	1150

SEMESTER-I				
Course	Code	Type	Credit	Marks
Fundamentals of Rural Development and Experiments	MRS CT101	Core (Theory)	4	50
Rural Economy in India	MRS CT102	Core (Theory)	4	50
Rural Finance and Accounting	MRS CT103	Core (Theory)	4	50
Fundamentals of Agriculture and Animal Husbandry	MRS CT104	Core (Theory)	4	50
Practical: Rural Socio-Economic Structure and Farm Economy Study	MRS CP105	Core (Practical)	4	50
AECC-I: ICT and Rural Development	MRS AECC1	AECC	2	25

SEMESTER-II				
Course	Code	Type	Credit	Marks
Rural Institutions and Organizations	MRS CT201	Core (Theory)	4	50
Rural Society in Regional Perspective	MRS CT202	Core (Theory)	4	50
Methodology for Rural Research	MRS CT203	Core (Theory)	4	50
GIS and Remote Sensing in Rural Development	MRS CT204	Core (Theory)	4	50
Practical: PRA and Application of Statistical Techniques for Rural Research	MRS CP205	Core (Practical)	4	50
SEC-I: Agricultural Product Processing and Value Addition	MRS SEC1	SEC-1	2	25
SEMESTER-III				
Course	Code	Type	Credit	Marks
Rural Marketing & Farm Management	MRS CT301	Core (Theory)	4	50
Globalization and Rural Livelihood	MRS CT302	Core (Theory)	4	50
Extension Education and Communication	MRS CT303	Core (Theory)	4	50
Practical: Village Study and Field Survey Techniques	MRS CP304	Core (Practical)	4	50
Elective (DSE): 1. Rural Communities and Disaster Resilience 2. Rural Entrepreneurship Development	MRS EC305A MRS EC305B	Elective (Theory)	4	50
GEC-I: Fundamentals of Rural Development in India	MRS GEC-I	GEC-I	4	50
SEMESTER-IV				
Course	Code	Type	Credit	Marks
Women in Rural India	MRS CT401	Core(Theory)	4	50
Natural Resource and Environment	MRS CT402	Core(Theory)	4	50
Practical: Project Management and Appraisal	MRS CP403	Core (Practical)	4	50
Elective: 1. Agriculture and Rural Management 2. NGO Management & CSR	MRS EC404A MRS EC404B	Elective (Theory)	4	50
Internship & Dissertation	MRS CP405	Internship & Dissertation	8	100

The aim of this program is to contribute in the development of rural life through a strong group of young professionals who have academic theoretical knowledge, practical skill and capability to use the best available practices.

Specific objectives of the Program:

1. To prepare theoretically sound and socially sensitive researchers who would part take in impactful policy research;
2. To serve as a national and regional hub of knowledge connectivity for rural development;
3. To support developmental plans and policies for rural development by research, training and demonstration, extension and institutional linkages
4. To facilitate the development of techno-managerial cadres needed for the rural development.
5. To impart knowledge on various governance structures comprising state, market, civil society and community and their implications on the livelihoods, especially of the poor
6. To expose students while engaging in experiential learning to internalize rural environs, institutions and initiatives
7. To create special workforce towards leadership, entrepreneurship, agri-preneurship, extension professions for development of rural life.

Learning Outcome

At the end of the course the students of Rural Studies can obtain the following outcomes:

- Act as a rural development expert who can contribute to develop policies and programs for betterment of rural life.
- Can analyze and interpret the short and long-term trends in the rural sector in general and the agrarian sector in particular
- Impart improved technologies to the rural household members.
- Develop skills to understand the social, economic, political and cultural framework of the rural society
- Develop skills to address the challenges with suitable responses for the identified rural issues
- Develop skills to manage/evaluate farm business, projects, rural enterprises
- Act as an administrator or management professional in different rural development Projects, Programmes, Schemes, Agencies etc.
- Can work as social and developmental technocrats towards the development of rural areas.
- Can involve in advanced social science research activities/projects.
- Develop entrepreneurial skills which ensures positive outcome towards rural transformation.

Syllabus

SEMESTER – I

CORE COURSE (Theory) – 1 (MRS CT101): Fundamentals of Rural Development and Experiments (50 marks)

This course seeks to deliver an overview of the basic concepts in rural development. It also provides insights from rural development experience from different parts of India through a temporal lens for the understanding their evolution.

Outcome: This is the entry point to rural studies course and gives the basic background.

Unit-1: Rural Development Concepts & Theories

1. Designation of rural areas, Importance of rural areas. Concept and Scope of Rural Development: Principle, indicators, objectives, measures & determinants; Functional dichotomies between rural and urban
2. Concepts of economic growth and Economic development: measures and Indicators, Social development- Interdependence of economic and non-economic factors, Characteristics of less developed countries; Amartya Sen's Concept of Development, Human Development - concept, Human Development Index; Sustainable development.
3. Laws of demand and supply, Concept of production and cost, Market structure-basic concept, National income and measurement issues

Unit-2: Rural Development Experiments in South Asia

1. Pre-independence phase: Gandhian and Tagore's Approaches to Rural Development, Nilokheri, Gurgaon, Marthandam, Sriniketan and Sevagram experiments, Etawah Pilot Project
2. Post Independence Phase (during the plan period) Approaches to Rural Development - Broad based approach, Sectoral approach, Area specific approach, Target group approach
 - a) Community Development Program, NES,
 - b) Agricultural Development Programmes: IADP, HYVP, T & V, NATP, NAIP, NFSM, RKVY
 - c) Rural Development Programmes: IRDP, TRYSEM, JRY, SGSY, PMGSY, MGNREGA, ICDS
3. Recent phase post 2015: NITI Ayog

Suggested Readings:

1. Rural Development : John Harris

2. Rural Development: I S Sundaram
3. Fundamentals of Rural Development: Basant Desai
4. Rural Development Principles, Policies and Management 3/E by Singh and Katar
5. Rural Development in India Past, Present, & Future, Vasant Desai, Himalaya
6. Rural Development: Concept & Recent Approaches by S.K.Paul, Concept Publication, New Delhi
7. Fundamentals of Rural Development: Basant Desai
8. Integrated Rural Development Programme by Ambedka

CORE COURSE (Theory) – 2 (MRS CT102): Rural Economy in India (50 marks)

This course seeks to detail the different facets of the rural economy including demographic dynamics, labour market scenario, poverty as well as rural infrastructure. Besides providing the insights on distribution patterns, this course also attempts to link the policy context explicitly to explain how and why the disparities evolve.

Outcome: This course sets the context for introducing the complexities of rural reality.

