



**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD-431004 (M.S.)**

**GOPINATHRAO MUNDE NATIONAL
INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**



**DETAILED SCHEME OF SUBJECTS CREDITS
WORKLOAD AND EVALUATION
FOR**

**MASTER OF RURAL STUDIES - (MRS.)
DEPARTMENT OF RURAL ECONOMICS, BANKING
AND INDUSTRY
(Two Year-Four Semester Program)**

(Effective from Academic year 2018-2019 & Onwards)

1. Master of Rural Studies in Rural Economics, Banking & Industry

2. YEAR OF IMPLEMENTATION: Under the Gopinathrao Munde National Institute of Rural Development & Research (GMNIRD) a new syllabus for Master in Rural Studies in Rural Economic, Banking & Industry is to be implemented from the academic year 2018-19 onwards in Dr. Babasaheb Ambedkar Marathwada University, Aurangabad

3.PREAMBLE: Rural development needs an integration of all areas of knowledge. It needs multi-disciplinary approach towards the rural development ideology. The GMNIRD is committed to empower the youth for rural development by catering the needs of the rural development. It will integrate all local institutions, industries and organizations in the vicinity for the universal coordination of knowledge for overall rural growth & development.

The GMNIRD is established in the Dr. Babasaheb Ambedkar Marathwada University campus as one of the constituent Institute for conducting academic, research, training and extension activities associated with the rural development and management. It is a multi-disciplinary Institute covering all disciplines of science, technology, social sciences, agricultural sciences, trade and managerial subjects.

4. GENERAL OBJECTIVES OF THE COURSE:

1. To serve as a national and regional hub of knowledge connectivity for rural development;
2. To support developmental plans and policies for rural development by research, training and demonstration and create functioning packages of social and physical technologies and economic policy strategies
3. To facilitate the development of techno-managerial cadres needed for the rural development.
4. To create innovative academic programmes. At the same time, evolve HRD package (including training) suitable for the development of the region;
5. To help create special institutional structures and schemes for nurturing the leadership in regional development/agripreneurship/Coopreneurship with special focus on the most Socio-economically backward and drought regions.

5. INTAKE

Admissions for 30 students are available in the first Semester at the beginning of the academic year.

6. DURATION

- The course shall be a Post-Graduate Full Time Course.
- The duration of course shall be of Two years with Four Semesters.
- Maximum Period for Completion of Programme would be four year.

7. ELIGIBILITY:

- i) Candidates who have passed any Bachelor's degree [10+2+3+4] of any statutory University recognized equivalent thereto must have obtained minimum aggregate **50**

per cent marks for open categories and minimum **45** per cent marks for reserved categories.

- ii) He/ She should have passed the Entrance Test conducted by the University with the specified criteria.

8. PATTERN:

The pattern of examination will be Semester with Credit and Continuous Internal Evaluation [CIE].

9. MEDIUM OF INSTRUCTION:

The medium of instruction shall be in English and Marathi.

10. PROGRAMME OBJECTIVES:

1. The Programme has been framed to provide an understanding and experience of different aspects of Rural Development.
2. It is to provide a holistic perspective of schemes/programmes of central govt. in general and state govt. in particular.
3. It is innovative, skill and employment oriented to attract bright students to the discipline of rural development.

11. COURSE STRUCTURE

Total Marks for PG Programme will be 2650.

Total Credits will be : 106

Master of Rural Studies (MRS)
DEPARTMENT OF RURAL ECONOMICS, BANKING & INDUSTRY
Semester – I

Subject Code No.	Subjects	Contact Hrs/ Week				Examination Scheme					Credits	Duration of Theory Exam
		L		P	Total	CT	TA	PR	ESE	Grand Total		
COI-110	Constitution of India	2		-	2	20		-	30	50	2	2 Hrs
REB--111	Indian Rural Economy	4			4	40		-	60	100	4	2 Hrs. 30 Min.
RER--112	Research Methodology	4			4	40		-	60	100	4	2 Hrs. 30 Min.
REC--113	Rural Banking and Finance	4			4	40		-	60	100	4	2 Hrs. 30 Min.
REC—114	Principles and Practice of Rural Management	4			4	40		-	60	100	4	2 Hrs. 30 Min.
Practical's / Field Work												
REB -115	Indian Rural Economics			4	4		25	25		50	2	4 hrs
RER- 116	Research Methodology			4	4		25	25		50	2	4 hrs
REC-117	Rural Banking and Finance			4	4		25	25		50	2	4 hrs
REC -118	Principles and Practice of Rural Management			4	4		25	25		50	2	4 hrs
Total of Semester-I		18		16	34	180	100	100	270	650	26	

Semester – II

Subject Code No.	Subjects	Contact Hrs/ Week				Examination Scheme					Credits	Duration of Theory Exam
		L	T	P	Total	CT	TA	PR	ESE	Grand Total		
REC -121	Human Resource Management	4		-	4	40		-	60	100	4	2 Hrs. 30 Min.
REC-122	Rural Entrepreneurship	4			4	40		-	60	100	4	2 Hrs. 30 Min.
REC-123	Gandhian Philosophy of Rural Development	4			4	40		-	60	100	4	2 Hrs. 30 Min.
*REE-124 A	Government Initiatives in Rural Development in India	4			4	40		-	60	100	4	2 Hrs. 30 Min.
*REE-124 B	Micro Finance initiatives											
Practicals / Field Work												
REC -125	Human Resource Management			4	4		25	25		50	2	4 hrs
REC -126	Rural Entrepreneurship			4	4		25	25		50	2	4 hrs
REC -127	Gandhian Philosophy of Rural Development			4	4		25	25		50	2	4 hrs
*REE -128 A	Government Initiatives in Rural Development			4	4		25	25		50	2	4 hrs
*REE -128 B	Micro Fiancé initiatives											
Total of Semester- II		16	-	16	32	160	100	100	240	600	24	
Grand Total of Semester I & II										1250	50	

***Note:** * Students have to opt any one of the electives from REE -124 A & 124 B..

Semester – III

Course Code	Subjects	Contact Hrs./ Week			Total	Examination Scheme					Credits	Duration of Examination
		L	T	P		TA	CT	PR	ESE	Grand Total		
REC-231	Agrarian Crisis Management	4			4	-	40	-	60	100	4	2 Hrs. 30 Min.
REC-232	Agricultural Accounting & Costing	4		-	4	-	40	-	60	100	4	2 Hrs. 30 Min.
REC-233	Rural Marketing	3	1		4	-	40	-	60	100	4	2 Hrs. 30 Min.
*REE-234 A	Rural Infrastructure	4			4		40	-	60	100	4	2 Hrs. 30 Min.
*REE-234 B	E-Commerce for Rural Development											
Practicals / Field Work												
REC-235	Agrarian Crisis Management			4	4	25		25		50	2	4 hrs
REC-236	Agricultural Accounting & Costing			4	4	25		25		50	2	4 hrs
*REE-237 A	Rural Infrastructure			4	4	25		25		50	2	4 hrs
*REE-237 B	E-Commerce for Rural Development											
REP-238	Project - I Field Survey			4	4	25		25		50	2	4 hrs
Service course												
**RES-239	Rural Entrepreneurship	3	1		4	-	40	-	60	100	4	3 Hrs
Total of Semester- III		18	2	16	36	100	200	100	300	700	28	

***Note:** \Students have to opt any one of the electives from REE -234 A & 234 B..

****** Students have to opt any one of the service courses (viz. RSS-239, or CBS-239 OR RTS-239). These courses will be conducted by the respective departments viz. 1. Rural Development & Research (Socio-Cultural and Political) 2. Conservation of Bio-diversity, 3. Rural Technology.

