

**ANNAMALAI  UNIVERSITY  
CENTRE FOR RURAL DEVELOPMENT**

**SYLLABUS**

**M.R.S Rural Studies  
(Two Year CBCS)  
2015-16**

**ANNAMALAINAGAR**

**SYLLABUS**  
**FIRST YEAR**  
**FIRST SEMESTER**

**MRSC 101 - Rural Development Policy and Strategies**

**Objectives:** To develop the knowledge on theories of Rural Development to know the problems of developing countries in rural development.

**UNIT -1 Introduction**

Development Theories: Characteristics of LDCs Growth and Equity issues Balanced Vs. Unbalanced growth Theories of development - Critical Minimum Bigpush and Dualistic Theories - Arthar Lewis and Ranis - Fei - Rostow Process of development - Transformation in the social structure - Urbanization - Development of Market structure.

**UNIT-II Approaches to Development**

Backward Area - Rural development - Integrated Rural Development – Systems approach - Rural Constructions. Community development and Rural Development - overview of problems and Challenges.

**UNIT - III Issues in Development**

Problem and measures for Human Resource Development - PQLI and Education, Poor and poverty line, Unemployment and Under - employment population and illiteracy - Food and Nutritional security.

**UNIT - IV Policies to Rural Development**

Rural Development policy Agrarian structure and reforms - Land ceiling distribution -Agrarian movements - Local level bodies, Co-Operatives NGOs and the other rural Organizations. Contributions of democratic process, peoples participation empowerment of rural women.

**UNIT - V Case studies in Rural Development**

Rural development in developing countries - India.Nepal.Malaysia.Srilanka and African countries- Indian and Foreign experiences case study examples

**Text Books**

1. Gaur K.D "Dynamics of Rural Development" Mittal Pub. New Delhi 1992.
2. Gupta, Shanti Swarup," Integrated Development plan for India: Goals, Tools and Strategies" Concept, New Delhi 1992"

**Reference Books**

1. Higgins, Benjamin,"Economic Development", W.W.Norton & Co, New York.Reprint 1998.  
Jagdish R.Barel, "Integrated Rural Development - Nepal," New Delhi, Sterling Pub., 1989.
2. Nagpal C.S. Mittal A.C "Rural Development" Ammoh pub. Ltd. New Delhi 1993.

## **MRSC 102 - Current Issues in Rural Development**

**Objectives:** To enable the students to understand the current issue in Rural Development

### **UNIT -1 Environment**

Environment - Types, Meaning, Concept- environmental pollution – Types – degradation and conservation and promotion-Global warming – climate change – Impact on Agriculture, Society-Environmental policy.

### **UNIT – II Gender**

Meaning-Issues -Sensitization and Empowerment of Rural Women- Skill Programme – Gender Characteristics – Women Food security – Safety – Women Commission – Measures – policy recommendations.

### **UNIT - III Privatization**

Concept & Meaning - Global Competition - Commercialization - Institution: Consideration - Implications - Efficiency of delivery Service - Lowered Govt Expenditure - Higher quality of Services. Advantages and Disadvantages – concept of LPG and its implications

### **UNIT – IV Bio-Diversity**

Concept – Meaning Bio mass distribution Ecology & Environment Sustainability - Soil Erosion - Soil management - Mineral wealth - Bio - Diversity - Energy Generation and sustainable development – Sources of Bio and Renewable energy – growth & Development of Nations

### **UNIT -V Population**

Meaning and concept - Growth trend - Poverty - Unemployment migration - Fertility - Mortality - food problems and related health issues. Nutrition, Nutrition security- Food habits – Nutrition in grains, Vegetables and Fruits causes of population growth – Disease patter – Health Issues – Social – Economic – others

### **Text Books**

1. Laxmi Devi, "Policies, methods and strategies in Rural Development", Anol Publications Pvt. Ltd., (New Delhi, 1997).
2. Deidedi R.S., "Management of Human Resource", (New Delhi: Oxford & IBH, 1982).

### **Reference Books**

1. Schmacher, E.B., "Small is Beautiful", (New York, Harper and Row, 1973).
2. Carter, H.A. "Energy and the Environments – Attainment Analysis", England, University Press 1979.