Unit I: Agricultural Sector

1. Structure, attributes and components of the agricultural sector and its changing emphasis for rural development.
2. Strategies for agricultural development: Green revolution, Land reforms, New Technologies (GM etc)
3. Farm size and productivity relationship; recent paradigm of small farm sector led rural development strategies.

Unit II: Rural Non-farm sector

1. Structure, attributes and components of the non-farm sector and its changing emphasis for rural development.
2. Pathways for the growth of rural non-farm sector; rural labour market issues.
3. Rural Industry: Classification; Policies and strategies for development of rural enterprises in India: Consortium Approach, Growth Centre Strategy, Industrial Estates, rural clustering; Rural industries in India and its regional variations. Problems of rural industries in India- organisational, financial, technical, personnel, managerial, marketing and information

Unit III: Rural Infrastructure and Social Sectors

1. Rural demography: Structure, composition and attributes of rural population; Rural labour migration trends, factors and implications; Human development and its components: health and education: policies and outcomes.
2. Rural poverty: Concepts, Measurement & Effects; Rural Poverty in India ,“Deprivation trap” and the rural poor. Rural poverty alleviation programmes and approaches.
3. Rural Infrastructure and basic services: policies and programmes for development of rural infrastructure and rural development.

Suggested Readings:

1. Mellor, J. W. (1976): The New Economics of Growth: a Strategy for India and the Developing World, Twentieth Century Fund Study: Cornell University Press, Ithaca & London.
2. Pravin Visaria and Rakesh Basant (1994): Non- Agricultural Employment in India: Trends and Prospects, Sage Publications, New Delhi
3. India Rural Development Report 2012-13, IDFC Rural Development Network, ORIENT Blackswan, 2013.
4. Agricultural Economics by Gupta P. K.
5. Selected Readings in Rural Economics by Thomas Nixon Carver
6. Advanced Economic theory H. L. Ahuja
7. A Hand Book of Rural economy in India by Surindar S. Jhodka

CORE COURSE (Theory) – 3 (MRS CT103): Rural Finance and Accounting (50 marks)

The objective of the course is to expose students to key issues linked to rural financial system and accounting procedure of different financial institutions. It also discusses the initiatives of the Government for inclusive financial system. It has also offers the hands on skills in preparing financial statements of a rural enterprise.

Outcome: The course exposes the students to the financial systems and accounting procedure.

Unit-I: Rural Finance

1. Rural Finance: Conceptual Ideas, Rural Credit Sources, Debt Trap, Microfinance: Different Models, SHGs & Microfinance, SHG-Bank Linkage, Delivery System, Concept of Financial Inclusion, Role of Microfinance towards Financial Inclusion,
2. Non-Govt. Organisations (NGOs): Concept, Structure, Role and Functions, Cooperative-Structure, function, role of cooperative in micro finance and economic development India

Unit-2: Accounting

1. Definition, single and double entry system, journals, ledger accounts, trial balance, final accounts, accounting of farm,
2. Accounting for Co-operative society and Panchayat. Management accounting.
3. Cost classification, cost sheet, CPV analysis, cash flow analysis, ratio analysis, budgetary control. Accounting of small enterprises.

Suggested readings:

1. Financial Management by Srinivasan
2. Co-operative Societies and Rural Development, S.K.Datta, Mittal Publications
3. Cost Accounting by Pasha
4. Rural Banking in India, I.C.Dingra, Sultan Chand & Sons

CORE COURSE (Theory) – 4 (MRS CT104) Fundamentals of Agriculture and Animal Husbandry **(50 marks)**

The course seeks to deliver an overview of the agricultural components of rural development. It will also offer the holistic ideas about the rural farm sector and the economic contribution of the agricultural sector in Indian economy. This course also introduces the common agricultural practices along that operate at tandem with the existing modern technologies.

Outcome: The knowledge on agricultural science, modern agricultural technologies will be developed. Students to acquire knowledge on agricultural contribution and region based agricultural practices.

Unit-I. Fundamentals of Agriculture

1. Agricultural Science in the context of India, importance of rural economy, Agro Climatic Zones, Crop Production: Major crops, Cropping pattern, Crop rotation.
2. Soil profile : Physical, Chemical and Biological and Thermal texture, Soil Organisms,
3. Basic technology related to Agriculture – Integrated Nutrient Management System, Integrated Pest Management, Post Harvest Technology in Agriculture. Organic Farming.
4. Concept of Floriculture & Horticulture. Improved agricultural technologies and their uses-GM crops, HYVs and

Unit-II. Animal Husbandry Practices

1. Animal Husbandry – Concept, Scope & Importance in the context of Rural Development Animal husbandry Practices in India, Livestock Production – concept and importance in the rural economy;
2. Fertility in livestock and reproductive behavior ; Dairy and Goatery management, Poultry production & management.
3. Fishery- concept, importance, Types of fish farming, Inland Fishery cultivation- rule of Fishery in rural economic development,
4. Sericulture-Concept, importance, Stages of Development, Present status of Sericulture and role of sericulture in textile industries in India. Bee keeping-Concept and importance, Hives, Bee keeping procedure, Methods of Bee Keeping, Different types of Bee and their role in honey production.

Suggested readings:

1. Hand Book of Animal Husbandry by Indian Council of Agricultural Research
2. Hand Book of Animal Husbandry Extension by Arunasis Goswami
3. Hand Book of Agriculture by Indian Council of Agricultural Research
4. Hand Book of Horticulture Indian Council of Agricultural Research
5. A Text Book of Soil Science by D.K. Das
6. Agronomy (A Text Book) by S.S. Singh
7. A Text Book of Animal Husbandry by G.C. Banerjee
8. A Hand Book of Organic Farming by Sarma
9. A Hand Book of Poultry Practice by Wilson
10. Fish Processing and Preservation by Cutting

11. Milk & Milk Products by Winton
12. Organic Farming for Sustainable Agriculture by Dahama
13. Techniques & Management of Field Crop Production by Rathore
14. Vermicomposting for Sustainable Agriculture by Gupta

CORE COURSE (Practical) – 5 (MRS CP105) Rural Socio-Economic Structure and Farm Economy study (50 marks)

The objective of this practical course is to introduce the students to rural environment so that they are able to acquire first hand experience of working in the villages. It is extremely important to undertake field visit to a village as well as a farm to enable the students to have a comprehensive understanding of how the rural economy operates. The objective of teaching how to prepare cost-benefit accounting of an agricultural farm is to enable the students to assess financial viability of the farm.

Outcome: This firsthand experience being only a preliminary exposure would enable the students to understand the challenges and opportunities that the rural economy offers. Also, the field visit would enable them to evolve as a good field investigator and programme implementation agent.