Semester- IV

Course Code	Subjects	Contact Hrs./ Week			Total	Examination Scheme					Credits	Duration of Examination
		L	T	P		TA	CT	PR	ESE	Grand Total		
REC-241	Rural Resource Management	4			4	-	40	-	60	100	4	2 Hrs. 30 Min.
REC-242	Farm Planning and Budgeting	4		-	4	-	40	-	60	100	4	2 Hrs. 30 Min.
*REE-243A	Rural Tourism Management	4		-	4	-	40	-	60	100	4	2 Hrs. 30 Min.
*REE-243B	Global Agricultural Trading											
Practicals / Field Work												
REC-244	Rural Resource Management			4	4	25		25		50	2	4 hrs
REC-245	Farm Planning and Budgeting			4	4	25		25		50	2	4 hrs
*REE-246A	Rural Tourism			4	4	25		25		50	2	4 hrs
*REE-246B	Global Agricultural Trading											
RET-247	Implant Training / Report and Seminar**				-	50		50		100	4	
REP-248	Research Project – II Seminar			12	12	75		75		150	6	
	Total of Semester-III	12		24	36	200	120	200	180	700	28	
	Grand Total of Semester III & IV									1350	56	
	Grant Total of I, II, III, IV Semester									2650	106	

*Note: \Students have to opt any one of the electives from REE -243 A & 243 B..

Evaluation Scheme

TA:	Teachers Assessment
CT:	Class Test
PR:	Practical
TOT:	Total for sessional exam of evaluation scheme
ESE:	End Semester Examination

Periods

L:	Lecture hours per week
P:	Practical hours per week

Abbreviations:

COI :	Constitution of India
REB :	Rural Economics, Banking & Industry Bridge Course
RER :	Rural Economics, Banking & Industry Research Methodology
REC :	Rural Economics, Banking & Industry Core Course
REE :	Rural Economics, Banking & Industry Elective Course
RES :	Rural Economics, Banking & Industry Service Course
RET :	Rural Economics, Banking & Industry Training Course
REP :	Rural Economics, Banking & Industry Project work

Note: **The minimum two month implant training is compulsory for the students in order to complete the degree program. The students can undertake the implant training from I semester onwards during the winter/summer vacation and will be assessed at semester end practical examination (IV Sem.).

- **Duration of Class Test will be : 1 hour**

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.:COI-110		No. of Credits: 02	Hours: 30
Course Title:		Constitution of India	
Teaching Objectives :-			
<ol style="list-style-type: none"> 1. To know the history and composition of the Indian constitution. 2. To study the preamble of the constitution. 3. To study the constitutional Rights and duties of the citizen. 4. To study the organ of Governance. 			
Unit	Course Content		Periods
I	History of Making of the Indian Constitution 1.1 History 1.2 Drafting Committee (Composition & Working)		04
II	Philosophy of the Indian Constitution 2.1 Preamble 2.2 Salient Features		06
III	Contours of Constitutional Rights & Duties 3.1 Fundamental Rights 3.1.1 Right to Equality\ 3.1.2 Right to Freedom 3.1.3 Right against Exploitation 3.1.4 Right to Freedom of Religion 3.1.5 Cultural and Educational Rights 3.1.6 Right to Constitutional Remedies 3.2 Directive Principles of State Policy 3.3 Fundamental Duties		12
IV	Organs of Governance 4.1 Parliament 4.1.1 Composition 4.1.2 Qualifications and Disqualifications 4.1.3 Powers and Functions 4.2 Executive 4.2.1 President 4.2.2 Governor 4.2.3 Council of Ministers 4.3 Judiciary 4.3.1 Appointment and Transfer of Judges 4.3.2 Qualifications 4.3.3 Powers and Functions		08

LEARNING OUT COME:-

1. Students will know the history and the process of drafting of the constitution.
2. Students will be enlighten about the philosophy of the constitution.
3. Students will be aware about the Rights and duties of the Indian Citizen.
4. Students will come to know the functional bodies of the Indian Government.

Suggested Readings :

1. The Constitution of India, 1950 (Bare Act), Government Publication.
2. Dr. S. N. Busi, Dr. B. R. Ambedkar Framing of Indian Constitution, 1st Edition, 2015.
3. M. P. Jain, Indian Constitution Law, 7th Edn. Lexis Nexis, 2014.
4. D. D. Basu, Introduction to the Constitution of India, Lexis Nexis, 2015.
5. M. P. Jain, Outline of India Legal and Constitutional History, Lexis Nexis, 2014.
6. ग्रॅनव्हिल ऑस्टीन, भारतीय राज्यघटना राष्ट्रीय कोनशीला, डायमंड प्रकाशन, पुणे, २०१३.
7. डॉ. भा. ल. भोळे, भारताचे शासन आणि राजकारण, विद्या प्रकाशन, नागपूर.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REB-111	No. of Credits: 04	Hours: 60
Course Title:	Indian Rural Economy	
Teaching Objectives :-		
<ol style="list-style-type: none"> 1. To make the students understand the nature and scope of Indian Rural Economy. 2. To make them aware about the problems and prospects of the rural economy of India. 		
Unit	Course Content	Periods
I	The Nature of Rural Economy Characteristic Features; Rural Demography; Rural Poverty and Its Alleviation.	12
II	Agriculture in India : Land Holding Pattern and Land Reforms in India Status of Farmers in India; Agrarian Distress; Role of Dairy Business in Rural India; Modernization of Indian Agriculture; Non-farm Sector in Rural Economy.	12
III	Rural Unemployment Agriculture Labour; Problems and Prospects of Rural Artisans in India.	12
IV	Rural Industrialization Role of Agro based industries in rural Development; Issues in Agricultural Marketing in India; Rural Credit : Structure, Role and Flow of rural Credit; Performance of Regional Rural Banks.	12
V	Democratic Decentralization and the 72nd and 73rd Amendment to the Constitution of India Role of Panchayati Raj Institutions in Rural Development.	12

Learning Outcomes

1. The Students will understand the nature of Indian Rural Economy.
2. The Students will become aware of the problems and prospects of the rural economy of India.

Suggested Readings

1. Ramesh Chand, S. K. Srivastava and Jaspal Singh, “Changing Structure of Rural Economy of India, Implications for Employment and Growth”, Discussion Paper.
2. National Institution for Transforming India, NITI Aayog.

3. Aggarwal, A and N Kumar (2012): "Structural Change, industrialization and Poverty Reduction: The Case of India," Development Papers 1206, Economic and Social Commission for Asia and the Pacific (ESCAP), United Nations, South and South-West Asia Office, New Delhi.
4. Chand, R and S K Srivastava (2014): "Changes in the rural labour market and their implication for Agriculture," Economic & Political Weekly, Vol 49, No 10, pp 47-54.
5. Chand, R., R Saxena and S Rana (2015): "Estimates and Analysis of Farm income in India, 1983-84 to 2011-12," Economic & Political Weekly, Vol 50, No 22, pp 139-145.
6. Papola, T S (2012): "Structural Changes in the Indian Economy: Emerging Patterns and implications," ISiD Working Paper No 12, Institute for Studies in Industrial Development, New Delhi.
7. Pradhan, Rangarajan, C, Seema and E M Vibeesh (2013): "Developments in the Workforce between 2009-10 and 2011-12," Economic & Political Weekly, Vol 49, No 23, pp 117-121.
8. Srivastava, S.K., Chand, R., and Singh, J. (2017): "Changing Crop Production Cost in India: Input Prices, Substitution and Technological Effects", Agricultural Economics Research Review, Conference issue.
9. Thomas, J. J. (2012): "India's Labour Market during the 2000s: Surveying the Changes," Economic Political Weekly, Vol 47, No 51, pp 39-51.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
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Course Code No.: RER-112	No. of Credits: 04	Hours: 60
Course Title:	Research Methodology	
Teaching Objectives :- 1. To Create research attitude among the students. 2. To make the students understand research concepts, methodology etc. 3. To motivate the students to undertake research projects on Rural Development.		
Unit	Course Content	Periods
I	Research fundamentals - Meaning, objective and Motivation in research - Types of Research - Research Process- Relevance & Scope of Research in Functional areas - Practical and applications : identify the research problems with reference to rural development.	12
II	Research design and sampling techniques- introduction meaning characteristics, advantages, importance of a Good Research design - types of research designs and various steps- Census Survey and sampling techniques - simple random sampling; Stratified sampling, cluster sampling ,Quota sampling- Practical and applications: preparation of research and sample design.	12
III	Data collection, processing and analysis- data types: primary and secondary data-methods of primary data collection: observation method, interview method, mailed questionnaire method- sources of secondary data- editing, coding, classification and tabulation of data, analysis and interpretation of data- practical and applications: Exercise on data collection and presentation.	12
IV	Testing of Hypothesis - Definitions of Terms: Null and Alternative Hypothesis, Level of significance, Types of Errors - I and II, Size and Power of Test- steps involve in Testing of hypothesis. Types of Test: Parametric and Non-parametric Tests, Small and Large Sample, One and Two Sample Tests	12
V	Report writing - meaning and types of research report- Steps involved in Report Writing, Requisites of Good research Reports.	12

Learning Outcomes :-

1. The students will understand research process and methodology.
2. They will be able to prepare research proposals.
3. They will be able to undertake research projects.