## **MRSC 103 - Peoples Participation in Rural Development**

**Objectives:** To enable, the students to understand the importance of peoples participation in Rural Development

### **UNIT -1: Introduction**

Concept of Participation - the challenges of participation - issues concerning participation - Development strategy' - Re- think – The rural Poor - Participation as a strategy for Rural Development.

### **UNIT – II: Approaches**

Approaches and strategies of People Participation - In Agriculture Resource Conservation - Forestry - health - Education - irrigation and water supply. – Importance Principles of participatory practices - key elements of Participatory practices.

### **UNIT-III: Methodology**

Emerging methodology of Participation - Issues - stages - and Instrument of methodology of Participation - Training in the methodology of participation.

### **UNIT – IV: Issues**

Evaluating Participation - Conceptualizing the Issue - Indicators of Participation - Monitoring Indicators of Participation - Collecting information and data -Interpreting the Information and participatory Evaluation.

### **UNIT – V: Technology**

Participatory Technology Development and Transfer - main objectives - Analysis of Needs and priorities-People participation in Adoption Technology Packages and practice.

### **Text Books**

1. Peter Oakley and David Marsden, "Approaches to Participation in Rural Development", International Labour Office, Geneva, 1990.
2. Peter Oakeley et.al., "Projects with People - The Practice of Participation in Rural Development", International Labour Office, Geneva, 1991.

### **Reference Books**

1. Bamberger M.(Edi), "Readings in Community Participation", Washington D.C. Economic Development of Institute of the World Bank, 1986.
2. Bhadwi A., Rahman A. (Eds), "Studies in Rural Participation", New Delhi Oxford and IBM Publishing Co. 1982.

## **MRSC 104 - Rural Resource Management**

**Objectives;** Develop skill among the students to make use of the rural resources for Rural Management

### **UNIT-I : Introduction**

Concept - meaning - Types - Renewable Non-renewable resources - potentiality distribution - Scope for economic development

### **UNIT – II: Physical Resources**

Physical Resources: Land, Forests - Minerals - Water resources and bio-sources to energy - generation. Non-Physical Resources; Finance Rural credit - Institutional Finance System and supply of credit. Human Resources: Human Capital formation investment for raising nutritional and educational standards of rural human resources.

### **UNIT – III: Social Resources**

Rural infrastructural Resources and social service Development - Development of Transport, Communication and Power - their impact

### **UNIT-IV: Human Resources**

Human Resources - Human Capital formation - Human Resource Development Man power planning - Skill development Holistic approach to rural Human Resource Development and planning.

### **UNIT-V: Resource Management**

Resource Conservation and management; Resource Utilization deployment - appraisal - Eco system and Ecology- Ecological planning and management of terrestrial and Aquatic Eco system.

### **Text Books**

1. Raman "Our Resources," National Book Trust, New Delhi 1980.
2. Negi B.S. "Geography of Resources", Kethar Nath Ram, Nath Publisher, N India 1990.

### **Reference Books**

1. Vaclav Sril etal (Eds)"Energy in the developing world.the real energy Crisis", < University press, New Delhi.
2. Mehta M.M."Human resource Development Planning"(1976) Millan co.,of Indi< New Delhi.

## **RUDE 105 - Rural Development & Extension**

**Objective:** To create an awareness of the present status of Rural Development and Extension Programmes in India.

### **Unit-I: Introduction**

Concept of Rural Development– Meaning and Definitions– Objectives – Nature and Scope – Functions – Earlier Experiments – Gandhi’s Sevagram – Santhiniketan and Marthandam Project.

### **Unit-II: Reaching the Unreached**

Extension – Meaning – Objectives – Rural Extension – Principles – Techniques – Problems – Field Work – Lab to Land Concept – Technology Transfer – Extension Work and Rural Development.

### **Unit-III: Approaches**

Strategies and Approaches – Lead Bank Approach – Integrated Rural Development – Poverty Reduction and Employment Generation – Recent Rural Development Programmes – Rural Housing and Sanitation – MNREGS: Objectives, Functions, Achievements – State Level Rural Development Schemes for Rural Poor Families and Vulnerable Section – Pudhu Vazhuv Thittam – Mahalir Thittam.

### **Unit-IV: Rural organization**

Rural Development Organizations and Extension Methods – NIRD –State Institute of Rural Development – Gandhigram Rural Institute – MORD, Government of India–Role of Extension in Rural Development–Recent Scenario.