1. Visit to a Village and Preparation of Report on Rural Social Structure and Norms through use of both quantitative as well as qualitative techniques of data collection and analysis.
2. Preparation of cost-benefit Accounting of a Agricultural farm
3. Visit to Dairy and/or other Livestock Farms and Preparation a Report.
4. Soil testing kit method: Determine the soil pH, Organic Carbon, Nitrogen, Phosphorus and Potassium.

AECC-I (MRS AECC-I): Information & Communication Technology (ICT) in Rural Development

(25 marks)

Course Outcome

The main objective of the course is to impart knowledge of different ICT components and their role in rural development. The course has also elaborated different procedures to implement different tools of ICT for rural development. Students will get an idea of different components of ICT. The course incorporates a training module on use of ICT including software packages for analysis of data. Student will be able to use these components in various fields like research, e-governance, agriculture, health, economic development, financial management and marketing.

Unit-I: Information & Communication Technology (ICT)

History of Computers, Computer Hardware and External Peripherals. Computer memory, Data representation in Computer. Computer Software and Programming Languages. Software Engineering and its application to Rural Development. IT and Rural Development.

Unit-II: Computer Application

Computer Networking and Internet Technology, Use of Ms-word, Ms – Excel and Ms-PowerPoint, Use of Statistical and Mathematical Formulas in Excel, Data Entry, Data Reduction and Transformation.

Suggested Readings:

1. ICT for Rural Development-Dr. Mohankumar C Kaimal
2. Fundamentals of Computer-V Rajaraman
3. Test Book on Entrepreneurship and Rural Development-G L Ray and Sagar Mondal
4. Computer Fundamentals-P.K. Sinha
5. ICTs and Development in India: Perspectives on the Rural Network Society-TT Srekumar

SEMESTER – II

CORE COURSE (Theory) – 6 (MRS CT201): Rural Institutions and Organizations

(50 marks)

This course tries to lay the theoretical foundation for what are institutions and how they evolve within the rural economy. Drawing substantively from institutional economics, this course outlines how collective action emerges and how the other formal and informal institutions emerge to sustain the stability of the village fabric. The course is specifically focused upon both formal and informal land, labour and credit institutions and governance structure in the form of the Panchayati Raj Institution. The primary objective of this course is to uphold the social rural reality which is more complex than how it appears and that the intricate structure is construed at the juncture of formal and informal social-political and economic institutions.

Outcome: The students would have a very comprehensive understanding about how the interplay of complex formal and informal institutions plays out to structure the opportunities and challenges within the rural space. This understanding will mature the students to identify the programme implementation bottlenecks and therefore the way out for successful execution.

Unit-I: Concept of rural institutions

1. Institutions: concept; theory of institutions and institutional change: Cooperation, behavioural assumptions in theory of institutions, transaction cost theory of exchange, informal and formal constraints, enforcement; organization; Common Law.
2. New Institutional economics (NIE)

Unit-II: Major economic and political institutions in rural India

1. Land and labour institutions: tenancy, sharecropping, bonded labour, interlinking of rural economy etc. Agricultural institutions for stability;
2. Rural credit and interlinked transactions: Rural Credit Sources, Debt Trap. NABARD, Regional Rural Bank, Primary Agricultural Credit Societies;
3. Government and Non-Government Organisations, Co-operatives, ATIC, ATMA. Role of international agencies in rural development in India: their objectives, structures, strategies and contributions Organizations related with UN: FAO, UNDP: World Bank
4. Panchayati Raj Institutions: Structure & Functions, evaluation; Seventy Third Amendment of Constitution; PRIs & Rural Development: Indian Scenario (With Special Emphasis to West Bengal)

Suggested readings:

1. Rural Development: The Indian Experience by M. L. Dantwala
2. Co-operative Societies and Rural Development, S.K.Datta, Mittal Publications

3. Rural Banking in India, I.C.Dingra, Sultan Chand & Sons
4. Women in Panchayats by Prabhat Datta & Panchali Sen
5. Strengthening Decentralization in Rural Bengal through PRIs & SHGs by S.K.Paul, Concept Publication, New Delhi.
6. North, Douglas C. (1990): Institutions, Institutional Change and Economic Performance, Cambridge University Press.
7. Pranab Bardhan: Institutions Matter, But Which Ones?
8. Marcel Fafchamps (2018): Formal and Informal Market Institutions: Embeddedness Revisited
9. Matthijs Krul (2018): The New Institutional list Economic History of Douglass C. North: A Critical Interpretation, Palgrave Macmillan.
10. N Lalitha (1993): Shifting Contours of Rural Institutions, Dominant Publishers and Distributors.
11. Bardhan Pranab (1991): The Economic Theory of Agrarian Institutions

CORE COURSE (Theory) – 7 (MRS CT202) Rural Society in Regional Perspective

(50 marks)

This course attempts to lay the foundation for the spatial basis of village studies and that how regional character configures local rural institutions and practices. So, it begins with a brief outline of the regional geography of India and subsequently introduces the regionally specific attributes of the rural society along with a discussion on some of the specific issues that demand attention. It also offers an insight in to the rural transformation issues and experiences in some of the developing regions of the globe for evolving a comparative framework.

Outcome: The students must be able to analyze the rural processes as a spatial surrogate to the larger dynamics. So, it implies that region is integral to the production of rural space and the socio-political and economic context.

Unit-I: Regional structure of rural India

1. Regional structure of rural India with special emphasis on the understanding of man-environment relationships: physical and socio-cultural regionalization; agro-climatic regional planning: assumptions and rationale, objectives, the model, its limitations, the regions.
2. Spatial dimension of Indian villages: Types of Villages and rural communities (peasant, rural community, folk society, hill communities, coastal communities); physical and cultural attributes; recent changes.
3. Spatiality of Rural social structure: caste and social stratification; tribes.
4. Social change in rural India: Theories of social change; Social mobility: Sanskritisation, westernization, modernization and industrialization; Role of legislation in social change; Urbanization, Globalization and its impact on Indian rural society

Unit-II: Contemporary Rural Issues in a regional perspective

1. Regional Rural Problems with special reference to India: Concept and interstate variations- Illiteracy, Child Labor, Child Marriage, Violence against Women.
2. Regional dimension of Agrarian crisis in India.
3. Rural transformation and rural development in selected developing regions:
 - a. Latin America,
 - b. SE Asia,
 - c. Africa
 - d. South Asia.

