



## **MASTERS OF ARTS (RURAL DEVELOPMENT)**

### **(MARD)**

#### **Mission and Objectives**

- The Programme has been framed to provide an understanding and experience of different aspects of Rural Development.
- It is to provide a holistic perspective of schemes/programmes of central govt. in general and state govt. in particular.
- It is to develop expertise in planning and management of rural development programmes with focus on participatory development.
- It is innovative, skill and employment oriented to attract bright students to the discipline of rural development. Thus, ensuring University – Industry interface under CSR Programme.

#### **Prospective Target group of learner's**

- Students who want to pursue Rural Development Specialist / Analyst as a career.
- Students pursuing Post Graduation courses in any discipline can join in this course for enhancement of knowledge about rural development.
- OSOU learners who are pursuing DRD & PGDRD can join through lateral entry

#### **Learning Outcomes**

- Can join in NGOs, CBOs, Projects of Funding Agencies (UNDP, World Bank, JICA, DFID, CARE, CRY, USAID, Action Aid), CSR Units of Corporate/Business houses.
- Can join in Rural Development Organizations / Institutions as Social Worker, Community Mobilizer.
- Can set up Small Scale Industry in rural areas supported by State govt. institutions like ORMAS, DDUGKY (Aajeebika), Indian Red Cross Society, District Rural Development Agency (DRDA) or District Industry Centre (DIC) of any district.
- Can join in State /National Livelihoods Mission under Panchayati Raj Dept / Rural Development Dept. of the State / Nation as Manager or Programme Coordinator.
- Can start a Non- Governmental Organisation or Voluntary agency to serve for the welfare of the rural poor. Currently NGOs play a very crucial role in rural development, by organizing poor people in villages. The funds for running of such NGOs will be available from both Central and State governments on the basis of the projects and requirements of the NGOs.

- After completing the course, a student will have the ability to conduct Research on Rural Development.

Course No.	Course Title	Credits
<b>Semester -1</b>		
RD-101	Rural Society	4
RD-102	Rural Development in India	4
RD-103	Rural Social Problems	4
RD-104	Rural Development Institutions & Entrepreneurship	4
<b>Semester - 2</b>		
RD-201	Rural Resource Management	4
RD-202	Rural Development in Odisha	4
RD-203	Soft Skill Development	4
RD-204	ICT and Geo – Informatics for Rural Development	4
<b>Semester - 3</b>		
RD-301	Communication and Extension in Rural Development	4
RD-302	Project Work	4
RD-303	Rural Gender Studies and Social Research	4
RD-304	Rural Industrialization and Inclusive Development	4
<b>Semester - 4</b>		
RD-401	Rural Financial Management	4
RD-402	Rural Health Management	4
RD-403	Developmental Research Methods	4
RD-404	Voluntary Action in Rural Development	4
		<b>64</b>

## Instructional Design

### **Curriculum design**

Rationale and Architecture:

The Masters course, spread over four semesters besides providing the skill component attempts to provide the students a deeper and broader understanding of Rural Development as a subject. It attempts to enhance their research ability to add new thinking and concept into its body of knowledge.

**Total Credits: 64**

**Duration: 2 Years**

**Total Credits: 64**

### **Semester – I**

<b>RD –101: Rural Society</b>		<b>4 Credits</b>
Block-1	Rural Sociology	
Block-2	Village Community	
Block-3	Rural Social Structure and Institutions	
Block-4	Caste System	
<b>RD – 102: Rural Development in India</b>		<b>4 Credits</b>
Block-1	History of Rural Development in India	
Block-2	Rural Development and Regional Disparity	
Block-3	Approaches to Rural Development in India	
Block-4	Rural Development Programmes in India	
<b>RD – 103: Rural Social Problems</b>		<b>4 Credits</b>
Block-1	Rural Poverty	
Block-2	Rural Illiteracy and Health Problems	
Block-3	Rural Unemployment	
Block-4	Rural Social Problems	
<b>RD – 104: Rural Development Institutions &amp; Entrepreneurship</b>		<b>4 Credits</b>
Block-1	Institutions of Rural Development	
Block-2	Planning for Rural Development	
Block-3	Institutional Linkages for Rural Development	
Block-4	Rural Economy	

## Semester – II

<b>RD – 201: Rural Resource Management</b>		<b>4 Credits</b>
Block-1	Rural Physical Resources	
Block-2	Rural Environmental Problems	
Block-3	Approaches to Resource Management	
Block-4	Backward Area Development Programme	
<b>RD – 202: Rural Development in Odisha</b>		<b>4 Credits</b>
Block-1	Evolution of Rural Development in Odisha	
Block-2	Rural Development Administration in Odisha	
Block-3	Developmental Sectors in Odisha	
Block-4	Legal Provisions and Programmes of Rural Development	
<b>RD – 203: Soft Skill Development</b>		<b>4 Credits</b>
Block-1	Introduction to Soft Skills	
Block-2	Personality Development	
Block-3	Fundamentals of Computer Application - I	
Block-4	Fundamentals of Computer Application - II	
<b>RD – 204: ICT and Geo – Informatics for Rural Development</b>		<b>4 Credits</b>
Block-1	Geographical Information System (GIS)	
Block-2	Remote Sensing	
Block-3	Application of Remote Sensing and GIS in Rural Development - I	
Block-4	Role of Disaster Management in Rural Development	

## Semester – III

<b>RD – 301: Communication and Extension in Rural Development</b>		<b>4 Credits</b>
Block-1	Basic Principles and Techniques of Communication	
Block-2	Extension: Concepts, Philosophy and Approaches	
Block-3	Planning Communication – Extension Support for Rural Development	
Block-4	Developmental Journalism in Development Communication	
<b>RD – 302: Project Work</b>		<b>4 Credits</b>
Block-1	Objective of the Project Work	
	Steps involved in the finalization of the Topic	
	Synopsis of the Project Report	
	Submission of the Project Report	
<b>RD – 303: Rural Gender Studies and Social Research</b>		<b>4 Credits</b>
Block-1	Concept and Importance of Gender Studies	
Block-2	Women and Development in Rural Society	
Block-3	Social Research in Rural Sector	
Block-4	Evaluation of Rural Development Programmes – PRA Methodology / Village Immersion	

<b>RD – 304: Rural Industrialization and Inclusive Development</b>		<b>4 Credits</b>
Block-1	Introduction to Rural Industrialization	
Block-2	Diversification of Rural Economic Activities	
Block-3	Development Programmes for Women	
Block-4	Inclusive Development	

### Semester – IV

<b>RD – 401: Rural Financial Management</b>		<b>4 Credits</b>
Block-1	Introduction to Rural Finance	
Block-2	Fundamentals of Accounting	
Block-3	Preparation of Financial Statements	
Block-4	E – commerce and its Applications	
<b>RD – 402: Rural Health Management</b>		<b>4 Credits</b>
Block-1	Health in Rural India	
Block-2	Health Care: Programmes and Performance	
Block-3	Health Care: Planning and Management	
Block-4	Health Care: Case Studies	
<b>RD – 403: Developmental Research Methods</b>		<b>4 Credits</b>
Block-1	Foundation of Developmental Research & Formulation	
Block-2	Research Design and Sampling	
Block-3	Survey Research	
Block-4	Data Analysis and Presentation of Research Findings	
<b>RD – 404: Voluntary Action in Rural Development</b>		<b>4 Credits</b>
Block-1	Voluntarism, State and Society	
Block-2	Basic Features of Voluntary Organisations	
Block-3	Voluntary Organisations and Rural Development	
Block-4	Role and Experiences in Rural Development	