### **Unit-V: Extension Programmes**

Field Work – Village Visits – Contact Points – Interactions with Village Groups – Panchayat Raj – Youth Club – SHGs – Farmers Clubs and Other Rural Institutions.

### **Reference Books**

1. Chambers Robert. *Rural Development*. Putting the Last First Washington: Longman, 2003.
2. Desai, V. *Rural Development (Vol: 1) Concepts and Dimensions*. New Delhi: Concept Publishing Company, 2004.

### **Text Books**

1. Rajiakodi, M. *Rural Development*. Madurai: Pratap publishers, 2010.
- Sreedhar, G. *Rural Development: Concepts and Dimensions*. New Delhi: Sage Publications, 2015.

**SECOND SEMESTER**  
**MRSC 201 - Fundamentals of Extension Education**

**Objectives:** To enable the student to understand the concept of Extension Education.

**Unit I: Introduction**

Education - Informal, formal and non-formal education - Key elements in non formal education. The concept of extension - Need for extension - Extension education - Concept - Process - Meaning - Objectives - Conceptual and Philosophical similarities and dissimilarities among extension education, adult education and distance education.

**Unit II: Functions**

Functions of Extension Education - Levels of Extension - Philosophy of Extension Education - principles of extension education - Various approaches of extension work - Critiques on Extension approach and methods and ethics of extension education - Procedures of Extension Educations

**Unit III: Interdisciplinary character**

Aims of Extension Education discipline - Extension Education and its relationship with other social science, Extension Education - an applied behavioural science - Relationship with other social sciences - symbiosis with other social discipline

**Unit – IV: Basic principles**

Basic principles of teaching and learning - Learning situation - Implications for teaching - criteria for effective teaching - Criteria for effective learning situation for adults - Factors influencing learning of adults - Steps in extension teaching - Experiential Learning

**Unit – V: Approaches: some experiments**

Earlier extension efforts and their implications for India's agricultural extension approaches of USA, Japan, UK, China and Israel - Approaches of agricultural extension - Farming system research and extension approach.

**Practical**

Visit to nearby villages to study the learning situations of farmers. Identify the needs of the farmers. Study the aspirations and attitude of farmers, farm women and youth towards recent technologies. Understanding the factors influencing adult learning. Use of various understand social interaction process - Statistical tools in extension education.

**Text Books**

1. Adiri Reddy, A 1987. Extension Education Sree Lakshmi Press. Bapatta.
2. Annamalai, R. 1993. Extension Education and Programme planning. Palaniappa Printers, Tirunelveli.

**Reference Books**

1. Dahama, O.P and O.P. bhatnagar 1984. Education and Communications for development. Oxford and IBH Publishing Co., Pvt Ltd., New Delhi.
2. Ray, G.L. 1991. Extension Communications and Management Naya Prakash Publications, Calcutta.

## **MRSC 202 - Rural Project Planning, Monitoring and Evaluation**

**Objectives:** To impart knowledge to formulate rural project planning, monitoring and Evaluation.

### **UNIT-I: Introduction**

Project Formulation: Concept, methods, process and resource mobilization

### **UNIT – II: Approaches**

Monitoring and Evaluation: Concept, Indicators and methodologies - Approaches to Evaluation - Objective oriented - Management Oriented - Client oriented - Expertise Oriented - Adversary Oriented - Naturalistic Evaluation.

### **UNIT – III: Identification**

Evaluation Standards: Utility standards: Client Identification - Evaluation credibility - Dissemination - Report Timeliness and Evaluation - Impact - Feasibility standards - Practical Procedure - Political Viability and Cost Effectiveness: Propriety Standards - Formal Obligation - Conflict of Interests - Human Interactions - Balanced reporting and fiscal responsibility - Accuracy Standards - Object Identification -Context Analysis - Described measurement - Systematic data Control, Analysis of Quantitative Information.

### **UNIT – IV: Evaluation**

Planning for Evaluation: Identifying and Selecting the evaluation issues and criteria - Information Collection - Analysis and Interpretation and developing Management plan for evaluation

### **UNIT-V: Impact Assessment**

Analysis of Qualitative Information - Justified Conclusion and Objective Reporting-Conducting Evaluation: Collecting evaluation information - Analyzing interpreting evaluation - Participatory monitoring and Evaluate - Impact Assessment.