Suggested readings:

1. Rural Sociology by Narang, Ashok
2. Rural Sociology by Doshi and Jain
3. Rural Sociology, N. Jayapalan
4. Rural Sociology, S.L.Doshi, P.C.Jain,
5. Tribes and Analogous People In India : Contemporary Issues by K K Misra, K K Basa B Francis Kulirani
6. Textbook of Rural Sociology and Educational Psychology (Theory and Practical) by Sagar Mondal, Kalyani Publishers

CORE COURSE (Theory) – 8 (MRS CT203) Methodology for Rural Research (50 marks)

This course sets out the qualitative as well as quantitative methods that are useful for researching rural phenomenon. It enables the students to choose between various methods and to combine the qualitative as well quantitative methods to evolve meaningful research frameworks.

Outcome: To enable students to acquire skills to use and interpret results in the analysis of rural phenomenon.

A. Methodology for Rural Research (Quantitative & Qualitative)

1. Social Science Research : Meaning, objective, significance ; Steps in social research, Types of Research,
2. Variables-concept, types
3. Hypothesis: concept, types and steps of hypothesis testing
4. Qualitative research – Definition and approaches of Qualitative research, Relationship between qualitative and quantitative research,
5. Sampling Fundamentals & Sampling design,
6. Collection of data, preparation of interview schedule; questionnaire preparation,
7. Data Collection and Data processing in Qualitative Research
8. PRA-Concept, Tools, Application, Difference between PRA and RRA
9. Reference/ Bibliography-its procedure

B. Basic Statistical Tools and Techniques

1. Data Analysis: Concept, Primary & Secondary Data, Collection and Presentation of Statistical Data,
2. Measures of Central Tendency, Dispersion,
3. Relationship analysis: Correlation analysis, Regression Analysis,
4. Concept of Hypothesis & Testing.

Suggested readings:

1. Research Methods in Social Sciences and Extension Education by G.L. Ray & Sagar Mondal
2. Research Methodology by C. Murthy
3. Fundamentals of Statistics by H. Mulholland & C. R. Jones, Butterworth – Heinmann, 1968
4. Fundamentals of Statistics by Goon, Gupta, Dasgupta, World Press, 1968, Vol – 1
5. Encyclopedia of Survey Research Methods by Paul J. Lavrakas (Ed.), Sage, 2008
6. How to Conduct Surveys: A Step by Step Guide by Arlene Fink, Sage, 2012.
7. Research Methodology: An Introduction by Wayen Goddard and Stuart Melville, Juta and Co. Ltd. 2004
8. Research Methods, Research Methods, Ahuja R, Rawat Publication, New Delhi
9. Methodology of Research in Social Science -Krishnaswami O.R Himalaya Pub House.
10. Research Methods in Social Sciences and Extension Education by G.L. Ray & Sagar Mondal
11. Research Methodology: Methods & Techniques by C.R. Kothari
12. Participatory Rural Appraisal-Principles, methods and application by N. Narayanswami
13. Participatory rural appraisal and questionnaire survey, Neela Mukherjee Concept

CORE COURSE (Theory) – 9 (MRS CT204) GIS & Remote sensing in Rural Development (50 marks)

This course offers the basic concepts of GIS and remote sensing with preliminary applications in the sphere of rural development.

Outcome: The student would acquire the basic skills of working in the GIS environment and would be able to undertake some of the applications that are extremely relevant for rural development.

Section-I

Unit-1: GIS in rural Development

1. Introduction to GIS: Definition; GIS-Cartography interface; Projection and spatial registration; GIS Data models: Raster and Vector;
2. Database management systems: Spatial and non-spatial data, Data Structure: Hierarchical, Network and relational; Data input, Data Error; Editing and cleaning; Coordinate

Transformation; Linking spatial and non-spatial data. queries, reclassification, buffering and neighbourhood functions, overlay analysis, surface analysis, network analysis.

3. Spatial analysis of raster and vector data. Preparation of maps.

Unit-2: Remote Sensing for Rural development

1. Basic principles of Remote Sensing: electromagnetic radiation, electromagnetic spectrum, spectral signatures; Interaction of electromagnetic radiation with earth and atmosphere.
2. Platforms and sensors: Types of satellites and sensors, orbital characteristics, Resolutions (Spatial, spectral, radiometric and temporal). Across track scanner and along track scanners; Characteristics of Indian sensors and platforms vis-à-vis other countries.
3. Preparation of land-use and land cover maps through processing of remote sensing data.
4. GPS - definition, segments of GPS, types, advantages and limitation in using GPS, use of remote sensed data.

Section II: Functional Component

1. Geo-referencing and accuracy validation
2. LULC Classification using satellite imagery
3. Digitization, editing and topology building: point, line and polygon.
4. Generation of attribute table, data manipulation and map generation.
5. Application of spatial operators and buffering.
6. Overlaying of raster and vector data for creation of final layout.
7. Application of Geo-informatics- Network based- natural resource based- land parcel based, facilities management,
8. Use of GIS software and Practical exposure on use of Geo-informatics for Rural Development.

Suggested readings:

1. Fundamental of Remote Sensing and GIS by S.K.Sinha
2. Remote Sensing and GIS by Basudeb Bhatta
3. Fundamentals of Remote Sensing by Goerge Joseph
4. Basics of Remote Sensing and GIS by S Kumar

CORE COURSE (Practical) – 10 (MRS CP205) PRA and Application of Statistical Techniques for Rural Research (50 marks)

This course offers the hands on training for use of tools of PRA techniques to appraise the village present situation in different aspects. It has also offers the use of statistical techniques for analyzes and interprets the results of social science research.

Outcome: Student will be able to analyze socio situation by use of PRA and statistical methods.

Unit-I: Participatory Rural Appraisal

Use of different tools of PRA- Social map, resource Mapping, Transect walk, Tile line, trend analysis, Seasonal diagram, Matrix scoring/ranking, Venn diagram, Problem Tree, Solution Matrix, Wealth ranking, SWOT analysis

Unit-II: Statistical methods for rural research

Use of different statistical methods in social data set- Frequency distribution, measures of central tendency, Graphical representation of the data measures of dispersion Chi-square test, t-Test, correlation analysis, regression analysis, ANOVA

Skill Enhancement Course -1 (MRS SEC1): Agricultural Product Processing and Value Addition (25 marks)

This course is to provide technical knowledge and skill enhancement to enable the creation and involvement of small and medium sized agro-processing enterprises. The value added agricultural products as well as the transfer of technology for agri- business development leads to improve income generation and create job opportunity.

Outcome: The student will be able to involve as skilled manpower in an agro processing industry as well as able to develop agro-enterprises.