Suggested Readings -

1. Research Methodology - C. R. Kothari
2. Research Methodology in Management - Dr. V. P. Micheal
3. Research Methodology in Commerce - S. Mohan, R. Elangovan, Deep & Deep, New Delhi
4. Research Methodology The Discipline & Its Dimenssions - Jai Narain Sharma, Deep & Deep, New Delhi
5. Research Methodology Methods, Tools & Techniques - Gopallal Jain, Mangal Deep Pub.Jaipur
6. Methodology of Social Sciences Research - Dr. Raj Kumar - Book Enclave, Jaipur.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
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Course Code No.: REC-113	No. of Credits: 04	Hours: 60
Course Title:	Rural Banking & Finance	
Teaching Objectives :-		
1. To make the students understand the importance of Rural Credit.		
2. To take review of rural credit policies.		
3. To make the students understand the functioning of rural Credit institutions.		
Unit	Course Content	Periods
I	Role of Rural Finance in development of rural economy. Evolution of institutional financial agencies and Critical appraisal of the role played by institutional financial agencies with reference to Agriculture credit Regulation of rural financial services, Role of RBI in rural financing, NABARD-Functions, role, refinance support, lead bank approach, state and district level credit committees.	12
II	Rural Credit Institutions- Cooperative banks, Cooperative credit societies, Regional Rural Banks, Commercial banks, Business facilitators and business correspondents in rural financing, role of Information and communication technology in rural financing.	12
III	Financing agriculture and allied activities: Crop loan, term loan for irrigation, farm mechanization, godowns, cold storages. Financing to allied activities as horticulture, sericulture, fisheries. Financing to non farm sector such as small and medium enterprises in rural areas.	12
IV	Recent Committees to Review Arrangements for Institutional credit (1978) khushro committee(1986) Narmsinhem committee on financial Reforms (1991) and their main recommendations.	12
V	Rural Financial reforms, Deregulation of interest rates of cooperatives Banks and RRBS, Prudential norms and provisioning requirements, Alternative Credit delivery innovations, Revamping Rural credit system , Development Action Plan, Reutilization Plan for RRB , Memorandum of Understanding (MOU), Monitoring rural credit, Provision for local Area Private Bank, Implementation and impact of reforms.	12

Learning Outcomes

1. The students will understand the significance of Rural credit.
2. The students will get acquainted with functioning of Rural Credit Institutions and their problems.

Suggested Readings

1. K.P. Padmanabhan , Rural Financial Market in India, Oxford, 1990.
2. S. Subba Reddy and P.Raghuram, Agricultural Finance and Management.
3. K.Subbarao, Agriculture Credit, ICSSR, 1993.
4. Kusharo committee Report on Review of Agricultural Credit, Reserve Bank of India, 1990.
5. Narsimhan Committee Report on Financial Reforms - 1992.
6. Pulley Robert V., Making the poor credit Worthy. World Bank, Discussion Paper, 35
7. Devid Hulmp and Paul Mosely, Finance Against Poverty.
8. David Cobia, Co, operatives in Agricultural, Princess Hall, 1993.
9. Tushar Shah, Catalysing Cooperatives. Sage, 1995
10. Tushar Shah, Making farmer's cooperatives work, Sage, 1995.
11. Baviskar and Attwood, Finding the Middlepath, The political Economy of Rural
12. Cooperatives, Vistar, 1995.
13. Hooda - (edited) Cooperatives and Economic Development, Mittal (1996).
14. Bhatia Verma and Gurg, Rediscovering Cooperation, Volume - 1, IRMA - 1996.
15. Kanitha, Cooperatives and Rural Development, Mittal, ND. 1997.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REC- 114	No. of Credits: 04	Hours: 60
Course Title:	Principles and Practices of Rural Management	
Teaching Objectives :- To acquaint the students with basic principles of management and their application in agriculture sector.		
Unit	Course Content	Periods
I	Introduction to Management :- Definition, Nature and Scope of Management. Functions of Management, Functional Areas of Management, Managerial Skills and Roles of Manager in Agribusiness. Contribution of F W Taylor, Principles of Management by Henry Fayol, Peter Drucker. Management by Objectives (MBO) - Definition, Meaning and Significance, MBO process.	12
II	Planning and Organizing in Agribusiness :- Planning, Nature, Types, Steps in Planning, Process and Limitation of Planning. Organizing, Meaning, Process, Organization Structure and Design, Types of Organizational Structure suitable for Agribusiness.	12
III	Decision Making in Agribusiness :- Decision Making in Agribusiness i.e. Farm Equipments and Farm Machinery, Sources of Energy, Harvest Technology, Irrigation and Drainage System. Managerial Decision Making and Management Control.	12
IV	Human Resource Management for Rural India :- Nature, Scope and Importance of Human Resource Management, Human Resource Planning, Recruitment and Selection, Training and Development. Performance Appraisal.	12
V	Motivation and Leadership :- Motivation : Definition, Scope and Nature of Motivation. Types of Motivation, Welfare Programs and Fringe Benefits for Rural Development. Wage and Salary Administration. Morale and Productivity. Leadership : Types of Leaders, Leadership Qualities. Corporate Governance, Business Ethics.	12

Learning Outcomes

The students will learn basic principles of Management and their applications in agriculture sector.

Suggested Readings :-

1. Koontz and Weihrich-Essentials of Management, McGraw-Hill.
2. George R. Terry, Stephen G. Franklin : Principles of Management AITBS Publishers & Distributors.
3. Daft Richard L. – Management – Thomson
4. Certo – Modern Management Prentice Hall.
5. L. M. Prasad – Principles of Management.
6. R. M. Srivastava – Principles of Management.
7. Peter Drucker – Essentials of Management.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
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Course Code No.: REC-121	No. of Credits: 04	Hours: 60
Course Title:	Human Resource Management	
Teaching Objectives :-		
1. Appreciate the importance of Human Resource Management functions.		
2. Understand the implications for human resource management of the behavioral sciences, government regulations.		
3. To aware the students about their significant role in human resource development. A		
Unit	Course Content	Periods
I	Introduction to Human Resource Management Introduction, concept of Human Resource Management, Scope of Human Resource Management, History of Human Resource Management, Functions of Human Resource Management, Role of Human Resource Executives.	12
II	Human Resource Planning Process of Human Resource planning, Need for Human Resource Planning, Human Resource Forecasting Techniques, Successful Human Resource Planning.	12
III	Training & Management Development Meaning of Training, Area of Training, Method of Training, Concept of Management Development, Management Development Methods, Differences between Training and Development, Evaluation of Training & Management Development.	12
IV	Labour Market Demand for labour supply of labour, wage determination by sectors, Urban and Rural, Organized and unorganized wage and nonwage components of labour remuneration, Various concepts of wages, Fair, living, subsistence and minimum wage. Problems of implementation of minimum wages, welfare activities.	12
V	Human Resources in India. Nature, Growth, Socio-Economic Features, Changing Role of Human Resource in India, Labour policies of Indian Government, Second National Commission on Labour, Recommendations of ArjunSen Gupta Committee Report.	12

Learning Outcomes

1. The Students will understand significant role of human resources
2. The Students will be aware about implications of human behavior in the process of development
3. The Students will acquire business skills & communication skills
4. The Student will be competent for acquire jobs.