### **Text Books**

1. Desgupta and P.W. Pearce, "Cost-Benefit Analysis - Theory and Practi Macmilloon, 1976.
2. Price Gittinger, "Economic Analysis of Agricultural Project" (London: John Hopking University Press, 1974).

### **Reference Books**

1. Charless C. Martin, "Project Management - How to make it work", Amacom Division of American Management Association, (1996).
2. Sandy Coirncross, et.al., "Evaluation for village water supply planning," John Wiiiiey & Sons, 1995.



## **MRSC 203 - Management in Rural Development**

**Objectives:** To Inculcate the student on management techniques applicable to rural development

### **Unit -I: Introduction**

Rural management - Nature - Scope - Public Administration Development Administration Vs Rural Management - Management Process and responsibilities and their implications in Rural extension - Team Building skills etc.,

### **Unit – II: Organizations**

Organization - Meaning and importance, concepts, nature of organization and its role - Managers role and responsibilities, Span of control, line of authority in an organization - line and staff concept - meaning and importance.

### **Unit – III: Decentralization**

Decentralization - Meaning - Nature and Importance, Pros and Cons of Decentralization in an organization - Co- ordination - Meaning, importance, scope and its need - difference and relationship between inter and intra co-ordination *in* an organization.

### **Unit – IV: Approaches**

Human relations - Concept and Importance - inter disciplinary approach Theory-X and Y factors affecting human relations - organizational climate - Social relation and work groups.

### **Unit – V: Methods & Techniques**

Supervision - Meaning, role and function - qualities of supervisors - organizational communication, responsibility, empathy- Management Information system- Concept Methods and Techniques

### **Text Books**

1. Blackburn D.J.(Ed), "Extension Handbook: Processes and Practices" Toronto, Thompson Educational blushing Inc. 1994.
2. Mamolia C.B., "Personnel Management", New Delhi. Himalaya Publishing & Co. 1992.

### **Reference Books**

1. Newman and H.Willaim, "Public Administration in Theory and Practice", Allahabad, Kitab Mahal, 1963.
2. Balaram, S., Dogra, Marketing Management and Rural Marketing, Common Wealth Publishers, New Delhi, 1990

## **MRSC 204 - Development Communication**

**Objectives:** To develop skills in development of communication methods among the students

### **UNIT -I: Introduction**

Development Communication - Importance - Models - Theories and Types, Psychological barriers - Fidelity and Credibility - Feedback - nature effect and mechanism, organizational communication.

### **UNIT - II: Strategies**

Strategies for Technology Transfer - Trickle down strategy and popular participation strategy, Institutionalized and classic forms of support communication.

### **UNIT - III: Agencies**

Role of Universities - Development Departments and Voluntary Agencies in Development Communication, Recent researches in Development Communication.

### **UNIT - IV: Role of Communication**

Information Management - Meaning, need and role.

### **UNIT - V: Theories of communication**

Information- Theory, Collection, processing, storage, dissemination and management techniques- Formulating Information management - Design for different clientele - Analysis of research studies.

### **Text Books**

1. Mc.Dvail D., "Mass communication Theory: An Introduction", New Delhi, Sage Publication, 1983.
2. Melkote S.R., "Communication for Development in the third world: Theory and Practice", Madras, Sage Publication, 1991.

### **Reference Books**

1. Nair K.S. and S.White, "Perfectiones on Development Communication", Madras Sage Publication, 1993.
2. Roling N., "Extension Science: Information Systems in Agricultural Development, Cambridge, Cambridge University Press 1998.

## **RUDE 205 - Self - Help Group & Micro Finance**

**Objective:** To bring out firsthand information on SHGs and Microfinance

### **Unit –I – Introduction**

Self Help Groups: Meaning, Concept, Definition, Structure and Objectives of SHGs, Elements of SHGs – SHGs in Tamil Nadu and Cuddalore District in Particular – Potential of Microfinance and its Tie-up with SHGs.

### **Unit- II Function of SHGs**

Self Help Groups and Promotion: Role of Self Help Groups – Stages and Role of NGOs – Saving Operations of SHGs – Credits Operation of SHGs – Saving and Credit Programmes of SHGs – SHG Meetings: Weekly, Monthly, Office Bearers, Membership and Account Maintenance.

### **Unit –III SHGs Promotion Strategy**

Issues of SHGs – Crisis Faced by the SHGs Members – Revolving Fund – Economic Activities – Social Activities – SHGs and Bank Linkage – Strategy and Methods of SHGs Promotion – Factors of Promotion.