1. Introduction:-Importance of Fruits and Vegetables & its marketing aspects., Classification of Fruits and vegetables for Processing,
2. Preservation Technology:-Nature of the fruits & vegetables in respect of their preservation.
3. Food processing, Food and Vegetables drying and dehydration, Principle and process of making Jam, Jelly and pickle , product packaging, labeling and marketing,
4. Indian Food Standard: FSSAI, International Food Standard :Codex Alimentarius
5. Visit different food processing plant and prepare a report

Suggested readings:

1. Food Processing Technology: Principles and Practice (Woodhead Publishing Series in Food Science, Technology and Nutrition) by P.J.Fellows
2. Wealth From Waste : Agricultural, Food And Chemical Processing Waste (Vol. 1) by S. C. Bhatia
3. Agri-Food Crops: Processing, Value Addition, Packaging and Storage by R. Sasi Kumar.

SEMESTER – III

CORE COURSE (Theory) – 11 (MRS CT301) Rural Marketing and Farm Management 50

The course introduces the student to the various aspects of Indian rural markets as the study of rural marketing. It outlines the relevance and scope of rural markets in India, the environment prevailing these dynamic involved in the behavior of rural consumers, and rural market segmentation and targeting. It also gives a overall idea of the farm management in respect of capital, land and labour management and develop the concept of farm management decision

Outcome: It acquaints the students with the appropriate concepts and techniques in the area of rural marketing. The skills on farm management as well as critical farm management decision will be developed

Unit-I:Rural Marketing

1. Conceptual Framework of Rural Marketing ; Rural Market: Characteristics & Strategies ; Rural Market Structure ; Different Types of Rural Markets,
2. Marketing of Agricultural Input and Output ; Strategies of product pricing, promotion, packaging and distribution ;
3. Rural Market Research :Strategies & Significance ; Concept of Marketing Management, Rural Marketing in India: Challenges and Opportunities.
4. Role of ICT in Rural marketing: E-Krishi, e-choupal, IT in Cooperative Dairy

Unit-II: Farm Management

1. Farm Business Management: Scope & Characteristics; Principles of Farm management Decision;
2. Principles of variable proportion, Returns to Scale, principle of factor substitution, Farm Planning: Techniques & Characteristics;
3. Farm size, Productivity & Efficiency
4. Cost-benefit analysis in agriculture, India's Farm Management: Land & Labour issues

Suggested readings:

1. Business Ethics (Text & Cases) by P.K. Ghosh
2. Financial Management by Srinivasan
3. Human Resource Mgmt by Badi R.V.
4. Human Resource Development by Yuvaraj
5. Rural Marketing by N. V. Badi and R. V. Badi
6. Marketing Management Dutta & Dutta
7. Cons. Beha. Adverti Mgmt Dutta & Dutta
8. Rural Marketing – Concepts and Practices, Dogra, B. and Ghuman,K. Tata Mc Graw Hill Education Pvt.Ltd
9. Rural marketing in India, Habeeb-Ur-Rahman, K.S. Himalaya Publishing House.
10. Rural Marketing Environment Problems and Strategies by T. P.

- Gopalaswami
11. Fundamentals of Farm Business Management by S. S. Johl and J. R. Kapoor

CORE COURSE (Theory) – 12 (MRS CT302): Globalization and Rural Livelihood
(50 marks)

This course discusses the conceptual elements in the understanding of rural livelihood, the challenges and the relevant policies to address the challenges to livelihood sustainability. The course also introduces the concept of globalization as an all encompassing process in steering the path of the rural processes. It straddles along the issues of transnational capital, global value chains, interlocking of the rural and urban processes and land grabbing issues to contextualize the rural space in the global milieu focusing on global-local intertwining.

Outcome: The students would be able to appreciate the rural dynamics and rural livelihood not as any isolated phenomenon but that much of what is observable is a manifestation of a larger transnational process called globalization.

Unit-I: Rural Livelihoods

1. Rural Livelihood: Concept, Scope and Issues; Rural livelihood approaches, Framework of livelihood analysis; Sustainable Rural Livelihood: Concept and Framework
2. Land and livelihoods: access, entitlement, policies, gender.
3. Issues of Diversification of Rural Livelihood; Strategies for livelihood and Alternative livelihood; Livelihood Promotion by different agencies and Challenges; Livelihood Mapping and uses.
4. Livelihood issues of rural India; Policies to promote rural livelihoods: National Livelihood Mission (NLM/NRLM) of India

Unit-I: Globalization, rural livelihoods and rural development in India

1. Globalization: concept of GATT and WTO, process, advantages and disadvantages for rural communities. New International Division of Labour.
2. Emerging global food and non-food value chains, peasants and the rural economy.
3. Transnational capital, global land grabs and rural livelihoods.
4. Rural urban Interface and social, cultural economic transformation of rural livelihoods: nature of rural urban interactions, links with urban food markets, periurbanization, urban expansion.

Suggested readings:

1. Carney, Diana (1998): “Sustainable Rural Livelihoods: What Contribution Can We Make?” Department for International Development.
2. Deborah Bryceson, Cristobal Kay and Jos Mooij (2000): Disappearing Peasantries? Rural Labour in Africa, Asia and Latin America, Intermediate Technology Publications, London

3. Rural Livelihoods & Diversity in Developing Countries, Ellis Frank, Oxford University Press
4. Rural Livelihood in India Social, Economical & Environmental Issues Dutta S. K. P.K Kuri, Serials Publications Pvt. Ltd.
5. Rural Livelihood and Poverty Reduction Policies by Routledge Publications.
6. Diversification & sustainable rural livelihood, ShylendraS.H & Uma Rani, Concept Publishing
7. Sustainable Livelihood and Rural Development by Fernwood Books ltd.
8. Rural Livelihood crisis & responses, Bernsten H, B. Crow, H. Jonson(ED), Oxford University Press, Oxford.

**CORE COURSE (Theory) – 13 (MRS CT303) : Extension Education and Communication
(50 marks)**

The course aims at imparting the knowledge of extension and communication practice and its application to improve the rural life in different aspects. To development the skill development communication materials and use the communication materials for effective communication like Social and Behavior change communication.

Outcome: Students will be able to act as an extension personnel who can use different tools in field of extension and developmental communication. They will be act as a prime agent for the knowledge and technology dissemination.