Suggested Readings

- 1) Dessler, Gary. *Human Resource Management*. 14th ed. Upper Saddle River, NJ: Prentice Hall, 2014.
- 2) Mathis, Robert L., and John H. Jackson. *Human Resource Management*. 14th ed. Stamford, CT: Cengage Learning, 2014.
- 3) Noe, Raymond A., John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright. *Human Resource Management: Gaining a Competitive Advantage*. 8th ed. New York: McGraw-Hill/Irwin, 2013.
- 4) Adams, J.S. (1965). Inequity in social exchange. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 2, 267-299). New York: Academic Press.
- 5) Armstrong, Michael. *A Handbook of Human Resource Management Practice*. Kogan Page Limited, 1999.
- 6) Green, Paul C. *Building Robust Competencies: Linking Human Resource Systems to Organizational Strategies*. Jossey-Bass, 1999
- 7) Rossiter, Jill A. *Human Resources: Mastering Your Small Business*. Upstart Publishing, 1996.
- 6) DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2013). *Fundamentals of Human Resource Management*. 11th Edition. Wiley. ISBN: 978-0-470-91012-2.
- 7) *HUMAN RESOURCE MANAGEMENT - The Key Concepts* Edited by Chris Rowley and Keith Jackson, Routledge ,Taleor and Francis Group, New York ISBN 13: 978-0-415- 44042-4 (hbk)
- 8) Dessler, Gary. *Human Resource Management*. 14th ed. Upper Saddle River, NJ: Prentice Hall, 2014.
- 9) Mathis, Robert L., and John H. Jackson. *Human Resource Management*. 14th ed. Stamford, CT: Cengage Learning, 2014.
- 10) Noe, Raymond A., John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright. *Human Resource Management: Gaining a Competitive Advantage*. 8th ed. New York: McGraw-Hill/Irwin, 2013
- 11) Hartton J & Gold J (1999) , *Human Resource Management*, Basingtoke , Macmillan
- 12) Beardwall & Claydon T (2007) , *Human Resource Management: Contemporary Approach* ,5th ed. Harlow Prenticececal
- 13) Graham H.T.(1978) ,*Human Resource Management* 2nd ed.Plymouth Mac Donald & Event
- 14) Biswajeet Pattanayak, *Human Resource Management*, Prentice - Hall India, 2005

- 15) Arun Monappa and Mirza Saiyadin, Human Resource Management, Tata Me Graw Hill Publishing Co. 1985
- 17) Dr. V. P. Michael, Human Resource Management and Human Relations, Himalaya Publishing House, 1998
- 19) R. D. Agrawal, Dynamics of Personnel Management in India, Tata Me Graw Hill Publishing Co., New Delhi – 1977
- 20) S. S. Khanka, Human Resource Management, Sultan Chand and Company Limited, NewDelhi-2006
- 21) S. S. Khanka, Human Resource Management, Sultan Chand and Company Limited, New Delhi – 2008

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
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Course Code No.: REC -122	No. of Credits: 04	Hours: 60
Course Title:	Rural Entrepreneurship	
Course Objectives:		
<ol style="list-style-type: none"> 1. To make the students aware about the rural Entrepreneurship, and Entrepreneurship Development programmes. 2. To create awareness among the students about Entrepreneurship promoting and financial institutions, 3. To make the students aware about government policies. 		
Unit	Course Content	Periods
I	Rural Entrepreneurship :- Definition & meaning of rural Entrepreneurship, agripreneurship and cooppreneurship, Entrepreneurial Culture, Concept of Entrepreneurship. Relevance of rural entrepreneurs in solving Socio-economic problems. Nature & Importance of Entrepreneurs, Growth of rural entrepreneurs, Classification and types of entrepreneurs. Determining factors of Entrepreneurship, Components of Entrepreneurship development programme, Designing Entrepreneurship programme.	12
II	Environment for Entrepreneurship development :- Introduction, functions of Entrepreneur, Elements of Entrepreneurship, Environment for conducive to Entrepreneurship, Institutions supporting Entrepreneurship, role of Govt. in promoting entrepreneurship, conditions for entrepreneurial competencies, challenges faced by entrepreneurs.	12
III	Problems of Rural Entrepreneurship in India :- Organizational, Financial, Technical, Personnel, managerial, marketing and information. Sickness in rural entrepreneurship - reasons & remedies.	12
IV	Rural Industrialization :- Meaning and definition of rural Industry. Advantages & Importance of rural industrialization, Gandhian Viewpoint for rural Industries, strategy of Rural Industrialization, Problems. Prospects and policies of rural Industries in India in the post liberalization era.	12
V	Khadi and village Industries :- Introduction, meaning, functions of KVIC, organizational setup, implementing agencies, group of industries - classification, New initiatives in KVI sector entrepreneurs - National Institute of design. Product development design, Intervention & packaging (PRODIP) scheme, rural Industries – services centers (R/SC) Rural Industries consultancy service (RICS), Central silver plants (CSPs) Raw material godowns & warehouses.	12

Learning Outcomes

- 1, The students will understand the concepts of entrepreneurship and importance of entrepreneurship in rural economy.
- 2, The students will get inspiration and motivation to adopt entrepreneurship as a career through entrepreneurship development programmes.

Suggested Readings

1. Rural development in India - Vasant Desai, Himalaya Publishing House, Mumbai.
2. Dynamics Entrepreneurial development and management - Vasant Desai, Himalaya, Mumbai.
3. Co- -operative entrepreneurship in action A. K Ravichandran, S. Nakkiran, Studera press- New Delhi.
4. Entrepreneurship- A South- Asian perspective- D. F. Kuratko, T. V. Rao,engage leaving Andover, Melbome.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REC-123	No. of Credits: 04	Hours: 60
Course Title:	Gandhian Philosophy Of Rural Development	
Course Objectives :		
<p>1. To know the life biography through of Rastrapita Mahatma Gandhi.</p> <p>2. To study the thought of Mahatma Gandhi on ‘Village’ Swaraj and ‘Rural Development’.</p> <p>3. Analytical study of Human Resource labour work, skill Development and Natural Resources with the basis of Mahatma Gandhi’s thoughts.</p>		
Unit –I	Introduction of Life sketch of Mahatma Gandhi and his experiment of Truth	12
Unit - II	<p>Axiom of Truth (Satya) : Realization of truth, Realization of purpose of life. Human truth is relative.</p> <p>Ethics & Human Welfare : Ethics is the basic of welfare of mankind i.e. Sarvodya. Indian Economic thought Vs Western Economic thought.</p>	12
Unit -III	<p>Economic Thought of Mahatma Gandhi</p> <p>Trusteeship : Gandhian concept of trusteeship. Its origin in Indian Philosophy and spiritualism, <i>Idamna mama..... aprigrah</i>. Simple Living : Minimum needs, Needs Vs. Greeds, Consumerism -Materialistic approach Vs Spiritual approach. Economic satisfaction Vs Spiritual satisfaction.</p> <p>Cleanliness is Godliness : Personal involvement in cleaning activity, community action in cleanliness. Lessons of Cleanliness from Gandhiji’s life. Swavlamban (self Dependence) : Every one should earn his own resources of livelihood, self respect through self dependence. Individual and community self dependence. Ahimsa (Principle of Non-Violence) : Respect to <i>Chara-achare</i> i.e. respect to each and every living and non-living elements in universe; live and let live to others. Respect to labour work : Labour work must be given higher respect than intellectual work. Everyone at least one hour should do labour work. Labour work is the very basis of earning the means of livelihood. Technology should supportive to labour and not for replace the labour. Buniyadi Talim : Skilled Human Resource development through education system.</p>	12
Unit- IV	<p>Concept of Village Swaraj : Production by local resources, labour and for local consumption and local market. Self sustained and self-reliant village. Appropriate technology. Labour based cottage industry. Principal of Khadi Gramodhyaog. Harmonious Socio-cultural political village community life through interdependent self-reliant economic model of village life. Model village planning-Role of panchyatraj institution.</p>	12
Unit –V	<p>Relevance of Mahatma Gandhiji’s Economic Thoughts</p> <p>Searching the Keys to find out the solution of present socio-cultural and economic problems of rural development in particular Indian and universal</p>	12

	<p>problems in general.</p> <p>a) Threat to sustainability of human life due to consumerism and only materialistic approach of life. b) Rising manpower and unemployment. c) Rising inequality and exclusive growth. d) Centralization of economic power. e) Loss of harmonious life in villages. f) Degradation of Environment and Eco systems.</p>	
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Learning Outcomes

1. Students will get the insight of the Gandhian thoughts.
2. The planning for the sustainable Rural Development is possible with the understanding of Gandhian Philosophy of Rural Development.
3. The learners' commitment of socio-cultural and Economic development with the ethical and moral base will be inculcated.