### **Unit – IV Microfinance**

Finance: Meaning – Concept – Definition – Elements –Importance of Microfinance – Role of Micro Finance in Poverty Reduction – Micro Finance Institutions – Sources of Credit

### **Unit – V Credit Linkage**

Micro Credit: Concept – Definition – Features – Development – Types of Micro Credit – Micro Credit versus Microfinance – Credit Planning: Agricultural Activity, Entrepreneurial Activity, Service Activity – Impact of Microfinance and the SHGs.

### **Reference Books:**

1. Rajasewkhar, D., and Sreedhar. *Saving and Credit Programme as Instrument of SHGs Promotion*. New Delhi: Concept Publication, 2004.
2. Rajasewkhar, D. *Saving and Credit Systems of the Rural Poor*. New Delhi: Concept Publication, 2002.

### **Text Books:**

1. Rajasewkhar, D. *Poverty Alleviation Strategies of NGOs*. New Delhi: Concept Publication, 2004.
- Lalitha, N. *Maintaining Micro Finance*. New Delhi: Concept Publication, 2003

**SECOND YEAR  
THIRD SEMESTER**

**MRSC 301 - Methods of Social Research for Rural Development Professionals**

**Objectives:** To enable the students to understand social science research and impart skills to undertake empirical studies.

**UNIT -1: Introduction**

Science and Scientific approach - The meaning, importance and purpose of research in social sciences - social Research - Meaning and its types - Theory building- Developing the theoretical orientation of the research problem.

**UNIT – II: Formulation**

Selection and Formulation of research Problem - Hypothesis - Meaning and Importance - Types of Hypotheses - formulation of Hypothesis - Testing of Hypothesis Characteristic of a good hypothesis.

**UNIT – III: Sampling Procedure**

Concept in social Research - Operational Definitions, Objectives - Meaning and importance in research, variables - meaning and characteristic of a good variable - Types of variables -Classification and Operationalisation of Variables. Sampling techniques - Steps in Sampling.

**UNIT – IV: Design**

Research Design – Concept & Purpose Classification of Research Designs - Simple experimental designs - Content analysis, audience research- Farming system Research their advantages and disadvantages.

**UNIT – V: Methods of Research**

Methods of Data Collection Library visit -Case Study, Interview - mailed Question Social surveys Processing, editing, coding. Tabulation, interpretation and analysis of data report writing and presentation of references. Computer software Packages in social Research-Case studies in Rural Research.

**Text Books**

1. Best J.W.and J.V.Kahn, "Research in Education", New Delhi: Prentice Hall of India PVT Ltd. 1989.
2. Festinger, L and D. Katz, "Research methods in the Behavioural Sciences, New York The Dryden Press 1976.

**Reference Books**

1. Kerlinger F.N. "Foundations of Behavioural Research" New Delhi, Surjeet Publications 1978.
2. Young P.V. "Scientific Social Surveys and Research" New Delhi prentice Hall of India Pvt Ltd.'1973.

## **MRSC 302 - NGO's for Rural Development**

**Objectives:** To expose the students to understand voluntary Agencies voluntarism in solving the rural Problems.

### **UNIT -I: Introduction**

NGOS - Concept, - Meaning, function and performance

### **UNIT - II: Role of NGO'S**

Role of NGOS, - Characteristics - Strength - Weakness NGOS and Interaction - Configuration for providing Techniques and feedback

### **UNIT - III: NOG's Dynamics**

Dynamics of Voluntary Agency - Small and Major - Funding Agency – National and International

### **UNIT-IV: Voluntary Agency**

Voluntary Agency in Rural Development - Agriculture, Industry, Heath Education and Infrastructural Development

### **UNIT- V: Training and Development**

Training and Development - Role and Function – Skill imparting, Training Types - International Funding - Donor agency – Central and State Government DRDA, Mahair Thittam etc.

### **Text Books**

1. Desai, Rural Development: "Organizations and Management" (New Delhi, Concept publishing Co., 1989)
2. Subramanyam, "Rural Development, and Voluntarism" (New Delhi, Sage Public 1992)

### **Reference Books**

1. Muniandi K.'Voluntary Agency and Panchayat Raj," (Bangalore Gand Sanmark 1992)
2. Shah.P. "Voluntarism: Concept and Issuse," (New Delhi, sage Publications 1992 Elumali R. Rural Development and Management of Voluntary Organisations New Dehli,Vikas Publishing co, 1993)

## **MRSC 303 - Human Resource Development for Rural Management**

**Objectives:** To enable the students to understand the utility Nature for Human Resources Development for Rural Management.