Unit-I: Extension Education

1. Extension Education-concept, definition-philosophy, objectives, principles, scope; extension educational process, Teaching-learning process, Elements of a learning situation
2. Extension Teaching methods: concept, classification, advantage and limitation of each method.
3. Audio-Visual Aids: concept, classification
4. Adoption and Diffusion of innovation: concept, attributes of innovation, the adoption process, Innovation Decision process, Adopter Categories
5. Extension Programme Planning: concept, principles and steps.
6. New trend in Extension: Private Extension, market led extension, PPP, Cyber extension, e-extension

Unit-II: Communication

1. Communication-concept, definition, models, elements,communication gap, problems of communication
2. Different types of communication, upward, downward, horiazontal, verbal and non- varbal improving communication skills
3. Social network and development communication

Suggested readings:

1. Extension Communication and Management by G.L. Ray
2. Fundamentals of Agricultural Extension Education by Sagar Mondal, Kalyani Publishers
3. Text book of Agricultural Extension with Global Innovation by Sagar mondal, Kalyani Publishers
4. Communication Skill and Personality Development, Entrepreneurship Development and Business Communication by Sagar Mondal, Kalyani Publishers
5. Methods of Community Participation Somesh Kumar, Vistaar Publication, New Delhi.
6. Instant Extension Communication by Shruti
7. Essential Communication Skills by Agarwal
8. Agricultural Extension and Rural Journalism with Practical by Sagar Mondal and Samares Kumar Das, Kalyani Publishers
9. Fundamentals of Extension Education and Rural Development with Practical by Sagar Mondal and Om Prakash Mishra, Kalyani Publishers

CORE COURSE (Practical) – 14 (MRS CP304): Village Study and Field Survey Techniques: 50 marks)

The course offers to get a holistic and overall knowledge of villages with use of different structured data collection tools. It exposes students towards all the essential stakeholders of a village so they can identify them place their role in villages and get all the relevant information. The field survey techniques have also intruded to make the student skilled in area of research, field survey and bias redaction and critical situation management.

Outcome: Students will able to act as expert in the field visit and survey techniques and can analyze the village role of stakeholders critically. Students can able to study a village with also the relevant components.

1. **Designing data collection tools**-Interview schedule, questionnaires, Schedule for focus Group Discussion, Concept form preparation,
2. **Data collection techniques**-Individual interview, participatory and non participatory observation, mailing questionnaires, Collection of Soil sample and testing, Soil card, Use of GIS and Remote sensing for village level data collection
3. Preparation a village profile-Demography, Social-economic-cultural-political profile, Resource mapping, Soil and water health, Problem analysis and opportunity analysis, Govt and Non-govt intervention and program implementation study.

DSE (Theory)-15A (MRS 305A): Rural Communities and Disaster Resilience (50 marks)

This course offers introduction to the concept of hazard and disaster, their typologies and their causalities. It elaborates on the approaches to disaster management, resilience building and the

rural-urban dichotomy in risk reduction framework. It further imparts awareness about few major disasters which pose seminal threat to rural livelihoods in India.

Outcome: The students would understand the various aspects of disaster and few case studies to understand how occurrence of disaster perturb the livelihood system in rural India and in what ways they are mitigated to improve livelihood resilience.

Unit-I: Conceptual issues in Disaster Study

1. Hazards and Disasters: Meaning, nature, characteristics and types; Causes and effects.
2. Concept of vulnerability and resilience: Types-physical and social; Causes- economic, social, political, environmental, geographical; Approaches to resilience building including Adaptive Social Protection (ASP), Disaster Risk Reduction (DRR) paradigm.
3. Disaster Management: Risk assessment and management; Prevention, Preparedness and Mitigation, Disaster Preparedness Plan.
4. Rural-Urban Difference in Disaster preparedness and Resilience among communities: extent, causes, recent issues

Unit-II: Major Disasters in India

1. Disaster vulnerability profile of India
2. Spatial organization of occurrence, Mechanism, environmental impact, implications for rural livelihoods and management of:
 - a. Climate and water related: Flood, Drought, Tsunami and Cyclone
 - b. Landslide and riverbank erosion
 - c. Coastal erosion
 - d. Biological related disasters
 - e. Climate change

Suggested readings:

1. Smith, K and David N Petley (2009): Environmental Hazards: Assessing Risk and Reducing Disaster, 5th Edition, Routledge, London and New York.
2. Bryant, Edward (2004): Natural Hazards, Cambridge University Press
3. Disaster Management by Mrinalini Pandey
4. Natural Hazards and Disaster Management: Vulnerability and Mitigation by R. B Singh
5. Disaster Management by R. Shibaraman
6. Disaster Management in India by K.N.Sastri

This course will train and educate the students to identify the potential of rural entrepreneurship in Indian villages.. The course has also been designed with the objective that the knowledge on different rural entrepreneur sectors their role to development rural entrepreneurship. It has also offers the student to think critically to development or strengthen rural entrepreneurship by knowing the relevant procedure, funding source and management principles.

Outcome: Students will be able to identify the potential rural entrepreneurs and can take appropriate measure to development a rural entrepreneurship

Unit-I-Rural Entrepreneurship: Introduction

1. Rural Entrepreneurship- Concept, Types, Characteristics & Importance; characteristics of Entrepreneur and entrepreneur, Creativity and Innovation;
2. Motivation and entrepreneurship development
3. Rural Entrepreneurship: Financing, Sources and Accounting; Entrepreneurship Development; Motivation and Competencies. Rural Entrepreneurs, Rural Artisans, MSME & Rural Entrepreneurship Development, MSME - Meaning, Importance, Features, and Challenges,
4. Individual vs. Group Enterprise, Cluster and Consortium, Women Entrepreneurship – Concept, Issues and Practice.

Unit-II: Rural Entrepreneurship Support system

1. Small Industries Development Bank of India (SIDBI), National Small Industries Corporation (NSIC) : Salient Features, National Research Development Corporation, State Finance Corporation (SFC), District Industry Center,;
2. Institutional support to rural entrepreneurship: NABARD & its schemes, KVIC and its interventions, Problems of Rural Entrepreneurship, Steps to Develop Rural Entrepreneurship, Project Formulation & Implementation,
3. Role of Government and NGOs towards Rural Entrepreneurship Development. Government Policies and Programmes for Entrepreneurship Development in India

Suggested readings:

1. Entrepreneurship by R.V. Badi & N.V. Badi
2. Entrepreneurship and Rural Women in India by Jitendra Ahirrao
3. Principal and Practice of Management by Shyamal Banerjee
4. Entrepreneurship Development by Sangeeta Sharma
5. Entrepreneurial Development by S S Khanna
6. Unleashing Rural Entrepreneurship by B.M Singh and KVM Nambodoori

GEC-1: Theory: (MRS GEC-1): Fundamentals of Rural Development in India

This course delivers an overview of the basic elements of rural areas and rural development. It also elaborates on the nature and characteristics of the rural economy and the rural institutions that are operating to bring about rural development in India.

Outcome: Students should be able to appreciate the basic concepts and approaches to rural development in India, the rural development institutions at work and the rural economy.