Suggested Readings

Unit – I

1. Mohandas K. Gandhi : Autobiography – The story of my Experiments with Truth, Navjivan Publishing House, Ahmedabad-380014, 1927.
2. Mark Lindey; J. C. Kumarappa - Mahatma Gandhi's Economist, Popular Prakashan Pvt Ltd. 301, Mahalaxmi chambers, 22 Babubhai Desai Rd. Mumbai-400026, 2007.
3. S. K. George, & G. Ramachandran : The Economics of peace, Peace Publications (India), New Delhi-110002, 1962.

Unit – II

1. Mark Lindey; J. C. Kumarappa - Mahatma Gandhi's Economist, Popular Prakashan Pvt Ltd. 301, Mahalaxmi chambers, 22 Babubhai Desai Rd. Mumbai-400026, 2007.
2. Romesh Diwan & Mark Cuoz : Essays in Gandhian Economics, Gandhi Peach Foundation, New Delhi-110002, 1985.
3. Thomas Vettickal : Gandhian Sarvodaya – Realizing a Realistic Utopia, Gyan Publishing House, New Delhi-110002, 2002.

Unit – III

1. M. K. Gandhi : Village Swaraj, Navjivan Publishing House, Ahmedabad-380014, 1926.
2. Mark Lindey; J. C. Kumarappa - Mahatma Gandhi's Economist, Popular Prakashan Pvt Ltd. 301, Mahalaxmi chambers, 22 Babubhai Desai Rd. Mumbai-400026, 2007.
3. Romesh Diwan & Mark Cuoz : Essays in Gandhian Economics, Gandhi Peach Foundation, New Delhi-110002, 1985.
4. S. K. George, & G. Ramachandran : The Economics of peace, Peace Publications (India), New Delhi-110002, 1962.
5. J. C. Kumarappa : Economy of Permanence, SarvaSevaSanghPrakashan, Rajghat, Varanashi-221001, 1997
6. J. C. Kumarappa : Gandhian Economic Thought, Sarva Seva Sangh Prakashan, Rajghat, Varanashi-221001, 1951.
7. M. K. Gandhi : Towards new Education, Navajivan Publishing House, Ahmedabad-380014, 2001.

8. Henry Fagg : A study Gandhi's Basic Education, National Book Trust, A.S Green Park, New Delhi-110016, 2002.
9. S. V. Prabhath : Perspectives on NaiTalim, Serials Publications, New Delhi (India), 2010.
10. S. V. Prabhath : Gandhi Today, Serials Publications, New Delhi (India), 2010.

Unit – IV

1. M. K. Gandhi : Village Swaraj, Navjivan Publishing House, Ahmedabad-380014, 1926.
2. S. K. George, & G. Ramachandran : The Economics of peace, Peace Publications (India), New Delhi-110002, 1962.
3. S. V. Prabhath : Gandhi Today, Serials Publications, New Delhi (India), 2010
4. Raghunath Mashelkar : Timeless Inspiritor – Reliving Gandhi, Sakal Papers Ltd., 595, BudhwarPeth, Pune (India) - 411002, 2010.
5. J. C. Kumarappa :Gandhian Economic Thought, Sarva Seva Sangh Prakashan, Rajghat, Varanashi-221001, 1951.

Unit – V

1. S. V. Prabhath : Gandhi Today, Serials Publications, New Delhi (India), 2010.
2. Raghunath Mashelkar : Timeless Inspiritor – Reliving Gandhi, Sakal Papers Ltd., 595, Budhwar Peth, Pune (India) - 411002, 2010.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REE-124A	No. of Credits: 04	Hours: 60
Course Title:	Government Initiatives for Rural Development in India	
Teaching Objectives:		
<ol style="list-style-type: none"> 1. To understand the role of government in promoting rural development 2. To sensitise the student towards government strategies and programme for rural development 3. To bring awareness regarding significant achievements in rural development in India 		
Unit	Course Content	Periods
I	Significance of rural development for India; -Role and function of Government in Rural Development in India.	05
II	-Aims and Objectives of the strategy of rural development in India; Improving livelihood in an equitable and sustainable manner; Access to assets and services; -Poverty alleviation; Discouraging migration.	15
III	-Progress for Rural Development in India; Integrated Rural Development Programme (Swarnajayanti Gram Yojana, Swarajgar Yojana, Sampoorna Grameen Rojgar Yojana, NREGA); -Employment Assurance Scheme; Food for Work Programme; Rural Housing; Samagra AwasYojana; HUDCO Gramoday; UjjwalaYojana.	15
IV	Strategies for Rural Development in India; -Democratic Decentralisation; 72 nd and 73 rd amendment to the Constitution of India; Minimum national standard of social assistance; Centrally supported social assistance Programme; Components of National Social Assistance Programme (NSAP); Food Security; Land Reforms -The abolition of zamindari; The abolition of intermediaries; Ceiling laws; Security of tenure to tenants; Land record management; The Rurban Mission.	15
V	Science and Technology for Rural Development in India; The role of Ministry of Science and technology; Government schemes focusing on science and technology; E-governance initiatives for Rural Development; Computerised Rural Information System Project; National e-governance Plan; E-governance Projects in Rural India; E -Gyandoot- Jagriti e seva- AkashgangaKissan Call Centres Rural Development in India: Significant Achievements and the way ahead.	10

Learning Outcome

1. Students will understand the role of Government in promoting rural development
2. Students will be sensitised towards government strategies and programs for rural development
3. Students will be aware of the significant achievements in rural development in India

Suggested Readings

1. Ministry of Rural Development, Government of India, Chapter VII Rural Development, pp. 88-99
2. Planning Commission, Government of India, Eleventh Five Year Plan (2007-2012), vol I, Inclusive Growth
3. Overview of the National Conference of Ministers of State Governments of Rural Development, Panchayati Raj and Rural Roads, 27-28 January 2003, New Delhi
4. Government of India, India in Figures 2015, (Ministry of Statistics and Programme Implementation, New Delhi: Central Statistics Office, 2015)
5. R. Chambers, Rural Development – Putting The Last First. (Essex, England: Longmans Scientific and Technical Publishers; New York: John Wiley, 1983)
6. K. Singh, Rural Development: Principles, Policies and Management (2nd), New Delhi, India: Sage Publications, 1999)
7. A. Shah, S. Bajpai and N. Jain, [INDIA@digital.Bharat](#), (Boston Consulting Group, 2015)
8. S. Kumar, “E-Governance in India”, Imperial Journal of Interdisciplinary Research, 2(2), 2016, 482-491
9. CSR Prabhu, E-Governance: Concepts and Case Studies, (New Delhi: PHI Learning Private Limited, 2004)
10. A. M. Abramson and E. G. Means, E-Government, Price water house Coopers Endowment for the Business of Government, (Rowman& Littlefield Publishers Inc, 2001)
11. World Bank, Issue Note: E-Government and the World Bank, 2001
12. V. B. Singh and N. Yadav, “E-Governance: Past, Present and Future in India”, International Journal of Computer Applications, 53(7), 2012, 36-48
13. A. H. Rizvi, “A study of E-Governance Educational Projects in India”, Global Journal for Research Analysis, 5(1), 2016, 37-38
14. H. Misra, “Managing rural citizen interfaces in e-governance system: a study in Indian context”, Proc. 3rd Int. Conf. Theory and Practice of Electronic Governance, 2009
15. R. Heeks, “Analyzing the Software Sector in Developing Countries Using Comparative Advantage Theory”, Development Informatics Working Paper Series, Manchester: Institute for Development Policy and Management, 25, 2006
16. R. Heeks and A. Molla, “Compendium on Impact Assessment of ICT – for Development Projects”, Development Informatics Working Paper Series, Manchester: Institute for Development Policy and Management, 36, 2009