### **UNIT –I Introduction**

Human Resource Development - Definition - meaning - importance - and scope - selection - Recruitment and Assessment of Potential - Job Performance by self and organization - Job evaluation.

### **UNIT –II: HRM efforts**

Identification of Problem areas and deciding on HRM efforts - Effective Human Resource Development techniques. Providing facilities for effective utilization of human resources

### **UNIT-III: Training**

Training - meaning - determining training need and developing strategies, Training - Types, models, methods and evaluation

### **UNIT – IV: Techniques**

Facilities for Training - Trainees Training - Techniques for trainees participation.

### **UNIT-V: HRD – Research Studies**

Developing, designing, implementing Rural extension Training programmes - Rural - Extension Training Programmes Rural Extension training, Monitoring and Evaluation of extension Training Institutions- Training in Human Resource Development - Research Studies.

### **Text Books**

1. Dessler g., "Human Resource Management", New Delhi of Prentice Hall at India P.Ltd., 1998.
2. Oakby P., C.Garforth, "Guide to extension Training", Rome, FAO, 1995.

### **Reference Books**

1. Agarwal, R.D., Dynamics of Personnel Management in India a book of Readings, Tata McGraw Hill, Bombay, 1973
2. Armstrong, M., Handbook of Personnel Management, Institute of Personnel Management, London, 1970

## **MRSC 304 - Rural Entrepreneurship Development**

**Objectives:** To enable the students to acquire entrepreneurial skill in order to have their own unit of production.

### **UNIT -1: Introduction**

Rural Entrepreneurs and Entrepreneurship - definition, meaning, Characteristics of entrepreneur - Entrepreneurship development Process - Entrepreneurial quality, Capability of resources, Rural Enterprise Management and Social responsibility.

### **UNIT - II: Rural Enterprise**

Rural Enterprise - Meaning, definition, Characteristics and types of enterprises - Difference between entrepreneurship and self employment and income generation activities - steps in setting up a small industrial enterprise – **SWOT** analysis product selection and market survey, marketing - concepts elements - strategy segmentation market positioning and marketing mix.

### **UNIT - III: Rural Business**

Rural small\* business management - process of Management - meaning organizing - Leading, Co-ordinating, and controlling, Training Programmes for entrepreneurship development, Entrepreneurial motivation and motives for entrepreneurship, Guidelines for entrepreneurship programme.

### **UNIT IV: Theories**

Theories of Entrepreneurship - Psychological and Sociological Theories

### **UNIT - V: Support system**

Organizations in the service of Entrepreneurs – NABARD, Mahalir Thittam, NGO's Universities – District Industrial Centre – Adhi Diravida Welfare- Objectives and functions of Government Institution – Project Formation follow up – unit starting

### **Text Books**

1. Dhillon, P.K. "Women Entrepreneurs - Problems and Prospects", New Delhi Blaze Publishers and distributors Pvt. Ltd., 1993.
2. Kanungo, R.N. Entrepreneurship and Innovations, New Delhi Sage Publications India **Pvt** Ltd., 1999.

### **Reference Books**

1. Sivakamasundari.S. "Entrepreneurship Development for Rural women", New Delhi, Asian and Pacific centre for Transfer of Technology, Vol. 1.1995.
2. Bhattacharya, H., Entrepreneurial development: A behavior model, SEDME, 1979, Vol.6, No.2, pp-83-98

## **RUDE 305: Rural Small Business**

**Objective:** To study the Dimensions of Rural Business.

### **Unit – I Introduction**

Introduction to Rural Small Business – Nature and Scope of Rural Small Business – Characteristics of Rural Small Business – Advantages of Rural Small Business – Role of Rural Small Business in Employment and Income Generation.

### **Unit – II Small Business Types**

Types of Small Business – Size and Types – Importance of Rural Small Business – Problems of Rural Small Business: Agro Based, Service Oriented, Grocery, Fancy, Consumer Oriented, Miscellaneous.

### **Unit – III Promotional Strategy**

Procedures for Setting up of Rural Small Business – Rules and Regulations – Market Survey – Feasibility Report – Factors of Location – Advantages, Government Support – Level of Services and Array of Goods and Price Strategies.