UNIT-I: Concept of Rural Development

1. Rural Area-Concept, Characteristics of Rural India, Difference between Urban and Rural Areas, Definitions of Rural Development, Rural Development Principal, Theories of Development in context of Rural India.
2. Rural Development Approaches- Broad front approach, Sectoral approach, Area approach, Target area and target group approach
3. Rural Economy-Size, structure, Rural sectors ad characteristics, Interdependence of Urban and Rural Sector in Indian Economy, Agricultural and Non agricultural Sectors.
4. Important issues in Rural Development- Human Resource Development in Rural Development, Sustainable Rural Development, Poverty and Unemployment, Rural Development and Environmental Protection, Participatory rural development
5. Rural Development Programmes: Pre Independence, Post independence, Niti-Ayog

UNIT-II: Rural Institutions

1. Concept of Decentralized Planning and it's Governance, Panchayati Raj Institutions - Evolution, Structure, Functions, 73rd Amendment, Role of Panchayati Raj System in Rural Development in India.
2. Non Governmental Organizations (NGO): Concept, Structure, Funding, Problems and Limitations, Community Based Organizations, GO-NGO collaboration for rural Development
3. Cooperative Institutions- Concept and Principles of Cooperation, Cooperative Movement in India
4. Concept and Structure of Rural Banking and Finance, Microfinance and Empowerment, Role of NABARD and RRB, Govt. Schemes for Banking and Credit to Weaker Sections

Suggested readings:

1. Rural Development : John Harris
2. Rural Development: I S Sundaram
3. Fundamentals of Rural Development: Basant Desai
4. Rural Development Principles, Policies and Management 3/E by Singh and Katar
5. Rural Development in India Past, Present, & Future, Vasant Desai, Himalaya
6. Rural Development Khanna, Sulbha: Sonali Publication, New Delhi

7. Rural Development: Concept, Approach and Strategy, Prasad, B.K, Sarup & Sons, New
8. Rural Development in India by Reddy
9. Rural Development: Concept & Recent Approaches by S.K.Paul, Concept Publication, New Delhi
10. Fundamentals of Rural Development: Basant Desai
11. Rural Development in India by Reddy

CORE COURSE (Theory) – 16 (MRS CT401) : Women in Rural India

50

This course tries to bring out how the spaces are different for men and women in rural India. It outlines the conceptual component of gender and women's work followed by the place of women in Indian planning and policies. It also explores the position of women within the farm and non-farm sector in the rural areas.

Outcome: The students would understand that specific women focus is essential for rural planning and development. They would also appreciate that gender disparity is multifaceted and complex.

Unit-I: Conceptualizing women's work

1. Conceptualizing gender: sociological, economic and political interpretations; issues concerning enumeration and official database.
2. Women and rural work: concept of work; labour market segmentations
3. Women in Indian five year Plan; Paradigm shift in international development discourse: WID, WAD and GAD.

Unit-I: Dimensions of Women's work in Rural India

1. Women and Agriculture: Changing nature of gender relation in agriculture; impact of technological change; impact of globalization.
2. Women in rural non-farm sector: agriculture linkage; urbanization linkage; Impact of globalization.
3. Rural women specific programmes

Suggested readings:

1. Pahl, R. E. (1988): *On Work: Historical, Comparative and Theoretical Approaches*, Basil Blackwell, New York.
2. Jenkins, Sarah (2004): *Gender, Place and the Labour Market*, Ashgate.
3. Pravin Visaria and Rakesh Basant (1994): *Non- Agricultural Employment in India: Trends and Prospects*, Sage Publications, New Delhi.
4. T. S. Papola & Alakh N. Sharma (1999): *Gender and Employment*, Vikas Publishing House Pvt. Ltd, New Delhi.
5. *Empowering Rural Women*, Sujit Kr. Datta, Dr. Dilip Kr. Ghosh, Akansha Publishing House, 2002.
6. *Rural Women Empowerment*, Sawalia Bihari Verma, Shiw Kr. Jiloka. Kumari Jyoti Kushwah, Deep & Deep Publications Pvt. Ltd., 2006.
7. *Development and Empowerment : Rural Women in India*, Jaya Arunachalam, U. Kalpagam, Rawat Publications, 2006

8. Empowerment of Rural Women through Self Help Groups, B. Suguna, Discovery Publishing House, 2006.
9. Empowerment of Women through Panchayati Raj Institutions, A.K.Sinha, Northern Book Centre, 2004.
10. Gender Development in India - The Indian Scenario Mathu Anuradha - Gyan Publishing Human Development Report Gender Special UNDP 1995
11. Women and Development: Seth, M, The Indian Experience, Sage Publications, New Delhi Page 21 of 23

CORE COURSE (Theory) – 17 (MRS CT402): Natural Resource and Environment 50

The course seeks to impart the basic concepts of ecology and environmental management. It discusses the management issues for some of the key rural natural resources that are especially stressed in the recent times.

Outcome: It would encourage consciousness about the environment, its gradual degradation arising out of mismanagement and overuse and how to introduce sustainable natural resource management practices.

Unit-I: Concept of Environment and Natural Resources

1. Environment, Ecology, Ecosystem- concept, structure and components. Environment and economy.
2. Natural resources: Concept and the notion of scarcity; Classification of Natural resources: renewable, non-renewable, stock, flow, reserves. Natural resource sustainability.
3. Environmental Impact Assessment (EIA) - Concept, objectives, principles, benefit cost analysis. Land suitability analysis, carrying capacity, and vulnerability analysis.

Unit-II: Natural resource Management for Rural Development

1. Land Resources; rural land use dynamics and its changing nature in post global India; land tenure policy; Land degradation: causes and consequences. Land use planning.
2. Water Resources: role in agriculture and rural ecosystems; Water resource management and sustainable rural development.
3. Common Property Resources: Concept, extent of availability, utilization and recent trends. Characteristics of CPR, Theories and models of CPR Management, Dimensions to access of CPR, Conservation of CPRs.

Suggested Readings:

1. Hussen, Ahmed M (2000): Principles of Environmental Economics, Routledge, London & New York.
2. Smith, K and David N Petley (2009): Environmental Hazards: Assessing Risk and Reducing Disaster, 5th Edition, Routledge, London and New York.