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REE-124B	No. of Credits: 04	Hours: 60
Course Title:	Micro Finance Initiatives	
Course Objectives: 1. To understand the nature and significance of microfinance, Microcredit, Micro insurance 2. To sensitize the students about empowerment of poor and inclusive growth through micro finance programmes.		
Unit	Course Content	Periods
I	Origin of Micro Finance, Concepts of Micro Finance, Micro Credit, Micro Insurance. Micro finance initiatives in India and abroad . Micro-Finance and social Security, Micro-Finance and Livelihood approach	12
II	Self-help groups-Bank Linkage Programme: Self help groups formation, savings and credit linkage. Problems and Prospects of Micro-Financing in Rural India.	12
III	Micro~ Finance and empowerment of rural poor, Entrepreneurial Development, Rural Women Self-Help Groups and empowerment, role of information and communication technologies in rural banking	12
IV	Micro Finance and Banks: NABARD, RBI, SIDBI, Rashtriya Mahila Kosh, Commercial banks, cooperative banks, regional rural banks. Role of NGOs and Micro Finance Institutions	12
V	Inclusive growth and sustainable development: Micro Finance and Inclusive growth, Financial Inclusion policies and programmes in India.	12

Learning Outcomes

1. The students will understand the concepts of micro finance, mirco credit, micro insurance.
2. The students will be acquainted with the mechanism of self-help groups programmes.
3. The students will understand the significance of empowerment of poor people.

Suggested Readings

1. Asian Development Bank, Microenterprise development-Not by credit Alone, Mannila, 1997
2. Chandra D., Rural Credit: Role of informal sector, Segment books, New Delhi, 1993
3. Lalitha N., Self help groups in Rural Development, Dominant Publishers and distributors, New Delhi, 2002
4. Marguerite S. Robinson, Micro Finance Revolution- Sustainable Finance for the Poor, World Bank, Washington and Open Society Institute, New York, 2001
5. Karmarkar, K.G., Rural Credit and Self Help Groups, Micro Finance Needs And Concepts In India. Sage Publications, New Delhi, 1999
6. NABARD, Banking With The Poor: Financing Self Help Groups, CGM, NABARD, Hyderabad, 1999 Status of Micro finance Reports, NABARD

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REC-231	No. of Credits: 04	Hours: 60
Course Title:	Agrarian Crisis Management	
Teaching Objectives: To make the students understand agrarian crisis, impact of climate changes on agriculture, causes of agriculture distress and policy measures in order to mitigate the distress.		
Unit	Course Content	Periods
I	Agrarian crisis management- meaning, need and characteristics. Crisis management planning, Communication. The Agrarian Crisis in India – A Brief Background, Causes of the Agrarian Crisis – Agricultural Credit availability and Indebtedness. The institutional credit deadlock – Diminishing Investment in Agriculture – Rising input prices, declining income- Changing Climate and Uncertain Rains – Water Scarcity and Irrigation – deteriorating health of soil.	14
II	Droughts and famine- Historical review, causes and effects on livelihood of people, migration, adverse impact on natural resources. Preventive and remedial measurements undertaken by the government and non-government organizations.	12
III	Climatic changes and agriculture : impact on crop yield, Impact on livestock, impact on fisheries, impact on eco-system, increasing heat waves and health related issues. Food security : a big challenge. Concept of Climate smart agriculture.	10
IV	Division and fragmentation of land, degradation, soil erosion, land acquisition for industrial purpose, SEZs, roads, railways, airports, barren land.	10
V	Agriculture distress : Low growth and decreasing farm incomes, deficient monsoon, land equate crop protection. Small farm size, rampant urbanization, high labour cost, high agriculture input costs and lower prices of agriculture produce, imports of agriculture products impacting domestic growers, farmers’ suicides Causes and remedies.	14

Learning Outcomes

The students will understand the various issues and causes of agrarian crisis and will be able to examine the relevance of prevalent policy measures to make workable solutions on the problems.

Suggested Readings

1. Agrarian Crisis in India : D. Narasimha Reddy and Srijit Mishra, Published to Oxford Scholarship Online : October 2012, Print ISBN-13 :978019869096, DOI:10.1093/acprof:oso/9780198069096.001.0001
2. Agrarian Crisis and Farmer Suicides : R. S. Deshpande, Saroj Arora, SAGE Publication India, 10-Nov. 2010.
3. Agrarian Distress and Farmer Suicides in North India :Lakhwinder Singh, Kesar Singh Bhangoo, Rakesh Sharma, Taylor & Francis, 13 Jan. 2016.
4. State of the Indian Farmer : A Millennium Study, Vol. 1, Ministry of Agriculture, Academic Foundation, 2006.
5. Agrarian Distress in India : Problems and Remedies, B.C. Barah, Smita Sirohi Concept Publishing Company, 2011.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REC-232	No. of Credits: 04	Hours: 60
Course Title:	Agricultural Accounting & Costing	
Course Objectives :		
<ol style="list-style-type: none"> 1. To understand basic accounting principles. 2. To study cost accounting of rural enterprises. 3. To study the process of budget preparation specially farm budgets. 		
Unit	Course Content	Periods
I	Accounting Cycle and double entry book keeping :- Meaning & definition of book keeping objectives, Importance & Utility, Difference between booking and accounting, basis of accounting cash basis and accrual basis accounting concepts, Conventions & principles, accounting standards. Double entry book keeping, preparation of Journal, Ledger, Trial balance.	12
II	Accounting for trading and Non-trading concerns:- preparation of trading, profit & loss account and balance sheet, payments account, Income expenditure account, Accounting for NGOs, Accounting for Co-operatives and small rural enterprises, farm accounting.	12
III	Cost accounting for rural enterprises:- Introduction, meaning and definition of cost accounting, scope, advantages of cost accounting, classification of costs and elements of cost, cost unit & cost center, preparation cost sheet.	12
IV	Management accounting and decision techniques :- Introduction, meaning, Nature, Scope advantages and limitation of management accounting, Distinction between financial cost and management accounting marginal costing and cost volume profit analysis - profit volume. Ratio, break even analysis, margin of safety, analysis - profit volume ratio, breakeven analysis, margin of safety, Angle of Incidence, decision making with key factor.	12
V	Budget and Budgetary Control :- Introduction to budgeting, objective, budgetary control, types of budgets preparation of budgets, zero based budgeting steps in budgetary control systems, preparation of farm cash budget. Standard costing - meaning, importance of standard costing, variance in relation to agricultural.	12

Learning Outcomes

1. The students will acquire accounting and costing skills.
2. They will understand the process of cost sheet preparation and budget preparation.

Suggested Reading

1. Jain and Narang ; 'Advanced Accounting'
2. Jawaharlal & Seema Shrivastava : 'Financial Accounting : Principles and practices'.
3. Manmohan Goel : 'Management Accounting'.
4. Shukla and Girewal : 'Advanced Accounting'.
5. M. E. Thakuram Rao : 'Methods and Techniques of costing'.
6. S. N. Maheshwari & Mahaeshwari : 'Accounting for managers'.
7. Prof. Jawaharlal : 'Advanced Management Accounting'.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REC-233	No. of Credits: 04	Hours: 60
Course Title:	Rural Marketing	
Course Objectives:		
<p>The objective of this course is to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of Rural marketing functions.</p> <p>This will result in the expansion of rural demand of agricultural inputs, capital goods, transportation goods as well as consumer and consumer durable goods in villages.</p>		
Unit	Course Content	Periods
I	Rural Marketing : Definition, Objectives, Functions. Conceptual framework of Rural Marketing - Development and Diversifications, Accelerated growth and importance of Rural Market. Factors accelerating growth. Classification of inflow marketing and out Flow marketing in rural Sector.	12
II	Rural Consumers : Consumption Pattern, Behaviour, Decision Making and Market Segmentation for Consumers. Marketing strategies and financing models . Rural Marketing in global perspective	12
III	Modern and traditional system of Rural Marketing : Historical perspective of Haats, Bazaars and Melas. Their role as the hubs of rural economy. Laws regulating the conduct of business there in and also facilitating their modernization and expansion. Principles, Procedures and process of Rural Marketing Management and applications of system approach. Rural Marketing strategy and implementation of the principles of Marketing Mix.	12
IV	Rural Market Demands :- 1. Consumer Goods, 2. Consumer durables, 3. Agricultural Inputs, 4. Capital goods, and 5. Transportation good of Distribution strategies and channel Management.	12
V	Regulated Market system and the State Legislation. Grading Standardization and legal metrology – Provisions of the relevant laws. Rural Market Intelligence, and Marketing information System. Market Research, Survey Techniques, Report writing. State Market Intervention operations, State Procurement, Minimum Support Price, Statutory Minimum Price, State Advised Price and Price Management by the Union and State Governments. Logistics Management in Rural Marketing. Corporate Strategies and State facilitation programs.	12

Learning Outcomes

1. The students will get exposure to rural marketing and its deferent models and strategies.
2. The students will understand the consumption pattern and behavior of rural consumers.