### **Unit – IV Governing Factors**

Women and Rural Small Business – Rural Grants for Small Business – Micro Finance – Rural Credit – NABARD and Rural Small Business – Role of DIC – Licensing Policy – Role of Banks – Local Government.

### **Unit – V Small Business and Bankers**

Financial Institutions and Rural Business – SIDBI – DIC – CDFI – PACS – MSME – SBSGS – Subsidy for Rural Small Business – Short Term and Medium Term Loan – Turn over – Product Mix – Salesmanship Quality and Managerial Skill in Small Business – Sustainable Rural Business Development.

### **Reference Books:**

1. Gurpal Sing and J. C Verma. *Small Business and Industry*. New Delhi: Sage Publications, 2002.
2. Sinha, S. K. *Small Business Management*. New Delhi: Indian Publications, 2010.

### **Text Books:**

1. Burrows, R., and J. Curran. *Sociological Research on Service Sector Small Businesses: Some Conceptual Considerations*. New Delhi: Concept Publication, 1989.
2. Radhakrishnan, L., and P. Uma. *Small and Medium Enterprise*. New Delhi: Kalpaz Publications, 2010.



## **SOSC 306 - Soft Skills**

For All the 2 Year PG Programmes of Arts Faculty

### **Objective:**

To train students in soft skills in order to enable them to be professionally competent.

### **Unit 1: Soft Skills and Personality Development**

Soft Skills: Meaning and Importance - Hard Skills versus Soft Skills - Self Concept: Self Awareness, Self Development and Self Realisation – Power of Positive Attitude – Etiquette and Manners.

Listening: Types of Listening, Effective Listening and Barriers to Listening – Assertive Communication

### **Unit 2: Communication Skills**

Oral Communication: Forms, Types of Speeches and Public Speaking – Presentation: Elements of Effective Presentation and Use of Visual Aids in Presentation.

Written Communication: Strategies of Writing – Business Letters: Form, Structure and Formats – Types of Business Letters – Memos – Agenda and Minutes.

Non-verbal Communication: Body Language and Proxemics.

### **Unit 3: Interpersonal Skills**

Interpersonal Skills: Relationship Development and Maintenance and Transactional Analysis.

Conflict Resolution Skills: Levels of Conflict and Handling Conflict - Persuasion – Empathy – Managing Emotions – Negotiation: Types, Stages and Skills – Counselling Skills.

### **Unit 4: Employability Skills**

Goal Setting – Career Planning – Corporate Skills – Group Discussion – Interview Skills – Types of Interview - Email Writing – Job Application – Cover Letter - Resume Preparation.

### **Unit 5: Professional Skills**

Decision Making Skills – Problem Solving – Emotional Intelligence – Team Building Skills – Team Spirit – Time Management – Stress Management: Resolving Techniques.

### **References:**

1. Ghosh, B.N. ***Managing Soft Skills for Personality Development.*** (Ed). New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.
2. Krishna Mohan and Meera Banerji. ***Developing Communication Skills.*** (2<sup>nd</sup> Edition). New Delhi: MacMillan Publishers India Ltd., 2009.
3. Neera Jain and Shoma Mukherji. ***Effective Business Communication.*** New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.
4. Rao, M.S. ***Soft Skills - Enhancing Employability: Connecting Campus with Corporate.*** New Delhi: I.K International Publishing House Pvt. Ltd., 2011.
5. Ashraf Rizwi, M. ***Effective Technical Communication.*** New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2010.
6. Bretag Tracey, Crossman Joanna and Bordia Sarbari. ***Communication Skills.*** New Delhi: Tata McGraw Hill Education Pvt. Ltd., 2012.

## **FOURTH SEMESTER**

### **MRSC 401 - Field Placement Programmes**

#### **Objectives:**

1. To impart the skills about District Development Plan
2. To make a student to understand various activities and functions of district level Rural development Agency (DRDA).

#### **A. Theoretical Orientation**

This course is aimed to understand the objectives functions and achievement of district level rural development organization. It would helpful to inculcate the knowledge on the rural development organizations at district level.

#### **B. Submission & Field Work Report**

The individual student will have a exposure about the rural development organizations at the district level. The student should visit and observe the activities of district rural development agency (DRDA) and he/she should submit a field work report as per the guidelines and supervision of the course teacher.