3. Wheeler, J.O., Muller, P.O., Thrall, G.I., Fik, T.J. 1998. Economic Geography, 3rd ed, Wiley.
4. Coe N. M., Kelly P. F. and Yeung H. W., 2007: Economic Geography: A Contemporary Introduction, Wiley Blackwell.
5. Singh, S. 2013. Environmental Geography, Prayag Pustak Bhawan.
6. Odum, E.P.,Barrett, G.W. 2005.Fundamentals of Ecology, Ceneage Learning.
7. Sharma, P.D. 2011. Ecology and Environment, Rastogi Publications.
8. Gilpin, A., 1994. Environmental Impact Assessment: Cutting Edge for the 21st Century, Cambridge University Press.
9. Goudie, A. 2001. 2013. The Human Impact on the Natural Environment: Past, Present, and Future, 7th ed, Wiley-Blackwell.
10. Chadha, G. K, S. Sen and H. R. Sharma (2004): *Land Resources: State of Indian Farmer: a Millennium Study*, Department of Agriculture and Cooperation. Ministry of Agriculture, Academic Foundation, New Delhi.
11. Footprints in the Jungle: Natural Resource Industries, Infrastructure, and Biodiversity Conservation by Ian A Bowles
12. Developing Groundwater by Alan Macdonald and Jeff Davies

CORE COURSE (Theory) – 18 (MRS CP403) : Project Management and Appraisal 50

This course enables the acquisition of foundational knowledge about basic project management principles, procedures and project appraisals. The course seeks to offer holistic knowledge on project development, project management procedure, feasibility study and critical project analysis. This course will consolidate and expand knowledge of project costing and deepen understanding of its relevance to the broader project development process.

Outcome: Determine and apply knowledge of complex project management theory, principles and best practice to applied projects to contribute to the profession and discipline of project management. Critically analyze, synthesize and reflect on project management theory and recent developments, both local and international, to extend and challenge knowledge and practice. The course will enable students to develop proposals based on logical framework approach and effective monitoring and evaluation mechanisms.

Unit-I: Concept of Project Management and Appraisal

1. Project cycle, need of project Management, technical feasibility, economic feasibility and financial feasibility of a project concept of present value and future Decision criteria – Pay Back Period, Net present value (NPV), Internal Rate of Return (IRR), Benefit Cost Ratio (B/C Ratio), Average Return on Investment (ARI), Annual cost Method

2. Sensitivity Analysis: Private and social costs and benefit of a project, externalities of project, Tools of project management – Activity planning, net work analysis, CPM and PERT methods, Road Mapping, Schedule updating SWOT analysis.

Unit-II: Functional Component of Project Management and Appraisal

Prepare a Project proposal with management plan.

Suggested readings:

1. Principal and Practice of Management by Shyamal Banerjee
2. Project Management and Appraisal by Sitangshu Katua
3. Projects: Planning, Analysis, Selection, Financing, Implementation, and Review by Prasanta Chandra
4. Project Management: The Managerial Process by Eric Lerson

Elective Course (Theory)-19A (MRS 404A): Agriculture and Rural Management 50

The course provides insights into the various dimensions of the Indian agrarian economy and upholds the various ways in which they are interlinked. It highlights the ways in which agrarian dynamics, agricultural policies and rural development may be intertwined for better rural management.

Outcome: Students would be able to appreciate the direct link between various dimensions of Indian agriculture and rural management.

1. Role of agriculture in rural development and rural management.
2. Capitalism in Indian agriculture and its role in rural development-peasant differentiation, agrarian capitalism under colonialism, the Indian debate. Land reforms
3. Technological change in agriculture; Regional dimension of agricultural development;
4. Input delivery system including irrigation and other services and their efficiency.
5. Economic liberalization, Indian agriculture and rural development
6. Relationship between Farm and allied Non-Farm Sectors- Issues relating to Linkages and Future of agriculture
7. Rural marketing and agribusiness. Corporate penetration into rural marketing.
8. Management of agriculture in disaster prone regions: risks of climate shocks, rain-fed agriculture, vulnerability and adaptation.

Selected readings:

1. Strategic Management of Rural Sectors by Bishwadeep Singh
2. Agriculture and Rural Development by J.P. Sankar R Reddy

3. E-Agriculture and Rural Development: Global Innovations and Future Prospects by Blessing M. Maumbe Charalampos Z. Patrikakis
4. Agriculture at a Glance by R. K. Sharma
5. Training for Agriculture and Rural Development by FAO

Elective Course (Theory)-19B (MRS 404B): NGO Management and CSR 50

The course is designed to develop orientation towards NGOs and their functioning. At the same time, the course is also beneficial for those who wish to attain skills and orientation in social work profession. The course attempts to impart latest and most relevant skills set to a student for a career in this field NGO and functioning positions in corporate social foundations.

Outcome: Students will improve understanding various components of NGO structure, functions, governance and best practices. They will sharpen practical skills in developing strategies for dealing with various aspects of NGO functioning and CSR management.

UNIT-I: NGO structure and Management

1. Voluntarism, Concept of NGO, Evaluation, History and principles, Types of NGOs and VOs, Organisational structure and functions. NGO formation, Rules and Regulation, Types of Registration, procedure, Executive Committee and their function, Memorandum of Association, Rules and regulations
2. Income tax exemptions-80G, 12A; Foreign Contribution Regulation Act, Strategies, sources of fund, and efficiency of NGOs and VOs , CAPART , Central Social Welfare Board . State Social Welfare Board. Other Central and State Government Departments. International Donor agencies.

UNIT-II: Funding Agencies and CSR

1. Funding agencies for NGOs, Sources of Fund, NGO funding opportunities, types of funding, Fund raising Program and management, International NGO-Concept, Structure, strategies and contribution.
(USAID, Amnesty International, UNICEF, DFID, EU Funding, WWF etc)
2. Corporate Social Responsibility-Concept, procedure, funding opportunities, CSR foundation and their CSR activity in India, CSR and NGO interaction, CSR fund Mandate.

Suggested readings:

1. Managing the Non-Profit Organization: Practices and Principles by Peter Druker
2. NGO Management by Alean Flower
3. Indian Social System by Ram Ahuja

4. Managing For Change: Leadership, Strategy and Management in Asian NGOs by Ian Smillie, John Hailey
5. Strategic Planning and Management of Nonprofit Organizations and NGOs Theory, Practice, Research and Cases. By Deb Prasanna Chowdhury

CORE COURSE (Internship & Dissertation) – 20 (MRS CP405) Internship and Dissertation **100**

Section-I Internship **50**

Internship in Rural Institution/ Organization (4 Weeks)

This course seeks to develop industrial as well as institutional linkages to impart opportunity to work while the students learn through active engagement in formal institutional structure. On one hand, it would help them to gain experience, refine their working skills and build confidence; on the other hand, it would also enable them to identify their career path. On the whole, the internship programme targets to impart the essential skills to the students that are relevant for acquiring an edge over others in the job market.

Outcome: Students would be able to have a clearer career vision, self confidence and the required skills to benefit in the job market.

Section-II: Dissertation **50**

A research report on any selected rural issue is to be submitted in binding form and will be evaluated by External expert. This exercise attempts to enable the students to formulate a research problem, outline its methodologies and manage the research initiative completely to produce the final report.

Outcome: The student will develop the capability to conduct as well as supervise research projects.