Suggested Readings

1. Pradeep Kashyap Rural Marketing -2 edition Pearson Education.
2. Jha, S.M. & Singh, L. P. : Marketing Management in Indian Perspective, Himalaya Publications, Bombay.
3. Velayudhan – Rural Marketing (Sage)
4. Mathur- Rural Marketing (Excel Books)
5. Philip Kotler : Marketing Management.
6. Barkar, J. W. : Agriculture Marketing, Oxford University Press, New York.
7. Chopra : Marketing Management (Wiley Dreamtech)

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REE-234A	No. of Credits: 04	Hours: 60
Course Title:	Rural Infrastructure	
Course Objectives: This course is designed to introduce the role of infrastructure in rural economy. It also deals with schemes and policies for development of rural infrastructure.		
Unit	Course Content	Periods
I	Meaning, Components -Importance of Rural Infrastructure, Growth of Rural Infrastructure, Infrastructure Policy- Rural Infrastructure Development Fund (RIDF).	12
II	Types and Structure - Road and Rail, Rural transportation problems, Schemes for Rural Transportation Development in India.	12
III	Concept and Components of Social Infrastructure - Education, Health, Drinking Water , Sanitations -Issues, problems and Remedies.	12
IV	Meaning and types of Energy , Renewable and Non-Renewable Energy-Sources of rural energy, Rural electrification- Problems, Energy Policies for Rural India	12
V	Need, Sources, technology and Rural Communication, Issues and problems - Government policies for rural Communication. Concept of PURA (Providing Urban Amenities to Rural Areas.) and Model Village Development Planning.	12

Course Outcomes

1. The students will be able to know the role of infrastructure in rural economy.
2. They will be able to understand schemes and policies for development of rural infrastructure.

Suggested Readings

1. Dutt and Sundaram- Indian Economy, S. Chand Publications, New Delhi, 2013-07-02
2. Vasant Desai: Rural Development in India, Himalaya Publishing House, Mumbai, 2012.
3. Mishra S.K. and Puri V.K. - Economics of Development and Planning, Himalaya Publishing House, Mumbai, 2012
4. SukhadeoThorat, SamitaSirohi- Rural Infrastructure, volume 4.
5. A N Agarwal-Indian economy, Vikas pub. House, Delhi.
6. P Adinarayana Reddy-Rural infrastructure and development.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REE-234B	No. of Credits: 04	Hours: 60
Course Title:	E-Commerce For Rural Development	
Course Objectives:		
The objective of this course is to help students to understand the basics of Information Technology, E-Commerce Fundamentals and Technological Environment.		
Unit	Course Content	Periods
I	Introduction to Computer : Definition, Characteristics, Types of Computers. Computer Generations, Computer Hardware - Input / Output Devices, Storage Devices and Memory. Computer Software - System and Application Software, Compilers, Interpreters and Assemblers. Computer Applications, Computer Virus and Antivirus Softwares.	12
II	Computer Networking and Internet Technology : Concept of Computer Networks, LAN, MAN, WAN, Protocols - Introduction of Client Server Atmosphere, Concept of Internet and Intranet, Advantages of Internet, World Wide Web, IP Address, URL, I.S.P, Gateway, Web Browser, Search Engines, Modem Base Band and Broad Band, Leased Lines, Electronic Mail.	12
III	E-Commerce : Definition, Importance, Characteristics. Types of E-Commerce Applications, Technology, Infrastructure and Limitations. E-Business Models like B2B, B2C, C2C etc. Online Marketing Concepts - Process, Marketing Communication, Marketing Tools.	12
IV	Payment Systems :- Type of E-payment, Digital Token-Based E-Payment, Smart Card, Credit Card Payment Systems, Risks and Precautions to be taken on E-Payment. Mobile Computing Applications.	12
V	Security Environment :- Security Threats, Technology Solutions, Client-Server Security, Data and Message Security, Document Security, Firewalls, Ethical, Social and Political issues in Rural E-Commerce.	12

Learning Outcomes

1. The students will understand the basics of information technology.
2. They will get exposure to e-commerce fundamentals and models.

Suggested Readings

1. Ravi Kalakotta & Whinston B., *Frontiers of E-Commerce*, Person Education, Reprint 2009, New Delhi.
2. R. Kalakotta & M. Robinson, *E-Business : Roadmap for Success*, Pearson Education Reprint, New Delhi, 2009.
3. Laudon and Traver, *E-Commerce : Business Technology Society*, 4th Edition, Person Education, New Delhi, 2009.
4. Schnieder, *E-Commerce Strategy, Technology and Implementation*, 1st Edition, Cengage, Learning, India, 2008.
5. Elias M. Awad, *Electronic Commerce*, PHI Learning, 2009.
6. Rayudu C. S., *e-Business*, Himalaya Publishing House, 2007.
7. Daniel Amor, *The E-Business (R) Evolution*, PHI Learning, New Delhi.
8. Murthy C. S. V., *e-Commerce*, Himalaya Publishing House, 2007.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REC-241	No. of Credits: 04	Hours: 60
Course Title:	Rural Resource Management	
Course Objectives:		
1. To understand the nature and characteristics of rural resource and its importance in Rural Development. 2. To understand various resources available in rural India such as land, water and human and other Resources.		
Unit	Course Content	Periods
I	Nature and Characteristics of Rural Resources : Definition and meaning of Resources, Types of Rural Resources, Natural and Man-made, Characteristics of Resources, Importance of different resources in Rural Development.	12
II	Land Resources :- Classification of land based on utility, Soils – Structure and importance, Properties of Soil- Physical and Chemical, Soil Conservation- methods and importance, Rock and ores – Minor mineral produce in rural areas of Konkan, Land degradation in rural areas – causes and remedies.	12
III	Water resource :- Factors controlling availability of water in rural areas- Seasonality of rainfall, rock type, vegetative cover, Source of water and their characteristics – Sub-surface-Deep and Shallow and Surface, Water conservation and management- Watershed development, rain water harvesting, advanced irrigation, Ground water recharge, Problems and issues in rural water scenario- Contamination, Distribution, Priority of Use.	12
IV	Living Resources:- Vegetation – Types of uses, Importance as resource- Timber, fuel, construction, agricultural, plantation, raw material, Forest rights and Joint forest management, Wide life- Diversity of life, it's role in ecology, resources potential, Nature of conflict between wide life and Farmers in Konkan. Human Resources:- Quantitative aspects of rural human resource – Gender & Age wide classification, Density, Issue in rural human resources- Scarcity, lack of skill, attitude, social status.	12
V	Government initiatives and participation of various Stake holders for development and Protection of Rural resources .	12

Learning Outcomes

1. The students will understand various natural resources and their importance in rural development.
2. The students will get exposure to various challenges and problems with regard to availability and use of natural resources.