### **MRSC 402 - Block Placement Programmes**

#### **Objectives**

Block placement programme involve practical, enriched method, to make the student, to provide knowledge about the community development block. The objectives of this course is thrown

1. To impart the methods & techniques to the student, in order to conduct the some suitable visit and observation on various initiatives and activities available at block level, with a view to Rural development context
2. To make the individual student to study about the nature, Functions and managerial procedures of block development office

#### **Theoretical orientation**

The students will be taught about the concept of development block, along with its aim and objectives, functions and administrative activities of the block development.

Every student should submit a report after the visit this involve Viva-Voce examinations.

#### **Practical and Submission of Report**

The individual student can submit the report, on the basis of the visit and observation of various activities of rural development organization at block level. It is the block level exercise to understand the issues and problems related to the development block, with the supervision of the course teacher concerned.

## **MRSC 403 - Case Study**

### **Aim & Objectives**

The main aim of the course is to educate the students to know about the case study, with reference to the study of an individual village. The objectives of the course are

- To enable the student to conduct a case study, with reference to a village, which is the unit for the case study
- To provide the practical knowledge about the particular unit, in the context of rural development

### **Course content**

The course comprises two parts such as

#### **a. Theoretical Orientation**

The students will be taught about the skills and techniques to conduct the case study at village level. They will be given an opportunity to select, visit and observe the social, economic, environmental, psychological cultural and political characteristics and their related programmes/schemes. Finally

#### **b. Practical & Submission of Report**

The individual should submit a report to the department, on the basis of the guidance of the course teacher concerned.

## **MRSP 404 - Project and Viva-Voce**

### **Objectives:**

1. To make a student to have a familiarity in research studies through various exercises of research processes
2. To provide the technical knowledge to the students to do research study,

### **Content of the programme**

The individual student can take-up one of the area of research from the following, and prepare himself/herself to choose the research topic.

1. Farm sector and their related Issues and Rural Development
2. Secondary sectors in the rural area and Rural Development
3. Rural Resources Management
4. Rural organizations/institutes
5. Rural Women Development
6. Poverty Reduction and Inclusion of Rural poor

Finally, the student should submit the report about his/her research work, on the basis of the theme as mentioned above, under the supervision of the teacher concerned.

## **RUDE 405 - Rural Tourism for Employment**

**Objective:** To teach the fundamentals of Tourism so as to enhance Employment Opportunities.

### **Unit – I Introduction**

Tourism – Concept – Meaning – History of Tourism – Importance and Its Significance of Tourism – Increase in Foreign Exchange – Tourism Potential and Indian Economic Development – Tourism versus Leisure.

### **Unit – II Factors of Tourism**

Tourism Factors Land, Water, Forest, Hill Tourism – Social – Cultural. Sports – Education – Seasonal Attraction – Movement of People – Culture and Outflow during Potential Seasons.

### **Unit –III Tourism Types**

Types– Rural – Urban – Business – Educational – Cultural – Religious – Economic and Environmental – Tourism Activities – Tourism Place – Infrastructural Facilities – Hotels and Restaurants – Guest Houses – Transport Facilities – Interaction and Communication Facilities – Other Promotional Activities.

### **Unit– IV Tourism as an Industry**

Tourism as a Product – Product Nature – Product Sale – Product Pricing, Tourism Industry in India: Distribution, Growth and Development – Ticketing – Accommodation – Catering – Inflow and Outflow of Tourists – Importance of Tourism.

### **Unit – V Tourism and Employment**

Tourism – Potential – Employment Opportunities: Part–time Guide – Local People Avenues – Scope in Marketing – Catering – Vendors – Employment opportunities for Rural People – Standard of Living and Their Rural Livelihood in terms of Tourism – Tourism Policy and Five Year plans.

### **Reference Books:**

1. Harish Bhatt and B. S. Badan. *Sustainable Tourism*. New Delhi: Commonwealth Publishers, 2009.
2. Sinha, P. C. *Tourism: Concept & Dimensions*, New Delhi: Anmol Publication, 2007.

### **Text Books**

1. Nagapathi, K. S. *Tourism Development – A New Approach*. New Delhi: Concept Publication, 2003.
2. Lama, B. *Tourism: Planning and Approches*, New Delhi: Deep & Deep Publications Pvt. Ltd., 2008.