Suggested Readings

1. Rural Development : Principles, Policies and Management, Katar Singh, Sage Publications India Pvt. Ltd., 2009.
2. Development of Land Resources – E-book on Activities Department of Land Resources, Ministry of Rural Development, Government of India, Dec. 2014, <http://dolr.nic.in/downloads/PDFs/DoLR%20Activities.pdf>

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REC-242	No. of Credits: 04	Hours: 60
Course Title:	Farm Planning and Budgeting	
Course Objectives: To make the students aware about farm planning, farm budgeting, cultivation cost and cash inflow and outflow.		
Unit	Course Content	Periods
I	Farm planning: Meaning, definition and need. Characteristics of sound plan, Steps in planning, Techniques of farm planning, planning the land resources, Planning the labour resources, Planning the capital resources.	12
II	Farm budgeting: Definition of Farm Budgeting, Types of Farm Budgeting: Partial Budgeting: Complete Budgeting/Total Budgeting: Variable costs, Fixed costs, total costs, Breakeven Analysis. Steps in farm planning and budgeting.	12
III	Farm activities : Selection of farm Activities / farm enterprises, Activity-wise requirement of farm inputs, Crop and animal production, hunting and related service activities, sericulture, horticulture, floriculture, fisheries, forestry, seed production.	12
IV	Cost of cultivation of crops: Labour, water, electricity, seeds, fertilizers, pesticides, weeding, harvesting, hiring machinery and equipments and other Charges.	12
V	Cash flow : Cash balance, sale of crops, sale of livestock products government subsidies, other agricultural income .Cash out flow-expenditure incurred on seeds, fertilizers, labour and cultivation, harvesting, transportation, storing, purchases of agricultural machinery and equipments, payment of loan etc. Income statement, Net worth statement.	12

Learning Outcomes

1. The students will get introduced to farm planning and budgeting process.
2. The students will be able to prepare farm budget, computation of cost of cultivation.

Suggested Readings

1. Fundamentals of Farm Business Management, 8.8. J ohi and T. R. Kapur, Kalyani Publishers, New Delhi.
2. Elements of farm Management Economics, I.J. Singh, Affiliated East-west press Pvt. Ltd., New Delhi.
3. Farm Management, A S. Kahlon and Karam Singh, Indian Council of Agriculture Research, New Delhi.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REE-243A	No. of Credits: 04	Hours: 60
Course Title:	Rural Tourism Management	
Course Objectives:		
To Understand the concept of Rural Tourism- its scope and cultural significance. Identify Tourism resources in rural areas, Benefits and Costs of Rural Tourism, Developing a Business Plan for Rural Tourism, Sustainable Tourism.		
Unit	Course Content	Periods
I	Rural Tourism :- Introduction, Concept of Rural Tourism, its Scope and Cultural Significance. Complexities and Challenges of Rural Tourism. Identify Tourism Resources in Rural Areas, Benefits and Costs of Rural Tourism. Rural Territory - Its Potential as a Tourism Product. Village as a Primary Tourism Product, Showcasing Rural Life, Art, Culture and Heritage. Impact of Rural Tourism on the Rural Community. Benefits and Sustainable Development of Rural Tourism.	12
II	Rural Tourism Business Plan :- Introduction to Business Plan. Feasibility and Execution of Business Plan. Infrastructure, Marketing and Financial Assistance. Intervention of Professional Agencies, Limitations for Development of Rural Tourism. Creating Employment and Entrepreneurial Opportunities.	12
III	Tourism Marketing :- People and Culture: Importance of culture related to destinations in Tourism; Heritage, Customs, Costumes, Traditions, Rituals, Ancient Paintings, Fairs Festivals, Handicrafts as attractions to tourist. Performing Arts of India; Classical and folk dances, Music and musical instruments as enhancer of tourism experience; Role of folklore, and folksongs in tourism promotion.	12
IV	Tourist Behaviour :- Tourist Behaviour, Factors influencing tourist behavior, Tourists' decision making process, tourism behavior typologies.	12
V	Rural Tourism Product Development :- Tourism Development and Packaging; Tourism Product, Creating Experience Set, Product development, Tourism Product packaging.	12
VI	Best Practices and Case Studies :- Live Project in Rural Tourism, Sustainable Tourism, Agro Tourism, Inspirational Tourism and its Role in Rural Areas.	12

Course Outcomes

The students will obtain Life Skills' Education. Economically Benefit to Local Community. Tourists – Enriching Experience. Create Employment / Entrepreneurial Opportunities. Live Project in Rural Tourism.

Suggested Readings

1. Boniface B. & Cooper, C., Worldwide Destinations : The geography of Travel & Tourism, Oxford Butterworth Heinemann, 2009.
2. Badan, B. S. & Bhatt, H., Cultural Tourism, Crescent Publishing Corporation, New Delhi, 2005.
3. Chaudhary, M., Tourism Marketing, Oxford University Press, New Delhi, 2010.
4. Dasgupta, D., Tourism Marketing, Pearson, New Delhi, 2011.

**GOPINATHRAO MUNDE NATIONAL INSTITUTE OF RURAL
DEVELOPMENT & RESEARCH**

Course Code No.: REE-243B	No. of Credits: 04	Hours: 60
Course Title:	Global Agricultural Trading	
Teaching Objectives: - The objective of this course is to make the students aware about issues in international trade in agriculture and to provide knowledge about provisions in AoA, Global trade & food security etc.		
Unit	Course Content	Periods
I	International Trade: Basic Concepts, Importance of Trade, Trade Theory, Classical, Neoclassical Theories, Instruments of Trade Policy-Tariffs, Subsidies, Quotas - Protectionism Vs Free Trade Policy.	12
II	Contribution of Agriculture In Economic Development - Globalization And Agriculture - International Trade In Agriculture, Global Agricultural Trade Policies, Domestic Agricultural Policies.	12
III	GATT Negotiations, Dunkel Draft - WTO - Agreement of on Agriculture, Provision In AOA, Implications of WTO Provision on Developing Countries.	12
IV	Global Trade & Food Security - Role of FAO - Global Hunger Index, Poverty & Famine - Domestic Support Policies	12
V	Foreign Trade of India - Indian Agricultural Trade - Changing Structure And Pattern of Agricultural Trade - Competitiveness of Indian Agriculture - WTO and Indian Agriculture	12

Learning Outcomes

1. The students will understand the structure of international trade.
2. The students will know the various aspects related with international trade in agricultural commodities and role of WTO.
3. The students will understand the concept of food security and role of FAO.
4. The students will know the changing pattern of Indian Agricultural Trade.

Suggested Readings

1. Bhalla G S. (2004), Globalization & Indian Agriculture, State of The Indian Farmers, Vol. 19, Academic Foundation, New Delhi.
2. Chanda G. K. (2003), WTO and Indian Economy, Deep& Deep Publication.
3. Datta Samar K and Satish Y. Deodhar (2001), Implications of WTO Agreements for Indian Agriculture, Oxford & IBH Pub. Co. New Delhi.
4. Gulati, Ashok & Tim Kelly (1999), Trade Liberalization & Indian Agriculture
5. Gulati, Ashok, Rajesh Mehta, Sudha Narayanan (1999), From Marrakesh to Seattle: Indian Agriculture in a Globalizing World, Special article, Economic and Political Weekly, October 9, 1999, P. 293/ to 2942.
6. Hoekman, Bernard, Francis Ng, and Marcelo Olarreaya, 2002, Reducing Agricultural Tariffs Versus Domestic Support: What's More Important for Developing Countries?, World Bank Policy Research Working Paper 2918, Washington, DC.
7. Hooda & Gulati (2007), WTO Negotiations on Agriculture & Developing Countries, Oxford University Press, New Delhi.
8. Ingco, Mrlinda, and John D. Nash, eds. 2004, Agriculture and the WTO: Creating a Trading System for Development, Washington, D C, World Bank.
9. Krugman and Obstfield (2009), International Economics: Theory and Practice Pearson Publication, New Delhi.
10. Rajiv Kumar and Swpna Nair (2009), Indian :Strategies at the Doha Development Agenda - July and Pxyond: Working paper prepared for Presentation at the 2009 World Trade Organisation Forum, Geneva.
11. Sathe, Dhanmanjiri and R. S. Deshpande (2006) Sustaining Agricultural Trade Policy and Impact, Economic & Political Weekly, December 30. PN. 5337 to 5344.
12. Vashisht A. .and Singh Alka (2003), WTO and New International Trade Region - Implication for Indian Agriculture, Advance Publishing Concept.